

Product Profile - Produce of Pakistan			
Brand Name / Legal Mark / Logo		Kausar	
Product Name		Supreme Basmati Rice	
Variety (name and min. % age)		Super Kernel Basmati	
Attribute		Aromatic & Double-Polished	
Specification			
Physical & Chemical Specification	Parameters	Unit	Limits
	Average Grain Length	mm	7.4 ± 0.3
	Grain Type		Extra Long
	Elongation After Cooking		2.5X
	Broken (≤ 75%)	%	≤ 2
	Damaged & Yellow	%	≤ 1
	Chalky (≥ 75% Chalkiness)	%	≤ 2
	Shriveled	%	≤ 4
	Foreign Foodgrains	%	< 1
	Moisture Content	%	≤ 12
	Living Insects & Mites		Nil
	Shape		Slender
	Aflatoxin	µg/Kg	< 20
	Shelf Life	Yrs	2
Microbiological Requirements	Bacillus cereus	CFU	Absent
	Escherichia coli, CFU/ gm	CFU	Absent
Legal Requirements & Norms		Heavy metal, aflatoxins, pesticide residues in accordance with the thresholds and regulations of Pakistan. WHO, FAO or Codex Alimentarius standards applicable if any requirement threshold level not available in local law.	
Sensory Parameters			
Appearance		Polished rice giving a very smooth feel, light cream typical basmati color.	
Smell		Aromatic, free from abnormal flavors, odors.	
Taste		Excellent cooking results and a very good typical basmati aroma and taste.	
Labeling 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.	
Available Pack Sizes with Material			
1kg		PET-PE Standup Pouch with Zipper	
5Kg / 10 lbs		PET-PE Standup Pouch with Zipper & Plastic Handle	
10Kg / 20 lbs		Metalized BOPP with D-Punch Handle	
20Kg / 40 lbs		Metalized BOPP	
25Kg / 50 lbs		Metalized BOPP	
40Kg / 80 lbs		N/A	

