



Sponge Cake Batter

INGREDIENTS

Stage	Ingredients	Weight per serving	%	Mix weight (grams)
1	Butter (unsalted)	639.34	28.42	260.00
1	Sugar (caster)	614.75	27.32	250.00
2	Glycerol	24.59	1.09	10.00
2	Eggs (whole)	344.26	15.30	140.00
3	Flour (self rising)	516.39	22.95	210.00
3	White hemp seed protein isolate (75%)	98.36	4.37	40.00
3	Baking powder	12.30	0.55	5.00
	TOTAL	2250.00	100.00	915.00

Suitable For

- Vegetarian diet
- Halal diet

Other Benefits

- From sustainable source
- Nut free
- Soya free

Potential Health Claims

- Protein

Method

1. Using an electric whisk or a dough maker cream stage 1 ingredients, butter and sugar until fluffy.
2. Gradually add stage 2 ingredients, eggs and glycerol.
3. Add stage 3 ingredients, white hemp seed protein isolate (75%) and baking powder into the mixture.
4. Mix ingredients until it is all evenly incorporated and a batter is form and transfer batter to a baking tin.
5. Bake in a preheated oven for 180 °C for 20-25 minutes.

It would also be great if you can use the content on our website to highlight the benefits of using the hemp cream (in this case it would be a vegan tomato soup plus the nutritional benefits).

As mentioned the development work has already been done so this is essentially an admin job taking a recipe and applying any claims which can be made to it to pull out the salient claims/added value which our hemp seed ingredients can bring.

Information on claims can be found here:

https://ec.europa.eu/food/safety/labelling_nutrition/claims/nutrition_claims_en

Taking the soup as an example and looking at the spec for hemp cream and the amounts of PUFA you might be able to establish if a 'High in Polyunsaturated fat' claim is possible. I would only look to add 2-3 relevant claims per recipe max (there may be none or one).

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- Design/layout:
 - • Our logo looks like it is stretched width ways at the moment, this needs to be as per the individual file (see attached).
 - • Remove the title from the speech bubble and do away with the speech bubble (just the straight title at the top is fine)
 - • Remove the hemp leaves from the background, doesn't need to be in there and just straight on white is fine.
 - • Remove the second % column
 - • Row height to be consistent
 - • Keep the font size the same throughout the bottom sections
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- Content:
 - We should have a box called 'Nutritional claims' [which includes the legally defined claims which can be applied] and one for 'Suitable for' and one for 'Other benefits'
 - **Nutritional claims** – this may be one we have to park and complete in a couple of weeks when I am back from my two weeks holiday (it starts tomorrow!).
 - If you feel like tackling this on your own then great, but if it proves too much I can review all when I come back.
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 - • For the current recipe we would need to double check the PUFA content. PUFA from Olive oil is about 8% and from hemp cream is about 67% PUFA, olive oil is mainly MUFA.
 - Permissible claims are defined here:
 - https://ec.europa.eu/food/safety/labelling_nutrition/claims/nutrition_claims_en
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 - ***"A claim that a food is high in polyunsaturated fat, and any claim likely to have the same meaning for the consumer, may only be made where at least 45% of the fatty acids present in the product derive from polyunsaturated fat under the condition that polyunsaturated fat provides more than 20% of energy of the product."***
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 - **Suitable for** - Please check all of the products for suitability for gluten, lactose, soya free, nut free [basically the most obvious 3 or 4 allergens, no need to spend massive amounts of time on this]
 - **Other Benefits** – I like the sustainable benefit, you could also say 'dairy free' or suggest anything else you can think of.
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 - • If it can all be done in the attached font, that would be amazing – body copy in light, titles in bold
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 - I'm going to send you a link on We Transfer for the first 20 recipes plus the hemp ingredient specs, which it would be great if you could complete by end September, but if it goes over by a couple of weeks that's fine.
 - If you can do some extra after that time that would be superb too. We can review what you have completed after I am back 6th September. So anything you struggle to do (such as nutrition claims which I know you weren't sure about), we can look at together.
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 - I have also copied in Ben who is in charge of Marketing at Good Hemp and can also provide you any support required (with the design/graphics etc).
 - Could you amend the Tomato soup recipe for design/layout and content and get that sent to Ben for him to review and ok before progressing with the others please?
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Suitable for

- Please check all of the products for suitability for gluten, lactose, soya free, nut free [basically the most obvious 3 or 4 allergens, no need to spend massive amounts of time on this]

other benefits

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