

# Championing Authenticity

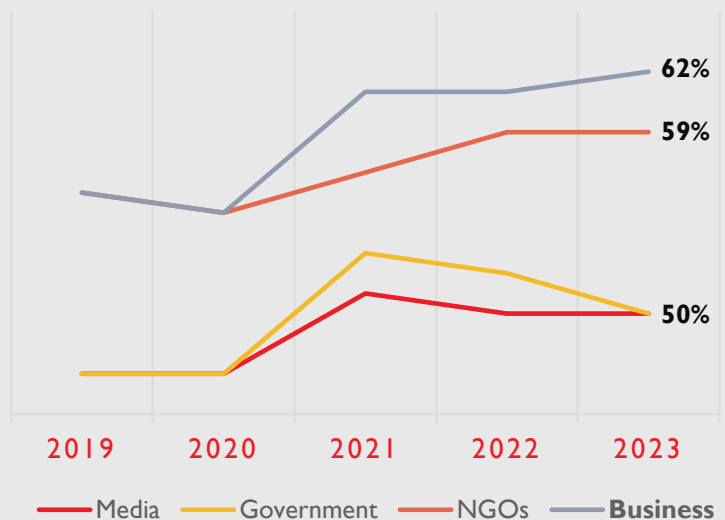
## WHAT MSG CAN TEACH US ABOUT PURPOSE-DRIVEN MARKETING.

### In an age of transparency, aligning with consumers on key values is essential.

Business remains the only trusted institution,<sup>1</sup> meaning consumers expect businesses to amplify and act on their personal values. Competency, ethical behavior, and relevancy drive trust among Gen Z.<sup>2</sup> This also gives businesses the platform to enact meaningful change transcending CSR and DE&I initiatives.

At Ajinomoto Health & Nutrition, data inspires innovation. Our solutions utilize our consumer understanding and expertise in food innovation to target **taste, texture, and nutrition.**

### INSTITUTIONAL TRUST (Trust = 60-100%)



Please indicate how much you trust that institution to do what is right.

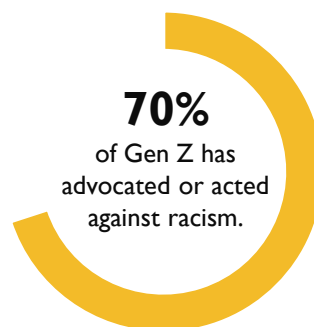
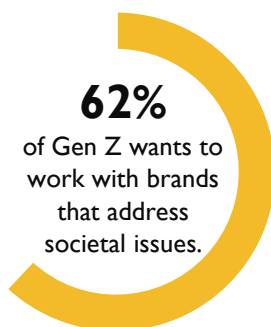
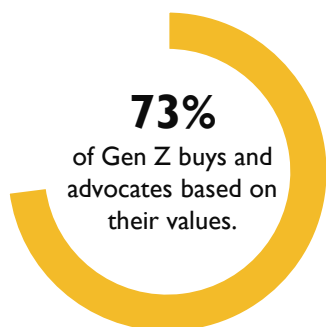
<sup>1</sup>Edelman Trust Barometer Global Report 2023

<sup>2</sup>Edelman's 2023 Trust Barometer Special Report: The Collapse of the Purchase Funnel



## YOUNGER GENERATIONS CRAVE RELATIONSHIPS WITH BRANDS. ALIGNING WITH THEM MEANS CHAMPIONING DE&I INITIATIVES.

Gen Z is **reinventing the purchase funnel**. These consumers aim to **build loyalty** with brands they consume, oftentimes doing research on brands **after their initial purchase**. **Gen Z is not impulsive** in their purchase behavior, their innate connection to the internet and social media provides quick answers and thorough research.



Edelman's 2022 Trust Barometer Special Report: New Cascade of Influence

### GROWTH OPPORTUNITIES

Attention turns to **Gen Z and millennials for their trend influence and growing market share**. This crowd chooses to spend money at companies and restaurants that share their values. To gain relevancy, **actively advocate for societal issues within your product portfolio, including realigning MSG.**

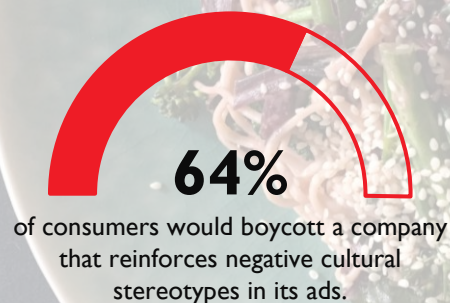


## MSG IS PART OF AUTHENTIC CUISINES, AND CONSUMERS DEMAND AUTHENTICITY.

Consumers are interested in umami. As the fifth basic taste becomes more ubiquitous, consumers also know that **Authentic Asian cuisines rely on umami and MSG** to provide flavor. Targeting MSG in Asian cuisines unfairly stigmatizes the ingredient and its users.

