

## **Brick 10000601: Cereal/Grain/Pulse Products Variety Packs**

### **Definition**

Includes any products that can be described/observed as two or more distinct Cereal, Grain and Pulse Products sold together which exist within the schema but belong to different classes, that is two or more products contained within the same pack which cross classes within the Cereal, Grain and Pulse Products Family.

Includes products such as Cereal Bars and ready to eat Couscous variety packs.

Items that are received free with purchases should be removed from the classification decision-making process.

*Excludes products such as Semolina and not ready to eat Polenta variety packs and Cereal Bars and ready to drink Milkshake variety packs.*

## **Brick 10000203: Flour – Cereal/Pulse (Shelf Stable)**

### **Definition**

Includes any products that can be described/observed as a fine powder derived from grains, roots or tubers.

These products have been treated or packaged in such a way as to extend their consumable life.

Specifically *excludes products such as Cornflour.*

*Excludes products such as Whole Grains, Bread and Baking Mixes.*

### **Gluten Free Claim (20000079)**

#### **Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging, the descriptive term that is used by the product manufacturer to identify whether the product does or does not contain gluten.

#### **Attribute Values**

NO (30002960)                      UNIDENTIFIED (30002518)                      YES (30002654)

### **If Organic (20000142)**

#### **Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging the descriptive term that is used by the product manufacturer to identify the presence of an industry recognized "organic" certification upon the product labelling or packaging.

#### **Attribute Values**

NO (30002960)                      UNIDENTIFIED (30002518)                      YES (30002654)

### **If With Raising Agent (20000117)**

#### **Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging, the descriptive term that is used by the product manufacturer to identify whether or not the flour or starch product contains raising agents.

**Attribute Values**

NO (30002960)                                      UNIDENTIFIED (30002518)                                      YES (30002654)

**Type of Flour (20000069)**

**Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging the descriptive term that is used by the product manufacturer to identify the particular type or variety of flour.

**Attribute Values**

|                               |                        |                        |                         |
|-------------------------------|------------------------|------------------------|-------------------------|
| BARLEY FLOUR (30000278)       | MAIZE FLOUR (30001498) | SEMOLINA (30002184)    | UNCLASSIFIED (30002515) |
| BRAN FLOUR (30014426)         | PULSE FLOUR (30001941) | SOY FLOUR (30002279)   | UNIDENTIFIED (30002518) |
| BUCKWHEAT FLOUR<br>(30000457) | RICE FLOUR (30002012)  | SPELT FLOUR (30006741) | WHEAT FLOUR (30000111)  |
|                               | RYE FLOUR (30002084)   | TAPIOCA (30002408)     | WHOLEMEAL (30002778)    |

## **Brick 10000314:**

### **Grains/Cereal – Not Ready to Eat – (Frozen)**

#### **Definition**

Includes any products that can be described/observed as a savoury grain not ready to eat product, such as Rice, Polenta, Couscous. These products must not include any additional ingredients and are not part of a recipe prior to sale.

These products are not ready to eat and require cooking prior to consumption.

These products must be frozen to extend their consumable life.

Specifically *excludes all grain based prepared products such as Risotto and Cereal Products.*

*Excludes products such as Perishable and Shelf Stable Not Ready to Eat and Ready to Eat Grain and all Grain Based Prepared Recipe Products.*

#### **Cereal/Grain Size/Length (20000028)**

##### **Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging the descriptive term that is used by the product manufacturer to identify the size of the cereal/grain.

##### **Attribute Values**

EXTRA LONG (30000961)

LONG-MEDIUM (30001464)

SHORT (30002217)

UNCLASSIFIED (30002515)

LONG (30001462)

MEDIUM (30001562)

SHORT-ROUND (30002221)

UNIDENTIFIED (30002518)

#### **If Organic (20000142)**

##### **Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging the descriptive term that is used by the product manufacturer to identify the presence of an industry recognized "organic" certification upon the product labelling or packaging.

##### **Attribute Values**

NO (30002960)

UNIDENTIFIED (30002518)

YES (30002654)

#### **Method of Cooking/Reheating (20000134)**

##### **Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging, the descriptive term that is used by the product manufacturer to identify the method of heating or cooking the product.

