

LabelBase: Development Update

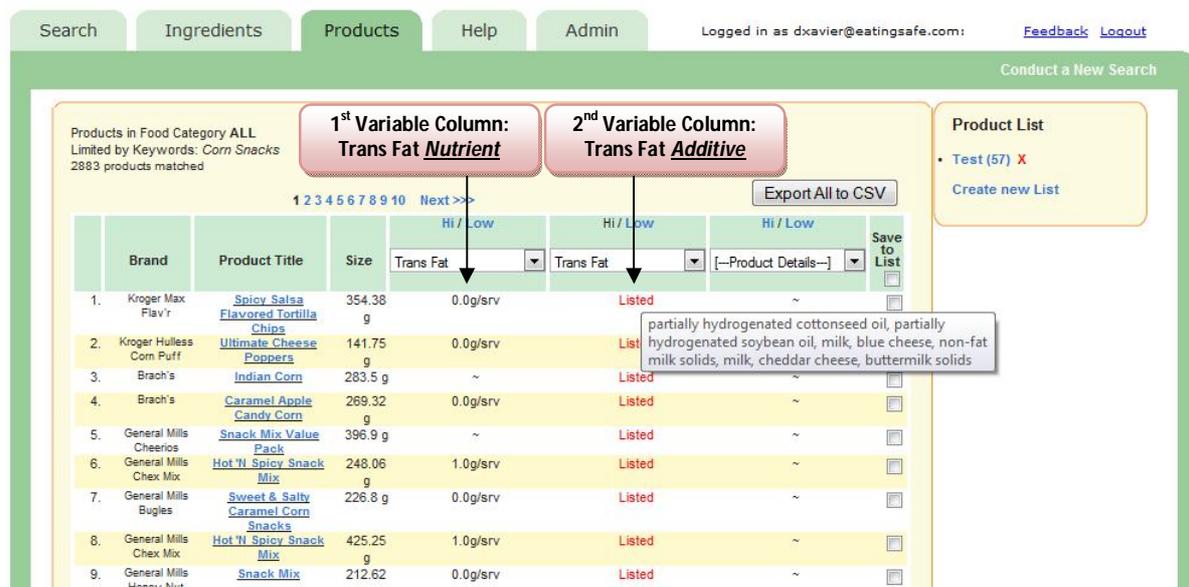
The following document is designed to inform the FDA of the numerous feature developments that have now been uploaded and included in the latest version of LabelBase as of the 1st August 2011.

Addition of Trans Fat to Variable Column Drop-Down Analysis

This particular development involves the addition of both the Trans Fat Nutrient and Trans Fat Additive analysis to the variable column drop down menu in the **Products** tab.

If selected, the Trans Fat nutrient analysis will display any Trans Fat nutrient value (if listed as part of the Nutrition Facts). This option can be found in the nutrient section of the variable column drop down menu.

The Trans Fat Additive analysis works on the same principal as all the other additive and allergen variables. If selected, it will display findings of specific ingredients which are deemed to contain or may contain Trans Fat properties (eg: Partially Hydrogenated Oils etc).



Products in Food Category ALL
Limited by Keywords: Corn Snacks
2883 products matched

