

Innova Database Glossary

May 2017

1. Categories

Alcoholic Beverages	
Flavored Alcoholic Beverages	Includes flavoured alcoholic beverages including wine coolers, pre-mixed alcoholic drinks, pre-packaged spirit and mixer drinks (gin and tonic or rum and lemonade) malteratives/malt beverages and alcopops.
Beer	Includes all beers, ales, stouts, perry, lager, light beer, flavoured beer, low alcohol or alcohol-free beers and speciality beers. Includes diluted beer drinks like Claras or Shandies.
Cider	Includes all alcoholic ciders and perries. Non-alcoholic versions of cider and perries should also be included under this category.
Spirits & Liqueurs	Includes brandy, dark rum, gin and genever, light rum, liqueurs, speciality spirits, tequila and mezcal, vodka and whiskey. These products usually have a high % ABV.
Wine	Includes wine, fortified wine, port, sherry, sparkling wine, still wine and vermouth.

Baby & Toddler	
Baby Cereals & Biscuits	Includes all products for consumption by infants, babies and toddlers which includes baby powdered & hot cereals, biscuits and other baby snacks such as cereal bars and crisps. Does not include milk/ formula (see Baby Formula/Milk Category below)
Baby Drinks	Includes all drinks and juices for consumption by infants, babies and toddlers.
Baby Formula/Milk	Includes all infant, baby and toddler formulas and milk as well as specialty formulas. It can be in powder, liquid and ready-to-feed formats. The formula is generally animal, soy or vegetable based. Toddler formula/milk are generally designed to assist in the early stages of life. Normally it is enriched with vitamins/minerals to aid a child's growth and development.
Baby meals - fruits & vegetables	Includes all wet and dry baby foods such as desserts, yogurts, fruit/vegetable purees, soups, jarred and prepared meals.

Bakery	
Baking Ingredients & Mixes	Includes cake mixes, bread mixes, pizza base mix, and all ingredients for baking such as flour, decorations & toppings, colorings. Does not include any ready-to-eat products. These mixes can be found in ambient, chilled and frozen formats. These ingredients can be readily combined and ready-to-bake like pie crusts, puff pastry, and dough. It includes sprinkles, food color, chips for baking use, grated coconut, and pie/cake fillings. Fats designed for baking should be inserted in Dairy - Fats & Spreads category. Seasoned flours for coating meat & meat products should be found in the Category Sauces & Seasonings - Bouillons - Stocks - Seasonings - Herbs.
Bread & Bread Products	Includes all baked or par-baked bread types in any storage format (ambient, chilled or frozen). Typical products include: bread loaves, dinner rolls, baguettes, croissants, tortillas, bagels, puff pastry, savory pastry cases, large poppadums (not including those intended as snacks), pizza bases, tortillas (Mexican flat bread), taco shells, pitta bread, plain croissants, bagels, English muffins, focaccia and bread-sticks.

Cakes - Pastries - Sweet Goods	Includes all cakes and cake portions, pastries, donuts, brownies, snack cakes, waffles, toaster pastries, filled croissants, pies, pancakes, sweet pastry cases, ice cream cones (with no ice cream), frozen waffles and pancakes, crepes, panettone, hand-held pies. Includes all foods which may or may-not require baking in all storage formats: ambient, chilled & frozen.
Savory Biscuits/ Crackers	Includes crisp breads, rusks, soda crackers, cream crackers, cheese crackers, savory or unflavored rice cakes, cracker dip products and any other cracker type product.
Sweet Biscuits/ Cookies	Includes cookies, digestive biscuits, butter cookies, sandwich cookies, sweet rice cakes and biscuit & dip products with sweet spreads.

Cereals

Breakfast Cereals	Includes hot and cold breakfast cereals. Hot cereal includes porridge, oatmeal, instant hot oat/wheat products and creamy wheat cereal. Cold cereal includes cereal products (muesli, corn flakes or puffed rice) intended to be eaten cold with milk or milk substitutes.
Cereal & Energy Bars	Includes all cereal and energy bars including fruit bars, granola bars, muesli bars and any other cereal based bars excluding sports bars found under Sports Nutrition -> Sports Bars.