**Attribute Values**

|                    |                                    |                        |                         |
|--------------------|------------------------------------|------------------------|-------------------------|
| BAKING (30000252)  | BOILING – IN THE BAG<br>(30010257) | FRYING (30001080)      | STEAMING (30002339)     |
| BOILING (30000393) | COMBINATION (30000720)             | MICROWAVING (30001584) | UNCLASSIFIED (30002515) |
|                    |                                    | REHEATING (30002000)   | UNIDENTIFIED (30002518) |

**Type of Cereal/Grain (20000191)**

**Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging the descriptive term that is used by the product manufacturer to identify the particular type or variety of cereal or grain.

**Attribute Values**

|                        |                             |                         |                         |
|------------------------|-----------------------------|-------------------------|-------------------------|
| BARLEY (30000277)      | CRACKED WHEAT<br>(30000789) | POLENTA (30002697)      | UNIDENTIFIED (30002518) |
| COMBINATION (30000720) | OATS (30001712)             | RICE (30002007)         |                         |
| COUSCOUS (30000783)    |                             | UNCLASSIFIED (30002515) |                         |

## **Brick 10000315: Grains/Cereal – Not Ready to Eat – (Perishable)**

### **Definition**

Includes any products that can be described/observed as a savoury grain not ready to eat product, such as Rice, Polenta, Couscous. These products must not include any additional ingredients and are not part of a recipe prior to sale.

These products are not ready to eat and require cooking prior to consumption.

These products must be refrigerated to extend their consumable life.

Specifically *excludes all grain based prepared products such as Risotto and Cereal Products.*

*Excludes products such as Frozen and Shelf Stable Not Ready to Eat and Ready to Eat Grain and all Grain Based Prepared Recipe Products.*

### **Cereal/Grain Size/Length (20000028)**

#### **Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging the descriptive term that is used by the product manufacturer to identify the size of the cereal/grain.

#### **Attribute Values**

|                       |                        |                        |                         |
|-----------------------|------------------------|------------------------|-------------------------|
| EXTRA LONG (30000961) | LONG-MEDIUM (30001464) | SHORT (30002217)       | UNCLASSIFIED (30002515) |
| LONG (30001462)       | MEDIUM (30001562)      | SHORT-ROUND (30002221) | UNIDENTIFIED (30002518) |

### **If Organic (20000142)**

#### **Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging the descriptive term that is used by the product manufacturer to identify the presence of an industry recognized "organic" certification upon the product labelling or packaging.

#### **Attribute Values**

|               |                         |                |
|---------------|-------------------------|----------------|
| NO (30002960) | UNIDENTIFIED (30002518) | YES (30002654) |
|---------------|-------------------------|----------------|

### **Method of Cooking/Reheating (20000134)**

#### **Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging, the descriptive term that is used by the product manufacturer to identify the method of heating or cooking the product.

**Attribute Values**

|                    |                                 |                        |                         |
|--------------------|---------------------------------|------------------------|-------------------------|
| BAKING (30000252)  | BOILING – IN THE BAG (30010257) | FRYING (30001080)      | STEAMING (30002339)     |
| BOILING (30000393) | COMBINATION (30000720)          | MICROWAVING (30001584) | UNCLASSIFIED (30002515) |
|                    |                                 | REHEATING (30002000)   | UNIDENTIFIED (30002518) |

**Refrigeration Claim (20000153)**

**Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging the descriptive term that is used by the product manufacturer to identify whether or not the product requires refrigeration.

**Attribute Values**

|                                |                                 |                         |
|--------------------------------|---------------------------------|-------------------------|
| CAN BE REFRIGERATED (30000517) | MUST BE REFRIGERATED (30000090) | UNIDENTIFIED (30002518) |
|--------------------------------|---------------------------------|-------------------------|

**Type of Cereal/Grain (20000191)**

**Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging the descriptive term that is used by the product manufacturer to identify the particular type or variety of cereal or grain.

**Attribute Values**

|                        |                          |                         |                         |
|------------------------|--------------------------|-------------------------|-------------------------|
| BARLEY (30000277)      | CRACKED WHEAT (30000789) | POLENTA (30002697)      | UNIDENTIFIED (30002518) |
| COMBINATION (30000720) | OATS (30001712)          | RICE (30002007)         |                         |
| COUSCOUS (30000783)    |                          | UNCLASSIFIED (30002515) |                         |

## **Brick 10000211: Grains/Cereal – Not Ready to Eat – (Shelf Stable)**

### **Definition**

Includes any products that can be described/observed as a savoury grain not ready to eat product, such as Rice, Polenta, Couscous. These products must not include any additional ingredients and are not part of a recipe prior to sale.

