Statement of Information for our Consumers Bouillabaisse Ready Meal

Communicating with our Consumers. Marketing & Essential Consumer Information.

Author: Ralph Escoe & Dr Alan Earnshaw: Authorised: Seonaid McKenna MD Date 21/12/18 Version 6.1
Document Owner Dr Alan Earnshaw

Contents of our

Information to Consumers Statement

Contents

NPD Product Profile....2
Product Marketing and USPs....2
General Product Characteristics....2
Product Representation....4
Ingredients List....5
Nutritional Label....6
End User Instructions & Warnings....7

NPD Product Profile

A Bouillabaisse meal based on a classic gourmet French provincial cooking recipe.

The product has been developed as a premium priced gourmet product and marketed for the busy professional.

Product Marketing and USPs

Health and authenticity are integral features of the marketing pitch i.e. lacking the added salt and sugar of competitor products, together with all ingredients being of British provenance. The product will display the Marine Stewardship Logo and the RED-TRACTOR logo.

General Product Characteristics

See table on next page

A product named Gourmet Express Bouillabaisse. A microbial high risk, non-ambient shelf stable fin ready meal with shelf life extended by MAP packaging to 9 Days.

Potential pathogen risks and general description of control measure to be included in the HACCP Study:- *Clostridium botulinum*, & for *Listeria monocytogenes..* Extrinsic controlling factors in accordance with *Report of the Advisory Committee on the Microbiological Safety of Food (ACMSF-report)) on Vacuum Packing and Associated Processes 1992.* as amended. *Allergens: fish molluscs eggs and milk*

Heat Treatment

70C for 2 mins controlling survival of Listeria monocytogenes. 70C for 2 mins reheat temperature.

Critical Product Attributes

(1) Cooking to 70C for 2 mins.
(2) Storage at ≤5C and a shelf-life of ≤9 days.
(3) Chilled storage at temperature < 5.0C
(4) Re-heat to 70C for 2 mins

Product Composition per 100g

Protein	Fat	Moisture	pH
15g	12.5g	63g	6-6.4

HIGH RISK FOOD

Storage Conditions and Shelf Life & End User Instructions

Compliance with: - *Regulation (EU) No 1169/2011 Of The European Parliament And Of The Council Of 25 October 2011 On The Provision Of Food Information To Consumers.*
Re-heat to piping hot
Use by Date: 9 Days calculated from instant of gas flush
Label to State: '*Do not consumer after Use By date'*
Chilled Storage: <5.0C throughout shelf life.
Allergens: see below

Ingredient allergens

Fish, molluscs, milk, egg

Cross-contaminant allergens

Peanut/Sesame seed/Egg/Milk/Wheat

Packing Process and Materials

Regulation (EC) 1935/2004 Regulation (EC) No 1935/2004 Of The European Parliament and Of The Council Of 27 October 2004 On Materials And Articles Intended To Come Into Contact With Food; and Commission Regulation (EC) No 2023/2006 Of 22 December 2006 On Good Manufacturing Practice For Materials And Articles Intended To Come Into Contact With Food. Packet- Thermoformed Food grade polypropylene (PP) sheet.

Other Factors

Re-work is not used

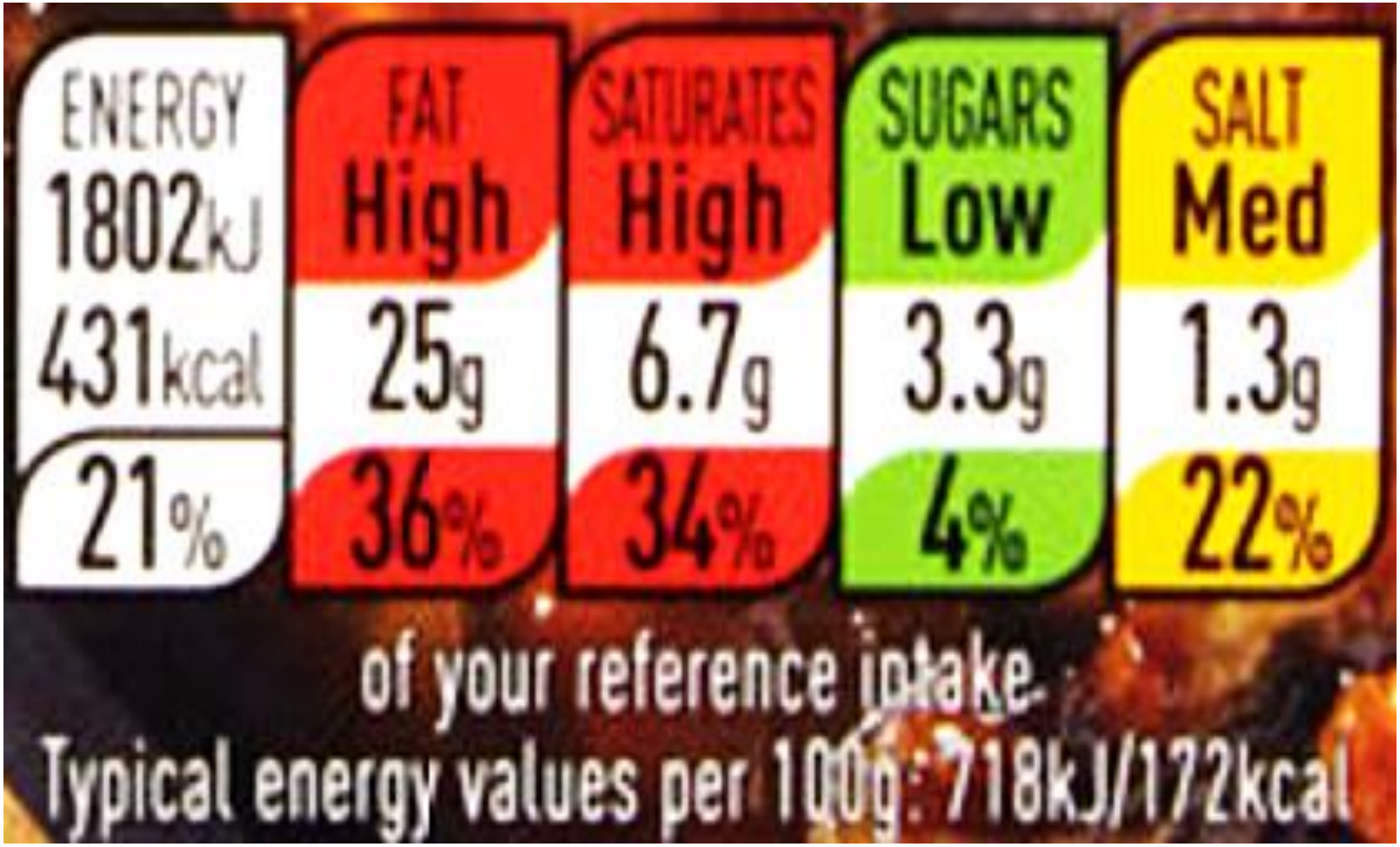
Target Consumers & End Use: All consumers. End user instruction regarding, Reheating, shelf, Use-By-Date and allergens.

