

# Changing America's Mind About MSG

In the US, there's no seasoning more misunderstood than **monosodium glutamate**. Thanks to stigma fueled by deep-rooted xenophobia and harmful symbols like the ubiquitous "No MSG" sign, this beloved global ingredient has been maligned by Americans despite endless data proving its safety.

So, as the foundational producer of MSG, we've made it our mission to set the record straight.



Verified Safe	
✓	US Food & Drug Administration (FDA)
✓	Joint FAO/WHO Expert Committee on Food Additives (JECFA)

## Elevating facts over fear

In 2018, The Ajinomoto Group began a multi-year mission to challenge the misconceptions that led to decades of unfounded consumer fear and doubt over MSG.

First, we built credibility.



At the first-ever **World Umami Forum**, we convened an influential group of nutritionists, food scientists and chefs. We facilitated open discussions and showcased third-party data validating MSG's safety, turning an audience of once-skeptical industry experts into vocal MSG advocates.

Then, we set the record straight.

Chi-nese res-tau-rant syn-drome  
*noun*

To take on the racist term ("*Chinese Restaurant Syndrome*") that started America's earliest MSG fears, we launched a campaign to **#RedefineCRS**. The viral movement convinced Merriam-Webster, Wikipedia, and other trusted resources to update their listings and publicly acknowledge MSG's safety.

And took down an icon.



With "No MSG" signs having perpetuated fear for decades, we created our own symbol: **Know MSG**. Designed to educate and inform, not only did our new symbol recently debut on-pack with a popular food startup, it remains available for open use by food companies, restaurants, and retailers everywhere.



# We've made A LOT of progress

In partnership with our team of influential experts in food and nutrition, we have helped change the narrative around MSG in just three short years.

## 4.8 million

Outspoken MSG advocates created from our target audience.

## 32 million

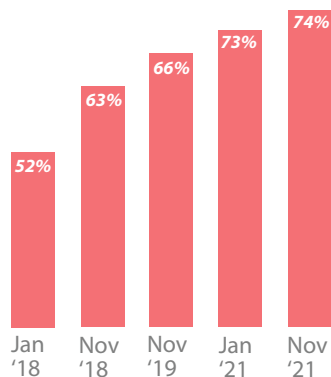
People reached with our viral #RedefineCRS campaign.

## 135 million

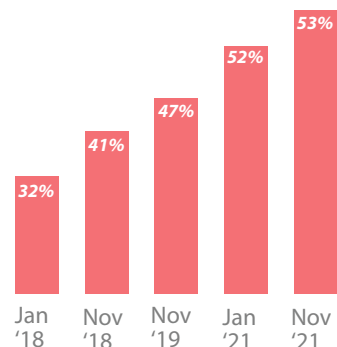
People who now consider MSG safe to eat (up by 18 million).

## Trust from registered dietitians is surging

**"MSG is safe to eat"**



**"Likely to recommend MSG"**



*"Why You Shouldn't Fear MSG, an Unfairly Maligned and Worthwhile Seasoning"*

**The Washington Post**

*"We Can't Talk About MSG Without Talking About Racism"*

**Men'sHealth**

*"From MSG Scare to MVP Status: How We Learned to Love Umami"*

**THE WALL STREET JOURNAL**

### Organizations that recently recognized MSG's safety and benefits



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