1 2 3 4 5 6 7 8 9 10 Next >>>

Export All to CSV

	Brand	Product Title	Size	Hi / Low	Hi / Low	Hi / Low	Save to List
				Trans Fat	Trans Fat	[-Product Details-]	
1.	Kroger Max Flav'r	Spicy Salsa Flavored Tortilla Chips	354.38 g	0.0g/srv	Listed	~	<input type="checkbox"/>
2.	Kroger Hulless Corn Puff	Ultimate Cheese Poppers	141.75 g	0.0g/srv	Listed	partially hydrogenated cottonseed oil, partially hydrogenated soybean oil, milk, blue cheese, non-fat milk solids, milk, cheddar cheese, buttermilk solids	<input type="checkbox"/>
3.	Brach's	Indian Corn	283.5 g	~	Listed	~	<input type="checkbox"/>
4.	Brach's	Caramel Apple Candy Corn	269.32 g	0.0g/srv	Listed	~	<input type="checkbox"/>
5.	General Mills Cheerios	Snack Mix Value Pack	396.9 g	~	Listed	~	<input type="checkbox"/>
6.	General Mills Chex Mix	Hot 'N Spicy Snack Mix	248.06 g	1.0g/srv	Listed	~	<input type="checkbox"/>
7.	General Mills Bugles	Sweet & Salty Caramel Corn Snacks	226.8 g	0.0g/srv	Listed	~	<input type="checkbox"/>
8.	General Mills Chex Mix	Hot 'N Spicy Snack Mix	425.25 g	1.0g/srv	Listed	~	<input type="checkbox"/>
9.	General Mills Honey Nut	Snack Mix	212.62 g	0.0g/srv	Listed	~	<input type="checkbox"/>

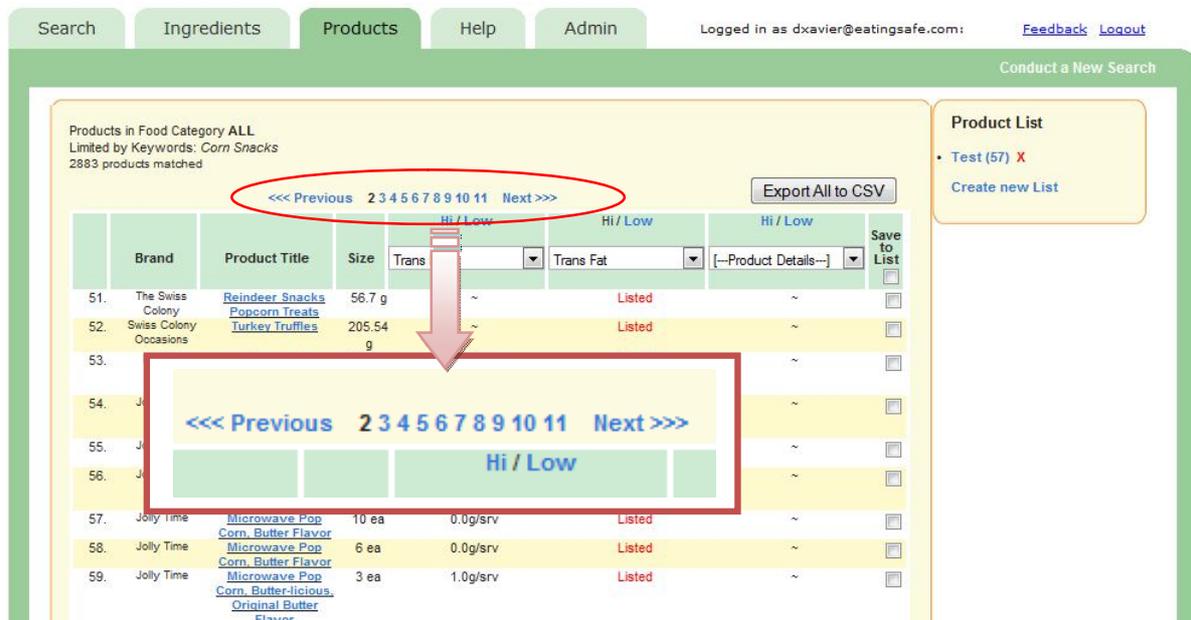
Product List
• Test (57) X
Create new List

In the example above, the first variable column is set for a Trans Fat nutrient analysis and consequently, is displaying the Trans Fat values (if listed as part of the Nutrition Facts). In addition, the second variable column is set as the Trans Fat additive analysis and is displaying results as **Listed**, **May Contains** or **Not Listed**.

Note: It is possible to verify the specific 'offending' ingredients by maneuvering your mouse over the words **Listed** or **May Contains** (as shown in the above example).

Inclusion of Page Numbers in Product Report

Page numbers have now been included for all product based reports. This development was designed to make sifting and scrolling through large numbers of search results much easier. In addition, we have increased the number of products per page from 20 products, to 50 products per page.

