



PRODUCT FORMULATION SYSTEM

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Title: **Crusha Strawberry Flavour Milkshake Mix - No Added Sugar**

PRODUCT SPECIFICATION

Legal name

Strawberry flavour milkshake mix with sweeteners

Description

A homogenous no added sugar milkshake syrup consisting of high intensity sweeteners (aspartame and acesulfame-K), natural colour and flavour. The syrup gives a detectable fruity taste of ripe strawberries when tasted either undiluted or diluted with milk.

The product is GMO-free and does not originate from or contain ingredients from genetic modification.

Conforms to all relevant statutory requirements (UK & EU Regulations).

Ingredients

Water, Colour (Carmines), Acid (Citric Acid), Preservative (Potassium Sorbate), Flavouring, Acidity Regulator (Tri Sodium Citrate), Sweeteners (Aspartame, Acesulfame-K).

Allergen Advice

Contains a source of phenylalanine. Contains naturally occurring sugars.

Warning/Advice

SO² present at less than 10ppm

Not Halal or Kosher

Suitable for Coeliacs

Not suitable for vegetarians

Country of Origin

Manufactured and packed in the UK

Weight

500ml, 750ml, 1 litre

Organoleptic properties

Visual

Red clear liquid.

Appearance	
Colour	Red.
Taste and Odour	When tasted undiluted the product has a sweet fruity strawberry flavour and strong aroma of strawberries.
Texture	Non-viscous liquid.

Key Parameters		
<i>For example: Water Activity, Brix, Specific Gravity, Mean Aperture, Heavy Metals, Mycotoxins, etc.</i>		
<u>Chemical / physical analysis</u>	<u>Range</u>	<u>Method</u>
Density (g/ml)	<1.10	Densitometer/20°C
pH	3.5-3.7	pH electrode (20°C)
Total acidity	<0.64	Titrateable acidity, measured as citric acid
Soluble solids (%)	<1.5	Digital refractometer (20°C)
Heavy metals: * Arsenic (mg/kg) * Lead (mg/kg) * Copper (mg/kg)	1.0 0.5 2.0	Atomic Absorption Spectroscopy

Microbiological analysis	
<i>(Using standard microbiological methods)</i>	
<u>Micro-organism</u>	<u>Typically</u>
<i>Total Viable Count (CFU per gram)</i>	Less than 1000
<i>Yeasts and Moulds (CFU per gram)</i>	Less than 100
<i>Salmonella (CFU per 25g)</i>	Not detected
<i>Staphylococcus aureus (CFU per gram)</i>	Not detected

Nutrition Data			
	Typically 100g of syrup provides:	Typical values per 25 ml of syrup diluted in 175ml semi-skimmed milk:	Source of data (Analysis / Calculation / Literature (state which))
Energy (kJ)	10kJ	354 kJ	Analysis
Energy (kcal)	3 kcal	84 kcal	Analysis
Fat (g)	0g	3.1g	Analysis
of which saturates (g)	0g	1.9g	Analysis
of which mono-unsaturates (g)	0g	<0.1g	Analysis
of which poly-unsaturates (g)	0g	<0.1g	Analysis
Carbohydrate (g)	0g	8.5g	Analysis
of which sugars (g)	0g	8.3g	Analysis
of which starch (g)	0g	0g	Analysis

Protein (g)	0.4g	6.2g	Analysis
Fibre AOAC (g)	0g	0g	Analysis
Sodium* (g)	0.01g	0.08g	Analysis
*Equivalent as Salt (2.5 x sodium) (g)	0.03g	0.20g	Analysis

Food Allergens	Yes/No/MC (May contain)
Product contains?	
Peanuts and products thereof	No
Nuts i.e. Almond, Hazelnut, Walnut, Cashew, Pecan Nut, Brazil Nut, Pistachio Nut, Macadamia Nut and Queensland Nut and products thereof	No
Sesame seed and products thereof	No
Milk (including lactose) and products thereof	No
Egg and products thereof	No
Fish and products thereof	No
Crustaceans and products thereof	No
Soya and products thereof	No
Cereals containing gluten, i.e. wheat, rye, barley, oats, spelt, kamut or their hybridised strains and products thereof	No
Celery and products thereof	No
Sulphur dioxide and sulphites at levels above 10mg/kg or 10mg/litre expressed as SO ₂ and products thereof	No
Mustard and products thereof	No
Lupin and products thereof	No
Molluscs and products thereof	No

The following are not used during any part of the manufacturing and packaging process unless marked with an X:					
	Contains (X)		Contains (X)		Contains (X)
Processing aids		Natural flavourings	x	Genetically Modified Organisms	
Natural colourings	x	Artificial flavourings		Products made from or made by GMO's	
Artificial colourings		Nature identical flavourings		Milk or meat from cloned animals	
Colours (E110, E104, E122, E129, E102 or E124)		Flavour enhancers		Meat	
Azo dyes		Sugar alcohols (Polyols)		Animal derivatives	X (carmine)
Gelling agents		Hydrogenated or Partially Hydrogenated Fat		Phenylalanine	x
Emulsifiers		Palm Oil from a non-sustainable source		Enzymes	
Stabilisers		Preservatives	x	Nano particles	

Thickeners		Antioxidants		Seeds / seed derivatives	
Acidity regulators	x	Flour treatment agents		Mineral Hydrocarbons	
Firming agents		Raising agents		Caffeine	
Humectants		Anti-caking agents		Irradiated materials	
Sweeteners	x				

Suitable for:	
Vegetarians	No
Vegans	No

Storage
 Crusha can be stored in an ambient, dry environment for 24 months. It can also be stored chilled in a refrigerator (3-5C) for up to one month.

Usage instructions
 Dilute with semi –skimmed milk: (25 ml syrup: 175 ml semi skimmed milk).

Shelf-life
Ambient storage: Maximum 24 months from date of production if good storage conditions are observed.
Chilled storage: Crusha can be stored chilled for up to one month. If refrigerating once opened keep in the fridge and use within 1 month.