Confectionery

Chocolate Bars	Chocolate bars are individually-wrapped bars with filling ingredients. They are usually completely covered with a chocolate coating and cannot be broken down as same-size, individual pieces. Typical examples include Mars and Snickers. They can be sold in a variety of formats – single bars, mini fun bag sizes or multipacks.
Chocolate Blocks	Chocolate blocks usually have a rectangular or square shape and are moulded so as to enable the block to be broken into regularly shaped bite size pieces. Some chocolate blocks are filled with nuts or dried fruit. Typical examples include Lindt, Godiva or Cadbury blocks. Some companies also describe them as bars or tablets. Chocolate bars differ from chocolate blocks. Chocolate bars can't be broken into same size, individual pieces. Chocolate bars are classified under Chocolate bars category - they can be sold in a variety of formats – single bars, mini fun bag sizes or multipacks.
Chocolate Pieces - Unwrapped	Unwrapped chocolate pieces includes non-individually wrapped chocolate pieces with or without filling. Chocolate blocks/countlines in multi or fun packs are categorized under Chocolate Blocks or Chocolate bars category. Examples includes smarties, maltesers, aero bubbles, M&Ms.
Chocolate Pieces - Wrapped	Wrapped chocolate pieces includes individually wrapped chocolate pieces with or without filling. Chocolate blocks/countlines in multi or fun packs are categorized under Chocolate Blocks or Chocolate Bars category.
Other Chocolate Confectionery	Includes all other chocolate confectionery which are not included under chocolate blocks, chocolate bars, chocolate pieces (wrapped/unwrapped). Typical products include: chocolate shaped toys, chocolate lollipops/sticks, Kinder eggs.
Fruit Flavored Snacks	Fruit flavored snacks are generally not made from fruit but rather from sugar and fruit juice flavoring or artificial flavoring. An exception is fruit leather, normally made

	from pureed, dried fruit. Typical manufacturers include Welch, Kelloggs and General Mills.
Gum	Includes chewing gum and bubble gum with/without dental care claims.
Gummies/Jellies	Includes any gummies or jellies - products classified as made from gelatine, jellied fruits, gummies, etc.
Hard Candy	Includes any candy made from boiled sugar resulting in hard drops (mints are excluded - categorized under sugar confectionery). Soft boiled sweets which are hard on the outside and soft/liquid in the middle are included under hard candy category.
Sugar Confectionery	Includes mints, caramels, nougat, mixed assortments, liquorice, liquids & sprays, lollipops. Caramel lollipops, or lollipops which contain chewing gum - hard boiled lollipops are included in hard candy category.
Toffee & Fudge	Includes toffees/brittle (hard sweets which soften when chewed made by boiling together sugar and butter often with other ingredients/flavorings) and fudge (soft/crumby chewy sweet made mainly from sugar, butter, milk or cream).

Chocolate – detailed category notes:

Chocolate Blocks, examples:

Chocolate blocks usually have a rectangular or square shape and are moulded so as to enable the block to be broken into regularly shaped bite size pieces. Some chocolate blocks are filled with nuts or dried fruit. Typical examples include Lindt, Godiva or Cadbury blocks. Some companies also describe them as bars or tablets. Chocolate bars differ from chocolate blocks. Chocolate bars can't be broken into same size, individual pieces. Chocolate bars are classified under Chocolate countlines category (please see below). They can be sold in a variety of formats – single bars, mini fun bag sizes or multipacks.



Chocolate Bars, examples:

Chocolate bars are individually-wrapped bars with filling ingredients. They are usually completely covered with a chocolate coating and cannot be broken down as same-size, individual pieces. Typical examples include Mars and Snickers. They can be sold in a variety of formats – single bars, mini fun bag sizes or multipacks.



Chocolate Pieces - Wrapped, examples:

Wrapped chocolate pieces includes individually wrapped chocolate pieces with or without filling. Chocolate blocks/countlines in multi or fun packs are categorized under Chocolate Blocks or Chocolate Bars category.



Chocolate Pieces - Unwrapped, examples:

Unwrapped chocolate pieces includes non-individually wrapped chocolate pieces with or without filling. Chocolate blocks/countlines in multi or fun packs are categorized under Chocolate Blocks or Chocolate bars category. Examples includes smarties, maltesers, aero bubbles, M&Ms.



Other Chocolate Confectionery, examples:

Includes all other chocolate confectionery which are not included under chocolate blocks, countlines, chocolate pieces (wrapped/unwrapped). Typical products include: chocolate shaped toys, chocolate lollipops/sticks, Kinder eggs.



Fruit Flavored Snacks, examples:

Well known manufacturers of chewy fruit snacks include Welch, Kelloggs and General Mills. Most are stored in a simple plastic packaging that does not need to be refrigerated; therefore they can be taken virtually anywhere. They are generally not made from fruit, but rather from sugar and fruit juice flavoring, or artificial flavoring. One exception is fruit leather which is normally made from pureed, dried fruit and would fall under Fruit based Snacks.

