


















# PRODUCT

## introduction

PRODUCT NAME	GENERAL DESCRIPTION	COLOUR	PACKING SIZE	MAIN INGREDIENTS	CHARACTERISTICS / BENEFITS	COUNTRY OF ORIGIN	HALAL
 M-RCK100	Reaction Flavour Roast Chicken Flavour	Light Brown	● 1kg x 20 / carton ● 5kg x 4 / carton	Hydrolysed Vegetable Protein, Permitted Flavouring Substances, Salt, Permitted Food Conditioners, Palm Olein and Sugar. Contains Monosodium Glutamate, Yeast Extract, Disodium 5'-Inosinate and Disodium 5'-Guanylate as Permitted Flavour Enhancers.	<ul style="list-style-type: none"> <li>● Provides chicken flavour with roasted profile</li> <li>● Chicken flavour stable under heating process</li> <li>● Enhances chicken aroma and taste</li> <li>● Suitable for vegetarian food usage*</li> </ul>	Malaysia	✓
 M-RCK200	Reaction Flavour Roast Chicken Flavour	Light Brown	● 1kg x 20 / carton ● 5kg x 4 / carton	Salt, Chicken Powder, Hydrolysed Vegetable Protein, Permitted Flavouring Substances, Permitted Food Conditioners and Mixed Spice. Contains Monosodium Glutamate, Yeast Extracts, Disodium 5'-Inosinate and Disodium 5'-Guanylate as Permitted Flavour Enhancers.	<ul style="list-style-type: none"> <li>● Provides "Natural Meaty Chicken Flavour"</li> <li>● Enhances "KOKUMI" in foods, especially improvement in middle and after taste</li> <li>● Mask undesirable aroma</li> </ul>	Malaysia	✓
 M-RCK300	Reaction Flavour Roast Chicken Flavour	Light Brown	● 1kg x 20 / carton ● 5kg x 4 / carton	Contains Monosodium Glutamate, Yeast Extracts, Disodium 5'-Inosinate and Disodium 5'-Guanylate as Permitted Flavour Enhancers, Maltodextrin, Salt, Permitted Flavouring Substances, Chicken Powder, Hydrolysed Vegetable Protein, Sugar, Permitted Food Conditioners, Garlic Powder and Palm Olein.	<ul style="list-style-type: none"> <li>● Provides "Natural Meaty Chicken Flavour"</li> <li>● Enhances "Mildness Type KOKUMI" in foods</li> <li>● Enhances "Umami"</li> </ul>	Malaysia	✓
 M-C100	Chicken Flavour Seasoning	Light Yellow	● 1kg x 20 / carton ● 5kg x 4 / carton	Sugar, Salt, Hydrolysed Vegetable Protein, Maltodextrin, Corn Starch, Spices, Palm Olein, Permitted Food Conditioner and Permitted Flavouring Substance. Contains Monosodium Glutamate, Yeast Extract and Disodium 5'-Inosinate as Permitted Flavour Enhancers.	<ul style="list-style-type: none"> <li>● Rich in chicken flavour</li> <li>● Well-balanced chicken aroma and taste</li> </ul>	Malaysia	✓
 M-C200	Chicken Flavour Seasoning	Light Yellow	● 1kg x 20 / carton ● 5kg x 4 / carton	Sugar, Salt, Hydrolysed Vegetable Protein, Maltodextrin, Corn Starch, Spices, Palm Olein, Permitted Food Conditioner and Permitted Flavouring Substance. Contains Monosodium Glutamate, Yeast Extract and Disodium 5'-Inosinate as Permitted Flavour Enhancers.	<ul style="list-style-type: none"> <li>● Rich in chicken flavour</li> <li>● Well-balanced chicken aroma and taste</li> <li>● Suitable for vegetarian usage*</li> </ul>	Malaysia	✓
 M-C300	Chicken Flavour Seasoning	Light Pale Yellow	● 1kg x 20 / carton ● 5kg x 4 / carton	Sugar, Salt, Hydrolysed Vegetable Protein, Maltodextrin, Corn Starch, Spices, Palm Olein, Permitted Food Conditioner and Permitted Flavouring Substance. Contains Monosodium Glutamate, Yeast Extract and Disodium 5'-Inosinate as Permitted Flavour Enhancers.	<ul style="list-style-type: none"> <li>● Rich in chicken flavour</li> <li>● Well-balanced chicken aroma and taste</li> <li>● Provides less yellowish colour, therefore, retain original food colour</li> </ul>	Malaysia	✓
 CKS-10	Curry Chicken Flavour Seasoning	Brownish Yellow	● 1kg x 20 / carton ● 5kg x 4 / carton	Spices, Sugar, Salt, Hydrolysed Vegetable Protein, Permitted Flavouring Substances, Maltodextrin, Permitted Food Conditioner, Corn Starch, Palm Olein and Lactose, Contains Monosodium Glutamate, Yeast Extract, Disodium 5'-Inosinate and Disodium 5'-Guanylate as Permitted Flavour Enhancers.	<ul style="list-style-type: none"> <li>● Provides strong curry flavour that carries pleasant chicken flavour</li> <li>● Suitable for vegetarian food usage*</li> </ul>	Malaysia	✓
 M-RBF 100	Reaction Flavour Roast Beef Flavour	Brown	● 1kg x 20 / carton ● 5kg x 4 / carton	Hydrolysed Vegetable Protein, Salt, Permitted Flavouring Substance, Permitted Food Conditioners, Maltodextrin, Palm Olein and Sugar. Contains Monosodium Glutamate, Yeast Extract, Disodium 5'-Inosinate and Disodium 5'-Guanylate as Permitted Flavour Enhancers.	<ul style="list-style-type: none"> <li>● Provides beef flavour with roasted profile</li> <li>● Beef flavour stable under heating process</li> <li>● Enhances beef aroma and taste</li> <li>● Suitable for vegetarian food usage*</li> </ul>	Malaysia	✓
 M-RBF 200	Reaction Flavour Roast Beef Flavour	Light Brown	● 1kg x 20 / carton ● 5kg x 4 / carton	Salt, Hydrolysed Vegetable Protein, Permitted Flavouring Substances, Permitted Food Conditioners, Palm Olein and Onion Powder. Contains Monosodium Glutamate, Yeast Extracts, Disodium 5'-Inosinate and Disodium 5'-Guanylate as Permitted Flavour Enhancers.	<ul style="list-style-type: none"> <li>● Provides "Natural Meaty Beef Flavour"</li> <li>● Enhances "KOKUMI" in foods, especially improvement in middle and after taste</li> <li>● Mask undesirable aroma</li> </ul>	Malaysia	✓
 M-M100	Meaty Flavour Seasoning	Beige	● 1kg x 20 / carton ● 5kg x 4 / carton	Sugar, Salt, Hydrolysed Vegetable Protein, Maltodextrin, Corn Starch, Permitted Flavouring Substances, Permitted Food Conditioners, Palm Olein and Spice. Contains Monosodium Glutamate, Yeast Extract and Disodium 5'-Inosinate as Permitted Flavour Enhancers.	<ul style="list-style-type: none"> <li>● Provides meaty profile</li> <li>● Suitable for any type of meat sensation</li> <li>● Well-balanced meaty aroma and taste</li> <li>● Suitable for vegetarian food usage*</li> </ul>	Malaysia	✓