Product Representation

Ingredients List

fish bones, chopped tomatoes, olive oil, veg oil, **salmon, pollock, monkfish, mussels, scallops, egg yolk, butter**, tomato paste, tarragon, lemon juice, sea salt, herb mix, black pepper, garlic cloves, fennel, red pepper, saffron, salt, black pepper, saffron, cayenne pepper

Nutritional Label



End User Instructions & Warnings

Store *– Under refrigeration (Recommended below 5C).*

End User Instructions & Warnings (continued)…

Serve *– Piping hot*

Cooking Instructions *– Remove Cardboard sleeve and puncture film lid in several places. Place in a microwave oven and heat on* ***HIGH*** *setting for* ***4*** *minutes. Remove from oven. Remove from oven and allow to stand for* ***2*** *minutes before eating.*

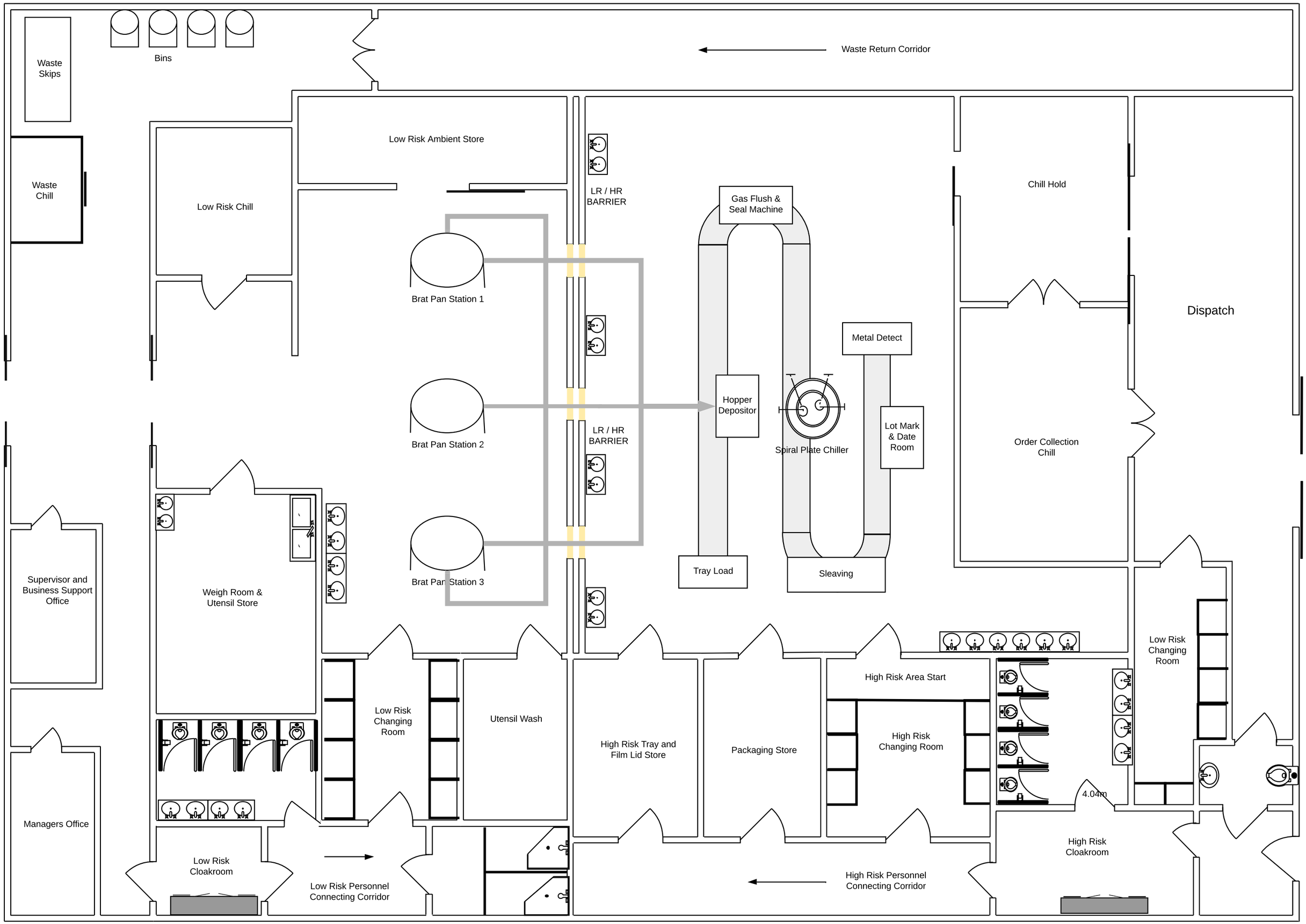
These cooking instructions are based upon an ***800-watt*** *oven set to* ***HIGH****. Due to differences between different models of ovens heating times may vary. Refer to the manufacturer's instructions.*

ALWAYS ensure this product is eaten piping hot.

