



# GUIDELINES ON **MYCHOICE LOGO MALAYSIA**

**Nutrition Division  
Ministry of Health Malaysia**

GUIDELINES ON  
**MYCHOICE**  
LOGO MALAYSIA



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c/o

**Nutrition Division**

Ministry of Health Malaysia

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Federal Government Administrative Centre

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MALAYSIA



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**Disclaimer:** This guidance is not legally binding and do not supersede any other regulations or guidelines that regulate food services in Malaysia.

# FOREWORD

**A healthy diet is important to supply nutrients required by the body, helps to reduce the risk of diseases and improve the quality of life.**

Healthy food intake starts from the selection of fresh and quality raw materials to the preparation and serving of food. However, there is no doubt that the lifestyle in Malaysia has changed over the years as a result of urbanisation and globalisation. Traditional dietary patterns have undergone marked changes as consumers are increasingly rely on eating out as it is more convenient and varied especially for the working population. Therefore, consumers need to be educated and facilitated in selecting healthier options when eating out.

MyChoice can be part of a broader basket of initiatives that give motivation to food services industry to produce healthier food and beverages. It can also facilitate consumers in identifying healthier food in restaurants by looking at the MyChoice Logo on the food menu. Hence, I hope MyChoice initiative will be implemented successfully with the full support and collaboration from all stakeholders to comprehensively promote healthy eating. I believe that this initiative will achieve its' objectives to create an environment which support healthy eating and finally reduce the burden of non-communicable diseases in the country.

**Zalma Abdul Razak**  
**Director of Nutrition Division**  
**Ministry of Health Malaysia**

**A.****MyCHOICE LOGO**

## INTRODUCTION

The implementation of MyChoice is an initiative by the Ministry of Health Malaysia. This initiative is in line with the strategy of the National Plan of Action for Nutrition Malaysian (NPANM) III (2016-2025), a 10 years plan to address food and nutrition challenges in the country using trans- and multi-sectoral approaches. NPANM III (2016-2025) recognises that direct nutrition interventions need to be coordinated at all levels with complementary actions to address the underlying determinants of good nutrition which include providing a healthy environment to promote healthy eating. Besides that, 23rd ASEAN Summit 2013 stressed the roles and responsibility of food industries to produce more food that are healthier in the market. Hence, this call for an action for the food services industry in Malaysia to also provide healthier options meals for their customers.

Eating out has become a Malaysian habit as majority of Malaysian eat out at least once a day. While eating out is convenient, the food and beverages are generally higher in calories, sugar, fat and salt than home-cooked food. Excessive dietary intake particularly fat, sodium and sugars have been shown to be associated with the development of diet-related non-communicable diseases such as obesity and cardiovascular diseases which are increasing tremendously in Malaysia. The aim of this initiative is to assist in addressing the rising incidence of those diseases and providing a framework on the development of healthier food options to Malaysian consumers when eating out.

MyChoice Programme is an initiative to encourage food services industry to provide healthier meals and enable Malaysians to make healthier dining choices easily. Foods and beverages may carry the logo if they meet the nutrient criteria specified by the Ministry of Health Malaysia. This will empowers the individual to make informed food choices. The implementation of MyChoice is on voluntary basis by the food services industries. Application need to be submitted to Nutrition Division, Ministry of Health Malaysia and certification will be given upon approval. These guidelines are applicable to individual company and its advertising and/or other related agencies. However, the primary responsibility for enforcing and conforming to these standards lies solely with the individual company. In the contact of this guideline, foods refer to foods and beverages.

## The **OBJECTIVES**

The objectives of MyChoice are:

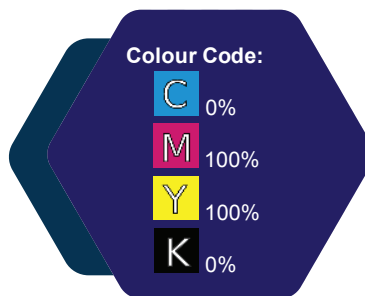
- To facilitate consumers in identifying healthier food in food outlets.
- To help consumers making smarter choices by looking at the MyChoice Logo on the food menu.
- To encourage the food services industry in producing healthier menu.