These products are not ready to eat and require cooking prior to consumption.

These products have been treated or packaged in such a way as to extend their consumable life.

Specifically *excludes all grain based prepared products such as Risotto and Cereal Products.*

*Excludes products such as Perishable and Frozen Not Ready to Eat and Ready to Eat Grain and all Grain Based Prepared Recipe Products.*

### **Cereal/Grain Size/Length (20000028)**

#### **Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging the descriptive term that is used by the product manufacturer to identify the size of the cereal/grain.

#### **Attribute Values**

|                       |                        |                        |                         |
|-----------------------|------------------------|------------------------|-------------------------|
| EXTRA LONG (30000961) | LONG-MEDIUM (30001464) | SHORT (30002217)       | UNCLASSIFIED (30002515) |
| LONG (30001462)       | MEDIUM (30001562)      | SHORT-ROUND (30002221) | UNIDENTIFIED (30002518) |

### **If Organic (20000142)**

#### **Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging the descriptive term that is used by the product manufacturer to identify the presence of an industry recognized "organic" certification upon the product labelling or packaging.

#### **Attribute Values**

|               |                         |                |
|---------------|-------------------------|----------------|
| NO (30002960) | UNIDENTIFIED (30002518) | YES (30002654) |
|---------------|-------------------------|----------------|

### **Method of Cooking/Reheating (20000134)**

#### **Attribute Definition**



Indicates, with reference to the product branding, labelling or packaging, the descriptive term that is used by the product manufacturer to identify the method of heating or cooking the product.

**Attribute Values**

|                    |                                    |                        |                         |
|--------------------|------------------------------------|------------------------|-------------------------|
| BAKING (30000252)  | BOILING – IN THE BAG<br>(30010257) | FRYING (30001080)      | STEAMING (30002339)     |
| BOILING (30000393) | COMBINATION (30000720)             | MICROWAVING (30001584) | UNCLASSIFIED (30002515) |
|                    |                                    | REHEATING (30002000)   | UNIDENTIFIED (30002518) |

**Type of Cereal/Grain (20000191)**

**Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging the descriptive term that is used by the product manufacturer to identify the particular type or variety of cereal or grain.

**Attribute Values**

|                        |                             |                         |                         |
|------------------------|-----------------------------|-------------------------|-------------------------|
| BARLEY (30000277)      | CRACKED WHEAT<br>(30000789) | POLENTA (30002697)      | UNIDENTIFIED (30002518) |
| COMBINATION (30000720) | OATS (30001712)             | RICE (30002007)         |                         |
| COUSCOUS (30000783)    |                             | UNCLASSIFIED (30002515) |                         |

## **Brick 10000316: Grains/Cereal – Ready to Eat – (Perishable)**

### **Definition**

Includes any products that can be described/observed as a grain, ready to eat product, such as Rice, Polenta, Couscous. These products must not include any additional ingredients and are not part of a recipe prior to sale.

These products do not require cooking prior to consumption, but some products can be reheated.

These products must be refrigerated to extend their consumable life.

Specifically *excludes all grain based prepared products such as Rice Salad and Cereal Products.*

*Excludes products such as Shelf Stable Ready to Eat and Not Ready to Eat Grain and all Grain Based Prepared Recipe Products.*

### **Cereal/Grain Size/Length (20000028)**

#### **Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging the descriptive term that is used by the product manufacturer to identify the size of the cereal/grain.

#### **Attribute Values**

|                       |                        |                        |                         |
|-----------------------|------------------------|------------------------|-------------------------|
| EXTRA LONG (30000961) | LONG-MEDIUM (30001464) | SHORT (30002217)       | UNCLASSIFIED (30002515) |
| LONG (30001462)       | MEDIUM (30001562)      | SHORT-ROUND (30002221) | UNIDENTIFIED (30002518) |

### **If Organic (20000142)**

#### **Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging the descriptive term that is used by the product manufacturer to identify the presence of an industry recognized "organic" certification upon the product labelling or packaging.

