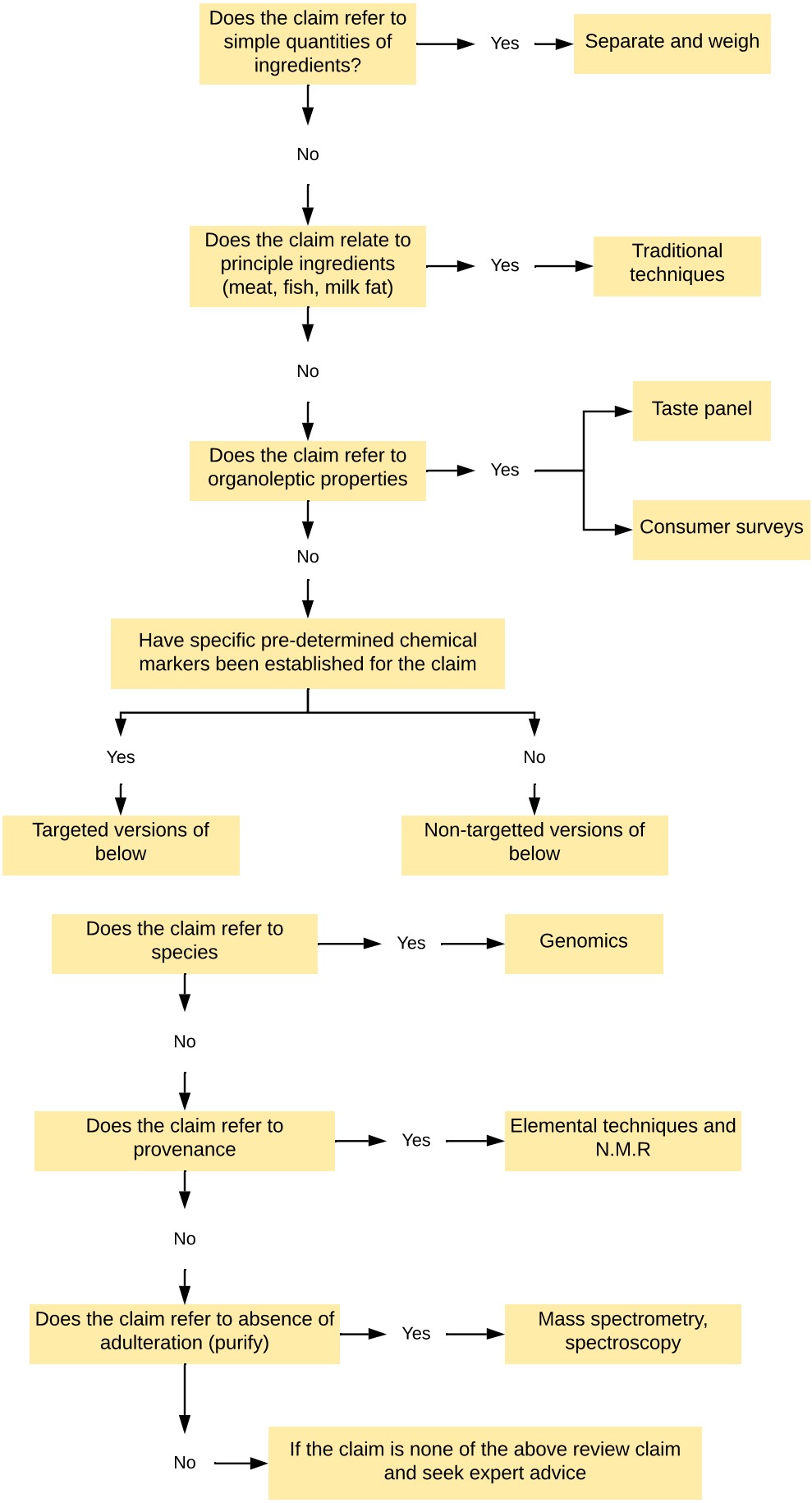
Does the claim refer to simple quantities of ingredients?
Yes
Separate and weigh
No
Does the claim relate to principle ingredients (meat, fish, milk fat)
Yes
Traditional techniques
No
Does the claim refer to organoleptic properties
Yes
Taste panel
Consumer surveys
No
Have specific pre-determined chemical 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