'Do not consume after Use By date'

Allergens –

Fish, molluscs, milk & eggs


Waste Skips
Bins
Waste Return Corridor
Waste Chill
Low Risk Ambient Store
Low Risk Chill
LR / HR BARRIER
Brat Pan Station 1
Brat Pan Station 2
LR / HR BARRIER
Brat Pan Station 3
Gas Flush & Seal Machine
Hopper Depositor
Spiral Plate Chiller
Metal Detect
Lot Mark & Date Room
Tray Load
Sleaving
Chill Hold
Dispatch
Order Collection Chill
Supervisor and Business Support Office
Weigh Room & Utensil Store
Low Risk Changing Room
Utensil Wash
High Risk Tray and Film Lid Store
Packaging Store
High Risk Area Start
High Risk Changing Room
Low Risk Changing Room
Managers Office
Low Risk Cloakroom
Low Risk Personnel Connecting Corridor
High Risk Personnel Connecting Corridor
4.04m
High Risk Cloakroom

Bouillabaise

Broth

Step 1.0 Receipt Olive Oil
Step 1.1 Receipt Fennel
Step 1.2 Receipt Red Pepper
Step 1.3 Receipt Sea Salt
Step 1.4 Receipt Tarragon
Step 1.5 Receipt Black Pepper
Step 1.6 Receipt Fish Bones
Step 1.7 Receipt Chopped Tomatoes
Step 1.8 Receipt Tomato Paste
Step 1.9 Receipt Saffron
Step 1.10 Receipt Lemon Juice
Step 1.11 Receipt Pepper
Step 1.12 Receipt Butter

Step 2.1 Ambient Storage
Step 2.2 Chilled Storage

Step 3.0 Measure Olive Oil
Step 3.1 Weigh Fennel
Step 3.2 Weigh Red Pepper
Step 3.3 Weigh Sea Salt
Step 3.4 Weigh Tarragon
Step 3.5 Weigh Black Pepper
Step 3.6 Weigh Fish Bones
Step 3.7 Weigh Chopped Tomatoes
Step 3.8 Weigh Tomato Paste
Step 3.9 Weigh Saffron
Step 3.10 Measure Lemon Juice
Step 3.11 Weigh Pepper
Step 3.12 Weigh Butter

Step 4.0 Transfer To Pratt Pan 1
Step 5.0 Cook B1
Step 4.1 Transfer To Pratt Pan 1
Step 5.1 Cook B2
Step 4.2 Transfer To Pratt Pan 1
Step 5.2 Cook B3
Step 6.2 Blend in Pratt Pan 1
Step 7.2 Filter in Pratt Pan 1
REMOVE SOLIDS TO WASTE
Step 8.2 Transfer Broth to Chilled Storage

Water

Step 1.13 Receipt Water
Step 4.3 Transfer To Pratt Pan 1

Rouille

Step 1.14 Receipt UHT Egg-yolk
Step 1.15 Receipt Salt
Step 1.16 Receipt Lemon
Step 1.17 Receipt Saffron
Step 1.18 Receipt Cayenne Pepper
Step 1.19 Receipt Olive Oil
Step 1.20 Receipt Vegetable Oil
Step 1.21 Receipt Garlic Cloves

Step 2.3 Chilled Storage
Step 2.4 Ambient Storage

Step 3.13 Measure Egg Yolk
Step 3.14 Weigh Salt
Step 3.15 Weigh Lemon
Step 3.16 Weigh Saffron
Step 3.17 Weigh Cayenne Pepper
Step 3.18 Measure Olive Oil
Step 3.19 Measure Vegetable Oil
Step 3.20 Weigh Garlic Cloves

Step 4.4 Transfer To Pratt Pan 2 & mix
Step 4.5 Transfer To Pratt Pan 2
Step 5.5 Cook R1
Step 6.5 Transfer Rouille to Chilled Storage

Other

Step 1.22 Receipt Herb mix
Step 1.23 Receipt Salmon
Step 1.24 Receipt Pollock
Step 1.25 Receipt Monkfish
Step 1.26 Receipt Mussels
Step 1.27 Receipt Scallops

Step 2.5 Chilled Storage

Step 3.21 Weigh Herb mix
Step 3.22 Cut & weigh Salmon
Step 3.23 Cut & weigh Pollock
Step 3.24 Cut & weigh Monkfish
Step 3.25 Weigh Mussels
Step 3.26 Cut & weigh Scallops

Packaging

Step 1.28 Receipt
Step 1.29 Receipt Gas
Step 1.30 Receipt Film Lid
Step 1.31 Receipt Sleave
Step 1.32 Receipt Ink

Step 2.6 Packaging Store

Step 9.2 Transfer To Pratt Pan 3
Step 10.2 Mix in Pratt Pan 3
Step 11.2 Cook final

Step 3.27 Load Conveyor / Transfer

Step 12.2 Transfer To Conveyor Hopper
Step 13.2 Fill (Portion)
Step 14.2 Convey To Gas Flush & Seal Machine
Step 15.2 M.A.P.Flush
Step 16.2 Seal Film Lid
Step 17.2 Convey To Spiral Plate Chiller / Freezer
Step 18.2 Chill
Step 19.2 Convey To Sleaving
Step 20.2 Sleave
Step 21.2 Convey To Ink Jet
Step 22.2 Lot Mark & Date Mark
Step 23.2 Convey To Check Way
Step 24.2 Check Way
Step 25.2 Convey To Metal Detect
Step 26.2 Metal Detect
Step 27.2 Convey To Distribution Chiller
Step 28.2 Chilled Storage

Breakdown of ingredients for broth, rouille and 'final' cook

Bouillabaisse component	Ingredient	Quantity		Losses	Quantity	
Broth	olive oil	40000	g	total	495200	g
Broth	fennel	10000	g	filter & other losses - 25%	123800	g
Broth	red pepper	20000	g	'broth' left	371400	g
Broth	sea salt	2000	g			
Broth	tarragon	4000	g			
Broth	black pepper	800	g			
Broth	fish bones	200000	g			
Broth	chopped tomatoes	200000	g			
Broth	tomato paste	6000	g			
Broth	saffron	200	g			
Broth	lemon juice	4000	g			
Broth	butter	8000	g			
Broth	black pepper	200	g			
rouille	egg yolk (UHT)	10000	g	total	215200	g
rouille	salt	400	g	losses - 5%	10760	g
rouille	1 lemon	2000	g	'rouille' left	204440	g
rouille	saffron	200	g			
rouille	cayenne pepper	200	g			
rouille	olive oil	40000	g			
rouille	veg oil	40000	g			
rouille	garlic cloves	2400	g			
final	salmon	40000	g	total	257200	g
final	pollock	40000	g	losses - 10%	25720	g
final	monkfish	40000	g	'final' left	231480	g
final	mussels	15000	g			
final	scallops	15000	g			
final	herb mix	1200	g			
broth		100000	g			
rouille		6000	g			

Gourmet Express – Process Control Workshop

To illustrate the application of a process control and improvement technique such as lean six sigma and in particular the DMAIC tool we have chosen to use a relatively straightforward scenario based on the Gourmet Express.

