

HIGH QUALITY FOOD CERTIFICATION MARK SCHEME



HIGH QUALITY FOOD (KMÉ)

CERTIFICATION MARK SCHEME

SPECIFIC CERTIFICATION REQUIREMENTS

Chocolate milk

Budapest, October 2025

Chocolate milk

Only pasteurised, ESL or UHT flavoured milk products (also in lactose-free versions) made from cow's milk with the addition of cocoa powder and sugar/sweetener, which are produced in compliance with the applicable Hungarian and EU legislation and meet the following requirements in addition to the relevant requirements of the Hungarian Food Codex, shall be eligible for the award of the KMÉ and KMÉ Gold Grade trademarks.

Mandatory elements

Ingredients that may be used

- a) cow's milk
- b) cream
- c) cocoa powder (containing not more than 9% of water and not less than 20% of cocoa butter relative to the dry matter) or low-fat cocoa powder (containing less than 20% of cocoa butter)
- d) sugar (sucrose, dextrose, glucose, fructose)
- e) lactose decomposing enzyme

Sweeteners, stabilisers and acidity regulators may be used as additives to the product, up to a maximum number of 2 (excluding sweeteners).

Sweetener and sugar must not be used together. The use of flavourings is allowed.

Cow's milk and cream must comply with the mandatory KMÉ requirements for milk and cream intended for consumption.

In accordance with the requirements of the Hungarian Food Codex (Codex Alimentarius Hungaricus), no added water or other ingredients that are intended to replace the components of milk may be used in the production of the product, including for the dissolution of the cocoa powder and the additive.

Quality requirements

Fat content: Applications may be submitted for a low-fat, semi-skimmed or high-fat product according to the Hungarian Food Codex.

Cocoa powder content: Not less than 1.2% in the final product.

Sensory requirements

Appearance	Typically brown in colour.
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Consistency	Free from flaky precipitation, no fat precipitation.
Odour	With a mild cocoa scent, characteristically aromatic, clean.
Taste	Reminiscent of cocoa, pleasantly sweet, characteristically succulent, clean.

Optional elements

Applications for the High Quality Food (KMÉ) and High Quality Food Gold Grade trademarks may be submitted for products that, in addition to the above-mentioned mandatory requirements, also comply with at least one point in each of the optional element categories of I and II.

I. Production process of the product

Raw materials

1. The processor shall include in the supplier contracts that it will only accept milk and cream from the dairy farm with an aflatoxin M1 content not exceeding the limit, which it shall check for itself in all batches of raw milk and/or cream delivered to and accepted at the plant. The testing method must be such that it can be used to verify compliance with the maximum levels specified in the regulation in force at any given time on the maximum levels of certain contaminants in foodstuffs.
2. Microbiological tests (for Salmonella, Coliform, E.coli, microbial count) shall be carried out 3 times a month on the raw milk and cream that is to be processed.
3. A raw material evaluation/supplier program should be in place, in which trend analysis is carried out on the raw milk/cream laboratory results (microbiology, protein content, density, freezing point, fat content, inhibitor content).
4. Use of raw materials with a KMÉ trademark.
5. This ensures the use of raw milk/cream with proven higher nutritional values (e.g. higher Ca/protein content).
6. In the case of cocoa powder, a semi-annual PAH content check is necessary.

Animal husbandry (the process of input production)

7. GMO-free feed.
8. Organic farming (not optional in combination with point 33).
9. Participation in the AKG agri-environmental scheme.
10. The farm has a valid Global GAP animal welfare certification.
11. The farm receives EU funding for animal welfare.

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12. If the dairy processor is also a dairy farmer, a documented aflatoxin test [of its own feed and any purchased feed (mass, fodder, supplementary premixes)] shall be carried out at least once every calendar quarter.

Self-monitoring and processing of the product

13. For each production batch, the mandatory parameters (organoleptic, analytical and microbiological) set out in KME and in other regulations are checked in the framework of in-plant self-monitoring.
14. The use of such methods in the plant, in the framework of which the production processes, product quality and hygiene are regularly checked, and based on the findings corrective measures are introduced, good practices are identified, alongside the provision of appropriate training for staff members.
15. Trend analysis/product analysis within the framework of self-monitoring: creation of a quality control chart for the graphical representation of analytical and microbiological values, with the setting of guidance values, a warning threshold and/or limit values. These values shall be compared to the actual data collected from self-testing, and, if necessary, appropriate measures shall be taken.
16. Tests carried out by an external accredited laboratory under the self-monitoring system cover the following criteria:
 - fat content
 - protein content
 - sensory testing
 - microbiological parameters
 - sugar content
 - net volume
 - lactose content in the case of a lactose-free product.

A minimum of nine random samples from different production batches, produced and dispatched for marketing in the given year, shall be examined annually in a way that at least one sample is included from each calendar quarter.

17. 'Gentle' processing methods should be applied which preserve the original content as much as possible (e.g. pasteurisation at 72 °C for 15 seconds, or the combination of such pasteurisation with microfiltration).
18. Eligibility to use the 'Tejszív' [Milk Heart] logo.

