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|  | **Product Summary Information** |

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| **Product Name** | Apple & Strawberry Oat Bar |
| **Product Descriptive Name** | Apple & Strawberry Oat flavoured soya and milk protein bar with oats partly covered in yoghurt flavoured coating. Meal replacement product for weight control. |
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| **Energy per 100g:** | 1574 kJ/376 kcal | **Energy per portion:** | 850 kJ/203 kcal | **Shelf Life at Launch:** | 9 months |
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| **Packing Format(s)** | 21 X 54 g ℮7 x 54 g ℮ |
| **Summary Allergen Statement**  | Product contains: **Milk**, **Soya**, **Barley** and **Oats** (**gluten**). Not suitable for people with peanut, tree nut or sesame seed allergy. |
| **Product Type** | Meal replacement  |
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| **Category** (**✓**)  |
| **Shake** | **Smoothie** | **Soup** | **Porridge** | **Dessert** | **Savoury Meal** | **Bites** | **Bar** | **Snack** | **Water Flavouring** | **Other** |
|  |  |  |  |  |  |  | **✓** |  |  |  |
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| **CN Code** | **HS Code** | **Recipe Code** | **Recipe Revision** | **Revision Date** |
| 2106909849 | 21069098 | 364410A | 1 | 24/10/2023 |

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| **Representative Product Images** |
| Product Images Pending |
| Product Images Pending |

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| **Organoleptic/Sensory Description** |
| **Appearance** | Light brown core partially covered in yoghurt flavoured coating |
| **Aroma** | Strawberry and apple with yoghurt notes  |
| **Flavour** | Dominant strawberry flavour with notes of apple and yoghurt, sweet |
| **Texture** | Soft, flaky or oaty |

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| A picture containing logo  Description automatically generated | **Mandatory Particulars**  As per Regulation (EU) No 1169/2011 of 25/11/2011  |

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| **Product Name** | Apple & Strawberry Oat Bar |
| **Descriptive Name** | Apple & Strawberry Oat flavoured soya and milk protein bar with oats partly covered in yoghurt flavoured coating. Meal replacement product for weight control. |
| **Serving size / pack size** | Individualserving  | 54 g ℮ | For multipack include number x weight / volume, e mark and total weight in brackets |
| Multipack / carton | 7 X 54 g ℮21 X 54 g ℮ |
| **Ingredient list** | **Ingredients:** Partially inverted sugar syrup, Wholegrain rolled **oats** 13%, Yoghurt coating 10% (sugar, vegetable fat (palm), lactose (**milk**), yoghurt powder (**milk**), emulsifier: **soya** lecithin), **Soya** protein nuggets (**soya** protein isolate, tapioca starch, malt extract (**barley**), salt), **Soya** protein nuggets (**soya** protein isolate, tapioca starch, salt), Oligofructose, Humectant: glycerine, **Milk** protein, Dried apple pieces 4%, Wholegrain **oat** flour, Skimmed **milk** powder, Sunflower oil, Strawberry pieces 1%, **Soya** lecithin, Potassium chloride, Compound vitamin and mineral mixture (maltodextrin, vitamin C [ascorbic acid], ferrous fumarate, vitamin B3 [nicotinamide], vitamin E [dl-α tocopheryl acetate], zinc oxide, calcium D-pantothenate, copper gluconate, manganese sulphate, vitamin B6 [pyridoxine hydrochloride], vitamin B1 [thiamine hydrochloride], vitamin A [retinol acetate], vitamin B2 [riboflavin], folic acid, potassium iodate, chromic chloride, sodium molybdate, sodium selenite, vitamin K [α-phylloquinone], D-biotin, vitamin D3 [cholecalciferol], vitamin B12 [cyanocobalamin]), Potassium phosphate, Calcium carbonate, Flavouring, Magnesium oxide. |
| **Allergen Advice** | For allergens, including cereals containing gluten, **see ingredients in** **bold.** Notsuitable for people with peanut, tree nut or sesame seeds allergy. Suitable for vegetarians. |
| **Storage Instructions** | Store in a cool dry place away from direct sources of heat. |
| **Preparation** | None, product is ready to consume. |
| **Instructions for use** | None, product is ready to consume. |
| **Name and address of FBO** | Manufactured in the UK by Cambridge Weight Plan Ltd, NN17 5LU.**For MLP labels:**Imported into [MARKET NAME] by [DISTRIBUTOR NAME & ADDRESS]. |
| **Country of Origin Statement** | Made using oats, apples and strawberries of UK, EU and Non-EU origin. |
| **Advisory Statements** | None. |
| **Lot Mark**Non-Varnish Area | Space required for printing Date of Manufacture, Best Before, Lot mark and time.Format: ‘L’ to denote lot batch, followed by packing shop order and sequence number, e.g., L123456-1 and time. |