One can easily identify these products through the ingredient label. The ingredient label is normally quite long, includes sugar (even fruit based snacks products can contain sugar, so this cannot be the only decisive factor), and other artificial ingredients. Some of these products claim to be natural, however, you will notice that the ingredient label is not "simple". Below are some examples.



Made with real fruit. Good source of vitamin C. Naturally flavored. Certified kosher. Made the lid of this box count in the fight against breast cancer. Support Box Tops for education.



Made with real fruit. Good source of vitamin C. Naturally flavored. Certified kosher. Made the lid of this box count in the fight against breast cancer. Support Box Tops for education.

Dairy

Cheese - Fresh & Cream	Fresh cheese includes cheese with a high moisture content, typically with the addition of lactic acid cultures. Examples include cottage cheese, cream cheese, curd/quark cheese, farmer cheese, queso fresco, fresh goat cheese and ricotta. This category also includes all plain and savory flavored curd/quark products (not processed). Sweet curd/quark desserts which can be eaten like a yogurt are included under Soft Cheese Desserts category.
Cheese - Soft & Semi-Soft	Semi-soft cheeses are generally high in moisture content and have a smooth, creamy interior with little or no rind. Cheese in the semi-soft category include Havarti, Port Salut, Fontina, Monterey jack and blue cheese. These cheese typically melt well when cooked. Mozzarella (not fresh) and pasta filata are included under soft & semi-soft cheese. Soft-ripened cheeses are ripened from the outside in and are very soft. This sub-category encompasses a wide variety of cheese, including bloomy rind, wrinkly rind and washed rind varieties. Typical cheese in the soft-ripened category include brie and camembert style cheeses.
Cheese - Hard & Semi-Hard	Hard cheeses generally have longer shelf-lives due to their low moisture levels – they can easily be grated. Cheese in this category include Swiss (Emmentaler) styles, Gruyere, many “tomme” styles, Parmesan, Gouda and most cheddars.
Cheese - Processed	Processed cheese refers to cheese by-products made from a combination of natural cheese and added ingredients such as emulsifiers, flavor enhancers, stabilizers, extra salt, whey and/or sugar. Typically, processed cheese has a longer shelf-life, a uniform look and a resistance to separating when cooked. Cheeses in this category include American cheese, processed cheese spreads, cheese based sauces, fondue and spray cheese.
Soft Cheese Desserts	Soft Cheese Desserts category includes all dairy based desserts made with soft white cheese – flavored quark/curd, fromage blanc or fromage frais. These products are similar in style to a pot yogurt or bar and are normally sweet in flavor.
Dairy Alternative Drinks	Includes all dairy alternative beverages (liquid and powdered) including: soy milk, oat milk, hemp milk, coconut milk, almond milk and others.
Cream & Creamers	Includes all dairy and non-dairy (liquid and powdered) cream and creamers such as coffee whiteners, cream, sour cream, whipped cream and other cream based products.
Fats & Spreads	Includes yellow fats and butter, example margarine, butter, lard, ghee, solid shortening, plant sterol vegetable spreads.

Other Dairy Products	Includes all other dairy and non-dairy products (liquid/powdered) not included in the available dairy categories: evaporated milk, condensed milk (sweetened/unsweetened), whey drinks, eggnog, etc..
Yogurt	Includes all spoonable dairy and non-dairy yogurts. Does not include drinking yogurt (found in Drinking yogurt/fermented beverages) or frozen yogurt (found in Ice Cream - Single Serve or Ice Cream - Take Home)
Milk & Milk Drinks	Includes all dairy (liquid and powdered) flavored and unflavored milk and milk drinks. Non-dairy milk drinks (liquid and powdered) are categorized under Dairy Alternative Drinks.
Drinking Yogurt/ Fermented Beverages	Includes all liquid drinking yogurts (excluding spoonable yogurts categorized under yogurt), fermented and cultured beverages, buttermilk (flavored and unflavored) and lactic acid drinks.

- *New cheese categorization applied June 2015*

Dairy – detailed category notes:

Fresh & Cream Cheese, examples:

Fresh cheese includes cheese with a high moisture content, typically with the addition of lactic acid cultures. Examples include cottage cheese, cream cheese, curd/quark cheese, farmer cheese, queso fresco, fresh goat cheese and ricotta.

This category also includes all plain and savory flavored curd/quark products (not processed). Sweet curd/quark desserts which can be eaten like a yogurt are included under Soft Cheese Desserts category.



