







# PRODUCT

## introduction

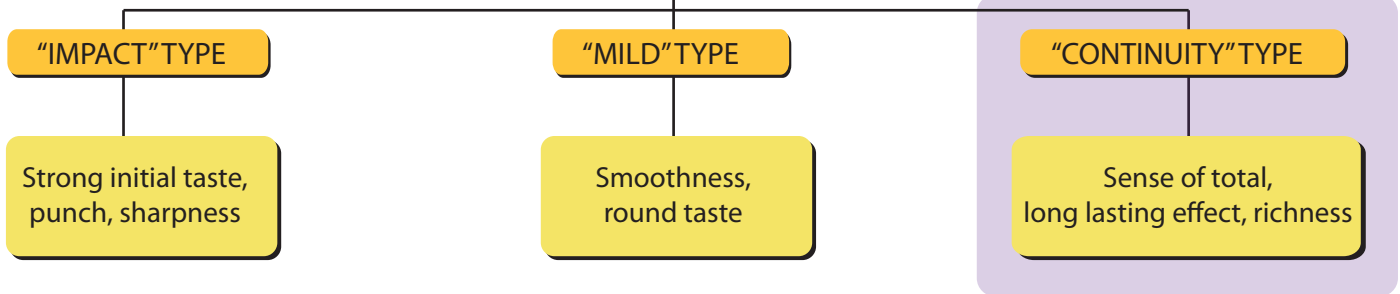
PRODUCT NAME	GENERAL DESCRIPTION	COLOUR	PACKING SIZE	MAIN INGREDIENTS	CHARACTERISTICS / BENEFITS	COUNTRY OF ORIGIN	HALAL
 AJIMATE M-Super P	"KOKUMI" Seasoning	Beige	● 1kg x 20 / carton ● 5kg x 4 / carton	Hydrolysed Vegetable Protein, Salt, Permitted Food Conditioners and Permitted Flavouring Substance. Contains Monosodium Glutamate, Yeast Extract, Disodium 5'-Inosinate and Disodium 5'-Guanylate as Permitted Flavour Enhancers.	<ul style="list-style-type: none"> <li>● Strong sense of "Impact" and "Mouthfulness and Continuity"</li> <li>● Intensifying original flavours of vegetables and spices</li> <li>● Suitable for vegetarian food usage*</li> </ul>	Malaysia	✓
 AJIMATE M-Super M	"KOKUMI" Seasoning	Light Yellow	● 1kg x 20 / carton ● 5kg x 4 / carton	Hydrolysed Vegetable Protein, Sugar and Permitted Flavouring Substances. Contains Monosodium Glutamate, Yeast Extracts, Disodium 5'-Inosinate and Disodium 5'-Guanylate as Permitted Flavour Enhancers.	<ul style="list-style-type: none"> <li>● Strong sense of "Mildness" and "Mouthfulness and Continuity"</li> <li>● Enhances the original flavour</li> <li>● Mask the undesirable aroma</li> <li>● Suitable for vegetarian food usage*</li> </ul>	Malaysia	✓
 AJIMATE M-Super RK	"KOKUMI" Seasoning	Yellow	● 1kg x 20 / carton ● 5kg x 4 / carton	Maltodextrin, contains Yeast Extracts as Permitted Flavour Enhancers, Permitted Flavouring Substances, Salt and Vegetable Powder.	<ul style="list-style-type: none"> <li>● Strong sense of "Full-body KOKUMI" and "Mouthfulness and Continuity"</li> <li>● Strong "Umami" with no added food additives</li> <li>● Enhances the original flavour</li> <li>● Provides typical beef-extract-like "Full-body KOKUMI"</li> <li>● Does not contain materials of animal origins</li> <li>● Suitable for vegetarian food usage*</li> </ul>	Malaysia	✓
 AJIMATE M-A200	Meaty Taste Seasoning	Beige	● 1kg x 20 / carton ● 5kg x 4 / carton	Permitted Food Conditioners, Hydrolysed Vegetable Protein, Sugar, Maltodextrin and Permitted Flavouring Substance. Contains Yeast Extracts, Disodium 5'-Inosinate and Monosodium Glutamate as Permitted Flavour Enhancers.	<ul style="list-style-type: none"> <li>● Enhances meaty taste especially on beefy taste</li> <li>● To mask undesirable aroma and taste</li> <li>● Suitable for vegetarian food usage*</li> </ul>	Malaysia	✓
 AJIMATE M-SF10	Seafood Taste Seasoning	Beige	● 1kg x 20 / carton ● 5kg x 4 / carton	Sugar, Hydrolysed Vegetable Protein and Permitted Flavouring Substances. Contains Monosodium Glutamate and Disodium 5'-Inosinate as Permitted Flavour Enhancers.	<ul style="list-style-type: none"> <li>● Provides seafood sweetness and complex taste</li> <li>● Enhances seafood savouriness</li> <li>● Suitable for vegetarian food usage*</li> </ul>	Malaysia	✓
 AJIMATE M-5000	Meaty Taste Seasoning	Beige	● 1kg x 20 / carton ● 5kg x 4 / carton	Hydrolysed Vegetable Protein, Lactose, Permitted Food Conditioners and Permitted Flavouring Substance. Contains Monosodium Glutamate, Yeast Extract, Disodium 5'-Inosinate and Disodium 5'-Guanylate as Permitted Flavour Enhancers.	<ul style="list-style-type: none"> <li>● Enhances meaty taste</li> <li>● To mask undesirable aroma and taste</li> <li>● Suitable for vegetarian food usage*</li> </ul>	Malaysia	✓

