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.
Product Query Builder	Provides the ability to build a more advanced multi variable search by allowing the user to search across different variables and with the use of ranges. Includes nutrients (per serve, daily value and per 100g), food codes, allergens and additives.
Category	This refers to the product category. Each product is categorized into a 3 level category system: Aisle, Shelf, Food/Product 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, Allergens, Product Information, Food Content Types and Food Codes.
Nutrients	This refers to the various nutrient fields that are related to each product label. Nutrients are divided into three separate groups including nutrients per serve, nutrients per 100g and nutrient daily values. This includes, but is not limited to calories, protein, dietary fiber, sodium etc..
Nutrients-Daily-Value	This refers to the Daily Reference Values listed on a nutritional facts panel. This information is available to search, sort and filter on LabelBASE.
Nutrients-Per-100g	This is a calculation of all nutrients listed on the nutrients facts panel per 100grams instead of per serve.
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. Intolerances such as Gluten have been included in this grouping.
Product Details	This is the term used to describe several descriptive fields that describe the individual product. This terminology is used in the variable drop down menu and incudes data such as the brand, manufacturer, food/product category, shelf, source, postdate, food code, food type, physical form etc.
Brand	This refers to the product Brand rather than the Manufacturer. It is generally the brand that is most recognized by shoppers.
product_brand	This is a replica of the Brand field. It is listed as product_brand in the variable drop down menu.
Product Title	This refers to the product title of the individual product. This field describes the flavor, shape and type of product.
product_description	This is a replica of the Product Title field. It is listed as product_description in the variable drop down menu.
Manufacturer	This refers to the product Manufacturer who is responsible for creating the product as opposed to the Brand.
Aisle	The Aisle is the first and broadest category in the hierarchy of categories each product is classified under. Examples of Aisles include "Dairy", "Drinks" or "Soups & Canned Goods"
Shelf	The Shelf is the second category in the hierarchy of categories that each product is classified under. The shelf is more granular than the Aisle, and examples include "Candy", "Milk" or "Canned Soups".
Food Category	The Food Category is the third and final category in the hierarchy of categories that each product is classified under. It is limited ONLY to packaged foods and dietary supplements. The Food Category is the most granular category, and examples include "Candy – Hard Candy", "Milk – 2% Low Fat" or

	"Canned Soups – Noodle & Pasta"
Product Category	The Product Category is a replica of the Food Category, but is used for cosmetic and inedible items. Examples include "Body Soaps and Washes", "Deodorant (Underarm)" or "wipes"
cosmetic_contains_claims	Provides the user the ability to sort or search according to sanctioned cosmetic claims. This particular search/field will return only claims with a "contains" or "listed" property.
cosmetic_may_contains_claims	Provides the user the ability to sort or search according to sanctioned cosmetic claims. This particular search/field will return only claims with a "may contains" property.
physical_form	Refers to the physical form of an individual product. At this time, this is only applicable to cosmetic data.
serving_size	Refers to the serving size listed in the nutrients facts panel. When selected, results will be returned listed the serving size and serving unit of measurement.
upc	Refers to the Universal Product Code (UPC).
Food Type	Refers to the Food Content Type. Data displayed in this field refers to the roman numeral code listed at http://www.fda.gov/Food/FoodIngredientsPackaging/FoodContactSubstancesFCS/ucm109358.htm
food_type	This is a replica of the Food Type field. It is listed as food_type in the variable drop down menu.
Data Source	This represents the source of data. Either Gladson or Mintel
source	This is a replica of the Data Source field. It is listed as source in the variable drop down menu.
Source Date	This is the date that the product was collected
postdate	This is a replica of the Source Date field. It is listed as postdate in the variable drop down menu.
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
Most Common Ingredient	Refers to the most commonly listed name of an individual ingredient. All aliases of an individual ingredient are classified under the most common ingredient.
ALL Ingredients	Refers to every individual ingredient that matches the ingredient keyword search. This is not limited by head ingredient in any way.
Head Ingredient	Refers to the FoodEssentials internal description of the Most Common Ingredient.
Same As Ingredients	Refers to the alias ingredients that are categorized under a head ingredient in the FoodEssentials ingredient database. These include all the other variations of how an individual ingredient has been published on a product label.
Coding Images	Coding images are high resolution images provided by Gladson. Currently, these are not available for all Gladson products, and there are no coding images for Mintel data.