Use of consumer-friendly packaging

19. A favourable packaging solution that can be clearly distinguished in terms of convenience and practicality from the packaging of other similar products available on the market. In the case of consumer-friendly packaging, sustainability aspects as defined in optional element category II shall also be taken into consideration.

Consumer-friendly packaging with an ecological footprint/environmental load greater than that of similar products on the market is not acceptable.

II. Sustainability

Environmental protection (reduction of environmental footprint, green logistics)

20. Application of eco-friendly manure treatment methods.

Note: The undertaking has a process in place to identify, assess and respond to environmental and social risks and opportunities. (environmentally friendly manure storage, amount of manure applied,)

- **Use of environment friendly, renewable energy resources**

21. The holding/applicant derives part of its energy from renewable energy sources (e.g. thermal water, geothermal heat, solar panels, biogas) in the production and preparation process.

(The undertaking has a certified green product, green service, or sells green energy (solar energy, wind energy, hydropower, biogas, geothermal energy).

Document to demonstrate the distribution of total and renewable electricity consumption in the last financial year).

- **Use of sustainable management inputs/technological methods**

22. More efficient resource management, material, energy and water management, and modernisation of processing technologies that reduce environmental impact (for example regenerative heat recovery, waste heat recovery, the improvement of the efficiency of the refrigeration systems and the reduction of energy consumption).

(It shall be demonstrated:

- whether it has environmental compliance/certification

- whether it uses a qualified green product or service for its operation.

It has a process in place to identify, assess and respond to environmental and social risks and opportunities.

It is necessary to examine what proportion of the materials used by the undertaking or by the undertakings in its value chains are recycled, reclaimed, renewable and non-renewable raw materials /circular economy/.)

23. Energy recovery system on production machines.

(For example, the use of any equipment that captures and transmits the waste heat of the compressor. Recycling of thermal energy for other industrial processes that require heat or steam).

24. Application of an Environmental Management System (EMS) or EMAS (Eco-Management and Audit Scheme) in accordance with standard MSZ EN ISO 14001:2015, certifying environmental compliance.

(Preparation of annual reports which provide information about the energy use, waste management, water use and other environmental impacts.)

25. Certified and regularly used environmentally friendly and/or water-saving cleaning products and detergents.

(Certifications, safety data sheets, specifications, trademarks on the packaging. Certificates from certification bodies, e.g. Ecocert, Green Certification, Breeam, Leed.)

26. Utilization of by-products, minimisation of product and material losses.

(The undertaking has a process in place to identify, assess and respond to environmental and social risks and opportunities. The undertaking uses raw materials, secondary raw materials produced from waste in accordance with circular economy principles, and the circular economy requirements are taken into account in the design of the product, including the packaging of the product.)

27. Operation of an environmentally sound waste management system. Separate waste collection and recycling, in a documented form.

(The undertaking is authorised to handle, collect, transport, store and dispose of persistent organic pollutants in a non-polluting way once they become waste.)

28. Efficient and environmentally friendly waste water treatment technology (e.g. biological waste water treatment).

29. Verified decrease in specific water use.

(E.g. use of run-off hot water from installations for secondary cleaning tasks, drip irrigation, rainwater collection and recycling, grey water recycling.)

- **Green rating**

30. Official proof of a recognised, certified sustainability rating in accordance with the EU legislation in force (e.g., but not limited to: EcoVadis, B Corp, BREEAM, LEED, ISCC).

31. Green sourcing policy, documented: prioritising suppliers that have made sustainability investments.

(The undertaking makes its suppliers carry out an environmental assessment of the products and/or services. Demonstration of the proportion in which suppliers use, for example, renewable energy sources, whether they take into account the building

energy aspects, whether they operate an environmentally sound waste system, minimise the environmental impact of the logistics network and that of transport.)

32. The undertaking has a Science Based Target Initiative (SBTI) commitment.
33. The raw material used in the production of the product comes from certified organic or extensive farming or has a reduced environmental footprint for which there is other scientific evidence. (not optional together with point 8)
(E.g. products labelled as organic, environmentally friendly product or service.)

- **Use of eco-friendly packaging solutions**

34. Application of an eco-friendly packaging solution for packaged products (reduced packaging size or alternative packaging materials e.g. compostable (FSC or PEFC logo)).
35. Suppliers of primary packaging material that comes into contact with the product shall have BRC or IFS PACsecure certification.

- **Transport**

36. The main component comes to the processing plant from own holding or from within a distance of 100 km.
(Place of production, the production and/or processing site may be located within a distance of 100 km.)
37. Feed is delivered from within a distance of 100 km.
38. Live animals are transported within a radius of 100 km.
39. Transport optimisation, route planning to reduce emissions.
(Lean & Green program)
40. The product shall be delivered to the consumer within a short supply chain.

Social aspects

41. Existence of SMETA (Supplier Ethical Data Exchange) audit.

42. Prevention of food waste through donation.

43. Prevention of food waste by preventing waste generation in production and logistics.