

Product Profile - Produce of Pakistan

Brand Name / Legal Mark / Logo	Kausar
Product Name	Deghi Sella Rice
Variety (name and min. % age)	Kainat 1121 Basmati <u>Contrasting Variety:</u> Super Kernel Basmati, 1509 Basmati, Super Fine
Attribute	Parboiled & Silky-Polished

Specification

Physical & Chemical Specification	Parameters	Unit	Limits
	Average Grain Length	mm	8.0 ± 0.5
	Grain Type		Extra Long
	Elongation After Cooking		2.5X
	Broken (≤ 75%)	%	≤ 4
	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.
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Available Pack Sizes with Material

1kg	PET-PE Tri-seal Bag
5Kg / 10 lbs	PET-PE Tri-seal Bag
10Kg / 20 lbs	Metalized BOPP with D-Punch Handle
20Kg / 40 lbs	Metalized BOPP
25Kg / 50 lbs	Metalized BOPP
40Kg / 80 lbs	N/A