AJINOMOTO

## AJIMATE™

### M-SUPER YE

#### Types of "KOKUMI"



#### What is AJIMATE™ M-SUPER YE?

**AJIMATE™** M-SUPER YE is a high grade "KOKUMI"-type seasoning, which applies "Long Continuity & Mouthfulness".

#### Product Characteristics

- Provides and enhances strong sense of "Long Continuity and Mouthfulness".
- Intensifying the flavour of meats, vegetables and spices.
- Retains original processed food flavour.
- Absence of undesirable yeast extract flavour.
- Certified as Halal for Muslims.
- Does not contain materials of animal origins and suitable for vegetarian food\* usage.

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

Maltodextrin, Salt and contains Yeast Extracts as Permitted Flavour Enhancers.

#### Recommended Dosage (when consumed in %)

Snack (In dough)	: 0.02% - 0.20%
Snack (Spraying/dusting)	: 0.03% - 0.50%
Processed Seafood	: 0.03% - 0.40%
Sauce	: 0.02% - 0.50%
Soup	: 0.02% - 0.40%
Canned Food	: 0.02% - 0.40%
Meat Products	: 0.30% - 0.40%

#### Storage Condition & Shelf Life

7 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. 6.0%
Salt as NaCl	: 10.5 ± 5.0%
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 10 pkts / Carton Box

\* Vegetarian food: Do not contain any ingredients from animal origin, fish products, eggs, honey, onion, garlic, leek, chives and alcohol.

## AJIMATE™ M-SUPER YE in Chicken Soup Application

**Background** : The secret of "SUPER" series lies in the reduced Glutathione (GSH), contained in the Yeast Extract, where it has the function of boosting the "KOKUMI" taste (where Umami taste exists) and enhancing flavour of vegetables and spices. With this function, customers have actually been able to improve the product quality and reduce cost.

**Proposal** : **AJIMATE™** M-SUPER YE provides and enhances strong sense of "Continuity & Mouthfulness". It has the function of intensifying the flavour of meats, vegetables and spices. **AJIMATE™** M-SUPER YE retains original processed food flavour and there is no undesirable yeast extract flavour. With all the functions, customers have actually been able to improve the product quality and reduce cost in a wide varieties of applications.

**Type of Application** : Chicken Soup

**Recipe** : Chicken Soup Seasoning Recipe

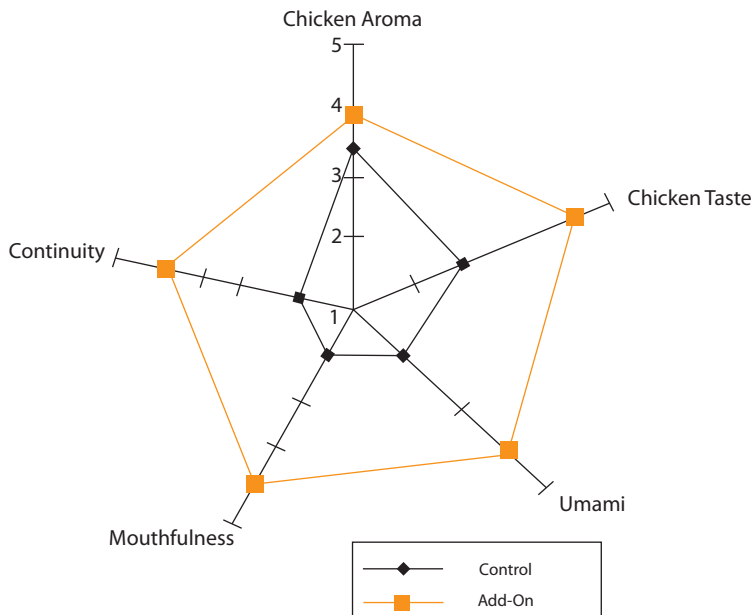
Ingredients	Control (%)	Add-on with <b>AJIMATE™</b> M-SUPER YE (%)
Salt	37.76	37.50
Maltodextrin	36.84	34.60
Sugar	9.00	9.00
Chicken Fat Powder	5.00	5.00
Chicken Extract Powder	4.00	4.00
"AJI-NO-MOTO"	3.75	3.75
Cabbage Extract Powder	3.00	3.00
Onion Powder	0.50	0.50
White Pepper Powder	0.10	0.10
Celery Leaf Powder	0.05	0.05
<b>AJIMATE™</b> M-SUPER YE	0.00	2.50
<b>Total</b>	<b>100.00</b>	<b>100.00</b>

Add-On contains 0.05% **AJIMATE™** M-SUPER YE when consumed.