#### **Attribute Values**

|               |                         |                |
|---------------|-------------------------|----------------|
| NO (30002960) | UNIDENTIFIED (30002518) | YES (30002654) |
|---------------|-------------------------|----------------|

### **Refrigeration Claim (20000153)**

#### **Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging the descriptive term that is used by the product manufacturer to identify whether or not the product requires refrigeration.

**Attribute Values**

CAN BE REFRIGERATED  
(30000517)

MUST BE REFRIGERATED  
(30000090)

UNIDENTIFIED (30002518)

**Reheating Claim (20000241)**

**Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging, the descriptive term that is used by the product manufacturer to identify whether a food product which is ready to eat can be reheated if required prior to consumption.

**Attribute Values**

NO (30002960)

UNIDENTIFIED (30002518)

YES (30002654)

**Type of Cereal/Grain (20000191)**

**Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging the descriptive term that is used by the product manufacturer to identify the particular type or variety of cereal or grain.

**Attribute Values**

COMBINATION (30000720)  
COUSCOUS (30000783)

CRACKED WHEAT  
(30000789)

POLENTA (30002697)  
RICE (30002007)

UNCLASSIFIED (30002515)  
UNIDENTIFIED (30002518)

## **Brick 10000319:**

### **Grains/Cereal – Ready to Eat – (Shelf Stable)**

#### **Definition**

Includes any products that can be described/observed as a grain, ready to eat product, such as Rice, Polenta, Couscous. These products must not include any additional ingredients and are not part of a recipe prior to sale.

These products do not require cooking prior to consumption, but some products can be reheated.

These products have been treated or packaged in such a way as to extend their consumable life.

Specifically *excludes all grain based prepared products such as Shelf Stable Rice Salad and Cereal Products.*

*Excludes products such as Perishable Ready to Eat and Not Ready to Eat Grain and all Grain Based Prepared Recipe Products.*

#### **Cereal/Grain Size/Length (20000028)**

##### **Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging the descriptive term that is used by the product manufacturer to identify the size of the cereal/grain.

##### **Attribute Values**

EXTRA LONG (30000961)

LONG-MEDIUM (30001464)

SHORT (30002217)

UNCLASSIFIED (30002515)

LONG (30001462)

MEDIUM (30001562)

SHORT-ROUND (30002221)

UNIDENTIFIED (30002518)

#### **If Organic (20000142)**

##### **Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging the descriptive term that is used by the product manufacturer to identify the presence of an industry recognized "organic" certification upon the product labelling or packaging.

##### **Attribute Values**

NO (30002960)

UNIDENTIFIED (30002518)

YES (30002654)

#### **Reheating Claim (20000241)**

##### **Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging, the descriptive term that is used by the product manufacturer to identify whether a food product which is ready to eat can be reheated if required prior to consumption.

**Attribute Values**

NO (30002960)                      UNIDENTIFIED (30002518)                      YES (30002654)

**Type of Cereal/Grain (20000191)**

**Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging the descriptive term that is used by the product manufacturer to identify the particular type or variety of cereal or grain.

**Attribute Values**

COMBINATION (30000720)                      CRACKED WHEAT                      POLENTA (30002697)                      UNCLASSIFIED (30002515)  
COUSCOUS (30000783)                      (30000789)                      RICE (30002007)                      UNIDENTIFIED (30002518)

## **Brick 10000599: Grains/Flour Variety Packs**

### **Definition**

Includes any products that can be described/observed as two or more distinct Grains or Flour sold together, which exist within the schema belonging to different bricks but to the same class, that is two or more products contained within the same pack which cross bricks within the Grains and Flour class.

Includes products such as Semolina and not ready to eat Polenta sold together.

Items that are received free with purchases should be removed from the classification decision-making process.

*Excludes products such as Rice and Cooking Sauces variety packs.*

## **Brick 10000286: Cereal Products – Ready to Eat (Perishable)**

### **Definition**

Includes any products that can be described/observed as a processed cereal produced from wheat, rye, barley, oats, or other types of grain, which has gone through further manufacturing processes such as cooking and milling, which does not require cooking and is usually consumed as a breakfast food, served with hot or cold milk.

These products must be refrigerated to extend their consumable life.

Includes single grain cereals, mixed grain cereals, and cereals containing additional ingredients such as fruit, nuts, or chocolate.