Soft & Semi-Soft Cheese, examples:

Semi-soft cheeses are generally high in moisture content and have a smooth, creamy interior with little or no rind. Cheese in the semi-soft category include Havarti, Port Salut, Fontina, Monterey jack and blue cheese. These cheese typically melt well when cooked. Mozzarella (not fresh) and pasta filata are included under soft & semi-soft cheese.

Soft-ripened cheeses are ripened from the outside in and are very soft. This sub-category encompasses a wide variety of cheese, including bloomy rind, wrinkly rind and washed rind varieties. Typical cheese in the soft-ripened category include brie and camembert style cheeses.



Hard & Semi-Hard Cheese, examples:

Hard cheeses generally have longer shelf-lives due to their low moisture levels – they can easily be grated. Cheese in this category include Swiss (Emmenthaler) styles, Gruyere, many “tomme” styles, Parmesan, Gouda and most cheddars.



Processed Cheese, examples:

Processed cheese refers to cheese by-products made from a combination of natural cheese and added ingredients such as emulsifiers, flavor enhancers, stabilizers, extra salt, whey and/or sugar.

Typically, processed cheese has a longer shelf-life, a uniform look and a resistance to separating when cooked.

Cheeses in this category include American cheese, processed cheese spreads, cheese based sauces, fondue and spray cheese.



Soft Cheese Desserts, examples:

Soft Cheese Desserts category includes all dairy based desserts made with soft white cheese – flavored quark/curd, fromage blanc or fromage frais. These products are similar in style to a pot yogurt or bar and are normally sweet in flavor.



Desserts & Ice Cream

Ambient Desserts	Includes jello/jelly, ready-to-eat pudding/custard, gelatine, fruit desserts, apple sauce and dessert mixes that do not require any baking.
Chilled Desserts	Includes all chilled desserts such as ready-to-eat pudding/custard, cream and dairy-based desserts and fruit compote. Does not include yogurt, fromage frais or quark (found under Yogurt or Soft Cheese Desserts) or cake or pie slices (found under Cakes, Pastries & Sweet Goods).

Frozen Desserts	Includes all frozen desserts (excluding ice cream or yogurt) including cheesecake. No baking is required. Excludes frozen baked goods (under Cakes, Pastries & Sweet Goods).
Ice Cream - Single Serve	Includes all dairy and non-dairy ice cream & frozen novelties such as popsicles, push-ups, ice cream sandwiches and hand-held products sold as a single-serve portion.
Ice Cream - Take Home	Includes all dairy and non-dairy ice cream, frozen yogurt and sorbet, sold in multi-serving packaging
Toppings	Includes dessert sauces, fruit sauces, topping or chocolate syrups (excludes cake toppings & decorations found under Baking Ingredients & Mixes).

Fruit & Vegetables

Fruit	Includes all fresh, chilled, frozen or canned fruit products. The products need to be packaged or processed. Loose fruit products are not covered. Fruit products for snacking are covered under the category Fruit Based Snacks or Fruit Pouches.
Fruit Pouches	Includes fruit beverages normally in doy pouches typically recognized by a screw-off cap at the top.
Vegetables	Includes all fresh, chilled, frozen and canned vegetables as well as baked beans, canned tomatoes and vegetable mixes. Does not include potato products categorized under Potato Products.

Fruit & Vegetables – detailed category notes:

Fruit Pouches, examples:

To increase the consumption of fruit, manufacturers are launching fruit products as fruit beverages normally in doy pouches, typically recognized by the screw-off cap at the top.



Hot Drinks

Coffee	Includes all coffee products to be consumed hot. Products include: coffee pods, coffee concentrates, coffee beans, coffee powder, flavoured coffee and ready-to-drink coffee. Coffee substitutes such as chicory are included in this category.
--------	---

Hot Chocolate	Includes hot chocolate and malted drinks either in powder or liquid format to be consumed hot. Product examples include hot chocolate, cocoa, malted drinks, corn & oat beverages and milk based hot drinks.
Tea	Includes all tea products to be consumed hot. Product examples include fruit teas, infusion teas, tea substitutes, chai mixes, tea concentrates and ready-to-drink hot tea.