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| **Preparation Instructions**  |
| None, product is ready to consume. |

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| **Nutrition Information** |  | **per 100g** | **per 54g serving**  | **%RI per 100g/54g** |
| **Energy** | **kJ** | 1574 | 850 |  |
|  | **kcal** | 376 | 203 |
| **Fat1,2** | **g** | 9.6 | 5.2 |
| **Of which Saturates** | **g** | 3.9 | 2.1 |
| **Mono-unsaturates** | **g** | 1.9 | 1.0 |
| **Polyunsaturates** | **g** | 3.6 | 1.9 |
| **Carbohydrate** | **g** | 46 | 25 |
| **Of which Sugars** | **g** | 29 | 15 |
| **Polyols** | **g** | 5.0 | 2.7 |
| **Starch** | **g** | 11 | 6.0 |
| **Fibre** | **g** | 6.7 | 3.6 |
| **Protein** | **g** | 23 | 13 |
| **Salt**  | **g** | 0.80 | 0.40 |
| **Vitamin A** | **µg** | 722 | 390 | 90/49 |
| **Vitamin D** | **µg** | 4.8 | 2.6 | 96/52 |
| **Vitamin E** | **mg** | 9.6 | 5.2 | 80/43 |
| **Vitamin K** | **µg** | 57 | 31 | 75/41 |
| **Vitamin C** | **mg** | 78 | 42 | 97/53 |
| **Thiamin** | **mg** | 1.1 | 0.60 | 101/55 |
| **Riboflavin** | **mg** | 0.90 | 0.50 | 66/36 |
| **Niacin** | **mg** | 12 | 6.7 | 78/42 |
| **Vitamin B6** | **mg** | 0.90 | 0.50 | 66/36 |
| **Folic acid** | **µg** | 156 | 84.0 | 78/42 |
| **Vitamin B12** | **µg** | 1.4 | 0.8 | 56/30 |
| **Biotin** | **µg** | 46 | 25 | 93/50 |
| **Pantothenic acid** | **mg** | 5.0 | 2.7 | 83/45 |
| **Potassium** | **mg** | 981 | 530 | 49/26 |
| **Chloride** | **mg** | 450 | 243 | 56/30 |
| **Calcium** | **mg** | 448 | 242 | 56/30 |
| **Phosphorus** | **mg** | 415 | 224 | 59/32 |
| **Magnesium** | **mg** | 209 | 113 | 56/30 |
| **Iron** | **mg** | 13 | 7.0 | 92/50 |
| **Zinc** | **mg** | 8.4 | 4.5 | 84/45 |
| **Copper** | **mg** | 1.1 | 0.60 | 111/60 |
| **Manganese** | **mg** | 1.7 | 0.90 | 83/45 |
| **Selenium** | **µg** | 41 | 22 | 75/41 |
| **Chromium** | **µg** | 29 | 16 | 72/39 |
| **Molybdenum** | **µg** | 36 | 20 | 72/39 |
| **Iodine** | **µg** | 118 | 63.7 | 79/42 |