*Excludes products such as Whole Unprocessed Grains, Flour, Cereal that requires cooking, Cereal Bars.*

### **If Low Calorie (20000106)**

#### **Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging, the descriptive term that is used by the product manufacturer to identify whether or not the product has been produced or treated in such a way as to reduce its calorie content below that which is expected of conventional products.

#### **Attribute Values**

NO (30002960)                                  UNIDENTIFIED (30002518)                                  YES (30002654)

### **If Organic (20000142)**

#### **Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging the descriptive term that is used by the product manufacturer to identify the presence of an industry recognized "organic" certification upon the product labelling or packaging.

#### **Attribute Values**

NO (30002960)                                  UNIDENTIFIED (30002518)                                  YES (30002654)

### **Level of Sugar/Sweetener Claim (20000125)**

#### **Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging, the descriptive term that is used by the product manufacturer to describe the level of sugar/sweetener that is contained within the product.

**Attribute Values**

|                        |                         |                         |
|------------------------|-------------------------|-------------------------|
| ADDED SUGAR (30000146) | SUGAR FREE (30002356)   | UNIDENTIFIED (30002518) |
| LOW SUGAR (30001471)   | UNCLASSIFIED (30002515) |                         |

**Refrigeration Claim (20000153)**

**Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging the descriptive term that is used by the product manufacturer to identify whether or not the product requires refrigeration.

**Attribute Values**

|                                |                                 |                         |
|--------------------------------|---------------------------------|-------------------------|
| CAN BE REFRIGERATED (30000517) | MUST BE REFRIGERATED (30000090) | UNIDENTIFIED (30002518) |
|--------------------------------|---------------------------------|-------------------------|

**Type of Processed Cereal (20000027)**

**Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging the descriptive term that is used by the product manufacturer to identify the particular type or variety of processed cereal.

**Attribute Values**

|                        |                          |                     |                         |
|------------------------|--------------------------|---------------------|-------------------------|
| BARLEY (30000277)      | COUSCOUS (30000783)      | POLENTA (30002697)  | UNCLASSIFIED (30002515) |
| BRAN (30000423)        | CRACKED WHEAT (30000789) | RICE (30002007)     | UNIDENTIFIED (30002518) |
| COMBINATION (30000720) | OATS (30001712)          | SEMOLINA (30002184) | WHEATGERM (30002601)    |
| CORN (30000755)        |                          | TAPIOCA (30002408)  |                         |



## Brick 10000287: Cereal/Muesli Bars

### Definition

Includes any products that can be described/observed as a block or bar combining all or some of the following ingredients; oats, muesli, wheat, rice, bran, seeds, fruit, nuts, cereal and honey. Products may contain chocolate or be fully or partially chocolate coated.

These products have been treated or packaged in such a way as to extend their consumable life.

These products will sometimes refer to benefits such as natural ingredients, high in fibre, vitamins, protein or energy or low in fat.

*Excludes products such as Cereals, Chocolate Bars, Cakes, Biscuits and Cookies.*

### Gluten Free Claim (20000079)

#### Attribute Definition

Indicates, with reference to the product branding, labelling or packaging, the descriptive term that is used by the product manufacturer to identify whether the product does or does not contain gluten.

#### Attribute Values

NO (30002960)                      UNIDENTIFIED (30002518)                      YES (30002654)

### If Individually Wrapped (20000103)

#### Attribute Definition

Indicates, with reference to the product branding, labelling or packaging, the descriptive term that is used by the product manufacturer to identify whether or not the product is individually wrapped.

#### Attribute Values

NO (30002960)                      UNIDENTIFIED (30002518)                      YES (30002654)

### If Low Calorie (20000106)

#### Attribute Definition

Indicates, with reference to the product branding, labelling or packaging, the descriptive term that is used by the product manufacturer to identify whether or not the product has been produced or treated in such a way as to reduce its calorie content below that which is expected of conventional products.

#### Attribute Values

NO (30002960) UNIDENTIFIED (30002518) YES (30002654)

**If Organic (20000142)**

**Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging the descriptive term that is used by the product manufacturer to identify the presence of an industry recognized "organic" certification upon the product labelling or packaging.

**Attribute Values**

NO (30002960) UNIDENTIFIED (30002518) YES (30002654)

**If With Fruit (20000229)**

**Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging, the descriptive term that is used by the product manufacturer to identify whether or not the product contains fruit.