# B.

## LOGO LABELLING AND PRESENTATION

### FORMAT OF THE LOGO



- a) There is only one colour allowed for the logo as shown above.
- b) The location of the logo must be presented besides the food menu that received the logo and should be easily seen by the customers when ordering the food. For example, it can be presented on the menu book, light box menu, digital menu and menu board.
- c) Food services owner can also display the logo on the food packaging, brochure, poster, tray mat and official website of the restaurants.
- d) The Logo must adhere to the identification, colour, and size requirements set forth by Ministry of Health Malaysia. Such requirements are designed to ensure that through uniform and consistent use, the public will continue to recognize the logo as a distinctive mark and not simply a decorative symbol.
- e) The following conditions are PROHIBITED in the logo format:
  - use of non-designated colours;
  - rearrange the logo formation;
  - rotate the logo;
  - remove any part of the logo formation;
  - distort or stretch the logo, either horizontally or vertically; or
  - substitute fonts in the logo.
- f) The logo must not touch or cover any essential information on the food menu.
- g) The MyChoice Logo is the copyright of Ministry of Health Malaysia.



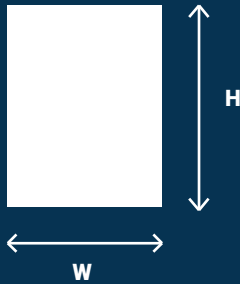
**Note:** The word “Logo” as stated in this guideline refers to MyChoice Logo



# SIZE OF THE LOGO ON DISPLAY

- a) The display surface area is defined as the area where the logo is placed.

## Example:



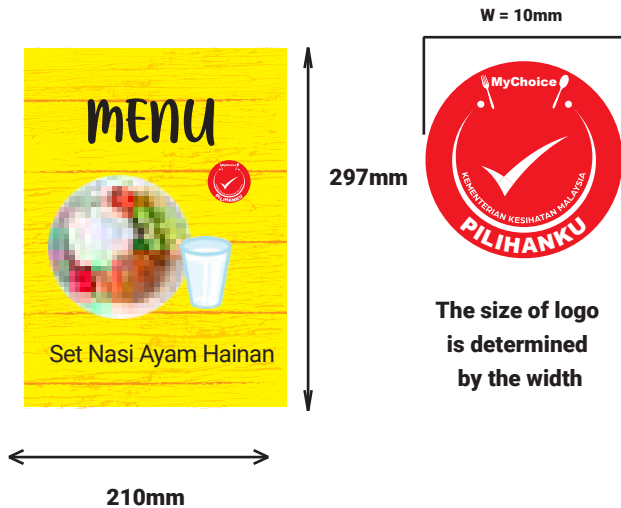
H = Height

W = Width

Display surface area = H (mm) x W (mm)

- b) The size of the Logo should not be less than 10 mm width on a 297 mm X 210 mm (A4 size) display surface area. The size of the Logo should increase proportionately with the size of the display surface area.