### Effects of applying **AJIMATE™** M-SUPER YE to Chicken Soup

Sensory Evaluation Method : 2g Chicken Soup Seasoning/100 ml 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 and the "KOKUMI" taste is weak.
Add-On	The soup is rich with good taste of "Umami", "Long Continuity & Mouthfulness" taste. The original chicken flavour is enhanced and maintained. There is no undesirable yeast flavour. Overall the soup is well balanced and harmonised.

# AJIMATE™ M-YE100

## What is AJIMATE™ M-YE100?

**AJIMATE™ M-YE100** is a yeast extract seasoning, which applies strong sense of "UMAMI" and "MOUTHFULNESS".

### Product Characteristics

- Provides and enhances strong sense of "UMAMI" and "MOUTHFULNESS".
- Retains original processed food flavour.
- Absence of undesirable yeast extract flavour.
- Certified as Halal to Muslims
- Does not contain materials of animal origins and suitable for vegetarian food\* usage.

\* Vegetarian food: Do not contain any ingredients from animal origin, fish products, eggs, honey, onion, garlic, leek, chives and alcohol.

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

Maltodextrin, Salt, sugar and contains Yeast Extracts as Permitted Flavour Enhancers.

### Recommended Dosage (when consumed in %)

Snack (In dough)	: 0.03% - 0.30%
Snack (Spraying / Dusting)	: 0.05% - 0.60%
Processed Seafood	: 0.05% - 0.50%
Sauces	: 0.03% - 0.60%
Soup	: 0.02% - 0.50%
Canned Food	: 0.02% - 0.50%
Meat Products	: 0.05% - 0.50%

### Storage Condition & Shelf Life

7 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	: 20.0 ± 5.0%
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 10 pkts / Carton box

## AJIMATE™ M-YE100 in Chicken Soup Application

### Background

Customers often find the instant soup is not as delicious as home-cook soup and LACKING of "certain ingredients" in the soup. Customers are trying to fill up the LACKING taste with top note flavours, natural extracts and spices to get the delicious taste can be expensive, time consuming and easily damaged during processing.

### Proposal

**AJIMATE™ M-YE100** provides and enhances strong sense of "UMAMI" and "MOUTHFULNESS". It retains the original processed food flavour and there is no undesirable yeast extract flavour. With all the functions, customers have actually been able to improve the product quality and reduce cost in a wide varieties of applications.

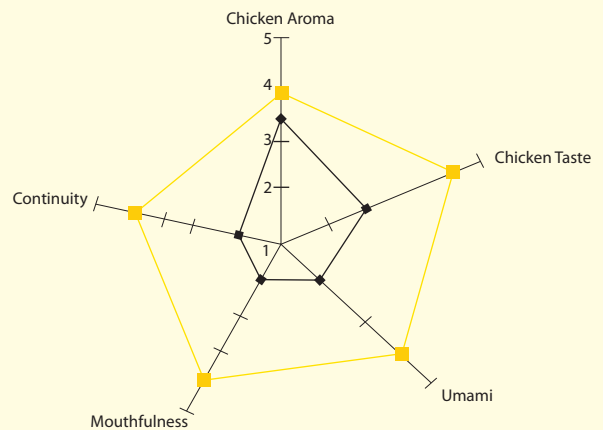
### Recipe - Chicken Soup Seasoning Recipe

Ingredients	Control (%)	Add-on with AJIMATE™ M-YE100 (%)
Salt	37.50	36.80
Maltodextrin	37.10	34.30
Sugar	9.00	9.00
Chicken Fat Powder	5.00	5.00
Chicken Extract Powder	4.00	4.00
"AJI-NO-MOTO"	3.75	3.75
Cabbage Extract Powder	3.00	3.00
Onion Powder	0.50	0.50
White Pepper Powder	0.10	0.10
Celery Leaf Powder	0.05	0.05
<b>AJIMATE™ M-YE100</b>	<b>0.00</b>	<b>3.50</b>
<b>Total</b>	<b>100.00</b>	<b>100.00</b>

Add-on contains 0.07% AJIMATE™ M-YE100 when consumed.

