

Data Dictionary Version 1.0 – April 1, 2011

User Interface LabelBase	
Product Keyword Search	The feature by which you can search for products by keyword. Similar to a google search you can search by product title, brand, manufacturer, food category, UPC
Ingredient Keyword Search	This search mechanism provides the ability to search for ingredients by keyword.
Product Query	Provides the ability to search for products by building a basic query. To build the query users must first select a Category and then select a variable.
Category	This refers to the product category. Each product is categorized into a 3 level category system: Aisle, Shelf, Food Category. In this case the word "Category" refers to the shelf categorization for each product
Variable	This refers to the various variables by which you can search, filter and display for products. Initially, this will largely be limited to Nutrient, Additives, and Allergens
Nutrients	This refers to the various nutrient fields that are related to each product label. This includes, but is not limited to calories, protein, dietary fiber, sodium etc..
Additives	This refers to ingredient groups that provide a level of additional information for each product. For instance this includes but is not limited to; preservatives, colors, trans fats, antioxidants etc..
Allergens	This refers to the standard allergens as well as a few additional allergens.
Brand	This refers to the product Brand rather than the Manufacturer. It is generally the brand that is most recognized by shoppers
Hi / Low	Hi / Low provides the ability for users to sort columns of variable information by hi (ascending order) or low (descending order).
Listed	This displays if there are ingredients in the product or a manufacturing claim that indicates that the product is positive for the selected variable
Not Listed	This displays if there are NO ingredients in the product NOR a manufacturing claim that indicates that the product is positive for the selected variable. It is therefore considered Not Listed for that particular variable
May Contain	This displays if there are ingredients in the product or a manufacturing claim that indicates that the product MAY BE positive for the selected variable
Data Source	This represents the source of data. Either Gladson or Mintel
Source Date	This is the date that the product was collected
Fields – Gladson Data (Product Table)	
UPC	Universal Product Code (Text, 14)
WIP	Work In Progress (Yes/No)
UPC Structure	Indicates number of digits in Legacy UPC
Legacy UPC	Actual UPC before GTIN adjustment
Batch ID	Ecom Batch ID
Status	U – Unchecked Not QA'd or A – Accepted in QA
Has Nutrition	Product has Nutrition (Yes/No)
Value Prepared Count	Number of Value Prepared Variations (Number)
Process Type	0= New 1= Updates to be processed
Code	Code Indicating Status of Product (Text, 10)
Category	Gladson Category (Text, 8)
Subscriber ID	Name of Client
Brand	Product Brand (Text, 80)
Product Line	Product Line (sub-Brand) (Text, 80)
Manufacturer	Manufacturer Company Name (Text, 50)
Address	Manufacturer Address (Text, 100)
Phone	Manufacturer Phone Number (Text, 50)
Copyright	Copyright (Company & Date) (Text, 100)
Item Size	Product Size (Number)
Item Measure	Unit of Measure (Text, 5)
Height	Product Height (Number)

Width	Product Width (Number)
Depth	Product Depth (Number)
Product Weight	Product Weight (Number)
Extended Size	Extended Size Information (Text, 50)
Item Name	Product Description <u>without</u> Variables (Text, 150)
Description	Product Description <u>with</u> Variables (Text, 150)
Product Details	Important Details not Listed in Description (Memo)
Indications	Functions of Product (Memo)
Directions	How to Use the Product (Memo)
Ingredients	Components of the Product (Memo)
Warnings	Cautionary Statements Regarding Use of the Product (Memo)
Drug Interactions	Effects of Combining with Other Drugs (Memo)
Kosher_1	First Kosher symbol on package (Number)
Kosher_2	Second Kosher symbol on package (Number)
Kosher_3	Third Kosher symbol on package (Number)
Kosher_4	Fourth Kosher symbol on package (Number)
Kosher_5	Fifth Kosher symbol on package (Number)
Initials	Initials of last person checked in batch
Entry Initials	Initials of last person checked in to batch prior to promotion
Post Date	Date the Product is available in database (Date)
Create Date	Original Date Scheduled (Date)
Edit Date	Date entry was completed for the batch (Date)
Get Nutrient	Data Not populated in Ecom Entry or QA screen
Has Nutrition	Indicates a nutrient table on the packaging (Yes/No)
Ambient Requirement	Indicates type of product – i.e. shelf stable, etc
Material	Indicates structure of product – i.e. paperboard, plastic
Volume	Volume Count
Fields – Gladson Data (Nutrient Master Table)	
Nutrient Master ID	Id Number Associated with Nutrient (Number)
Name	Name of Nutrient or Supplement (Text, 150)
Type	Nutrient Type (Number) 0 = Standard Nutrient; 1 = Supplement
Fields – Gladson Data (Nutrient Table)	
UPC	Universal Product Code (Text, 14)
Value Prepared Type	Indicates if this is a Value Prepared Nutrient (Text, 1) 0 = As Packaged, 1 = First Value Prepared, 2 = Second Value Prepared, etc.
Nutrient Master ID	Id Number Associated with Nutrient, Referenced in Nutrient Master (Number)
Quantity	Nutrient Quantity (Number)
UOM	Nutrient UOM (Text, 5)
Pct	Nutrient Percent (Number)
Is Or Contains	Nutrient Check Box (Yes/No)
Fields – Gladson Data (Nutrient Table)	
UPC	Universal Product Code (Text, 14)
Value Prepared Type	Indicates if this is a Value Prepared Nutrient (Text, 1) 0 = As Packaged, 1 = First Value Prepared, 2 = Second Value Prepared, etc.
Added Item	Value Prepared Variation (Text, 50)
Serving Size Text	Serving Size Quantity (Text, 50)
Serving Size UOM	Serving Size Unit of Measure (Text, 50)
Serving Per Container	Servings per Container (Text, 50)
Fields – Mintel Example Product Data	
Record ID:	1295626
Company:	Schwan's Consumer Brands
Brand:	Red Baron By The Slice
Category:	Meals & Meal Centers
Sub-Category:	Pizzas