## Example



The size of logo is determined by the width

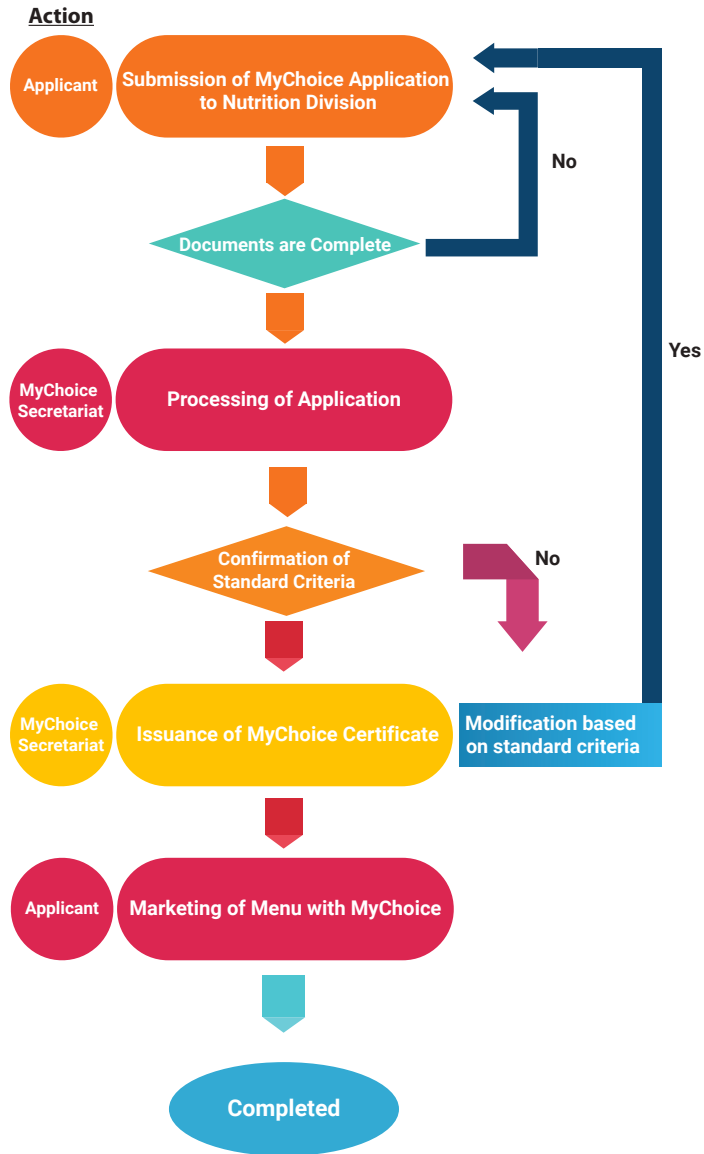
**MANAGEMENT OF APPLICATION**

- a) Application is open to Food & Beverage Restaurant chain in Malaysia that provides the same menu across all their outlets. The food & beverage Restaurant chain include:
  - Franchise restaurant
  - Fast food companies
  - Individual company
- b) Applicants that are registered with the Registrar of Companies and stipulated under Food Hygiene Regulation 2009, are eligible to apply for MyChoice certificate.
- c) They are required to submit the application to Nutrition Division by email at [mychoice@moh.gov.my](mailto:mychoice@moh.gov.my). The application form is available at <http://nutrition.moh.gov.my/> (Appendix 1: Application Form)
- d) Every menu submitted will be evaluated according to the programme criteria that consist of nutrient and supporting criteria for set menu and beverages. (Appendix 2: Programme Criteria for MyChoice).
- e) Apart from the Programme Criteria, applicants are encourage to follow the recommendation actions in providing heathier options meal to the consumers. (Appendix 3: Recommended Actions)
- f) Applicants are required to send certificate of analysis of the foods during the submission of application. Laboratory test must be carried out by accredited and recognized laboratories from the Department of Standard Malaysia under the Skim Akreditasi Makmal Malaysia (SAMM). International Laboratory Accreditation (ILAC) or Mutual Recognize Accreditation (MRA) Signatories laboratories that are recognized by Department of Standard Malaysia are also accepted.

- g) All designs using or with reference to MyChoice, must be submitted for approval. All materials submitted are not returnable.
- h) Upon receipt of the application, MyChoice Secretariats will verify the completeness of the application. The summary of application procedures is described in page 9.
- i) Any costs related to the submission of application (including analysis, laboratory test and designing artworks) will be borne by the applicants.
- j) Approved menu may be randomly selected for analysis to ensure that they continue to meet the standard nutritional criteria. Any restaurants whose menus fail to meet the criteria will be investigated and may be disqualified from the programme.



# Summary of MyChoice Logo Application Procedures




**Note:** Approved menu will be randomly selected for monitoring purposes

# CERTIFICATE OF AUTHENTICATION

# D.

## REQUIREMENTS

- a) Companies that are certified to use the Logo will agree to:
- The non-exclusive use of the Logo by any one company for any one menu;
  - Certification cannot be negotiable, lendable, transferable, forged, misused or altered in any way;
  - Be responsible for monitoring the appropriate use of the Logo on certified menu;
  - The display menu submitted for MyChoice must have the nutrients specified according to the MyChoice criteria
  - Examples of display menu certified with MyChoice are described in page 9
  - Display the sticker poster of MyChoice in front of the restaurant/at the order counter to inform customers that MyChoice menu is available in the restaurant.
  - Example on the display of MyChoice sticker poster are describe in page 11
- b) The certificate will be valid for a duration of two years (24 months) upon approval. At the end of the certified year, the products will be re-evaluated based on the latest nutrient criteria\*.
-  **The nutrient criteria may be amended to reflect the latest scientific updates.**
- c) It is the responsibility of the companies to ensure that their packaging, labelling, advertising and promotional materials of food products are in compliance with the Food Hygiene Regulation 2009.

