



PRODUCT SPECIFICATION

Legal name

Crusha strawberry flavour milkshake mix with sugar and sweetener

Description

A homogenous blend of strawberry sugar syrup, colour and flavour, manufactured to give a detectable taste of strawberry when tasted either undiluted or diluted with milk.

The syrup is non-viscous, and it does not contain any visible suspended solids.

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, Sugar, Fruit and Vegetable Concentrates (Beetroot and Carrot), Acid (Citric Acid), Preservative (Potassium Sorbate), Flavouring, Acidity Regulator (Tri Sodium Citrate), Antioxidant (Ascorbic Acid), Sweetener (Sodium Saccharin).

Allergen Advice

None.

Warning/Advice

SO² present at less than 10ppm

Not Halal or Kosher

Suitable for Coeliacs

Suitable for vegetarians

Country of Origin

Manufactured and packed in the UK

Weight

1 litre

Organoleptic properties

Visual Appearance	Red clear liquid.
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>		
Chemical / physical analysis	Range	Method
Density (g/ml)	<1.12	Densitometer/20°C
pH	3.5-3.7	pH electrode (20°C)
Total acidity	<0.64	Titrateable acidity, measured as citric acid
Soluble solids (%)	26-27	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 (Using standard microbiological methods)	
Micro-organism	Typically
<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)	462kJ	480kJ	Analysis
Energy (kcal)	109kcal	113kcal	Analysis
Fat (g)	0.6g	3.0g	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)	26g	15.7g	Analysis
of which sugars (g)	26g	15.4g	Analysis
of which starch (g)	0g	0g	Analysis
Protein (g)	0g	6.1g	Analysis
*Equivalent as Salt (2.5 x sodium) (g)	0.07g	0.21g	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	
Gelling agents		Hydrogenated or Partially Hydrogenated Fat		Phenylalanine	
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	Yes
Vegans	Yes

Storage

Crusha can be stored in an ambient, dry environment for 12 months. It can also be stored chilled in a refrigerator (3-5°C) for up to one month.

Usage instructions

Get Your Shake on...

Make a Thick Shake The ultimate thick 'n' creamy diner-style shake! Just blitz 3 tbsp. Of Crusha with 2/3rds of a glass of milk and 3 scoops of vanilla ice cream.

Make a Simple Shake: Just throw 2 tbsp. Of Crusha into 2/3rds of a glass of semi-skimmed milk, or your favourite milk alternative and mix it up.

Shelf-life

Ambient: Maximum 12 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.