Meat, Fish & Eggs

Egg & Egg Products	Includes all fresh and processed egg products including egg whites, omelettes, egg substitutes and instant powdered eggs.
Fish & Seafood	Includes all fresh, chilled, frozen and ambient/processed (breaded/unbreaded) fish/seafood products. Does not include fish-based ready meals - categorized under ready meals or fish/seafood snacks for parties or finger foods (hors d'oeuvres) categorized under snacks.
Meat Products	Includes all fresh, chilled, frozen and ambient/processed meat (beef, pork, venison, lamb, etc.) products. Products include: sausages, ham, bacon, packaged cuts of meat & prepared/marinated meat. Does not include meat-based ready meals categorized under ready meals or meat snacks categorized under snacks.
Meat Substitutes	Includes soy, quorn, tofu and any other meatless based alternative. Product examples include vegetarian burgers, vegetarian meat balls, vegetarian sausages & minced soy protein.
Poultry	Includes all fresh, chilled, frozen and ambient/processed poultry (chicken, turkey, duck, goose, etc.) products. Product examples include: duck liver pate, ostrich meat, chicken wings, chicken nuggets, breaded poultry (not positioned as finger foods or party snacks categorized under snacks). Does not include poultry-based ready meals categorized under ready meals.

Oral Care

Toothpaste	Includes all pastes, gels, cleansers and teeth polish/whitening in tube format.
Mouthwash	Includes dental rinse, oral rinse, fluoride rinse, mouth rinse and mouthwash.
Oral Care - Other	Includes products used for oral care which are not categorized under toothpaste and mouthwash. Typical examples include: tooth powder, breath spray, mouth freshener, white strips/pens and cleaning tablets.

Pet Food

Cat Food	Includes all dry and wet food, drinks & treats for cats.
Dog Food	Includes all dry and wet food, drinks & treats for dogs.
Other Pet Food	Includes all dry and wet food, drink and treats for other domestic animals.

Ready Meals

Main Dishes	Includes main meal components, chilli stews, casseroles, quiche, meat & vegetable pies and hand-held products. Main dishes do not contain a protein, starch and vegetable as these would be categorized under ready meals.
Meal Kits	Includes products which require additional preparation besides heating to make a complete meal. These products most likely include steps on how to prepare the products with separate ingredients included to assemble the dish. Additional ingredients such as meat or vegetables might be required to complete the meal.
Other Meal Components	Includes other side dishes not included under this category. Typical sides include stuffing, polenta, pudding, grain based sides and beans.
Plain Pasta & Noodles	Includes all dried/dehydrated, chilled or frozen pasta or noodles with added flavored incorporated in the product or in a separate sachet. Includes on-the-go/pot noodles. If the product includes the word soup, these should be categorized under soup (example instant chicken noodles in soup).
Prepared Pasta & Noodles	Includes all dried/dehydrated, chilled or frozen pasta or noodles which are prepared by the manufacturer. Pasta-based dishes, filled pasta such as tortellini or ravioli, gnocchi, lasagne (not lasagne sheets), prepared macaroni with cheese and noodle based dishes. Prepared pasta/noodles forming a complete dish including protein and vegetables would be categorized under ready meals. Instant/pot noodles with no sauce or sauce sachet would be categorized under plain pasta and noodles. If the product includes the word soup, these should be categorized under soup (example instant chicken noodles in soup).
Pizza	Includes all chilled and frozen pizza. Includes calzones but excludes pizza pockets which are categorized under sandwiches.
Potato Products	Includes all dried/dehydrated, chilled, frozen, processed potato based products. Typical products include frozen fries, mashed potato and canned potatoes. Excludes fresh bagged potatoes found under vegetables.
Prepared Salads	Includes all ready-to-eat salads such as potato salad, cole slaw, tuna/fish salads, meat salads, vegetable salads, pasta salads and hummus (when not positioned specifically as a dip categorized under savory spreads). This does not include pre-packed bags of lettuce which is categorized under vegetables.
Ready Meals	Ready meals includes a complete meal normally made out of a protein (meat, fish or vegetarian), starch (pasta, rice or noodles) and vegetables. It normally would require just heating in an oven or microwave. Meals could be ambient, chilled or frozen. If the product claims to be a soup, it would be classified under the soup category. Prepared pasta, noodles or rice without a protein would be categorized under prepared pasta/noodles or rice respectively.
Rice	Includes all dried/dehydrated, chilled or frozen flavored and unflavored rice based products. Rice complete with a protein and vegetable would be categorized under ready meals.
Sandwiches	Includes <u>filled</u> pre-packed sandwiches, baguettes, burritos, pockets, quesadilla, hamburger in buns, hot dogs in buns, pitas and wraps. If a side is offered with the sandwich such as salad or fries, this would be categorized under ready meals. Calzones are categorized under pizzas.

