Eat Well, Live Well.

AJINOMOTO.

Reducing Salt Without Compromising Taste – May 2023

The Ajinomoto Group's discovery: umami

Umami is the taste of the amino acid, glutamate, which is one of the most prevalent amino acids in nature and inherently present in foods such as tomatoes, parmesan cheese and mushrooms. More than 100 years ago, the Ajinomoto Group was founded on the discovery that glutamate is responsible for umami taste which led to the launch of the world's first umami seasoning, *AJI-NO-MOTO®**. Today, *AJI-NO-MOTO®* or MSG seasoning is a widely used ingredient globally.

MSG: A tool to fight excessive salt intake

Excessive amounts of sodium increase the risk of heart disease, stroke and premature death. To prevent these risks, the World Health Organization (WHO) has recommended governments institute policies to help reduce sodium intake through diet, which is most often consumed as table salt or when sodium is added to processed food products.

However, the world is off-track to achieve its target of reducing sodium intake by 30% by 2025. Nearly 73% of WHO Member States are falling short by not instituting policies that will comprehensively enough reduce sodium. Knowing this, food manufacturers should consider product reformulations using MSG – **which has 2/3 less sodium than table salt – as an ingredient that can help reduce the total sodium in products without compromising its taste.**

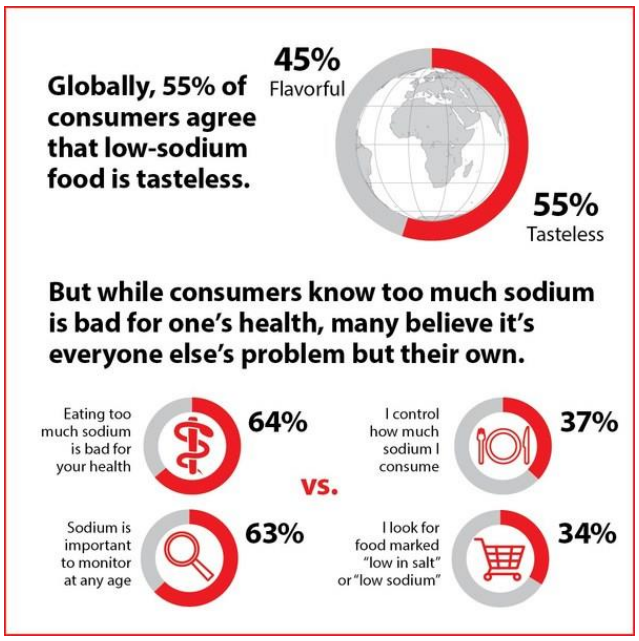
THE LATEST SCIENTIFIC RESEARCH ON THE POWER OF MSG

Replacing salt with umami substances creates meaningful change

The University of Tokyo released a series of research papers to demonstrate the impact that replacing salt with umami substances, such as MSG, can have in helping to reduce sodium intake. Using actual dietary data, each study suggested umami is a strong tool to reduce total sodium intake.

Country	Study Results
Japan	• 22% decrease of salt intake among Japanese adults. • This study suggested that approximately 60% of Japanese adults could achieve the national dietary goal of 8 g/day, while only 7.6% would meet the global recommendation of 5.0 g/day with the standard diet.
United States	• Replacing salt with umami substances could help US adults reduce salt intake by 7–13%, which is equivalent to 0.61–1.13 g/d of salt reduction without compromising taste.
United Kingdom	• Replacing salt with umami substances could help UK adults reduce daily salt intake by 9%–18%, which is equivalent to 0.45–0.92 g/day of salt reduction.

Consumers hold food manufacturers responsible for creating low sodium products



The Ajinomoto Group recently conducted a global survey titled Sodium Alternatives and Long-Term Solutions (SALTS) in seven countries, which found that 64% of respondents knew eating too much sodium was bad for their health yet only 34% of consumers look for food marked "low in salt" or "low sodium." The survey also showed that 55% find low sodium food to be tasteless.

The survey indicated that the majority of consumers prioritize taste above all else when deciding what to eat and currently believe low-sodium foods are bland and tasteless.

By leveraging their expertise in amino acid science, the Ajinomoto Group provides solutions for consumers to reduce sodium in home cooking and food manufacturers to lower sodium in their products, all without compromising on taste.

MSG is a solution that lowers sodium without compromising taste. It contains 2/3 less sodium than table salt and when used as a partial replacement for salt, MSG can reduce sodium by up to 61%**.

Contact Information

Pr media(https://www.ajinomoto.co.jp/company/jp/contact_us/)

**About umami seasoning AJI-NO-MOTO®*

AJI-NO-MOTO® is an umami seasoning with a wide variety of uses. Its main ingredient is monosodium glutamate (MSG), a sodium salt of glutamic acid, which is the flavor source of kelp. AJI-NO-MOTO® is currently sold in more than 100 countries worldwide and it is the Ajinomoto Group's flagship global brand. The sodium in AJI-NO-MOTO® is contained as monosodium glutamate and sodium ribonucleotide, and not as salt (Nacl). 1g of AJI-NO-MOTO® contains approximately 0.1 g of sodium, which is equivalent to approximately 0.3 g of salt.

***Halim J, Bouzari A, Felder D, and Guinard JX. The Salt Flip: Sensory mitigation of salt (and sodium) reduction with monosodium glutamate (MSG) in "Better-for-You" foods. J Food Sci. 2020 Sep;85(9):2902-2914. doi.org/10.1111/1750-3841.15354 (study supported by Ajinomoto)*