Country:	USA
Store Type:	Mass Merchandise/Hypermarket
Date Published:	07 Apr 2010
Product source:	Shopper
Launch Type:	New Product
Price in local currency:	3.00
Price in Euros:	2.19
Bar Code:	072180565693
Product Description	Red Baron By The Slice Supreme Pizza is topped with mozzarella, sausage, pepperoni, red and green peppers and onions. It is microwaveable and each pizza slice has a special crisping tray. This product is made with 100% real cheese and retails in a 10.66-oz. recyclable carton containing two individually wrapped fire-baked pizza slices.
Package Type primary	Flexible
Package Type secondary	Carton
Package Material primary	Plastic unspecified
Package Material secondary	Board brown Kraft lined
Package Width (mm) primary	170 mm (6.69 inches)
Package Width (mm) secondary	180 mm (7.09 inches)
Package Height (mm) primary	220 mm (8.66 inches)
Package Height (mm) secondary	240 mm (9.45 inches)
Package Depth (mm)	65 mm (2.56 inches)
Decorative Process	Litho
Pack Size:	10.66
New Product Count:	1
Storage:	Frozen
Alcohol By Volume (%):	
Private Label:	Branded
Store Type:	Mass Merchandise/Hypermarket
Claims:	Microwaveable, Ethical - Environmentally Friendly Package
Ingredients:	Enriched flour (wheat flour, malted barley flour, niacin, reduced iron, thiamine mononitrate, riboflavin, folic acid), tomatoes (water, tomato paste), low moisture part skim mozzarella cheese (cultured pasteurized part skim milk, salt, enzymes), modified food starch, water, cooked pizza topping (sausage (pork, beef, water, spices, salt, sugar, garlic powder), water, textured vegetable protein (soy flour, salt), bell peppers, pepperoni (pork, beef, salt, spices, dextrose, lactic acid starter culture, natural smoke flavour, flavoring, oleoresin of paprika, sodium nitrate, BHA, BHT, citric acid)), yeast, breadcrumbs (bleached wheat flour, sugar, yeast, salt), onion, vegetable oil (soybean oil, cottonseed oil, corn oil, canola oil), sugar, butter flavored shortening (soybean oil, palm oil, fully hydrogenated cottonseed oil, mono and diglycerides, natural butter flavor, beta carotene), salt, non-fat dry milk, modified food starch, isolated oat product, guar gum, baking powder (sodium acid pyrophosphate, sodium bicarbonate, corn starch, monocalcium phosphate), wheat gluten, spices, maltodextrin, sodium stearoyl lactylate, hydrolyzed soy protein, hydrolyzed corn protein, paprika, garlic powder, defatted soy flour, mono- and diglycerides, L-cysteine, enzymes
Nutrition:	Per 151g serving (2 servings per pack): Calories 350kcal (of which Calories from fat 130kcal), Total fat 14g (22% DV) (of which Saturated Fat 6g (30% DV), Trans Fat 0g), Cholesterol 30mg (10% DV), Sodium 910mg (38% DV), Potassium 200mg (6% DV), Total carbohydrates 41g (14% DV) (of which Dietary Fiber 3g (12% DV), Sugars 9g), Protein 15g, Vitamin A (8% DV), Vitamin C (4% DV), Calcium (25% DV), Iron (15% DV)