PRODUCT SPECIFICATION

Kausar
RICE & GENERAL MILLS

Product Profile	
Brand Name	Kausar
Product Name	Kausar Supreme Basmati Rice
SKU	1Kg & 5Kg
Product Description	White rice of approved Super Basmati variety from which all or part of the bran and germ have been removed by milling, sorting, grading and polishing.
Shelf Life	2 Years
Variety (name and min. % age)	Super Kernel Basmati Rice (one year old crop)
Additional Information	Long Aromatic Grain
Country of Origin	Pakistan

Specification			
Physical & Chemical Specification	**Parameters**	**Unit**	**Limits**
	Average Grain length	mm	7.3 ± 0.3
	Broken (≤ 75%)	%	≤ 4
	Chalky (≥ 75% Chalkiness)	%	≤ 4
	Shriveled	%	≤ 4
	Paddy	%	≤ 0.01
	Foreign Matter	%	Nil
	Contrasting Varieties	%	≤ 8
	Foreign Foodgrains	%	< 0.2
	Moisture Content	%	≤ 12
	Damaged & Yellow	%	≤ 0.5
	Insects & Mites		Nil
	Grain Type		Long
	Shape		Slender
	Aflatoxin	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 Pakistan. WHO, FAO or Codex Alimentarius standards are applicable if any requirement threshold level not available in local law.		

Sensory Parameters	
Appearance	Silky double polished rice giving a very smooth feel, light cream typical basmati colour.
Smell	Aromatic, free from abnormal flavours, odours.
Taste	Excellent cooking results and a very good typical basmati aroma and taste.

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

www.kausar.com.pk

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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	Metalized PP Laminated Woven Bag

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