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PRODUCT NAME	GENERAL DESCRIPTION	COLOUR	PACKING SIZE	MAIN INGREDIENTS	CHARACTERISTICS / BENEFITS	COUNTRY OF ORIGIN	HALAL
 M-VM10	Vegetarian Meat Seasoning	Beige	<ul style="list-style-type: none"> <li>● 1kg x 20 / carton</li> <li>● 5kg x 4 / carton</li> </ul>	Salt, Sugar, Hydrolysed Vegetable Protein, Permitted Flavouring Substances, Corn Starch, Palm Olein, Permitted Food Conditioners, Spice and Maltodextrin. Contains Monosodium Glutamate, Yeast Extract and Disodium 5'-Inosinate as Permitted Flavour Enhancers.	<ul style="list-style-type: none"> <li>● Provides meaty profile</li> <li>● Suitable for vegetarian food usage*</li> </ul>	Malaysia	✓
 GM-100	Grill Meat Flavour Seasoning	Light Brown	<ul style="list-style-type: none"> <li>● 1kg x 20 / carton</li> <li>● 5kg x 4 / carton</li> </ul>	Sugar, Salt, Hydrolysed Vegetable Protein, Permitted Flavouring Substances, Corn Starch, Soya Sauce, Permitted Food Conditioner, Spices, Maltodextrin and Palm Olein. Contains Monosodium Glutamate and Disodium 5'-Inosinate as Permitted Flavour Enhancers.	<ul style="list-style-type: none"> <li>● Provides grill meat profile</li> <li>● Suitable for vegetarian food usage*</li> </ul>	Malaysia	✓
 M-P100	Shrimp Flavour Seasoning	Light Brown	<ul style="list-style-type: none"> <li>● 1kg x 20 / carton</li> <li>● 5kg x 4 / carton</li> </ul>	Shrimp Powder, Hydrolysed Vegetable Protein, Sugar and Salt. Contains Monosodium Glutamate and Disodium 5'-Inosinate as Permitted Flavour Enhancers.	<ul style="list-style-type: none"> <li>● Provides strong shrimp flavour from roasted natural shrimp</li> </ul>	Malaysia	✓
 M-AL20	Abalone Flavour Seasoning	Beige	<ul style="list-style-type: none"> <li>● 1kg x 20 / carton</li> <li>● 5kg x 4 / carton</li> </ul>	Sugar, Hydrolysed Vegetable Protein, Permitted Flavouring Substances and Seafood Extract Powders. Contains Monosodium Glutamate and Disodium 5'-Inosinate as Permitted Flavour Enhancers.	<ul style="list-style-type: none"> <li>● Provides natural seafood profile</li> <li>● Well-balanced seafood aroma and taste</li> </ul>	Malaysia	✓
 M-IB10	Anchovy Flavour Seasoning	Light Beige	<ul style="list-style-type: none"> <li>● 1kg x 20 / carton</li> <li>● 5kg x 4 / carton</li> </ul>	Salt, Corn Starch, Anchovy Powder, Maltodextrin, Sugar, Hydrolysed Vegetable Protein, Spices and Permitted Flavouring Substance. Contains Monosodium Glutamate and Disodium 5'-Inosinate as Permitted Flavour Enhancers.	<ul style="list-style-type: none"> <li>● Provides natural anchovy profile</li> </ul>	Malaysia	✓
 M-VR10	Vegetarian Crab Flavour Seasoning	Light Beige	<ul style="list-style-type: none"> <li>● 1kg x 20 / carton</li> <li>● 5kg x 4 / carton</li> </ul>	Corn Starch, Sugar, Salt, Permitted Flavouring Substances and Hydrolysed Vegetable Protein. Contains Monosodium Glutamate, Disodium 5'-Inosinate and Disodium 5'-Guanylate as Permitted Flavour Enhancers.	<ul style="list-style-type: none"> <li>● Provides natural crab profile</li> <li>● Well-balanced crab aroma and taste</li> <li>● Suitable for vegetarian food usage*</li> </ul>	Malaysia	✓
 CTF-10	Cuttlefish Flavour Seasoning	Light Brown	<ul style="list-style-type: none"> <li>● 1kg x 20 / carton</li> <li>● 5kg x 4 / carton</li> </ul>	Salt, Sugar, Cuttlefish Powder, Maltodextrin and Hydrolysed Vegetable Protein. Contains Monosodium Glutamate, Disodium 5'-Inosinate and Disodium 5'-Guanylate as Permitted Flavour Enhancers.	<ul style="list-style-type: none"> <li>● Provides strong natural cuttlefish profile</li> </ul>	Malaysia	✓