## EXAMPLES OF THE DISPLAY MENU CERTIFIED WITH MyCHOICE

The menu that has been approved for MyChoice must be displayed with the logo and nutrients criteria that include calories, sodium and total sugars (drinks).



# EXAMPLES OF THE DISPLAY MENU CERTIFIED WITH MyCHOICE



Poster /  
Pamphlet



Table  
Mat



Website



Digital  
Menu

# EXAMPLES ON THE DISPLAY OF MyCHOICE STICKER POSTER

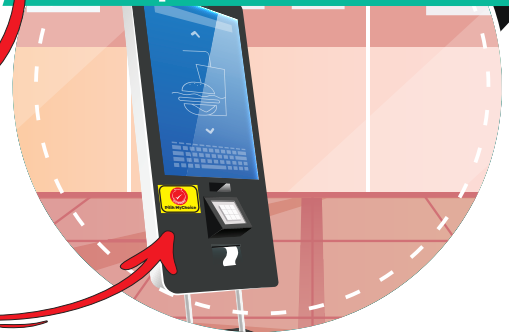
In front of the food outlets



At the counter



Digital ordering platforms





## RENEWAL OF CERTIFICATION

- a) Certification is subject to renewal every two years. Renewal may be submitted six months prior to the last day of the validity of the certificate.
- b) If the nutrient criteria are still met, the certificate may be renewed for another two years.
- c) The certification will be terminated immediately if the restaurant owner fails to renew their certificate.
- d) Upon the expiry of the certificate, restaurant owner will be given a period of three calendar months to remove the logo from the menu. The menu with expired certificate will be automatically removed from the database.
- e) Late renewal will be treated as a new application.

## TERMINATION CERTIFICATION OR MISUSE OF THE LOGO

- a) The use of the logo will be terminated if:
  - the menu no longer meets the nutrient criteria and this guideline;
  - the menu found not to be compliance to the Food Hygiene Regulation 2009; or
  - the certificate is not renewed.
- b) Upon termination or expiry of the certificate, the restaurant will no longer hold the right to use the MyChoice Logo.
- c) The restaurant owner will be given a period of three calendar months to remove the logo from the menu.
- d) If the restaurant fails to comply, a written warning will be issued. Legal action may be taken against them. Any application from this company will not be accepted for 2 years.
- e) Participating restaurants are expected to adhere strictly to the guideline.

# E.

## ADVERTISING CODES

### APPROVAL OF PACKAGING/ ADVERTISING/ PROMOTIONAL MATERIALS

- a) It is mandatory for the restaurant to submit the packaging/ advertising/ promotional materials to MOH.
  - b) The application will take 14 working days for approval.
  - c) The restaurants have to take the responsibility on all advertisements that have been published.
  - d) All advertisements related to MyChoice are strictly for the approved menu.
  - e) If the restaurants do not meet the advertising codes, MOH will give a warning letter to the restaurants and the Logo will be immediately withdrawn. If it still fail, application/ renewal of MyChoice is not accepted for 2 years.
  - f) All materials submitted are not returnable and are kept for MOH's records.
  - g) The colour and artwork of the logo on the promotional materials should conform to logo format.
- 

### CLAIMS AND PROMOTIONAL MESSAGES

- a) All claims and information used in relation to the logo for the promotion and display of certified menu must be factual, accurate and must not be misleading.
- b) All possible misconceptions by the consumer of menu being 'good' or 'bad', should be avoided and not to make any negative implications to menu which do not carry the Logo.
- c) If the promotional messages are to highlight about the MyChoice initiative, joint advertisement or promotion of products with and without the Logo are not allowed.
- d) Promotional messages must be exclusively only for the menu that have been approved with MyChoice Logo.