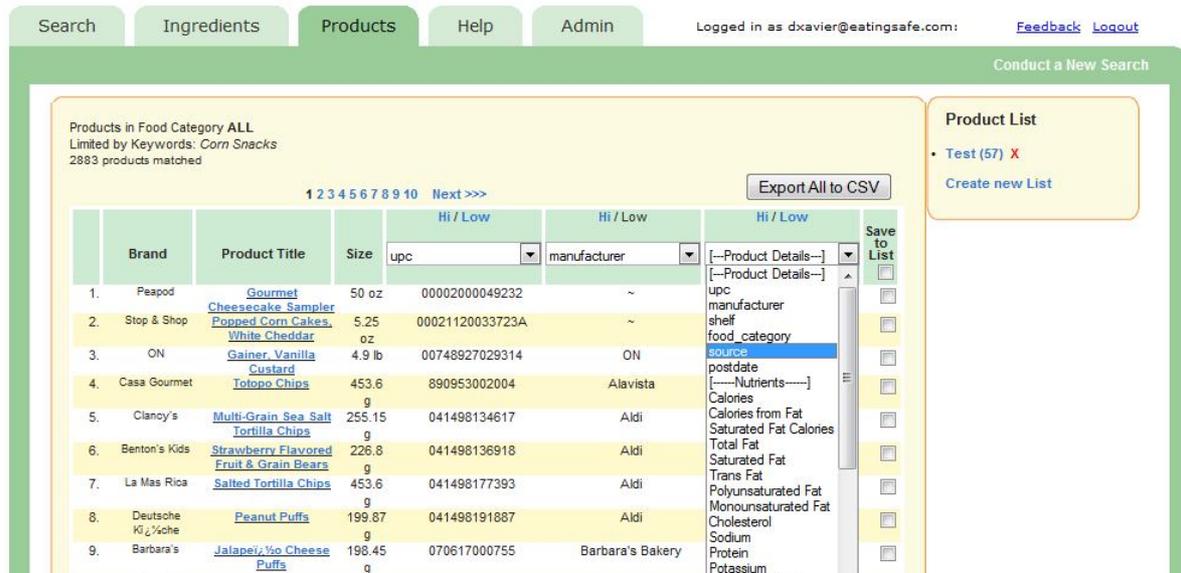


The screenshot shows the 'Products' tab in the application. At the top, there are navigation tabs for 'Search', 'Ingredients', 'Products', 'Help', and 'Admin'. The user is logged in as 'dxavier@eatingsafe.com'. The main content area displays search results for 'Corn Snacks' with 2883 products matched. A pagination control at the top of the table shows page numbers 2 through 11, with '11' highlighted. A red circle highlights this pagination control, and a red arrow points down to a second, larger pagination control that is highlighted with a red box. This second control shows page numbers 2 through 11, with '11' highlighted. The table below contains product details including Brand, Product Title, Size, Trans Fat, and Save to List options.

	Brand	Product Title	Size	Trans	Trans Fat	Hi / Low	Hi / Low	Save to List
51.	The Swiss Colony	Reindeer Snacks	56.7 g	~	Listed	~	<input type="checkbox"/>	
52.	Swiss Colony Occasions	Popcorn Treats	205.54 g	~	Listed	~	<input type="checkbox"/>	
53.							<input type="checkbox"/>	
54.	J						<input type="checkbox"/>	
55.	J						<input type="checkbox"/>	
56.	J						<input type="checkbox"/>	
57.	Jolly Time	Microwave Pop Corn, Butter Flavor	10 ea	0.0g/srv	Listed	~	<input type="checkbox"/>	
58.	Jolly Time	Microwave Pop Corn, Butter Flavor	6 ea	0.0g/srv	Listed	~	<input type="checkbox"/>	
59.	Jolly Time	Microwave Pop Corn, Butter-licious, Original Butter Flavor	3 ea	1.0g/srv	Listed	~	<input type="checkbox"/>	

Product Details Added to Variable Column Drop-Down Analysis

This development includes the addition of several product based details to the variable column drop down menu. The inclusion of fields such as **UPC**, **Manufacturer**, **Shelf**, **Food Category**, **Source** and **Post Date** enable users to more effectively sort through their results. These options are located at the top of the variable column drop down menu in the [----Product Details----] section.