Sauces & Seasonings

Bouillons - Stocks - Seasonings - Herbs	Includes seasonings (single/blended/coatings), spices salt & pepper, herbs, stock and bouillon cubes/ pastes, melting cubes and ready-to-use stocks.
Cooking Sauces	Includes dry and wet/liquid pasta sauces, ethnic cooking sauces, marinades & grilling sauces, gravy and stir-in sauces, tomato based cooking sauces, cream/coconut based sauces, vegetable based sauces (example pesto) and all other cooking sauces which need to be heated or prepared before consumption.
Mayonnaise - Dressings & Vinegar	Includes dry and wet/liquid salad dressings, pourable dressings, mayonnaise (flavored/unflavored), salad cream and vinegar (flavored/unflavored).
Oils	Includes all flavored and unflavored liquid oils. Varieties included single and blended vegetable oils, nut based and other varieties of speciality oils.
Pickled Condiments/ Chutney	Includes pickles, pickled peppers, relish, olives, preserved onions, sliced jalapenos, chutney, stuffed olives and gartiniera normally packed in some sort of brine.
Table Sauces	Includes all condiments (excluding mayonnaise), ketchup, mustard, salsa, hot sauces, ethnic sauces - all sauces that do not have to be heated and are used at the table to top food. Product examples include Tabasco, Worcestershire sauce and salsas (if referred to as a dip it would be categorized under savory spreads)

Snacks

Finger Foods/Hors d'oeuvres	Includes chilled and frozen finger foods/hors d'oeuvres that need to be prepared. These are normally referred to as appetizers, snacks or party snacks. Typical products include: egg rolls, mini pizzas, vol-au-vent, breaded vegetables, mini quiches and breaded meat/poultry products positioned as a snack (if not positioned as a snack, refer to Meat & Meat products category).
Meat Snacks	Includes snack sausages, beef jerky, pickled sausages, snacking pepperoni and pork rinds. These products normally require minimal or no preparation.
Savory/Salty Snacks	Includes all ready-to-eat savory and salty snacks, tortillas, cheese puffs, corn-based snacks, pretzels and cracker/dip combinations, if the dip is savory.
Snack Nuts & Seeds	Includes all nuts and seeds positioned as snacks (includes snack mixes with nuts/seeds as a main base). Excludes nuts which are covered in yogurt or chocolate (refer to Sugar Confectionery) or nuts for baking purposes (refer to Baking Ingredients & Mixes)
Fruit Based Snacks	Includes dry, dehydrated, freeze-dried and natural fruit based snacks, for example dried apple chips or banana crisps. These products would normally contain a clean ingredient label made primarily with fruit ingredients including also a high fruit content claim.
Popcorn	Includes sweet or salty flavored/covered popcorn. This category also includes unpopped popcorn such as corn kernels or microwaveable popcorn – packaged to make popcorn. Popped snacks fall under savory/salty snacks.

Snacks – detailed category notes:

Popcorn, examples:

Popcorn includes sweet or salty flavored/covered popcorn. This category also includes unpopped popcorn such as corn kernels or microwaveable popcorn – packaged to make popcorn. Popped snacks fall under savory/salty snacks.



Fruit Based Snacks, examples:

Typically includes dry, dehydrated, freeze-dried, natural fruit based snacks, for example dried apple chips or banana crisps. These products would normally contain a clean ingredient label made primarily with fruit ingredients including also a high fruit content claim.



Soft Drinks

Bottled Water - Flavored	Includes all flavored: mineral water, carbonated/sparkling water and still water. Soda water, club soda and seltzer water are also included. Excludes Tonic water, included under the Carbonates category.
Bottled Water - Unflavored	Includes all unflavored: mineral water, carbonated/sparkling water, and still water. Soda water, club soda and seltzer water are also included. Excludes Tonic water included under Carbonates category.
Carbonates	Includes all carbonated beverages, mixers (tonic water, bitter lemon), ginger/beer ale, root beer, birch beer, non-alcoholic malt. Carbonated energy/sports drinks are included under Energy Drinks or Sports Drinks RTD (ready-to-drink).
Drink Concentrates & Mixes	Includes all types of liquid and powder concentrates & dilutables and cordials. Mixes should Include instant <u>iced</u> tea powder, instant <u>iced</u> coffee powders and <u>cold</u> chocolate drink mixes. Excludes mixes for preparing <u>hot</u> drinks - which is included in the Hot Beverages Category. Concentrates should include: non-alcoholic dilutables & cordials, squashes to be diluted, non-alcoholic cocktail mixes, lemon juice or lime juice concentrates for making beverages. Frozen beverage concentrates are included in this category.
Energy Drinks	Includes all ready-to-drink energy drinks marketed as a beverage with an added benefit that claims to awaken or provide alertness. For Energy/Sports dilutable powder, RTD sports drinks, liquid concentrate/gel formats please view Sports Nutrition category.

