

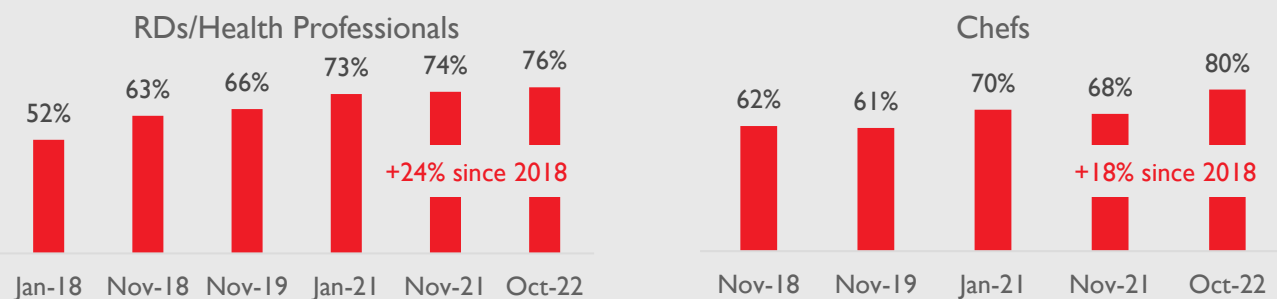
Understanding Monosodium Glutamate

EXPERT AND CONSUMER INSIGHTS TO DRIVE INNOVATION.

For decades, the “NO MSG” symbol – and the deep-rooted xenophobia that inspired it – have scared people away from enjoying the culinary magic of monosodium glutamate (MSG). It’s time to know the facts.

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

PROFESSIONALS KNOW MSG IS SAFE TO EAT



Ajinomoto annual tracking survey, N= 800 RDs, 250 chefs.



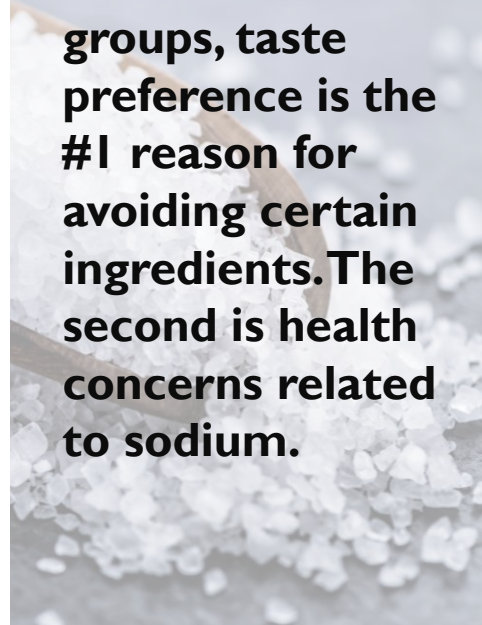
CONSUMERS AVOID INGREDIENTS OVER HEALTH CONCERNS. SODIUM LEADS THE CHARGE.

Across categories, consumers are looking to **reduce sodium intake**. Health concerns motivate ingredient scrutiny; however, consumers are more concerned with **sodium, fat, and sugar levels than individual ingredients**.

GROWTH OPPORTUNITIES

Reduce sodium levels in products through MSG. Various research institutions have validated umami's potential for sodium reduction. With two-thirds less sodium than table salt, MSG can reduce sodium without losing flavor.

Across consumer groups, taste preference is the #1 reason for avoiding certain ingredients. The second is health concerns related to sodium.

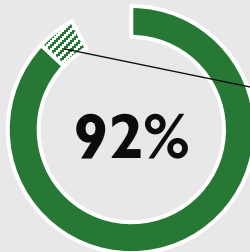


NEGATIVE PERCEPTIONS SURROUNDING MSG ARE ROOTED IN MISINFORMATION. EDUCATION AND AWARENESS PROVES EFFECTIVE.

Younger generations are **more aware and more positive toward MSG**. As familiarity increases, so does favorability. Those who hold negative views of MSG are rooted in misinformation and misperceptions. Educating these consumers on MSG's safety, flavor enhancement, and sodium reduction benefits changes minds and **improves the overall favorability** of the ingredient.

87%

Would purchase a product containing MSG.



Upon sharing that MSG is approved by the FDA and reduces sodium without compromising taste, an additional 5% would purchase a product with MSG.

GROWTH OPPORTUNITIES

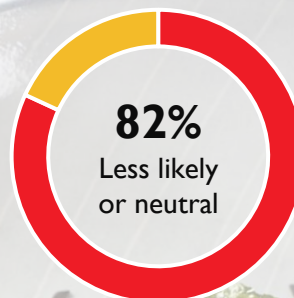
Gen Z acts largely based on DE&I beliefs, with 70% stating they have advocated or acted against racism and 62% wanting to work with brands to address societal issues. Championing for MSG and realigning its image offers opportunities for companies to win with younger consumers.



CONSUMERS EXPECT STORES AND RESTAURANTS TO PROVIDE PRODUCTS CONTAINING SAFE INGREDIENTS. HOWEVER, THEY DO NOT LOOK TO NO-NO LISTS.

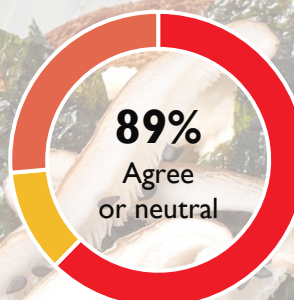
1

Consumers are less likely to purchase from stores with unacceptable ingredient lists.



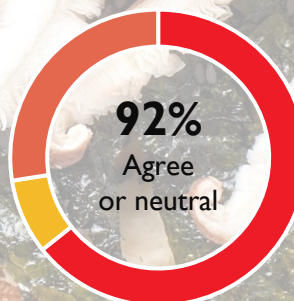
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Ingredients verified safe by government safety regulators should not be banned.



3

When not based on facts, unacceptable ingredient lists can do more harm than good.



Consumers are **largely unaware of stores and restaurants holding unacceptable ingredient lists**. Those who are aware expect these lists to be **based on scientific findings and food safety regulations**. Consumers also agree that unacceptable ingredient lists can do more harm than good when they aren't based on facts.

GROWTH OPPORTUNITIES

MSG, despite decades of research and being proven safe by various regulatory bodies, finds itself on unacceptable ingredient lists. These lists cause an erosion of trust in the systems that have made our food supply one of the safest in the world. Upholding these puts businesses in a vulnerable position.

These insights are based on various surveys conducted by Ajinomoto Health & Nutrition. Consumer populations include 2000 retail consumers, 2000 fast food consumers, 2000 plant-based consumers, and 750 seasoning blend consumers.

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
Contact your account manager for questions or samples