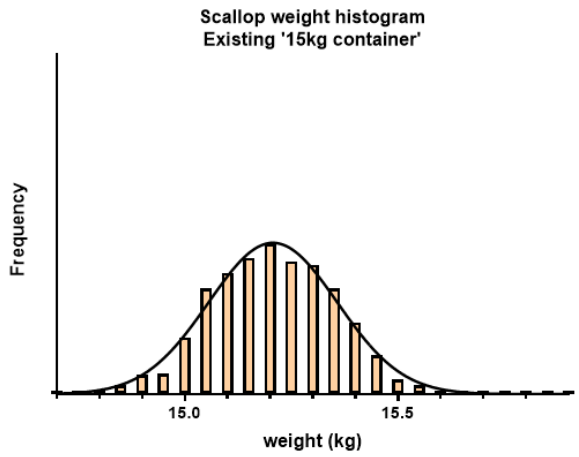
Scenario

To make a batch of final product, 15kgs of scallops are used in the Bratt Pan 3 cook. The process of ensuring 15kg of scallops are obtained they are put into a plastic container until the 'fill line' has been reached. This 'fill line' has been calibrated and therefore the process considered to be valid by, on a few occasions the scallops used to reach the fill line having been subsequently weighed. On each occasion it was reported that 15kg had been achieved and on that basis it was determined the process was valid. No subsequent verification activity was considered necessary and the scallop batching process has remained unaltered since.

The master ingredients list shows the quantity of each ingredient by weight which makes up the Broth, Rouille and Final Cook.

Following a change in senior management the Gourmet Express adopted lean six sigma methodology and the Technical section were instructed to use the DMAIC tool to optimise production – in particular minimise process errors (out of tolerance results) and needless expenditure. Furthermore they were invited to use statistics to quantify the extent of any production gain.

The tutor is to show delegates the variability in the current methodology for measuring scallops by reference to the graph below, explain the probability of failure (i.e. of achieving a weight below 15kg) and therefore illustrate the opportunity and need for process improvement.



Objective

Knowing how each 15kg of scallops is quantified can you suggest any change to the measuring technique / equipment (without resorting to weighing) which would result in better process control or improvement. Can you also show how these changes would alter change the shape of the bell curve.