- e) Claims or statements that are prohibited on all promotional materials:
- Claims that are not allowed under Malaysian Food Act 1983 and their related regulations.
  - Claims stating that the menu are endorsed by the Ministry of Health Malaysia.  
Example: "This menu has been endorsed by the Ministry of Health Malaysia", or any other claims in similar meaning.
  - Claims implying that the Logo are exclusively used by the restaurant or menu.  
Example: "The one and only menu / restaurant with MyChoice Logo", or any other claims in similar meaning.
  - Claims that are not conform with Code of Advertising Practice in Malaysia
- f) All packaging, labelling, advertising and promotional material artworks must conform to the guidelines in effect at the time they are submitted for approval. Should there be any changes made to these guidelines, notification of changes and their effective dates will be sent out to all relevant companies.



## Application Form for MyChoice Logo (Set Menu)

- I. Before filling in this Application Form, please make sure that you have read through MyChoice Logo Programme Criteria at <http://nutrition.moh.gov.my/> .
- II. Please forward completed application form and supporting documents to us at [mychoice@moh.gov.my](mailto:mychoice@moh.gov.my) We will respond within 2 weeks for the next step of your application.
- III. Please use attachment if the space provided is not enough.

## Application Form

Section A	Applicant Details and Business Information
Section B	Listing of MyChoice Set Menu
Section C	Supporting Criteria
Section D	Declaration

### OFFICIAL USE ( SECTION A-D)

Nutrition Division, MOH's Assessment :

Date received by Nutrition Division, MOH: \_\_\_\_\_

\_\_\_\_\_  
Name of assessing officer:

Designation:

Date:

# Section A

SECTION A : APPLICANT DETAILS AND BUSINESS INFORMATION		
<b>Contact Details of Applicant Company</b>		
<b>Name of Registered Company</b>	ABC Food Sdn. Bhd	
<b>Business Registration/ (ROC) No.</b>	123456789112 (Please submit latest company ROC)	
<b>Name of Brand (s)</b>	Yummy Meal	
<b>Type of beverage settings</b>	Beverage Applicant: <input checked="" type="checkbox"/> Restaurant <input checked="" type="checkbox"/> Online Delivery <input checked="" type="checkbox"/> Cafe <input checked="" type="checkbox"/> Others: _____ <input checked="" type="checkbox"/> Kiosk	
<b>Contact Details of Person-in-charge</b>		
<b>Name of Contact Person</b>	Mohd Fattah bin Amin	
<b>Designation</b>	Business Development Manager	
<b>Office Address</b>	No 2, Jalan PJS 11/31, Petaling Jaya, 46000, Selangor Click here to enter text.	
<b>Company / Brand website</b>	www.yummymeal.com.my	
<b>Contact No.</b>	03- 1234 5678/ 012-9876 5432	
<b>Email Address</b>	abc@gmail.com	
<b>Business Information : List of outlets , Address (please provide attachment if the list is extensive)</b>		
<b>No.</b>	<b>Name of outlet</b>	<b>Address</b>
1.	Yummy Meal Ampang branch	Lot 23, Jalan Ampang, 50450, Kuala Lumpur
2.	[ ]	[ ]
3.	[ ]	[ ]
<b>Total</b>	[ ]	

SECTION B : LISTING OF MYCHOICE SET MENU					
I would like to obtain endorsement for Food (Set Menu):					
<b>Applicable to MyChoice Food (Set Menu) endorsement</b>					
<b>Important Notes:</b> i) Qualifying criteria: – Please refer to programme criteria for respective category ii) Supporting documents: – Laboratory nutrient analysis – Menu breakdown by name and weight					
<b>Name of Laboratory Service Provider Engaged:</b>					
Food Category (Set Menu)					
No.	Name of Set Menu	Balanced Meal		1 serving of vegetables	
		Yes	No	Yes	No
1.	<i>Chicken Rice Set</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2.	[ ]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	[ ]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food Category (Set Menu) Nutrient Information:					
No.	Name of Set Menu	Description of Set Menu	Energy (Kcal) (Per serving size)	Sodium (mg) (Per serving size)	Offer Frequency
					All day/ Half day/seasonal /rotational
1.	<i>Chicken rice set</i>	<i>Chicken rice + ¼ roasted chicken + 1 serving of park choy + mineral water</i>	500	550	<i>All day</i>
2.	[ ]	[ ]	[ ]	[ ]	[ ]
3.	[ ]	[ ]	[ ]	[ ]	[ ]

## Section C

### SECTION C : SUPPORTING CRITERIA

These are the supporting criteria:

No.	Supporting Criteria	Please tick		Implementation Date	Remarks
		Yes	No		
1	Display of MyChoice Logo on all MyChoice endorsed set menu in menu books/ menu boards/ digital ordering platforms and marketing materials (where applicable)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	[ ]	[ ]
2	Display of "Pilih MyChoice" sticker at all outlet entrances/home page of digital platforms (where applicable)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	[ ]	[ ]
3	Display of nutrients criteria of certified MyChoice set menu in menu books/ menu boards/ digital ordering platforms and marketing materials (where applicable)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	[ ]	[ ]

## Section D

### SECTION D : DECLARATION

\*I/We, the undersigned, hereby confirm that:

1. All the information contained herein and submitted with this Application Form is true and accurate. \*I/We undertake to promptly inform and update the Nutrition Division, MOH of any changes to the information contained herein and submitted with this Application Form.
2. \*I/We have read and understood the requirements of the Programme Criteria for my/our [set menu/beverage category] found at the website <http://nutrition.moh.gov.my/> before submitting this Application Form, and hereby agree to comply with such criterias.
3. \*I/We understand that Nutrition Division, MOH reserves the unconditional right to:
  - a) require the submission of further information or material to assess this Application Form;
  - b) accept, reject or require amendments to this Application Form;
  - c) conduct checks to verify any information submitted in this Application Form;
  - d) take action against any inaccurate, untrue, false or misleading information that may be supplied in this Application Form or in any submission to Nutrition Division, MOH;
  - e) change or vary any part of this Application Form (including any supporting documents required hereunder); and
  - f) amend, vary, restrict, suspend or terminate any aspect of the MyChoice Programme and/or amend or vary any of the MyChoice Logo Criteria for my/our set menu/ beverage category.

[NAME OF COMPANY]

\_\_\_\_\_  
 Name of Authorised Signatory: [ ]  
 Designation (CEO/MD equivalent): [ ]  
 Date:  
 Email:

## Application Form for MyChoice Logo (Beverages)

- I. Before filling in this Application Form, please make sure that you have read through MyChoice Logo Programme Criteria at <http://nutrition.moh.gov.my/> .
- II. Please forward completed application form and supporting documents to us at [mychoice@moh.gov.my](mailto:mychoice@moh.gov.my) We will respond within 2 weeks for the next step of your application.
- III. Please use attachment if the space provided is not enough.

## Application Form

Section A	Applicant Details and Business Information
Section B	Listing of MyChoice Beverage
Section C	Supporting Criteria
Section D	Declaration

### OFFICIAL USE ( SECTION A-D)

Nutrition Division, MOH's Assessment :

Date received by Nutrition Division, MOH: \_\_\_\_\_

\_\_\_\_\_  
Name of assessing officer:

Designation:

Date:



# Section A

SECTION A : APPLICANT DETAILS AND BUSINESS INFORMATION		
<b>Contact Details of Applicant Company</b>		
<b>Name of Registered Company</b>	ABC Food Sdn. Bhd	
<b>Business Registration/ (ROC) No.</b>	123456789112 (Please submit latest company ROC)	
<b>Name of Brand (s)</b>	Yummy Drink	
<b>Type of beverage settings</b>	Beverage Applicant: <input checked="" type="checkbox"/> Restaurant <input checked="" type="checkbox"/> Online Delivery <input checked="" type="checkbox"/> Cafe <input checked="" type="checkbox"/> Others: _____ <input checked="" type="checkbox"/> Kiosk	
<b>Contact Details of Person-in-charge</b>		
<b>Name of Contact Person</b>	Mohd Fattah bin Amin	
<b>Designation</b>	Business Development Manager	
<b>Office Address</b>	No 2, Jalan PJS 11/31, Petaling Jaya, 46000, Selangor Click here to enter text.	
<b>Company / Brand website</b>	www.yummydrink.com.my	
<b>Contact No.</b>	03- 1234 5678/ 012-9876 5432	
<b>Email Address</b>	abc@gmail.com	
<b>Business Information : List of outlets , Address (please provide attachment if the list is extensive)</b>		
<b>No.</b>	<b>Name of outlet</b>	<b>Address</b>
1.	Yummy Drink Ampang branch	Lot 23, Jalan Ampang, 50450, Kuala Lumpur
2.	[]	[]
3.	[]	[]
<b>Total</b>	[]	