Products in Food Category ALL
Limited by Keywords: *Corn Snacks*
2883 products matched

1 2 3 4 5 6 7 8 9 10 Next >>>

Export All to CSV

	Brand	Product Title	Size	Hi / Low			Save to List
				upc	manufacturer	[-Product Details-]	
1.	Peapod	Gourmet Cheesecake Sampler	50 oz	00002000049232	~	[-Product Details-]	<input type="checkbox"/>
2.	Stop & Shop	Popped Corn Cakes, White Cheddar	5.25 oz	00021120033723A	~	upc	<input type="checkbox"/>
3.	ON	Gainer, Vanilla Custard	4.9 lb	00748927029314	ON	source	<input type="checkbox"/>
4.	Casa Gourmet	Tolopo Chips	453.6 g	890953002004	Alavista	[-Product Details-]	<input type="checkbox"/>
5.	Clancy's	Multi-Grain, Sea Salt Tortilla Chips	255.15 g	041498134617	Aldi	postdate	<input type="checkbox"/>
6.	Benton's Kids	Strawberry Flavored Fruit & Grain Bears	226.8 g	041498136918	Aldi	[-Nutrients-----]	<input type="checkbox"/>
7.	La Mas Rica	Salted Tortilla Chips	453.6 g	041498177393	Aldi	Calories	<input type="checkbox"/>
8.	Deutsche Ki / ½sche	Peanut Puffs	199.87 g	041498191887	Aldi	Calories from Fat	<input type="checkbox"/>
9.	Barbara's	Jalapeño, ½ Cheese Puffs	198.45 g	070617000755	Barbara's Bakery	Saturated Fat Calories	<input type="checkbox"/>
						Total Fat	<input type="checkbox"/>
						Saturated Fat	<input type="checkbox"/>
						Trans Fat	<input type="checkbox"/>
						Polyunsaturated Fat	<input type="checkbox"/>
						Monounsaturated Fat	<input type="checkbox"/>
						Cholesterol	<input type="checkbox"/>
						Sodium	<input type="checkbox"/>
						Protein	<input type="checkbox"/>
						Potassium	<input type="checkbox"/>

Product List

- Test (57) X
- Create new List

In the example above, the first variable column shows **UPC** and the second variable column is displaying **Manufacturer**. Users are able to change the option for any of the variable columns by opening the drop down menu and selecting any of the variable options available, as is being demonstrated in the third column.

- **UPC:** When selected, will display each products unique Universal Product Code (UPC). Select the **Hi** or **Low** options to sort the UPC accordingly.
- **Manufacturer:** When selected, will display the manufacturer of the product as listed by the data source. Select the **Hi** or **Low** options to sort the Manufacturer accordingly.
- **Shelf:** Is in reference to a broader, more generalized food category assigned to each product by FoodEssentials.
- **Food Category:** Is in reference to a more specific food category assigned to each product by FoodEssentials.
- **Source:** Is in reference to the data source from which each product originated from. In the case of LabelBase you may determine whether the product originates from Mintel or Gladson.
- **Post Date:** Refers to the date that each product was collected and posted.