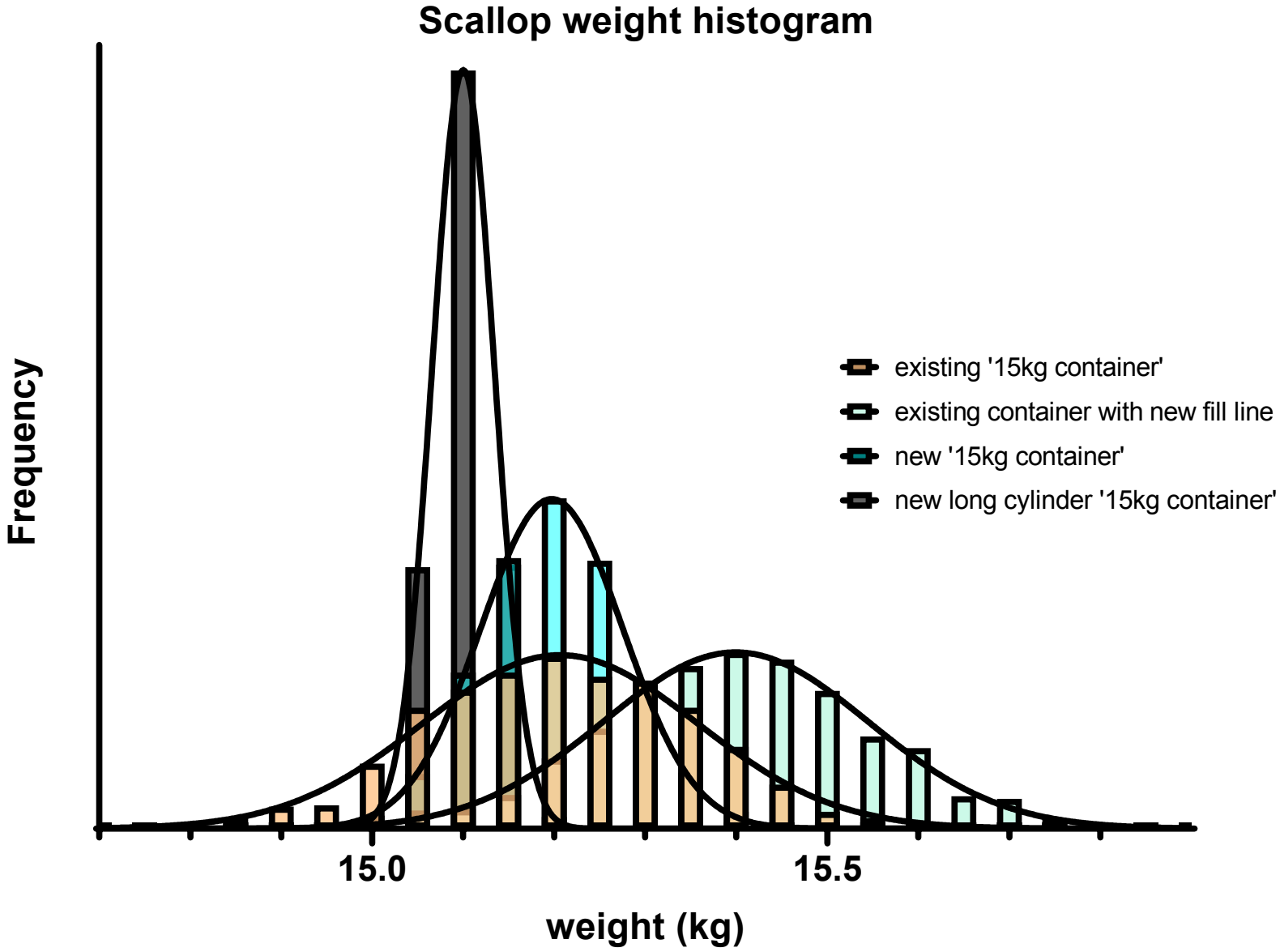
Tutor to discuss when feeding back

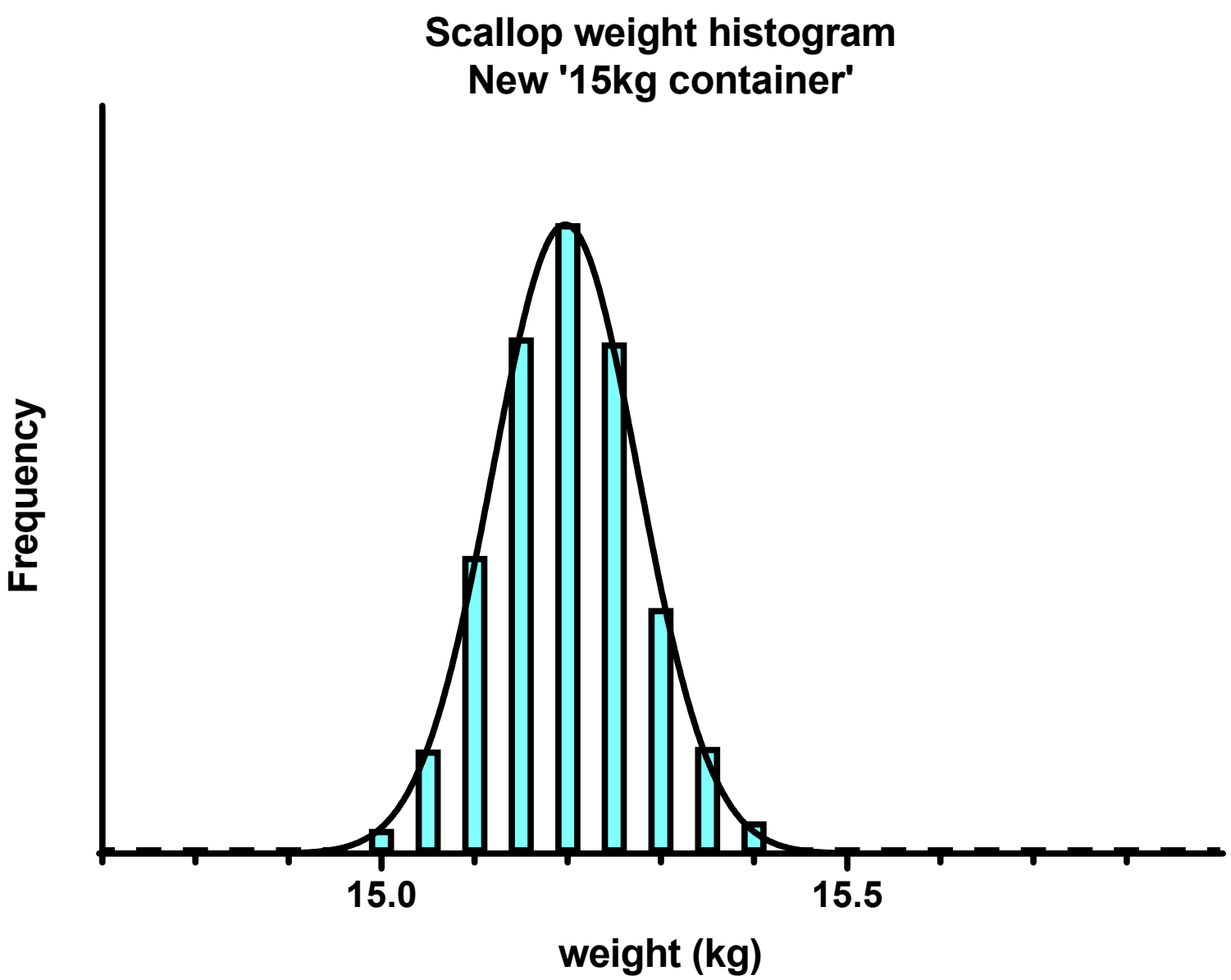
Through this study it was possible to quantify and reduce error rates, but in this case it has been determined that the only way to achieve the 6 sigma objective, i.e. no more than 3.4 errors in a sample size of a million, would be by weighing every 15kg batch of scallops. As the company didn't want to buy additional scales or dedicate more operator time to weighing they are happy are happy with the error rate which has resulted by using a new container which is slightly more cylindrical (smaller open circumference) than the existing container.

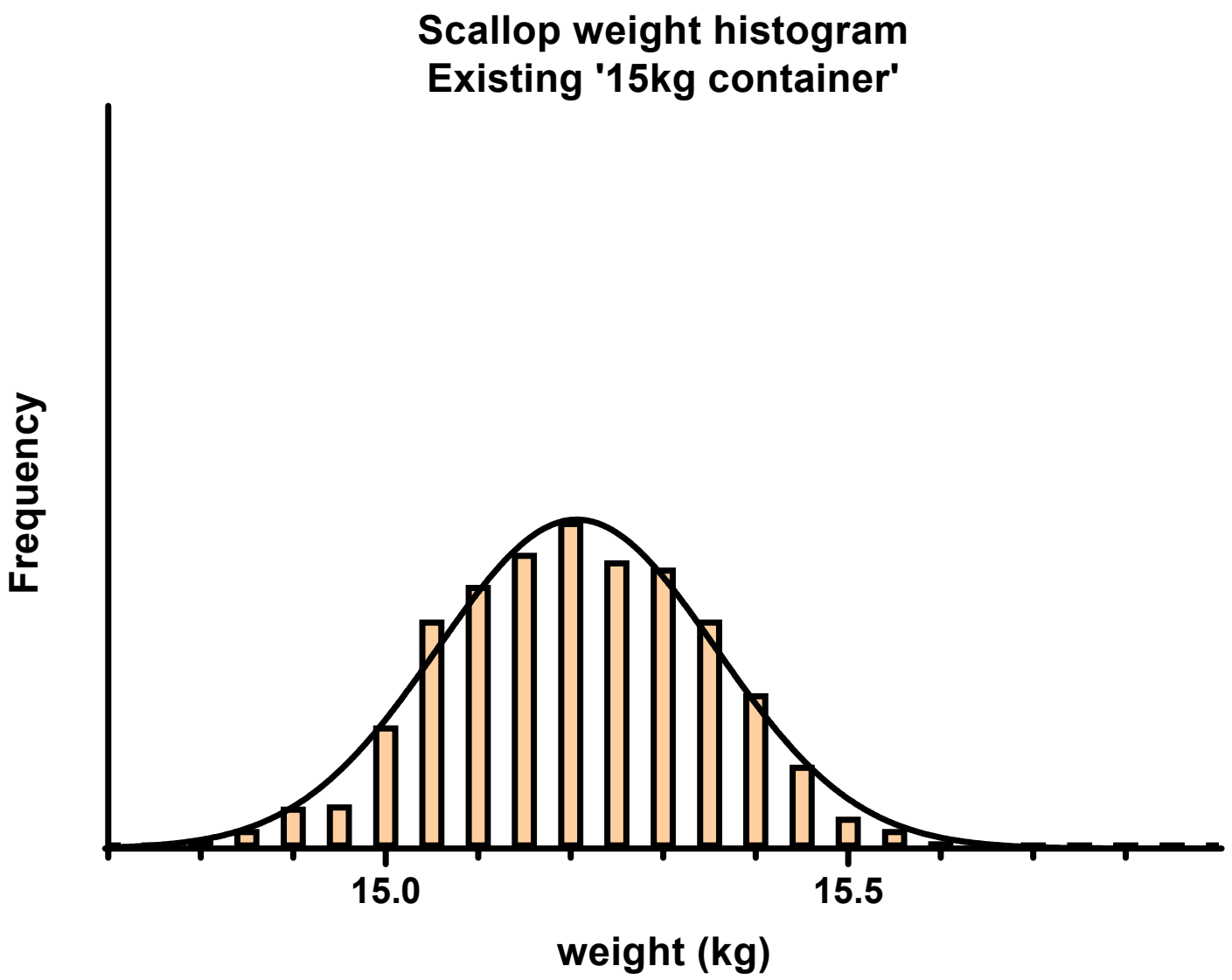
There are four graphical illustrations ….

