

## Client specification

Kallo Strawberry oat cakes 122g

Created : May 19, 2025  
 beCPG code : FP9044757  
 ERP Code :  
 Version : 1.1  
 State of product : Valid  
 Start of effectivity : May 7, 2025

<b>ERP Description</b>	Kallo Strawberry oat cakes 122g
<b>Family</b>	Cereal Cakes
<b>Sub-family</b>	Round Flavoured
<b>GTIN/EAN</b>	5013665117735
<b>Brand</b>	Kallo
<b>Product contact</b>	Kallo UK - new NL addressKallo Foods Ltd, River View, Surrey, GU17 9AB, Kallo.com/hello
<b>Country of manufacturing</b>	Belgium

### MARKETING

#### HAVE YOUR CAKE AND EAT IT!

At Kallo, we don't think being healthy has to mean saying no to all the things you love. We believe life is about what you can, not what you can't have - and eating the right way is about loving food and having a nutritious balanced diet.

Colin the architect butterfly  
 Was really quite a dud.  
 He built the local windmill,  
 But its sails fell in the mud.  
 His intern Aubrey Strawberry  
 Jumped up and held them on.  
 And in so doing made the windmill  
 Red and hip and fun.  
 This most peculiar building,  
 Quite a sight to see,  
 Has a clever piece of fruit  
 Where a roof is meant to be.

+High cholesterol is a risk factor in the development of coronary heart disease. Oat beta-glucan has been shown to lower/reduce blood cholesterol. The beneficial effect is obtained with a daily intake of 3g of oat beta-glucan.

\* Our product does not intentionally contain animal based ingredients, but due to the use of milk and honey at the manufacturing site there may be a risk of cross contamination.

## LABELLING SUGGESTION

**Legal name** Oat cake with strawberry vanilla flavour

### Ingredients list per component

**Oat** cake (59% Gluten free whole grain **oat** flour and **oat** bran flour, rice flour, acidity regulator: citric acid), cane sugar, strawberry vanilla seasoning (7%) [Sugar, dextrose, natural flavouring, rice flour, fructose, beetroot powder, starch, sunflower oil, acid: malic acid], rapeseed oil, strawberry powder, natural strawberry flavour, natural vanilla flavouring.

**Allergens** Contains : egg, soybean  
May contain : Milk (including lactose), Nuts, Nuts - Almond, Nuts - Hazelnut, Nuts - Pecan Nut, Nuts - Pistachio Nut

## CLAIMS

Claims	Additional information	Logo
Suitable for vegetarians		
Suitable for vegans	* Our product does not intentionally contain animal based ingredients, but due to the use of milk and honey at the manufacturing site there may be a risk of cross contamination.	
Gluten free		
EU Source of Beta-glucanes		
Health claim 1	Helps lower cholesterol. High cholesterol is a risk factor in the development of coronary heart disease. Oat beta-glucan has been shown to lower/reduce blood cholesterol. The beneficial effect is obtained with a daily intake of 3g of oat beta-glucan.	

## NUTRITION DECLARATION

**Serving size** 30.5 g  
**Nutritional value per 100 unit** g  
**Nutritional value calculated for** Unprepared  
**Serving size text** 3 oat cakes

Nutrient	Values for 100 g	Unit	Value per serving (30.5 g)	Value as prepared (30.5 g)	% RI per serving (30.5 g)
Energy	1,629	kJ	449.00		<b>5.3%</b> of8400kJ
Energy	388	kcal	108.00		<b>5.4%</b> of2000kcal
Fat	5.8	g	1.50		<b>2.1%</b> of70g
of which saturates	22	g	0.30		<b>1.5%</b> of20g
Carbohydrate	56	g	19.00		<b>7.3%</b> of260g
of which sugars	41	g	4.50		<b>5%</b> of90g
Fibre	5.5	g	3.00		
Protein	12	g	3.30		<b>6.6%</b> of50g
Salt	0.07	g	0.02		<b>0.3%</b> of6g

*Reference intake of  
an average adult (8400 kJ / 2000 kcal)*

## GENERAL INFORMATION

<b>Net content</b>	122 g
<b>Storage conditions before opening</b>	Store in an ambient and dry place
<b>Storage conditions after opening</b>	Once opened, store in an airtight container and consume within 5 days
<b>Preparation instruction</b>	N/A

## PACKAGING

Primary packaging					Secondary packaging		
PCK9551 CU FOIL WRAP FLAVOURED JUMBOS 13 CAKESSRBE V3.0							
Unit	Dimension (LxWxH) in mm	Tare in g	Net weight (g)	Gross weight in g	Number of product/box	Dimension (LxWxH) in mm	Gross weight in kg
1	92x92x150		0.1	0.1		280x190x177	