# AJI-AROMA™ M-C1000

**AJI-AROMA** M-C1000 is a chicken flavour seasoning with high quality performance which has the function of a strong boiled-chicken aroma and taste.

## Product Characteristics

- Provides strong sense of boiled chicken flavour.
- Enhances the original chicken meat aroma and taste.
- Provides the Umami, Mouthfulness and Continuity taste.
- Certified as Halal to Muslims.

## Main Ingredients (As per Malaysia Food Act 1983 & Regulation)

Salt, Maltodextrin, contains Monosodium Glutamate, Yeast Extracts, Disodium 5'-Inosinate and Disodium 5'-Guanylate as Permitted Flavour Enhancers, Chicken Meat Powder, Sugar, Permitted Flavouring Substances, Permitted Food Conditioners, Onion Powder and Garlic Powder.

## Recommended Dosage (when consumed in %)

Snack (In dough)	: 0.10% - 3.00%
Snack (Spraying / Dusting)	: 0.20% - 1.20%
Sauces	: 0.05% - 2.50%
Soup	: 0.03% - 0.60%
Canned Food	: 0.03% - 2.50%
Meat Products	: 0.20% - 2.50%

## Storage Condition & Shelf Life

9 months in the original packaging, under cool and dry conditions, away from direct sunlight and aromatic materials.