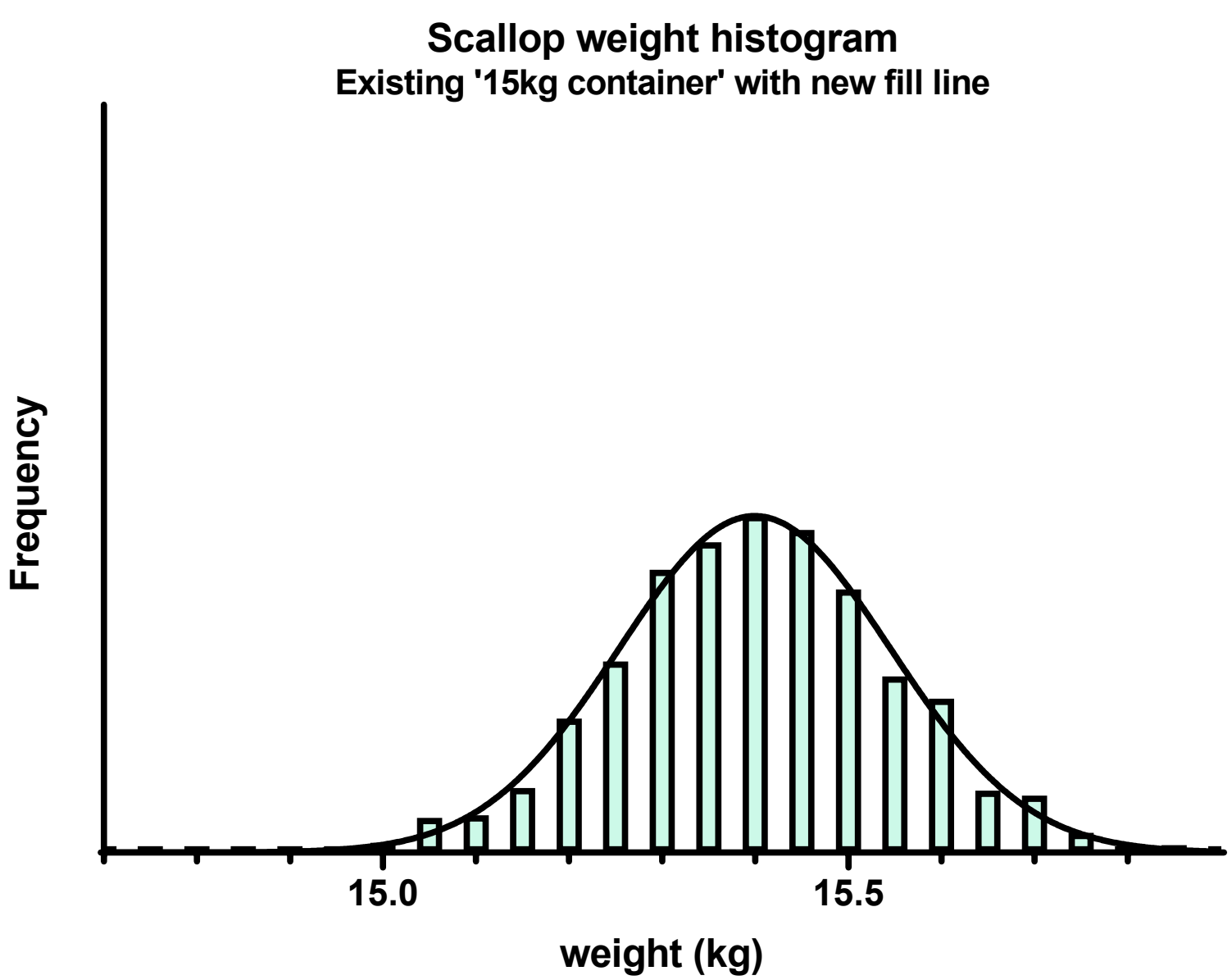
1. Original scallop container which is the one used during the validation study, but on this occasion a much larger sample size was used. This could also have been predicted from working out the mean and standard deviation from the validation study dataset (sample size = 40). This shows there is an approx. 8% chance of the container holding less than 15kg of scallops.
2. Then to optimise the process we used a different fill line on the scallop container and this shows the probability of the scallops being less than 15kg of 0.41%. However the down side of this is there still remains the same standard deviation as with option 1 and so product is used unnecessarily.
3. Then the technical manager came up with the idea of using more of cylindrical container and this returned a 0.6% probability of the total weight falling below 15kg, however the graph is very useful in demonstrating a significant improvement in process control and a much reduced probability of using too many scallops thereby incurring unnecessary expense.
4. The final graph is shows the probability of the 15kg of scallops being achieved is significantly improved, but this container while it has a small open surface area and allows better packing of scallops is very difficult to handle and to adopt its use would only introduce health and safety issues. With this, albeit unworkable option, the probability of less than 15kg being used is 0.05%.