**Attribute Values**

NO (30002960) UNIDENTIFIED (30002518) YES (30002654)

**Level of Sugar/Sweetener Claim (20000125)**

**Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging, the descriptive term that is used by the product manufacturer to describe the level of sugar/sweetener that is contained within the product.

**Attribute Values**

ADDED SUGAR/SWEETENER (30003040) LOW SUGAR (30001471) SUGAR FREE (30002356) UNCLASSIFIED (30002515) UNIDENTIFIED (30002518)

**Surface Coating/Filling (20000026)**

**Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging, the descriptive term that is used by the product manufacturer to identify whether the outer surface of the product has been coated or filled with a separate ingredient or substance.

**Attribute Values**

CHOCOLATE COATED (30003032) CHOCOLATE FLAVOURED/FILLED (30000643) DAIRY COATED/IMPREGNATED – BREAKFAST STYLE (30000856) NON CHOCOLATE (30001686) NOT COATED (30001699) UNCLASSIFIED (30002515)

UNIDENTIFIED (30002518)

## **Brick 10006250: Cereals Products – Not Ready to Eat (Frozen)**

### **Definition**

Includes any product that can be described/observed as a cereal combining all or some of the following ingredients: oats, muesli, wheat, rice, seeds, bran, fruit, nuts, cereal and honey, which has gone through further manufacturing processes such as cooking, milling, drying, and reforming, which will require preparation/cooking prior to consumption. These products are frozen to extend their consumable life.

Includes products such as porridge oats, couscous and tapioca.

### **If Low Calorie (20000106)**

#### **Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging, the descriptive term that is used by the product manufacturer to identify whether or not the product has been produced or treated in such a way as to reduce its calorie content below that which is expected of conventional products.

#### **Attribute Values**

NO (30002960)                      UNIDENTIFIED (30002518)                      YES (30002654)

### **If Organic (20000142)**

#### **Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging the descriptive term that is used by the product manufacturer to identify the presence of an industry recognized "organic" certification upon the product labelling or packaging.

#### **Attribute Values**

NO (30002960)                      UNIDENTIFIED (30002518)                      YES (30002654)

### **Level of Sugar/Sweetener Claim (20000125)**

#### **Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging, the descriptive term that is used by the product manufacturer to describe the level of sugar/sweetener that is contained within the product.

#### **Attribute Values**

ADDED SUGAR (30000146)

ADDED  
SUGAR/SWEETENER

(30003040)  
LOW SUGAR (30001471)

SUGAR FREE (30002356)  
UNCLASSIFIED (30002515)

UNIDENTIFIED (30002518)

**Type of Processed Cereal (20000027)**

**Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging the descriptive term that is used by the product manufacturer to identify the particular type or variety of processed cereal.

**Attribute Values**

BARLEY (30000277)  
BRAN (30000423)  
COMBINATION (30000720)  
CORN (30000755)

COUSCOUS (30000783)  
CRACKED WHEAT  
(30000789)  
MUESLI (30001643)

OATS (30001712)  
POLENTA (30002697)  
RICE (30002007)  
SEMOLINA (30002184)

TAPIOCA (30002408)  
UNCLASSIFIED (30002515)  
UNIDENTIFIED (30002518)  
WHEATGERM (30002601)

## Brick 1000285: Cereals Products – Not Ready to Eat (Shelf Stable)

### Definition

Includes any products that can be described/observed as a cereal combining all or some of the following ingredients: oats, muesli, wheat, rice, seeds, bran, fruit, nuts, cereal and honey, which has gone through further manufacturing processes such as cooking, milling, drying and reforming, which will require preparation/cooking prior to consumption. Includes products such as porridge oats, couscous and tapioca.

These products have been treated or packaged in such a way as to extend their consumable life.

*Excludes products such as whole Unprocessed Grains, Flour, Ready to Eat Cereal, Cereal Bars.*

### If Low Calorie (20000106)

#### Attribute Definition

Indicates, with reference to the product branding, labelling or packaging, the descriptive term that is used by the product manufacturer to identify whether or not the product has been produced or treated in such a way as to reduce its calorie content below that which is expected of conventional products.

#### Attribute Values

NO (30002960)                      UNIDENTIFIED (30002518)                      YES (30002654)

### If Organic (20000142)

#### Attribute Definition

Indicates, with reference to the product branding, labelling or packaging the descriptive term that is used by the product manufacturer to identify the presence of an industry recognized "organic" certification upon the product labelling or packaging.