## SECTION B : LISTING OF MYCHOICE BEVERAGE

I would like to obtain endorsement for Beverage (Ala Carte)

### Applicable to MyChoice BEVERAGE endorsement

**Important Notes:**

i) Qualifying criteria:

- Please refer to programme criteria for respective category

ii) Supporting documents:

- Laboratory nutrient analysis

Name of Laboratory Service Provider Engaged:

### Beverage Category (Ala Carte)

No.	Name of Beverage	Type of beverage		HCL endorsed	
		Freshly Prepared	Packaged Drink	Yes	No
1.	<i>Ice Latte</i>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
2.	<i>100 plus</i>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
3.	[ ]				

### Beverage Category (Ala Carte): Nutrient Information

No.	Name of Beverage	Serving size (ml)	Energy (kcal)		Total Sugars (g)		Sodium salts added	
			Per 100 ml	Per serving	Per 100 ml	Per serving	Yes	No
1.	<i>Ice Latte</i>	300	40	120	5	15	<input type="checkbox"/>	<input checked="" type="checkbox"/>
2.	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]		
3.	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]		

## Section C

SECTION C : SUPPORTING CRITERIA					
These are the supporting criteria:					
No.	Supporting Criteria	Please tick		Implementation Date	Remarks
		Yes	No		
1	Display of MyChoice Logo on all MyChoice endorsed beverage in menu books/ menu boards/ digital ordering platforms and marketing materials (where applicable)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	[ ]	[ ]
2	Display of "Pilih MyChoice" sticker at all outlet entrances/home page of digital platforms (where applicable)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	[ ]	[ ]
3	Display of nutrients criteria of certified MyChoice beverage in menu books/ menu boards/ digital ordering platforms and marketing materials (where applicable)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	[ ]	[ ]

## Section D

SECTION D : DECLARATION
<p>*I/We, the undersigned, hereby confirm that:</p> <ol style="list-style-type: none"> <li>All the information contained herein and submitted with this Application Form is true and accurate. *I/We undertake to promptly inform and update the Nutrition Division, MOH of any changes to the information contained herein and submitted with this Application Form.</li> <li>*I/We have read and understood the requirements of the Programme Criteria for my/our [set menu/beverage category] found at the website <a href="http://nutrition.moh.gov.my/">http://nutrition.moh.gov.my/</a> before submitting this Application Form, and hereby agree to comply with such criterias.</li> <li>*I/We understand that Nutrition Division, MOH reserves the unconditional right to:               <ol style="list-style-type: none"> <li>require the submission of further information or material to assess this Application Form;</li> <li>accept, reject or require amendments to this Application Form;</li> <li>conduct checks to verify any information submitted in this Application Form;</li> <li>take action against any inaccurate, untrue, false or misleading information that may be supplied in this Application Form or in any submission to Nutrition Division, MOH;</li> <li>change or vary any part of this Application Form (including any supporting documents required hereunder); and</li> <li>amend, vary, restrict, suspend or terminate any aspect of the MyChoice Programme and/or amend or vary any of the MyChoice Logo Criteria for my/our set menu/ beverage category.</li> </ol> </li> </ol>
<p>[NAME OF COMPANY]</p> <p>_____</p> <p>Name of Authorised Signatory: [ ]</p> <p>Designation (CEO/MD equivalent): [ ]</p> <p>Date:</p> <p>Email:</p>

**\*The MYC-1 and MYC-2 form can be downloaded from <http://nutrition.moh.gov.my>**

## Guidelines on Programme Criteria for MyChoice Logo Malaysia

The programme criteria consists of Nutrient Criteria and Supporting Criteria that need to be fulfilled for MyChoice Logo endorsement.