## Product Specification (Tentative)

### Chemical

Loss on Drying	: Max. 5.0%
Salt as NaCl	: 42.8 ± 5%
pH (2% solution)	: 5.5 - 6.5

### Microbiological

Total Plate Count	: Max. 1.0 x 10 <sup>5</sup> c/g
Yeast & Fungus	: Max. 1.0 x 10 <sup>2</sup> c/g
<i>E. coli</i>	: Negative

### Packaging

1 kg x 20 pkts / Carton box  
5 kg x 4 pkts / Carton Box

## AJI-AROMA M-C1000 in Chicken Noodle Soup Application

### Background

Customers often search for a good taste and flavour profile in soup for a better position in this competitive market. Customers are trying to fill up with top note flavours, extracts and spices, but by using those ingredients to get delicious soup can be expensive and easily damaged during processing.

### Proposal

**AJI-AROMA** M-C1000 provides strong sense of boiled chicken flavour, Umami, Mouthfulness and Continuity taste. It has the function of intensifying the original chicken meat aroma and taste. With all the functions, customers have actually been able to improve the product quality and reduce cost in the wide varieties of applications.

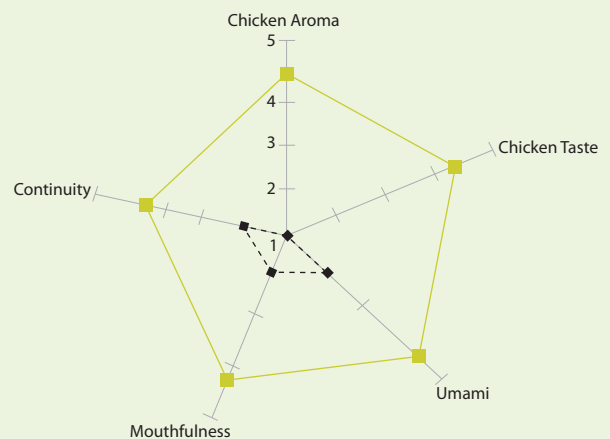
### Recipe - Chicken Noodle Soup Seasoning Recipe

Ingredients	Control (%)	Add-on with <b>AJI-AROMA</b> M-C1000 (%)
Maltodextrin	43.50	39.50
Salt	40.50	36.50
Sugar	7.00	7.00
"AJI-NO-MOTO"	4.00	4.00
Cabbage Extract Powder	2.00	2.00
Onion Powder	1.55	1.55
HVP Powder	1.00	1.00
"AJITIDE" I+G	0.20	0.20
White Pepper Powder	0.20	0.20
Celery Leaf Powder	0.05	0.05
<b>AJI-AROMA M-C1000</b>		<b>8.00</b>
<b>Total</b>	<b>100.00</b>	<b>100.00</b>

Add-On contains 0.20% **AJI-AROMA** M-C1000 when consumed.

## Effects of applying **AJI-AROMA** M-C1000

Sensory Evaluation Method: 2.5g Chicken Noodle Soup Seasoning/100ml Hot Water (adjusted salt concentration)  
Sensory Evaluation Results: Score: 1= very weak, 2 = weak, 3 = moderate, 4 = strong, 5 = very strong



Sample	Sensory Evaluation Results
Control	The soup contains basic tastes, vegetables and spices.
Add-On	The soup is rich with strong boiled chicken flavour. Overall the soup is well balanced and harmonised with better Umami, Mouthfulness and Long Continuity taste.

Remark: The formulations are produced by laboratory scale only. The studies on the conditions of processing and preservation are not conducted. Manufacturers should determine applicability and suitability for their own purposes. The information is tentatively given for reference only and is subjected to changes.

# AJI-AROMA™ M-M200

**AJI-AROMA** M-C1000 is a meaty flavour seasoning which significantly enhances the meaty aroma and taste of processed foods with offering significant in cost performance.

## Product Characteristics

- Provides meaty flavour.
- Enhances the original meaty aroma and taste.
- Provides strong sense of Umami, Mouthfulness and Continuity.
- Certified as Halal to Muslims.