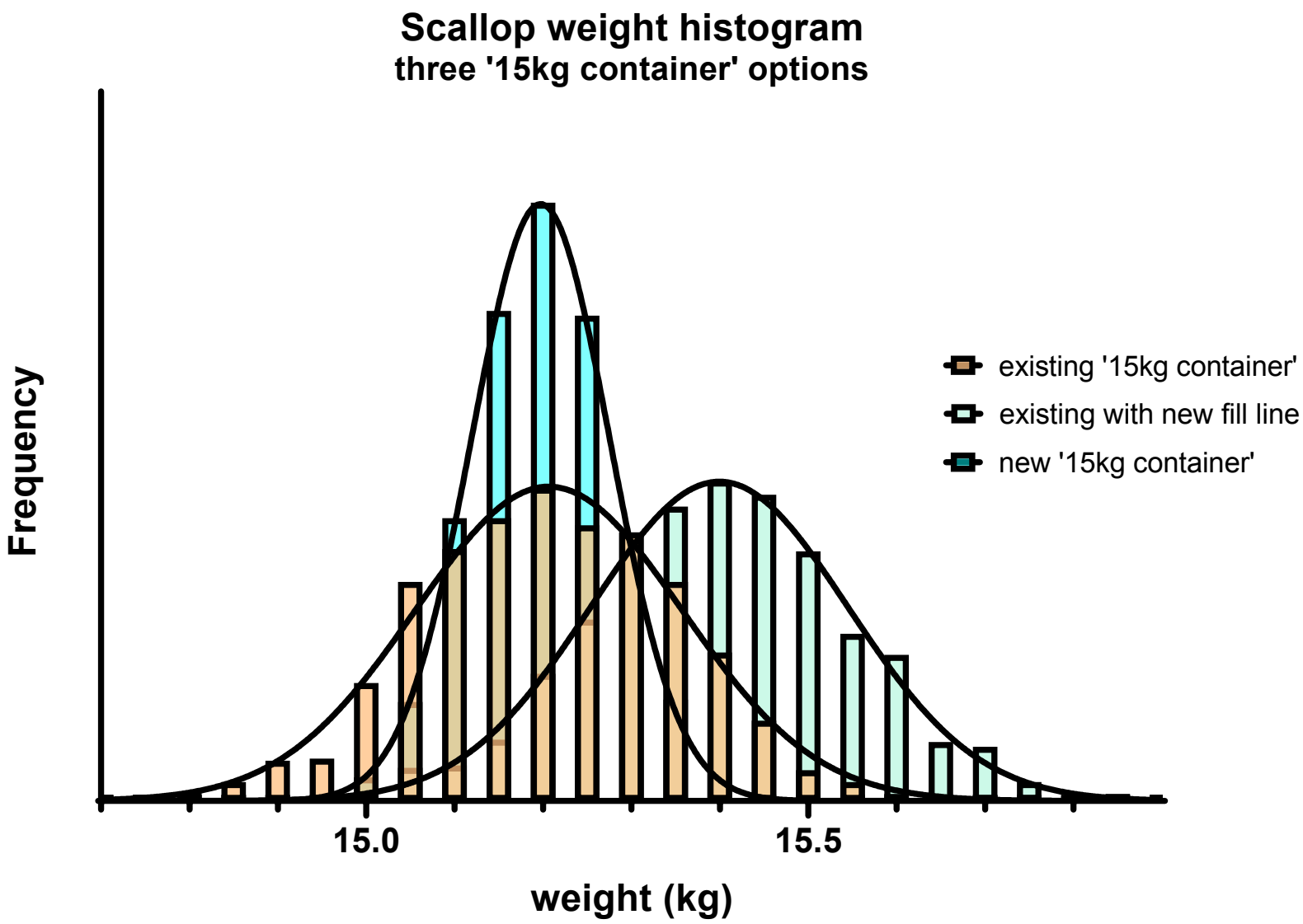
So the best option to optimise the process is taking into account all relevant factors is option 3. The histogram graphs illustrate this.


Scallop weight histogram
Frequency
existing '15kg container'
existing container with new fill line
new '15kg container'
new long cylinder '15kg container'
15.0
15.5
weight (kg)


Scallop weight histogram
New '15kg container'
Frequency
15.0
15.5
weight (kg)


Scallop weight histogram
Existing '15kg container'
Frequency
15.0
15.5
weight (kg)


Scallop weight histogram
Existing '15kg container' with new fill line
Frequency
15.0
15.5
weight (kg)