Ingredient Toggle: Most Common Name Vs All Ingredients

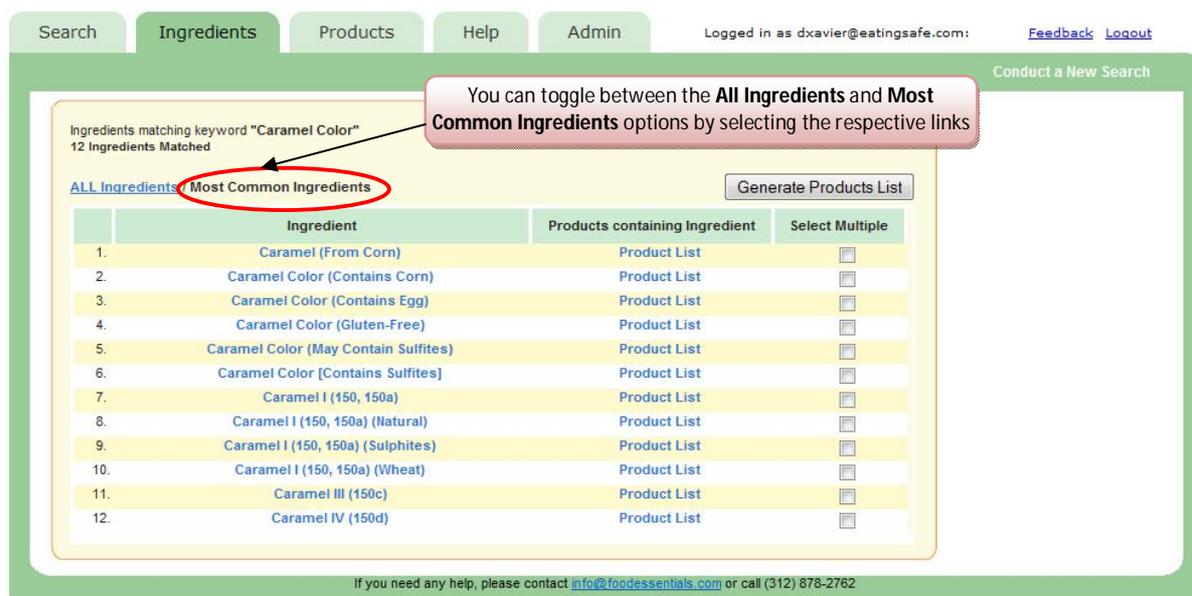
There are usually a variety of different ways of describing and displaying individual ingredients, such as the nature of a food label. FoodEssentials makes a point to collect all the different variations each ingredient appears in and organizes them by their most common names. All the different variations of an ingredient are made the 'same as' the most common name. The Ingredient Toggle is designed to make the identification of such similar names easier to understand and allow the user to switch between all variations of an ingredient and the most common name.



The screenshot shows the 'Ingredients' tab selected. The search results for 'Caramel Color' show 74 ingredients matched. The 'ALL Ingredients' link is circled in red, and a callout box explains that this toggle is selected and is the default option. The table below lists the ingredients and their corresponding product lists.

	Ingredient	Products containing Ingredient	Select Multiple
1.	Artificial Color (Caramel Color)	Product List	<input type="checkbox"/>
2.	Artificial Color (Includes Caramel Color)	Product List	<input type="checkbox"/>
3.	Browned with Caramel Color	Product List	<input type="checkbox"/>
4.	Cane Caramel Color	Product List	<input type="checkbox"/>
5.	Caramel Color	Product List	<input type="checkbox"/>
6.	Caramel Color (150a)	Product List	<input type="checkbox"/>
7.	Caramel Color (150d)	Product List	<input type="checkbox"/>
8.	Caramel Color (Added For Color)	Product List	<input type="checkbox"/>
9.	Caramel Color (Adds a Negligible Amount of Sugar)	Product List	<input type="checkbox"/>
10.	Caramel Color (C)	Product List	<input type="checkbox"/>

The above screen shot displays the results for an Ingredient keyword search of “**Caramel Color**”. As one can see, there are many different variations of the ingredient Caramel Color. This is because the Ingredient Toggle is set to **ALL Ingredients**. This setting means that it will show all ingredients from the FoodEssentials database that match “Caramel” + “Color”. It will show both the common name and the same as ingredients.



The screenshot shows the 'Ingredients' tab selected. The search results for 'Caramel Color' show 12 ingredients matched. The 'Most Common Ingredients' link is circled in red, and a callout box explains that users can toggle between 'All Ingredients' and 'Most Common Ingredients' options. The table below lists the ingredients and their corresponding product lists.