## Main Ingredients (As per Malaysia Food Act 1983 & Regulation)

Salt, Hydrolysed Vegetable Protein, contains Monosodium Glutamate, Yeast Extracts, Disodium 5'-Inosinate and Disodium 5'-Guanylate as Permitted Flavour Enhancers, Maltodextrin, Sugar, Permitted Food Conditioners, Permitted Flavouring Substances, Palm Olein and Onion Powder.

## Recommended Dosage (when consumed in %)

Snack (In dough)	: 0.05% - 2.00%
Snack (Spraying / Dusting)	: 0.10% - 1.00%
Sauces	: 0.03% - 2.00%
Soup	: 0.02% - 0.50%
Canned Food	: 0.02% - 2.00%
Meat Products	: 0.10% - 2.00%

## Storage Condition & Shelf Life

12 months in the original packaging, under cool and dry conditions, away from direct sunlight and aromatic materials.

## Product Specification (Tentative)

### Chemical

Loss on Drying	: Max. 5.0%
Salt as NaCl	: 36.5 ± 5.0%
pH (2% solution)	: 4.5 - 5.5

### Microbiological

Total Plate Count	: Max. 1.0 x 10 <sup>5</sup> c/g
Yeast & Fungus	: Max. 1.0 x 10 <sup>2</sup> c/g
<i>E. coli</i>	: Negative

### Packaging

1 kg x 20 pkts / Carton box  
5 kg x 4 pkts / Carton Box

## AJI-AROMA M-M200 in Beef Soup Application

### Background

Customers often search for a good taste and flavour profile in soup for a better position in this competitive market. Customers are trying to fill up with top note flavours, extracts and spices, but by using those ingredients to get delicious soup can be expensive and easily damaged during processing.

### Proposal

**AJI-AROMA** M-M200 provides strong sense of meaty flavour, Umami, Mouthfulness and Continuity tastes. It has the function of intensifying the original meaty aroma and taste. With all the functions, customers have actually been able to improve the product quality and reduce cost in the wide varieties of applications.

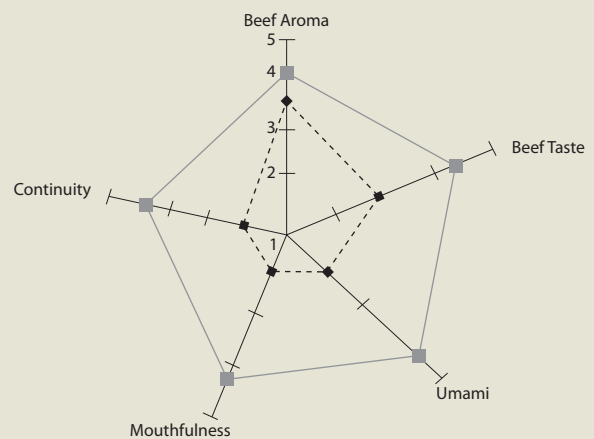
### Recipe - Beef Soup Seasoning Recipe

Ingredients	Control (%)	Add-on with AJI-AROMA M-M200 (%)
Salt	52.00	51.00
Maltodextrin	17.94	16.29
Sugar	16.80	16.80
Beef Extract Meat Powder	6.50	6.50
"AJI-NO-MOTO"	4.50	4.50
Garlic Powder	0.84	0.84
Onion Powder	0.84	0.84
Caramel Powder	0.25	0.25
White Pepper Powder	0.25	0.25
Black Pepper Powder	0.08	0.08
<b>AJI-AROMA M-M200</b>	0.00	<b>2.65</b>
<b>Total</b>	<b>100.00</b>	<b>100.00</b>

Add-On contains 0.04% **AJI-AROMA** M-M200 when consumed.

## Effects of applying AJI-AROMA M-M200

Sensory Evaluation Method: 1.5g Beef Soup Seasoning/100ml Hot Water (adjusted salt concentration)  
Sensory Evaluation Results: Score: 1= very weak, 2 = weak, 3 = moderate, 4 = strong, 5 = very strong



Sample	Sensory Evaluation Results
Control	The soup is not balance with weak meaty aroma and taste.
Add-On	The soup is rich with good taste of umami, mouthfulness and continuity taste. The original meaty aroma and taste are enhanced. Overall the soup is well balanced and harmonised with better roundness, thickness and strong long lasting effects.

Remark:

The formulations are produced by laboratory scale only. The studies on the conditions of processing and preservation are not conducted. Manufacturers should determine applicability and suitability for their own purposes. The information is tentatively given for reference only and is subjected to changes.