Iced Coffee	Includes ready-to-drink/prepared iced coffee (java, cappuccino, frappuccino, café latte). Powdered iced coffee for mixing is included under Drink Concentrates & Mixes category.
Iced Tea	Includes ready-to-drink/prepared iced tea, including iced tea with milk. Powdered iced tea for mixing is included under Drink Concentrates & Mixes category.
Juice & Juice Drinks	Includes all juice-based beverages, nectars, fruit based juices (with no juice % claim) and vegetables based drinks.
Other Soft Drinks	Includes herb-based still drinks and still health drinks. Examples include flower/herbal drinks such as herbal jelly, Japanese products (vinegar drinks) and bird's nest beverages.

Soup

Soup	Includes all dry and wet soup products in all shelving formats (ambient (dry/wet), chilled and frozen).
------	---

Sugar & Sweeteners

Sugar & Sweeteners	Includes all sugar types, artificial/natural sweeteners and sweetener blends.
--------------------	---

Spreads

Sweet Spreads	Includes all sweet spreads and dips. Typical products include peanut butter, jam, jelly, marmalade, honey, breakfast syrup, treacle and any other sweet dips.
Savory Spreads	Includes all savory spreads and dips. Typical products include cheese and other savory dips, savory sandwich spreads, olive paste, hummus, foie gras, meat/fish and vegetable based spreads.

Clinical Nutrition

Oral Feeding	Oral feeding formulas are medical foods that are specially formulated for patients with special nutrition needs which cannot be met by a normal diet alone. Examples of these special needs include: allergic conditions, gastrointestinal tract impairment and metabolically stressed patients.
Tube Feeding Formulas	Tube feeding formulas are medical foods that are specially formulated for patients with special nutrition needs which cannot be met by a normal diet alone. These formulas are normally used by hospitals for patients who cannot obtain nutrition by swallowing. It is sometimes referred to as enteral feeding. Examples of these special needs

Sports Nutrition

Sports Bars	Sports Bars includes supplemental bars containing cereal and other high energy foods targeted to sports men/women to have the needed energy and proteins everyday. They are designed to provide muscles with the fast-acting, long-lasting whole food energy they need to endure.
Sports Powders	Includes sports/protein powders which need to be mixed with water, milk or juice. They are normally consumed immediately before and after exercising or in place of a meal. Available in plastic jars, powder sachets or small bottles.
Sports Drinks	Includes sports drinks which claim specifically to be for athletes. They help to replace water, electrolytes, energy after a training or a competition. Includes all sports drinks excluding the protein based RTD which are categorized under sports protein based RTD (ready-to-drink).
Sports Protein Based RTD	Sports protein based RTD includes products with protein as a base for the ready-to-drink beverage. These products would normally claim high levels of protein and would be clearly displayed on the front of the package. Includes also shot formats.
Sports Supplements	Includes sports supplements commonly used by those involved in bodybuilding and athletics. They may be used to replace meals, enhance weight gain, promote weight loss or improve athletic performance. Sports supplements need to specifically claim to be for body builders or athletes. Typical products include vitamin supplements, protein, branched-chain amino acids (BCAA), glutamine, essential fatty acids, meal replacement products, creatine, weight loss products and testosterone boosters. Available in liquid, tablet, capsule or powder format.
Sports Others	Includes all other sports products not listed in the above categories. Typical products include: sports chews, gummies, lozenges or gels which are developed specifically for athletes to help with performance or recovery.

Sports Nutrition – detailed category notes:

Sports Supplements, examples:

Sports supplements are dietary supplements commonly used by those involved in bodybuilding and athletics. They may be used to replace meals, enhance weight gain, promote weight loss or improve athletic performance. Among the most widely used are vitamin supplements, protein, branched-chain amino acids (BCAA), glutamine, essential fatty acids, meal replacement products, creatine, weight loss products and testosterone boosters.

They are available in liquid, tablet, capsule or powder format.



Sports Bars, examples:

Sports Bars are supplemental bars containing cereal and other high energy foods targeted to sports men/women to have the needed energy and proteins everyday. They are designed to provide your muscles with the fast-acting, long-lasting whole food energy they need to endure.



Sports Powders, examples:

Athletes often supplement their diets with a powdered form of protein. The powder is mixed with water, milk or juice. Protein powder is generally consumed immediately before and after exercising, or in place of a meal.

Can be available in plastic jars, powder sachets and small bottles.



Sports Drinks, examples:

Sports drinks are beverages whose stated purpose is to help athletes replace water, electrolytes, and energy after training or competition. Includes all sports drinks excluding the protein based RTD which are grouped under the category - Sports Protein Based RTD.



