



### 1. PROJECT INFORMATION

Date	7-May-25
Technical Lead	Michelle Gardiner
Project Number	230513
Project Name	Murray St Chunky Sticks
Project Type	New Product Development

### 2. FINISHED PRODUCT INFORMATION

Brand	Murray St
Product/s	Ice Cream Sticks and Sandwiches
Competitor Products	Connoisseur Classic Vanilla Ice Cream 4 Pack   400mL
Claims	Material needs to be compliant for Codex Standard for Milk Chocolate.
Project Objective	To develop a milk chocolate coating for the purpose of enrobing ice cream sticks and sandwiches. The chocolate must have excellent melting and coating characteristics, be stable for frozen applications, and deliver a premium flavour and texture experience. It must be able to hold inclusions in the coating. When consumed, it must provide a 'snap' when bitten into.
Target Shelf Life	2 Years (finished goods)

### 3. NEW RAW MATERIAL REQUIREMENTS

Raw Material Type	Food Ingredient
Raw Material Description	Milk Chocolate Coating
Raw Material Format	Kibble/button/chips
Indicative Volumes	66 Tonne Year 1 10% more for year 2
Appearance	Medium to light brown typical of milk chocolate
Colour (Pantone Ref #)	35-45 RLU
Flavour	<ul style="list-style-type: none"><li>Authentic milk chocolate flavour profile, not too bitter.</li><li>Sweet, creamy, and balanced with a cocoa-milk note.</li><li>Slight natural caramel or vanilla undertones. Lingering chocolate flavour with good flavour intensity.</li><li>No off-flavours (e.g. burnt, waxy, or sour).</li></ul>
Aroma	Typical of milk chocolate.
Texture	Smooth. Crisp snap when bitten into. Not chewy or soft when bitten into.



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Viscosity	to be determined during sample assessments
Cocoa Solids	Initially looking to assess different percentages with 26%, 28% and 30% cocoa solids. Product needs to be compliant for Codex Standard for Milk Chocolate.
Milk Solids (Non-fat)	Product needs to be compliant for Codex Standard for Milk Chocolate.
Fat Content	Product needs to be compliant for Codex Standard for Milk Chocolate.
Sugar Content	Product needs to be compliant for Codex Standard for Milk Chocolate.
Additives	<ul style="list-style-type: none"><li>▫ Emulsifiers (e.g., lecithin)</li><li>▫ Natural flavourings</li><li>▫ Vegetable oil - permissible amounts as per FSC guidelines in final blend</li><li>▫ PGPR (e476) - from vegetable origin. Must be below 5g/kg in final blend (0.5%).</li></ul>
Dosage Rate in Product	Approx 20g/stick
Sample Quantity Required	2kg per variant initially
Country of Origin Requirements	none
Export Markets to comply with	China
Processing requirements	<p>Must be able to withstand enrobing process, aswell as wrapping and boxing. The chocolate will need to maintain some softness during wrapping so it doesn't shard and break.</p> <p>Processing parameters:</p> <ul style="list-style-type: none"><li>○ typically 40-60°C in kibble melter for 90mins per 1000kg</li><li>○ Ice Cream will be approximately –37.5°C when dipped into melted chocolate</li><li>○ Time between dipping into chocolate and wrapping:<ul style="list-style-type: none"><li>▪ 118 second with single index</li><li>▪ 60 seconds with double index</li></ul></li></ul>

#### 4. TIMINGS

Launch Date	1-Sep-26
1st Sample Submission	16-Jun-25
Feedback to Supplier	30-Jun-25
2nd Sample Submission	14-Jul-25
Feedback to Supplier	28-Jul-25
Factory Trial	TBC
First Production	TBC



#### 5. OPERATIONAL REQUIREMENTS

Delivery Site	Colac as per Bulla Purchase Order
Packaging Requirements	15kg bags/boxes
Storage Conditions	Temperature control between 15°C to 20°C
Shelf Life	Minimum 12 months (raw material)