### GROWTH OPPORTUNITIES

Brands that help destigmatize MSG and **actively advocate to combat its associated racial stereotypes will be seen favorably by consumers**. Brands can also educate consumers by providing accurate information about the **safety and benefits of MSG**.



Ajinomoto Health & Nutrition survey,  
February 2023, N=2000  
Mintel Ingredient Watch: Debunking MSG



## DESTIGMATIZING MSG IS UPTURNING DECADES OF FALSE SCIENTIFIC CLAIMS AND ASIAN XENOPHOBIA.

Gen Z and millennials hold a **more positive perception of MSG overall**. They are **more likely to eat foods containing MSG**, more open to **positive messaging about the ingredient**, and recognize it as safe. This demographic also shares that they see more positive information about MSG than older consumers do. These generations' views toward MSG support year-on-year trend data of **increased MSG acceptance**.

### GROWTH OPPORTUNITIES

Win with this cohort by aligning with them on MSG's flavor enhancement and sodium reduction capabilities and championing DE&I initiatives. Grow your brand loyalty by **building trust with consumers. Trust begins with transparency and authenticity.**

**82%**

of Gen Z and millennials are equally likely or more likely to eat fast foods containing MSG.

Social media posts around MSG reflect the younger generations' sentiment.

**Social media sentiment is overwhelmingly positive**, across 182k posts, with a reach of 2.22b.

**75%**  
Positivity

*Ajinomoto Health & Nutrition survey, March 2023, N = 2,000 consumers who eat fast food.*

*184,000 mentions of 'monosodium glutamate' on all social media platforms in the five years to January 31<sup>st</sup> 2023, via Infegy/Mintel*



# One Partner. Endless Solutions

We're an insatiably curious, collaborative team of experts in culinary, food science and nutrition, bringing the joy of eating well and living well full circle.



## Understanding & Validating Umami's Role in Sodium Reduction

Research demonstrates that you can reduce salt by using taste sensations other than saltiness, such as adding deliciousness through umami, enhancing flavor and aroma with spices, and increasing taste contrast with sourness. Ajinomoto has a long history of understanding how to utilize such technologies across various applications.

*Organizations that recently recognized  
MSG's safety and benefits:*

**WHOLE30**

**NATIONAL  
ACADEMIES** Sciences  
Engineering  
Medicine

**efsa** EUROPEAN  
FOOD SAFETY  
AUTHORITY

**JECFA**  
World Health  
Organization

**FAO**  
Food and Agriculture  
Organization of the  
United Nations

**International  
Headache  
Society**



**FARE**

**FDA**



### Contact Us

Scan this QR code to contact us  
about our solutions portfolio.

**NATIONAL  
ACADEMIES** Sciences  
Engineering  
Medicine

05 March 2019

### Dietary Reference Intakes for Sodium and Potassium

"A flavor enhancer to help reduce sodium is free glutamate, used mainly in the form of monosodium glutamate (MSG). MSG is not believed to pose a health risk at the levels used in a typical serving of food."

**UNIVERSITY OF  
ILLINOIS**  
URBANA-CHAMPAIGN

09 December 2019

### Consumer Acceptance of Reduced Sodium Potato Chips and Puffed Rice: How Does Ingredient Information and Education Influence Liking?

"Our findings suggest the addition of flavor enhancers maintains or improves the palatability of reduced sodium products with eight attributes influencing liking of potato chips and seven attributes influencing liking of puffed rice."

**UC DAVIS**  
UNIVERSITY OF CALIFORNIA

10 August 2020

### The Salt Flip: Sensory Mitigation of Salt (and sodium) Reduction with Monosodium Glutamate (MSG) in "Better-for-You" Foods

The Salt Flip offers a promising dietary sodium reduction strategy through the addition of monosodium glutamate (MSG) to reduced-salt, savory, better-for-you foods that does not compromise consumer acceptance of their sensory profile.

Eat Well. Live Well.

**Aji**  
AJINOMOTO

Bringing great taste and nutrition *full circle*

[ajihealthandnutrition.com/solutions/food-beverage](http://ajihealthandnutrition.com/solutions/food-beverage)  
Contact your account manager for questions or samples