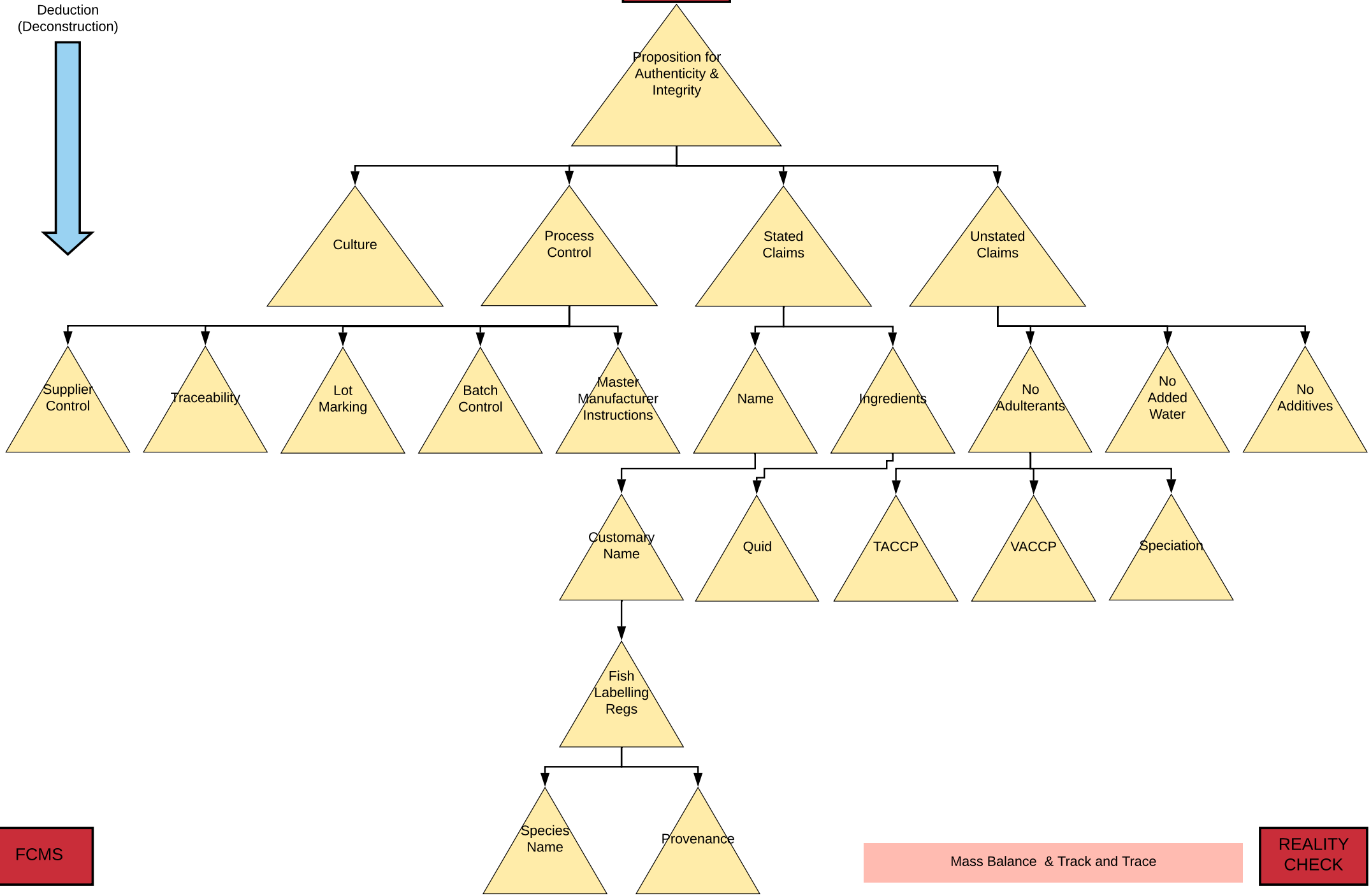

Scallop weight histogram
three '15kg container' options
Frequency
existing '15kg container'
existing with new fill line
new '15kg container'
15.0
15.5
weight (kg)

BOUILLABAISSE

Workflow & Arrow Of Deduction (Deconstruction)

Random Sample & Reference by Lot Mark

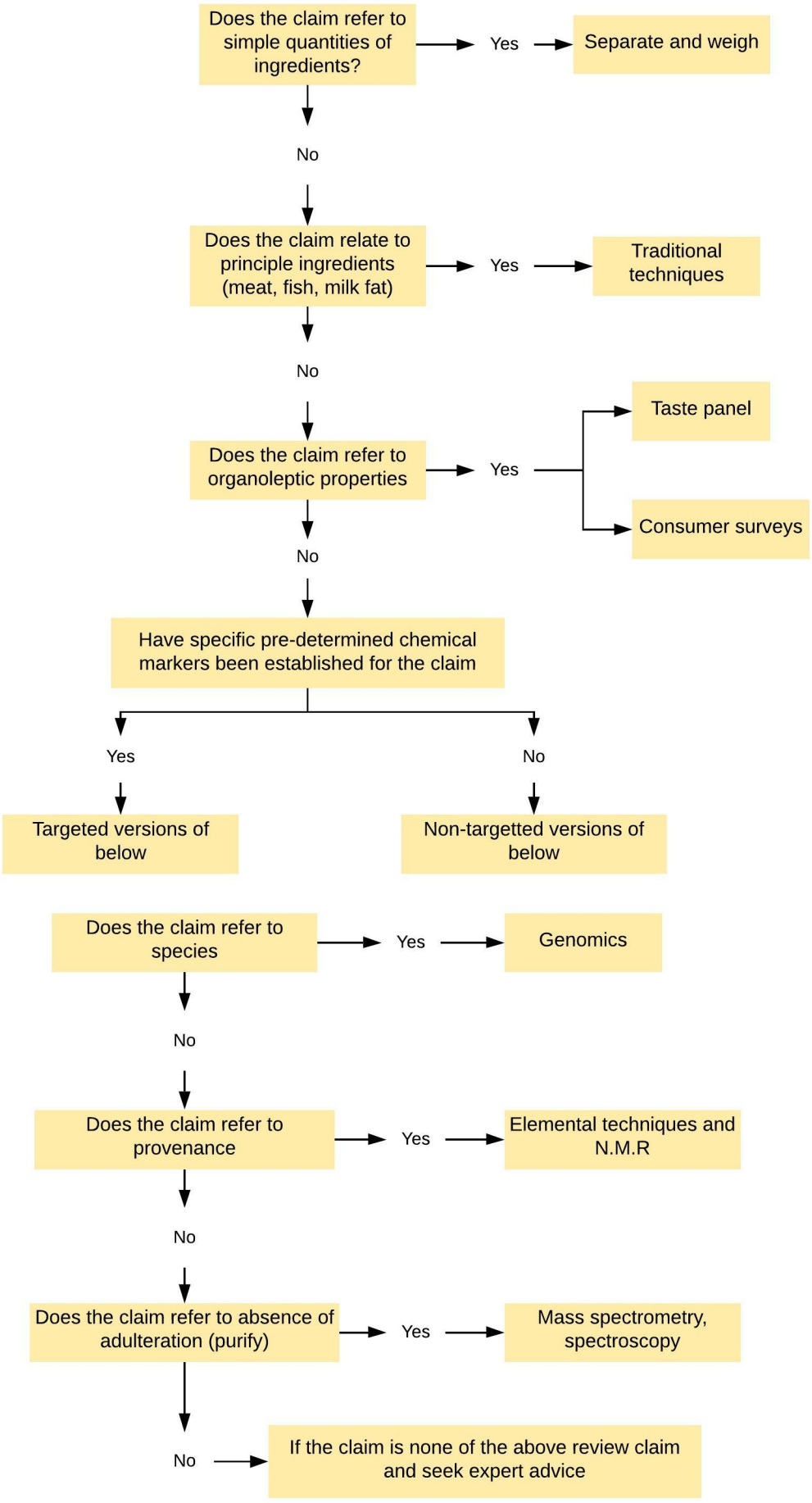
Verification Study



FCMS

Mass Balance & Track and Trace

REALITY CHECK


Does the claim refer to simple quantities of ingredients?
Yes
Separate and weigh
No
Does the claim relate to principle ingredients (meat, fish, milk fat)
Yes
Traditional techniques
No
Does the claim refer to organoleptic properties
Yes
Taste panel
Consumer surveys
No
Have specific pre-determined chemical markers been established for the claim
Yes
No
Targeted versions of below
Non-targetted versions of below
Does the claim refer to species
Yes
Genomics
No
Does the claim refer to provenance
Yes
Elemental techniques and N.M.R
No
Does the claim refer to absence of adulteration (purify)
Yes
Mass spectrometry, spectroscopy
No
If the claim is none of the above review claim and seek expert advice