

Client specification

Kallo Honey Oat cakes 118g

Created : May 7, 2025
 beCPG code : FP9044776
 ERP Code :
 Version : 1.0
 State of product : Valid
 Start of effectivity : Apr 15, 2025

ERP Description	Kallo Honey Oat cakes 118g
Family	Cereal Cakes
Sub-family	Round Flavoured
GTIN/EAN	05013665117711
Brand	Kallo
Product contact	Kallo UK - new NL addressKallo Foods Ltd, River View, Surrey, GU17 9AB, Kallo.com/hello
Country of manufacturing	Belgium

MARKETING

Mickey "Buzzy" Beasley
 Ran a local B&B.
 Although he spelled it "Bee & Bee"
 (Because he was a bee).
 Reviews online were somewhat mixed,
 Which irritated Mickey.
 The Beasley Bee & Bee, you see,
 Was rated "far too sticky!"
 But Micky was a clever soul,
 Saw a chance there, his to seize.
 Business boomed when Micky made
 His hostel just for bees.

Gluten free
 High source of fibre
 Helps lower blood cholesterol †
 No artificial colours, flavours or preservatives
 Vegetarian friendly

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.

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LABELLING SUGGESTION

Legal name gluten free Oat cake with honey flavour

Ingredients list per component

Oat cake (59% Gluten free whole grain **oat** flour and **oat** bran flour, rice flour, acidity regulator: citric acid), honey (13%), cane sugar, natural honey flavouring, natural vanilla flavouring, colour: annatto norbixin.

Allergens Contains : gluten

May contain : Milk (including lactose), Sesame seeds, Soybeans

CLAIMS

Claims	Additional information	Logo
Gluten free		
EU High fibre	High in Fibre	
Health claim 1	Helps lower blood 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.	
No added (artificial) flavours	No artificial colours, flavours or preservatives	

NUTRITION DECLARATION

Serving size 27 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 (27 g)	Value as prepared (27 g)	% RI per serving (27 g)
Energy	1,590	kJ	432.00		5.1% of8400kJ

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Nutrient	Values for 100 g	Unit	Value per serving (27 g)	Value as prepared (27 g)	% RI per serving (27 g)
Energy	377	kcal	101.79		5.1% of 2000kcal
Fat	4.4	g	1.20		1.7% of 70g
of which saturates	0.8	g	0.30		1.5% of 20g
Carbohydrate	67	g	18.09		6.9% of 260g
of which sugars	17	g	4.50		5% of 90g
Fibre	11	g	3.00		
Protein	12	g	3.30		6.6% of 50g
Salt	0	g	0.00		

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

GENERAL INFORMATION

Storage conditions before opening

Store in a cool dry place

Storage conditions after opening

Once opened, store in an airtight container and consume within 5 days