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| 1This product is compliant with Commission Regulation (EU) No 2019/649 which stipulates that the trans-fat content of food intended for the final consumer and food intended for supply to retail shall not exceed 2 grams per 100 grams of fat. This limit excludes trans-fats which occur naturally in fats of animal origin.2 In compliance with EU Regulation 2016/1413 this product contains at least 1g of linoleic acid per portion. |

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| **Compound Vitamin and Mineral Mixture – Ingredient Details** |
| **Ingredient** | **mg/100g in product recipe** | **mg/portion in product recipe** |
| Maltodextrin | 665.317 | 359.271 |
| Vitamin C [Ascorbic acid] | 93.281 | 50.372 |
| Ferrous Fumarate  | 32.402 | 17.497 |
| Vitamin B3 [Nicotinamide] | 17.558 | 9.481 |
| Vitamin E [dl-α tocopheryl acetate] | 11.528 | 6.225 |
| Zinc Oxide | 9.163 | 4.948 |
| Calcium D-Pantothenate | 6.232 | 3.365 |
| Copper Gluconate | 5.726 | 3.092 |
| Manganese Sulphate | 4.794 | 2.589 |
| Vitamin B6 [Pyridoxine hydrochloride] | 1.637 | 0.884 |
| Vitamin B1 [Thiamin hydrochloride] | 1.518 | 0.820 |
| Vitamin B2 [Riboflavin] | 1.169 | 0.631 |
| Vitamin A [Retinol acetate] | 1.094 | 0.591 |
| Folic Acid | 0.222 | 0.120 |
| Potassium Iodate | 0.191 | 0.103 |
| Chromic Chloride | 0.157 | 0.085 |
| Sodium Molybdate | 0.096 | 0.052 |
| Sodium Selenite | 0.093 | 0.050 |
| Vitamin K [α-phylloquinone] | 0.076 | 0.041 |
| D-Biotin  | 0.057 | 0.031 |
| Vitamin D3 [Cholecalciferol] | 0.006 | 0.003 |
| Vitamin B12 [Cyanocobalamin] | 0.001 | 0.001 |

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| A picture containing logo  Description automatically generated | **Non-Mandatory Information** |

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| **Vegetarian Status** | Suitable for vegetarians. |
| **Vegan Status** | Not suitable for vegans. |
| **Halal Status** | Product is halal certified - TBC. |
| **Ingredients Appropriate for Pictorial Representation** | *Apples (4%), Oats (13%), Yoghurt coating (10%).* |

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| **Nutrition and Health Claims Information**  |
| **Claim**  | **Justification** | **Conditions** |
| “Substituting one of the main daily meals of an energy restricted diet with a meal replacement contributes to the maintenance of weight after weight loss” | Product nutrition is compliant with the conditions stated in the annex of regulation (EU) 2016/1413. | In order to bear the claim, information shall be provided to the consumer on the importance of maintaining an adequate daily fluid intake and on the fact that the products are useful for the intended use only as part of an energy-restricted diet and that other foodstuffs should be a necessary part of such a diet. |
| “Substituting two of the main daily meals of an energy restricted diet with meal replacements contributes to weight loss” | Product nutrition is compliant with the conditions stated in the annex of regulation (EU) 2016/1413. | In order to bear the claim, information shall be provided to the consumer on the importance of maintaining an adequate daily fluid intake and on the fact that the products are useful for the intended use only as part of an energy-restricted diet and that other foodstuffs should be a necessary part of such a diet. |
| “High Protein” | The energy from protein in this product is >20% of the overall energy content. | None, unless a corresponding health claim is made. |
| “Source of Fibre” | Product contains a minimum of 1.5g of fibre per 100kcal or at least 3g fibre per 100g | None, unless a corresponding health claim is made. |
| “High [Vit/Min]” | All vitamins and minerals in the nutritional declaration provide at least 30% of the RI/NRV.  | None, unless a corresponding health claim is made. |

