Kausar

KAUSAR HOUSE | 13-C, New Muslim Town, Lahore, Pakistan.
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## Product Profile - Produce of Pakistan

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|---|---|
| **Brand Name / Legal Mark / Logo** | **Kausar** |
| **Product Name** | **Strawberry Custard** |
| **Product Category** | Instant Dessert Mix — Custard Powder |
| **Net Weight** | 275 gm ± 10 gm |
| **Shelf Life** | 2 Years (24 Months) |
| **Product Description** | Instant strawberry custard powder for a smooth, creamy dessert. Just add milk and sugar and cook in minutes. |
| **Ingredients** | Corn Flour, Artificial Strawberry Flavor & Food Color E-129 (FD&C No. Red 40). |
| **Allergen Information** | None. May also contain traces of Peanuts, Other Nuts, Sesame, Wheat, Gluten, Celery, Egg, Mustard, Soya and Sulphites. |
| **Colour Warning** | Food Colour (E-129) may have an adverse effect on activity and attention in children. |
| **Product Suitability** | Halal (Certified) · Vegetarian · Vegan · GMO-free · Not irradiated |

## Specification

**Technical Data**

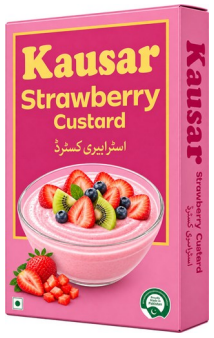
| Parameter | Function | Limits |
|---|---|---|
| Artificial Strawberry Flavour | Flavouring | Present |
| Allura Red (E-129) | Colour | Present |
| Preservatives | — | None |

**Nutrition Information**

| Typical Values | Per 100 g | Per Serving (20 g) |
|---|---|---|
| *Serving Size (g)* | | 20 |
| Energy (kJ) | 1640 | 328.0 |
| Energy (kcal) | 392 | 78.4 |
| Fat (g) | 0 | 0.0 |
| of which Saturates (g) | 0 | 0.0 |
| Carbohydrates (g) | 98 | 19.6 |
| of which Sugars (g) | 0 | 0.0 |
| Protein (g) | 0 | 0.0 |
| Salt (g) | 0.10 | 0.02 |

**Chemical & Microbiological Analysis**

| Parameter | Unit | Limits |
|---|---|---|
| Moisture | % | Max 8 |
| Aflatoxin B1 | µg/kg | < 5 |
| Total Aflatoxins | µg/kg | < 10 |
| Extraneous / Foreign Matter | — | Absent |
| Yeasts & Moulds | cfu/g | < 100 |
| Total Viable Count | cfu/g | $< 1 \times 10^4$ |
| E. coli | — | Absent |
| Coliforms | — | Absent |
| Salmonella | — | Absent |




## Sensory Parameters

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| **Appearance / Texture** | Fine, free-flowing, uniform powder |
| **Smell** | Characteristic sweet strawberry aroma, free from off-odours |
| **Taste** | Sweet strawberry flavour, pleasant and typical of custard |
| **Colour** | Pinkish |

## Preparation / Cooking Directions

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| **Cooking Directions** | 1. Add 2 tbsp (30 g) custard powder to ½ cup (100 ml) of milk and make a paste.<br>2. Add 4 tbsp (60 g) sugar to 2 cups (400 ml) of milk and bring to the boil.<br>3. Add the custard paste to the boiling milk and cook, stirring, until thick and smooth.<br>4. Refrigerate and serve cool. |

## Storage, Legal Requirements & Norms

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| **Storage Conditions** | Store in a cool, dry place away from direct sunlight and heat. Once opened, keep in an airtight jar. |
| **Legal Requirements & Norms** | Heavy metals, aflatoxins and pesticide residues in accordance with the thresholds and regulations of Pakistan (PFA Pure Food Regulations 2018). WHO, FAO or Codex Alimentarius standards applicable where a requirement is not available in local law. |

## Labeling Requirements

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| **Mandatory** | Packing Date, Best Before Date & Batch Number. All labelling as per the Punjab Food Authority Pure Food Regulations 2018 & Consumer Protection Act. Export labels as per destination-market law (EU Reg. 1169/2011). |

## Available Pack Sizes with Material

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| **Pack Size** | 275 gm ± 10 gm Printed Carton |
| **Units per Master Carton** | 72 Units |
| **Master Carton Net Weight** | 19.80 kg |
| **Cartons per Pallet** | 70 Cartons |