Sports Protein Based RTD, examples:

Sports protein based RTD includes products with protein as a base for the beverage. Normally the level of protein is high and indicated on the front of the product. Also available in shot format.



Sports Others, examples:

Includes all other sports products not listed in the above categories. Typical products include: sports chews, gummies, lozenges or gels which are developed specifically for athletes to help with performance or recovery.



Supplements

Amino Acids	Includes all amino-acid supplements. Typical examples include amino acids include: I-alanine, I-cysteine, I-glutamic acid, I-glutamine, glycine, I-leucine, I-lysine, L-Tyrosine, L-Valine, etc.
Antioxidants	Includes all antioxidants supplements. Typical examples include polyphenols, resveratrol, alpha-tocopherol, beta-carotene, lycopene, selenium, leutin, zeaxanthin, lutein.
Aromatherapy	Includes all aromatherapy supplements. Aromatherapy supplements are alternative medicines which use essential oils and other aromatic compounds from plants.

	Examples include: rose, lavender, olive, mint, fennel, pine, cypress, eucalyptus, flower essences, etc.
Botanical/Herbal Supplements	Includes all botanical/herbal supplements. Typical examples include: soy extract, echinacea extract, garlic extract, ginger extract, milk thistle, black cumin extract, shitake, saw palmetto extract, St.John's wort extract, green tea extract, etc.
Children	Includes all supplements claiming to be for children.
Coenzyme Q10	Includes all Coenzyme Q10 / CoQ10 / Q10 supplements.
Concentrates	Includes all supplements which are either animal tissue concentrates such as bovine tissue cartilage, pancreas, lung, liver and bone or plant concentrates like leaf extracts, fruit extracts, garlic oils, royal jelly, herbal tea concentrates, etc.
Dietary Fibre	Include all soluble and insoluble dietary fibre supplements. Typical examples include: psyllium seed husk, vegetable gum fiber, prebiotics and oligosaccharides (inulin).
Enzymes Coenzymes Isoflavones	Includes all enzyme, coenzyme and isoflavones (flavonoids) supplements. Examples include lactase, renin, protease, acid fungal protease, bromelain and lipid digestive enzymes.
Essential Fatty Acids	Includes all essential fatty acids supplements. Typical examples include omega-3 (EPA) , omega-6, gamma-linolenic acid (GLA), docosahexaenoic acid (DHA), flax seed oil, evening primrose oil, borage oil, etc.
Fruit & Vegetable Concentrates	Includes all fruit and vegetable concentrates. Examples include: bean extracts, cranberry extract, bilberry extract, etc.
Glucosamine	Includes all glucosamine supplements commonly used for the treatment of osteoarthritis and may help to rebuild cartilage (joints).
Hair Skin and Nails	Includes all supplements specially claiming to benefit hair, skin or nails.
Homeopathic Treatments	Includes all supplements claiming to be homeopathic.
Hormone	Includes all hormone supplements. Typical examples include Dehydroepiandrosterone DHEA, estrogen, etc.
Marine	Include all supplements made from a marine origin. Examples include blue-green algae, chlorella, spirulina (fresh-water).
Meal Replacements	Includes drinks positioned as nutritional supplements and meal replacement drinks that can provide either weight gain/loss or offer a balance of nutritional claims.
Melatonin	Includes all melatonin supplements.
Miscellaneous Soft gels Capsules Tablets Powders	Includes all other supplements which are not included in any of the supplement categories.
Probiotics	Includes all probiotic or lactic acid bacteria (LAB). Typical examples include lactobacillus, streptococcus and bifidobacterium. Synbiotics are also included in this category.
SaMe	Includes all SaMe (S-adenosylmethionine) supplements.
Shark Cartilage	Includes all shark cartilage supplements. Often marketed under the name Carticin, Cartilade, BeneFin and Neovastat.
Speciality Men's	Includes all supplements specifically marketed towards men.
Speciality Women's	Includes all supplements specifically marketed towards women, such as supplement for PMS (pre-menstrual cycle), pregnancy, menopause, etc.

Vitamins/Minerals	Includes all vitamin/mineral supplements. Examples include: Vitamins: A, D, E, K, C, B-complex, Thiamin, Niacin, Riboflavin, Pyridioxine, Inositol, PABA, carotenoids, etc. Minerals include: Iron, calcium, potassium, sulphur, magnesium, silver, chromium, molybdenum, zinc, etc. Supplements claiming to be for children are categorized under children.
Weight Gain	Includes all supplements which are specifically marketed for weight gain purposes.
Weight Loss	Includes all supplements which are specifically marketed for weight loss purposes