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| **Micro-Profile** |
| **Organism** | **Target** | **Accept** | **Reject** |
| **Aerobic colony count** | < 1,000 c.f.u /g | < 10,000 c.f.u /g | > 10,000 c.f.u /g |
| **Staphylococcus Aureus** | < 20 c.f.u /g | < 100 c.f.u /g | > 100 c.f.u /g |
| **Salmonella** | Absent in 25g | Absent in 25g | Present in 25g |

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| **Heavy Metal Limits** |
| **Lead (Pb)** | Less than 0.30 mg per Kg | **Mercury (Hg)** | Less than 0.02 mg per Kg |
| **Cadmium (Cd)** | Less than 0.05 mg per Kg | **Arsenic (As)** | Less than 0.20 mg per Kg |

**Microbiological standard (c.f.u = colony forming units). Total aflatoxins: less than 5 microgram per kilogram.**

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| A picture containing logo  Description automatically generated | **Version Control** (Technical Use Only) |

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| **Revision** | **Reason for Revision** | **Issue****Date** |
| 1.0 | First issue for new product launch.  | 02/11/2023 |
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| A picture containing logo  Description automatically generated | **Design Brief (GLOBAL HQ EYES ONLY)** |

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| **Product/Project Name** | Strawberry & Apple Oat Bar | **Launch Date:** | April 2024 |
| **Recipe/Change Description** | New product launch. |
| **Known Launch Markets** | UK & ROI including Direct to Dieter (D2D), Multi-lingual packaging (MLP). |
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| **Packaging Type** (**✓**) (tick as appropriate) |
| **Sachet Laminate** | **Bar Laminate** | **Bites Laminate** | **Carton** | **CartonetteCrash-Lock** | **CartonetteAuto-Pack** | **RTDTetra** | **Tub Label** | **Tamper Label** | **Other(specify)** |
|  | **✓** |  | **✓** |  | **✓** |  |  | **✓** |  |
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| **Packaging Part Codes** | **Key Approval Dates** |
| **Market Name** | **Part Number** | **Part Description** | **Internal Proof** | **Printer’s Proof** |
| UK121 | LAM374469 | UK 1:1 Strawberry & Apple Oat Bar LAM | 29/12/2023 | 05/01/2024 |
| UK121 | TMP374469 | UK 1:1 Strawberry & Apple Oat Bar TMP | 29/12/2023 | 05/01/2024 |
| UK121 (D2D) | CTN3774469 | UK 1:1 DTD Strawberry & Apple Oat Bar CTN | 29/12/2023 | 05/01/2024 |
| MLP | CTN444469 | M/L 1:1 Strawberry & Apple Oat Bar CTN | 29/12/2023 | 05/01/2024 |
| MLP | LBL444469 | M/L 1:1 Strawberry & Apple Oat Bar LBL | 15/11/2023 | TBC |
| **Additional Notes** |
| * CTN444469 - M/L 1:1 Strawberry & Apple Oat Bar CTN must include a QR-code in its design (specific to this product).
* CTN444469 - M/L 1:1 Strawberry & Apple Oat Bar CTN must have the product name (translations pending) on the ‘front’ face in the following languages – English, Dutch, Czech, Finnish, Greek, Arabic.
* CTN444469 - M/L 1:1 Strawberry & Apple Oat Bar CTN template/cutter guide must ensure the allocated print space is on the side panel of the carton (not the back). This template should already be available to the Design team.
* LBL444469 - M/L 1:1 Strawberry & Apple Oat Bar LBL must include a contents page followed by individual pages in the following languages:

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| --- | --- | --- | --- |
| 1. English - Australia | 2. English – Nigeria  | 3. English – South Africa  | 4. Flemish – Belgium  |
| 5. Dutch – Holland  | 6. German – Germany | 7. Greek – Cyprus  | 8. Greek - Greece |
| 10. Arabic – Dubai | 11. Arabic – Jordan | 12. Czech – Czech | 13. Finnish – Finland  |
| 14. Spanish - Mexico  | 15. Swedish  | 9. Arabic – Saudi | 16. Vietnamese  |
| 17. Malaysian  | 18. Slovak – Czech |  |  |

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