## Effects of applying AJIMATE™ M-YE100 to Chicken Soup

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






















---◆--- Control      —■— Add-On

Sample	Sensory Evaluation Results
Control	The soup is not balance and the "KOKUMI" taste is weak.
Add-On	The soup is rich with good taste of "Umami", "Continuity & Mouthfulness" taste. The original chicken flavour is enhanced and maintained.

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.

AJINOMOTO®  
**AJIMATE™**  
 TASTE ENHANCING

PRODUCT NAME	GENERAL DESCRIPTION	COLOUR	PACKING SIZE	MAIN INGREDIENTS	CHARACTERISTICS/ BENEFITS	VEGETARIAN/ NON-VEGETARIAN	HALAL
 MALAYSIA							
	"KOKUMI" Seasoning	Beige	• 1kg x 20 bag/ carton • 5kg x 4 bag/ carton	Hydrolysed Vegetable Protein, Salt, Permitted Food Conditioners and Permitted Flavouring Substance. Contains Monosodium Glutamate, Yeast Extract, Disodium 5'-Inosinate and Disodium 5'-Guanylate as Permitted Flavour Enhancers.	<ul style="list-style-type: none"> <li>• Strong sense of "Impact" and "Mouthfulness and Continuity"</li> <li>• Intensifying original flavours of vegetables and spices</li> <li>• Suitable for vegetarian food usage*</li> </ul>		
	"KOKUMI" Seasoning	Light Yellow	• 1kg x 20 bag/ carton • 5kg x 4 bag/ carton	Hydrolysed Vegetable Protein, Sugar and Permitted Flavouring Substances. Contains Monosodium Glutamate, Yeast Extracts, Disodium 5'-Inosinate and Disodium 5'-Guanylate as Permitted Flavour Enhancers.	<ul style="list-style-type: none"> <li>• Strong sense of "Mildness" and "Mouthfulness and Continuity"</li> <li>• Enhances the original flavour</li> <li>• To mask the undesirable aroma</li> <li>• Suitable for vegetarian food usage*</li> </ul>		
	"KOKUMI" Seasoning	Off-White to Pale Yellow	• 1kg x 20 bag/ carton	Salt, Sugar, Contains Monosodium Glutamate, Disodium 5'-Inosinate, Disodium 5'-Guanylate and Yeast Extracts as Permitted Flavour Enhancers, Permitted Food Conditioner, Maltodextrin and Permitted Flavouring Substance.	<ul style="list-style-type: none"> <li>• Good enhancement in terms of creaminess, milkiness, spiciness and "UMAMI".</li> <li>• Does not provide undesirable masking effects.</li> <li>• Suitable for vegetarian food usage*</li> </ul>		
	Meaty Taste Seasoning	Beige	• 1kg x 20 bag/ carton • 5kg x 4 bag/ carton	Permitted Food Conditioners, Hydrolysed Vegetable Protein, Sugar, Maltodextrin and Permitted Flavouring Substance. Contains Yeast Extracts, Disodium 5'-Inosinate and Monosodium Glutamate as Permitted Flavour Enhancers.	<ul style="list-style-type: none"> <li>• Enhances meaty taste especially on beef taste</li> <li>• To mask undesirable aroma and taste</li> <li>• Suitable for vegetarian food usage*</li> </ul>		
	Seafood Taste Seasoning	Beige	• 1kg x 20 bag/ carton • 5kg x 4 bag/ carton	Sugar, Hydrolysed Vegetable Protein and Permitted Flavouring Substances. Contains Monosodium Glutamate and Disodium 5'-Inosinate as Permitted Flavour Enhancers.	<ul style="list-style-type: none"> <li>• Provides seafood sweetness and complex taste</li> <li>• Enhances seafood savouriness</li> <li>• Suitable for vegetarian food usage*</li> </ul>		
	Meaty Taste Seasoning	Beige	• 1kg x 20 bag/ carton • 5kg x 4 bag/ carton	Hydrolysed Vegetable Protein, Lactose, Permitted Food Conditioners and Permitted Flavouring Substance. Contains Monosodium Glutamate, Yeast Extract, Disodium 5'-Inosinate and Disodium 5'-Guanylate as Permitted Flavour Enhancers.	<ul style="list-style-type: none"> <li>• Enhances meaty taste</li> <li>• To mask undesirable aroma and taste</li> <li>• Suitable for vegetarian food usage#</li> </ul>		



**Suitable for vegetarian food usage \***  
 The product does not contain meat, poultry, fish products, eggs & derivatives, honey, onion, garlic, leek, chives, spring onion, alcohol & derivatives and milk & derivatives.



**Suitable for vegetarian food usage #**  
 The product does not contain meat, poultry, fish products, eggs & derivatives, honey, onion, garlic, leek, chives, spring onion and alcohol & derivatives but it contains milk & derivatives.



**Not suitable for vegetarian food usage**