#### 6. RESTRICTIONS & CERTIFICATIONS

	Requirement	Certification Required	Specific Details
Halal Certified	Yes	Yes	
Kosher	No	No	
Vegetarian	Yes	No	
Non-Palm requested by Customer	Select	Select	NA
RSPO Palm Oil	Yes	Yes	(Segregated as a minimum)
GMO Free	Yes	No	
No Artificial Colours	Yes	No	
No Artificial Flavours	Yes	No	
No Preservatives	Yes	No	
No Artificial Sweeteners	Yes	No	
Cocoa Certification	Yes	Yes	(Please see section 12 for more details)
Eggs Free Range	Yes	No	
Other certifications for Coffee, Tea, Coconut, Soy, Hazelnut.	Yes	Yes	(Please see section 12 for more details)

#### 7. WHITE MASS INFORMATION

White Mass Type	Ice Cream
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#### 8. QUALITY REQUIREMENTS

Permitted allergens	Milk, Soy.
Standard Plate Count	Max 20,000 cfu/g
Salmonella	Absent in 25g
Enterobacteriaceae	Max 10 cfu/g



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Foreign Matter

Absent

**9. CONTACT INFORMATION – R&D**

Name	Michelle Gardiner
Title	Product Development Technologist
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**10. CONTACT INFORMATION – PROCUREMENT**

Name	Olivia Li
Title	Sourcing Manager Direct Materials
Email Address	Olivia.Li@Bulla.com.au
Phone Number	0400 084 756
Mailing Address	15 Swann Drive, Derrimut, VIC 3030, Australia

**11. MANDATORY REQUIREMENTS WITH FIRST SAMPLE SUBMISSION**

Specification completed in full, which must include:

1. Ingredient List
2. Allergen Status
3. Nutrition Information Panel
4. Specific Gravity / Density (if applicable)
5. Viscosity (if applicable)

Material Safety Data Sheet

Cost Per Kilo

Unique Raw Material Status

Lead Time

Minimum Order Quantity



## 12. MANDATORY REQUIREMENTS FOR ACCEPTANCE INTO PRODUCTION

Supplier brief requirements to be met

No artificial trans fats and partially hydrogenated oils to be used.

No high-fructose corn syrup to be used.

GMO Free

Irradiation Free

- AFGC PIF 6.0 to be completed in full
- AFGC Country of Origin Annex
- Safety Data Sheet

Secondary shelf life (*i.e. acceptable number of breaches for pallets etc.*)

No Carmine, Annatto, Titanium Dioxide or artificial colours (as defined by Natcol) to be used.

If using Sodium Citrate (331), please ensure Tri-Sodium Citrate is used  
(Required for Export Markets)

Use of Processed Eucheuma Seaweed (INS 407a) is not permitted please use Carrageenan (INS 407)  
(407a not recognised in some export countries).

**Flavours** – Preference is to avoid flavours that are classified as ‘Dangerous Goods’, please investigate alternative carriers to ethanol.

**Palm Oil** - must be Responsibly Sourced Palm Oil (RSPO) Certified (Segregated as a minimum)

- All Palm Oil or ingredients containing Palm Oil **must** be sourced from RSPO Certified facilities and must be Segregated (**SG**) at a minimum by 2027.
- Ingredients containing Palm Oil must RSPO Certified (**SG at a minimum**) throughout the **entire** supply chain.

**Cocoa** - must include and provide 3rd Party Certification for Rainforest Alliance (RA), Fair Trade (FT) or Cocoa Horizons (CH).

**Coconut** – must provide an Executive Declaration no Monkey Harvesting is occurring in Supply Chain

**Soy** - If soy ingredient Country of Origin is in South America, then:

RTRS Mass Balance Certificate for each applicable raw material ingredient supplier

OR

ISCC+ Mass Balance Certificate for each applicable raw material ingredient supplier

OR

Ingredient supplier Mass Balance certificate from approved equivalent standard

**Coffee, Tea & Hazelnuts** - Raw Material / Ingredient Supplier's Rainforest Alliance Mass Balance Certificate

OR

Raw Material / Ingredient Supplier's Fairtrade Mass Balance Certificate