

PRODUCT SPECIFICATION



Product Profile			
Brand Name	Kausar		
Product name	Kausar Super Kernel Basmati Rice		
SKU	1Kg, 5Kg		
Description of Product	White rice from which all or part of the bran and germ have been removed by milling, sorting, grading and polishing.		
Shelf Life	2 Years		
Variety	Super Kernel Basmati Rice, Contrasting Variety: PK-386 Rice		
Additional Information	Double Polished		
Country of Origin	Pakistan		
Specification			
Physical & Chemical Specification	Parameters	Unit	Limits
	Average Grain length	mm	7.4 ± 0.3
	Broken (≤ 75%)	%	≤ 2
	Chalky (≥ 75% Chalkiness)	%	≤ 5
	Shriveled	%	≤ 5
	Paddy	Pc/ Kg	≤ 4
	Foreign Matter	%	Nil
	Foreign Foodgrains	%	< 0.2
	Moisture Content	%	≤ 12
	Damaged & Yellow	%	≤ 1
	Insects & Mites		Nil
	Grain Type		Long
	Shape		Slender
Alfatoxin	µg/Kg	< 20	
Microbiological Requirements	Bacillus cereus	CFU	absent
	Escherichia coli, CFU/ gm	CFU	absent
Legal Requirements & Norms	Heavy metal, Aflatoxins, pesticide residues have to be in accordance with the thresholds and regulations of the Pakistan. WHO, FAO or Codex Alimentarius standards will be applicable if any requirement threshold level not available in local law.		
Sensory Parameters			
Appearance	Silky polished rice giving a very smooth feel, light cream typical basmati color.		
Smell	Aromatic, free from abnormal flavours, odours.		
Taste	Excellent cooking results and a very good typical basmati aroma and taste.		



Labelling Requirements	
Mandatory	Packing Date, Best Before Date & Batch Number. All the labeling is as per prescribed Pakistan Pure food laws/ The Punjab Pure Food Rules 2011 & consumer protection act.
Legal Mark/ Logo	Kausar
Packaging Material	
Packaging Sizes	1Kg, 5Kg
Packing Types	PET+PE, MET PET+PE, China Non-Woven, Cotton, PET-PE Nylon, MET PET-PE Nylon, Plain PP, PP Laminated, MET PP Laminated

For information & queries email us at rice@kausar.com.pk

www.kausar.com.pk