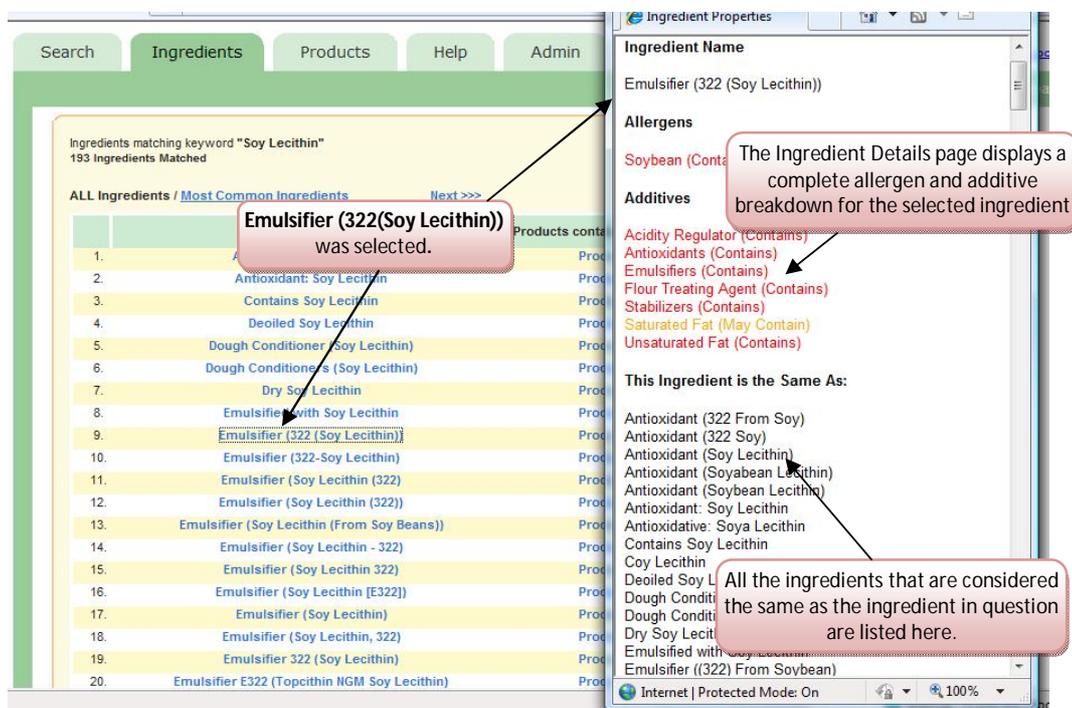
	Ingredient	Products containing Ingredient	Select Multiple
1.	Caramel (From Corn)	Product List	<input type="checkbox"/>
2.	Caramel Color (Contains Corn)	Product List	<input type="checkbox"/>
3.	Caramel Color (Contains Egg)	Product List	<input type="checkbox"/>
4.	Caramel Color (Gluten-Free)	Product List	<input type="checkbox"/>
5.	Caramel Color (May Contain Sulfites)	Product List	<input type="checkbox"/>
6.	Caramel Color [Contains Sulfites]	Product List	<input type="checkbox"/>
7.	Caramel I (150, 150a)	Product List	<input type="checkbox"/>
8.	Caramel I (150, 150a) (Natural)	Product List	<input type="checkbox"/>
9.	Caramel I (150, 150a) (Sulphites)	Product List	<input type="checkbox"/>
10.	Caramel I (150, 150a) (Wheat)	Product List	<input type="checkbox"/>
11.	Caramel III (150c)	Product List	<input type="checkbox"/>
12.	Caramel IV (150d)	Product List	<input type="checkbox"/>

This example showcases the **Most Common** ingredient toggle. Using the same search (“Caramel Color”) as the first example, the results only display the most common ingredient names of those ingredients that match “Caramel” + “Color”. Of which there are only 12 results in comparison to 74 individual ingredients in the first example.