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	Area that the product is classified into during the scheduling process.
Subscriber ID	Name of Client
Brand	The brand name of the product and is usually the most prominent name on the package. Examples: CVS Pharmacy, Colgate, Benadryl, HoMedics.
Product Line	The line of a product within a brand and is similar to a secondary brand. It will be on the front of the package and carry over to multiple products within a brand. Not all products have a product line and some products may have more than one product line. Examples: Tender Bites, Pore Perfect, 100 Calorie Packs, Simple Pleasures.
Manufacturer	The name of the manufacturer or distributor as listed on the package; if both are listed only the manufacturer name is used. If more than one manufacturer is listed, their names are combined with a forward slash (/) in replace of the words: Division Of. Examples: Sally Hansen/Del Labs or Kraft Foods North America/Kraft Foods Global, Inc. For Private Label companies, the client name is used. Examples: CVS, Meijer.
Address	The address for the manufacturer as listed on the package. Street address or PO, city, state and zip code are included with a 2 letter abbreviation for the state. Example: 200 East Daniels Road, Palatine, IL 60067-6266, Fort Wayne, IN 46802.
Phone	Manufacturer Phone Number (Text, 50)
Copyright	Copyright (Company & Date) (Text, 100)
Item Size	The units of measurement in the package. Reflects the main count or measurement of the product, e.g., number of net oz. – lbs., etc., or count of items in the package. Only numbers are used and fractions are converted to decimals (e.g., 1 ¼ = 1.25).
Item Measure	Reflects the unit of measure for Item Size, using a maximum of 2 letters (e.g., ct, pr, oz, etc.). Examples: 8 ea, 19.5 oz, 750 ml.
Height	Height in (inches - standard uom for all dimensions)
Width	Width in (inches - standard uom for all dimensions)
Depth	Depth in (inches - standard uom for all dimensions)
Product Weight	Gross weight of product (ounces - standard uom for weight)
Extended Size	Reflects the extended measurement of size as it reads on the package. Examples: 30 softgels, 8 oz (227 g), 4 - 11 fl oz (325 ml) bottles [44 fl oz (1.37 qt)]
Item Name	This reflects the simplest name of the product and is typically 1-3 words at most with a few exceptions. Examples: baby wipes, bathroom tissue, cookies.
Item Description	The item name plus any product attributes. In general, the item description consists of the item name, continuation of item name, scent or flavor or color, size or form. Examples: Lipstick, Frosted 272; Toothpaste, Fluoride, Clean Mint; Pasta Sauce, Garden Veggie. Laundry, diapers, feminine products, medication, dietary supplements, nylons, makeup, & hair color have a specific and different item description protocol.
Product Details	This reflects additional product information not contained in any other field. This does not include advertising slogans or guarantees or repeat brand, product line, item name or description.
Indications	This reflects symptoms, etc. explaining what the product is for and is most often included in over the counter medications. Example:Temporarily Relieves Nasal Congestion Due to: common cold; hay fever; upper respiratory allergies. Temporarily relieves sinus congestion and pressure. Shrinks swollen nasal membranes so you can breathe more freely.
Directions	Any direction for use as listed on the product. Example: Keep frozen until ready to prepare. Stove Top: Preheat a non-stick pan over Medium heat. Lightly spray both sides of frozen patty with a non-stick cooking spray. Heat patty uncovered for 2 - 3 minutes on each side, or until hot in the center. Grill: Preheat grill to Medium heat. Lightly spray both sides of frozen patty with a non-stick cooking spray. Grill frozen patty uncovered for 2 - 3 minutes on each side, or until hot in the center. Microwave: Place frozen patty on paper towel or plate. Heat uncovered on High for approximately 1 to 1 1/2 minutes. For a crisper patty, heat in toaster for about 1 minute after microwaving. Note: Different models of microwave ovens may vary cooking times. Patties should be checked and time adjusted accordingly until hot in center.

Ingredients	This reflects ingredients contained in the product. Active ingredients are listed before inactive ingredients. This does not include the purpose of the ingredients or repeat or include supplement information.
Warnings	This reflects product warnings, cautions, precautions, etc. and includes all warnings except those listed in Drug Interaction Precautions.
Drug Interactions	This reflects warning under a specific Drug Interaction Precaution. General drug warnings are not pulled out of the Warnings field.
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)