### i) Nutrient Criteria

Nutrient	Criteria
<b>Food (Set Menu)</b>	
Calories	: ≤ 500 kcal; Balanced sources of carbohydrates, protein, fat and fibre
Sodium	: ≤ 650 mg sodium; and
Vegetables	: 1 serving/ set menu
<b>Beverage (Ala Carte)</b>	
Calories	: ≤ 120 kcal/ serving;
Total Sugars*	: ≤ 5g / 100ml drink; Flavoured Reconstituted Milk : ≤ 7 g sugar/ 100 ml; Fruit Juice: ≤ 12 g sugar/ 100 ml (No Added Sugar); The use of artificial sweeteners or sugar substitutes such as stevia must be mentioned in the menu
Sodium	: No addition of sodium salts except for beverages that have obtained the Healthier Choice Logo (HCL)

\*All monosaccharides and disaccharides

## ii) Supporting Criteria

- Display of MyChoice Logo on all MyChoice endorsed menu/beverage in menu books/ menu boards/ digital ordering platforms and marketing materials (where applicable).
- Display of "Pilih MyChoice" sticker at all outlet entrances/home page of digital platforms (where applicable).
- Display of nutrients criteria of certified MyChoice menu/ beverage in menu books/ menu boards/ digital ordering platforms and marketing materials (where applicable).

## Recommended Actions

**Applicants are encourage to follow this recommended action in providing healthier options menu to the consumers.**

- a** Label the calorie and nutrient content of the all food provided.
- b** Reduce the portion size of the food.
- c** Introduce healthier options.
- d** Increase the number of menu set that have low calories content

**MyCHOICE  
TECHNICAL EXPERT  
COMMITTEE**

**Nutrition Division**

Puan Zalma Abdul Razak  
Encik Nazli Suhardi Ibrahim  
Puan Fatimah Sulong  
Puan Tan Yen Nee  
Puan Munirah Mohd Nasir  
Encik Leong Han Yin

**Food Safety and Quality Division**

Puan Maizatul Azlina Chee Din  
Puan Nur Liyana bt Mohamad Nizar

**Disease Control Division**

Dr. Feisul Idzwan Bin Mustapha  
Dr. Siti Nurbaya Binti Shahrir

**Academicians**

Prof Ruzita Abdul Talib  
Prof Madya Dr. Barakatun Nisak Mohd Yusof  
Prof Madya Dr. Chin Yit Siew

**Agencies**

Dr. Tee E Siong  
Dr. Faridah Hussin

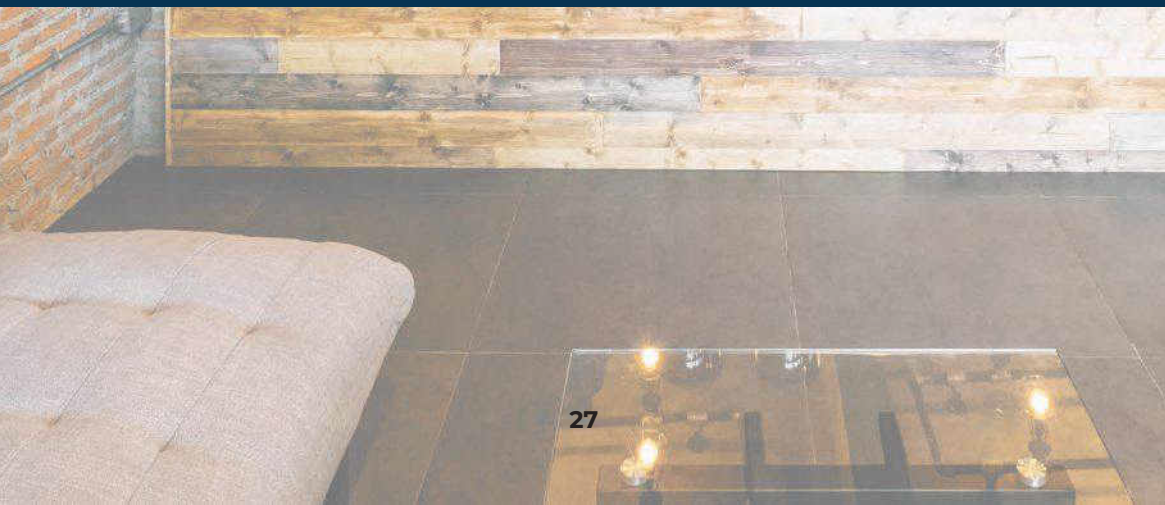


**For any enquiries, please contact:**

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**NOTE**

Nutrition Division, Ministry of Health Malaysia reserves the right to change the terms and conditions in the guidelines without prior notice. In the event that any change are made, the revised guidelines shall be updated in Nutrition Division's official portal.





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