#### Attribute Values

NO (30002960)                      UNIDENTIFIED (30002518)                      YES (30002654)

### Level of Sugar/Sweetener Claim (20000125)

#### Attribute Definition

Indicates, with reference to the product branding, labelling or packaging, the descriptive term that is used by the product manufacturer to describe the level of sugar/sweetener that is contained within the product.

#### Attribute Values

ADDED SUGAR (30000146)                      LOW SUGAR (30001471)                      SUGAR FREE (30002356)                      UNCLASSIFIED (30002515)

UNIDENTIFIED (30002518)

**Type of Processed Cereal (20000027)**

**Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging the descriptive term that is used by the product manufacturer to identify the particular type or variety of processed cereal.

**Attribute Values**

BARLEY (30000277)

BRAN (30000423)

COMBINATION (30000720)

CORN (30000755)

COUSCOUS (30000783)

CRACKED WHEAT  
(30000789)

OATS (30001712)

POLENTA (30002697)

RICE (30002007)

SEMOLINA (30002184)

TAPIOCA (30002408)

UNCLASSIFIED (30002515)

UNIDENTIFIED (30002518)

WHEATGERM (30002601)

# **Brick 10000284:**

## **Cereals Products – Ready to Eat (Shelf Stable)**

### **Definition**

Includes any products that can be described/observed as a cereal combining all or some of the following ingredients; oats, muesli, wheat, rice, seeds, bran, fruit, nuts, cereal and honey, which has gone through further manufacturing processes such as cooking and milling, which does not require cooking and is usually consumed as a breakfast food, served with hot or cold milk.

These products have been treated or packaged in such a way as to extend their consumable life.

Includes grain free cereals, single grain cereals, mixed grain cereals, and cereals which may contain additional ingredients such as fruit, nuts, or chocolate.

*Excludes products such as Perishable Ready to Eat Cereals, Whole Unprocessed Grains, Flour, Cereals that require cooking and Cereal Bars.*

**If Low Calorie (20000106)**

**Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging, the descriptive term that is used by the product manufacturer to identify whether or not the product has been produced or treated in such a way as to reduce its calorie content below that which is expected of conventional products.

**Attribute Values**

NO (30002960)                                      UNIDENTIFIED (30002518)                                      YES (30002654)

**If Organic (20000142)**

**Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging the descriptive term that is used by the product manufacturer to identify the presence of an industry recognized "organic" certification upon the product labelling or packaging.

**Attribute Values**

NO (30002960)                                      UNIDENTIFIED (30002518)                                      YES (30002654)

**Level of Sugar/Sweetener Claim (20000125)**

**Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging, the descriptive term that is used by the product manufacturer to describe the level of sugar/sweetener that is contained within the product.



**Attribute Values**

ADDED SUGAR (30000146)  
LOW SUGAR (30001471)

SUGAR FREE (30002356)  
UNCLASSIFIED (30002515)

UNIDENTIFIED (30002518)

**Type of Processed Cereal (20000027)**

**Attribute Definition**

Indicates, with reference to the product branding, labelling or packaging the descriptive term that is used by the product manufacturer to identify the particular type or variety of processed cereal.

**Attribute Values**

BARLEY (30000277)  
BRAN (30000423)  
COMBINATION (30000720)  
CORN (30000755)

COUSCOUS (30000783)  
CRACKED WHEAT  
(30000789)  
MUESLI (30001643)

OATS (30001712)  
POLENTA (30002697)  
RICE (30002007)  
SEMOLINA (30002184)

TAPIOCA (30002408)  
UNCLASSIFIED (30002515)  
UNIDENTIFIED (30002518)  
WHEATGERM (30002601)

## **Brick 10000600: Processed Cereal Products Variety Packs**

### **Definition**

Includes any products that can be described/observed as two or more distinct Processed Cereals sold together, which exist within the schema belonging to different bricks but to the same class, that is two or more products contained within the same pack which cross bricks within the Processed Cereal Products class.

Includes products such as ready to eat Packet Cereal and Cereal Bars sold together.

Items that are received free with purchases should be removed from the classification decision-making process.

*Excludes products such as Cereal Bars and ready to drink Milkshake variety packs.*