Consequently, the **Most Common** Ingredient toggle assists the user by only displaying the most common names of the ingredients in question instead of displaying all variations (**ALL Ingredient** toggle). Importantly however, the **Most Common** ingredient toggle will at all times include all the various 'same as' ingredients in its analysis.

For example, there are over 200 different ways of describing the ingredient **Soy Lecithin** including *Emulsifier (322)(Soy)*, *Lecithin (Soy)*, *E322*, *Soya Bean (322 – Lecithin)* and many more. If you performed an **Ingredient Keyword Search** for **Soy Lecithin** then all of these variations (or same as ingredients) would appear in the results when utilizing the **ALL Ingredient** toggle. However, if you were to change to the **Most Common** ingredient toggle, then only the most common name would appear in the results.

Selecting the Ingredient name will open the Ingredient Details page, thus allowing users to view each ingredient in more detail. Information includes a full additive and allergen breakdown and a list of all the same as ingredients (see example below).



The screenshot displays the 'Ingredients' section of the FoodEssentials.com website. A search for 'Soy Lecithin' has yielded 193 results. The 'Most Common Ingredients' toggle is active, showing a list of 20 items. The first item, 'Emulsifier (322)(Soy Lecithin)', is highlighted, and a callout box indicates it was selected. To the right, the 'Ingredient Properties' sidebar is open, showing a detailed breakdown for the selected ingredient. This sidebar includes sections for 'Allergens' (Soybean), 'Additives' (Acidity Regulator, Antioxidants, Emulsifiers, Flour Treating Agent, Stabilizers, Saturated Fat, Unsaturated Fat), and 'This Ingredient is the Same As' (a list of 15 related ingredients). A callout box points to this list, stating that all ingredients considered the same as the selected one are listed here.

Note: FoodEssential Ingredients are separated and organized according to allergen and additive properties. Therefore, lecithin derived from soy is separated from lecithin derived from sunflower or egg.

Addition of Package Images to Individual Label Page

Package images have now been added to the individual label page of each product. By clicking on the product title, one will navigate to the individual label page and be able to view the package image for each product.

Search Ingredients Products Help Admin Logged in as dxavier@eatingsafe.com: [Feedback](#) [Logout](#)

Conduct a New Search

UPC:	0002560619907 1
Manufacturer:	Nobel Distributors
Brand:	Cedar Creek
Product Title:	Popcorn, French Vanilla
Size:	8 oz
Shelf & Food Category:	Popcorn, Peanuts, Seeds & Related Snacks Nuts & Snacks - Popcorn
Data Source:	gladson
Source Date:	Apr 21, 2001



Label Facts

Serving Size:	1 cup
Servings per Pack:	8
Amount Per Serving	
Calories	110.0
Calories from Fat	20.0

Ingredient Analysis

Allergens Contains / May Contains	
Cereals	Cornstarch, Corn Syrup Solids, Popcorn Artificial Flavor, Natural Flavor, Vegetable Extractives, Vegetable Oil, Lecithin, Ethyl Vanillin, Pure Vanilla, Alcohol, Propylene Glycol, Dextrose
Tree Nuts	Coconut Oil

[Additional Information Fields Added to Individual Label Page](#)

Additional fields have been added to the product information section on the individual label page. These fields cover areas such as **Directions, Indications, Drug Interactions, Warnings, Product Information (Label Information), Food Category, Positioning Claims, Package Type, Package Material, Data Source** and **Source Date (Post Date)**. Access this information by clicking on a product title.

Newly added fields will *only* appear if there is relevant data available. It is important to note that some of these fields are limited according to their data source. Please refer to the table below in order to determine the information fields and their data source.

Gladson Fields	Mintel Fields
UPC	UPC
Manufacturer	Manufacturer
Brand	Brand
Product Title	Product Title
Size	Size
Label Information	Label Information
Shelf & Food Category	Shelf & Food Category
Warnings	Positioning Claims
Indications	Package Type
Directions	Package Material
Drug Interactions	Data Source
Data Source	Link
Source Date	Source Date

Additionally, all the fields mentioned above are now available to be exported into CSV. Specific field selections can be customized on the Export to CSV Report Template.