

HIGH QUALITY FOOD CERTIFICATION MARK SCHEME



HIGH QUALITY FOOD (KMÉ)

CERTIFICATION MARK SCHEME

SPECIFIC CERTIFICATION REQUIREMENTS

Fluffy milk-loaf made with butter (sweet/salty)

Budapest, October 2025



Fluffy milk-loaf made with butter (sweet/salty)

Applications for the award of the High Quality Food (KMÉ) or High Quality Food Gold Grade trademarks may be submitted for products exclusively made of fine wheat flour (BL 55), yeast, salt, milk with a fat content of 2.8 % (or high-fat milk powder), butter, sugar, whole eggs (or egg product of an equivalent amount, specified below) and drinking water, whereby the dough is shaped by braiding and twisting and typically placed in a baking form or baked without one. The dough is given a shine with a thin cover of eggs or egg products on its surface, and is leavened and baked.

Mandatory elements

Applications for the High Quality Food (KMÉ) and High Quality Food Gold Grade trademarks may be submitted for 'fluffy milk-loaf (made with butter)' whose production conditions comply with the current Hungarian and EU legislations and that meets the following requirements:

Only the ingredients listed below may be used, in the following quantities:

	Sweet	Salty
Fine wheat flour (BL 55)		
Salt	1 % in relation to the weight of flour	2 % in relation to the weight of flour
Sugar	10 % in relation to the weight of flour	5 % in relation to the weight of flour
Yeast	2–5 % in relation to the weight of flour	4–5 % in relation to the weight of flour
Milk	milk with a fat content of 2.8 %, in a quantity of 30 % in relation to the weight of flour (or 3 % of high-fat milk powder with a fat content of 26 % or more but less than 42 % (w/w))	milk with a fat content of 2.8 %, in a quantity of 30 % in relation to the weight of flour (or 3 % of high-fat milk powder with a fat content of 26 % or more but less than 42 % (w/w))
Butter (with a fat content of at least 80 % but not more than 90 % w/w)	in relation to the weight of flour: minimum 11 %	in relation to the weight of flour: minimum 11 %
Egg	2 eggs per kg of flour or an equivalent quantity of the following egg products: 90 g of liquid whole egg free of preservatives only, or a	2 eggs per kg of flour or an equivalent quantity of the following egg products: 90 g of liquid whole egg free of

	minimum of 22 g of powdered whole egg made exclusively from eggs of domestic origin.	preservatives only, or a minimum of 22 g of powdered whole egg made exclusively from eggs of domestic origin.
Drinking water		
Whole eggs or equivalent egg product for surface treatment		
Cooking oil (as a release agent only)		
Vital gluten (if necessary)		

Milk-loaf made with butter can be prepared either with the straight dough (direct) or sourdough process (indirect).

The indirect method has the following technological parameters for the sourdough starter:

- Sourdough starter size – minimum 20 % (w/w)
- Sourdough starter density – minimum 80 % (w/w) in relation to the sourdough flour
- Yeast use – 1 % (w/w) in relation to the flour
- The time for the sourdough starter to rise is at least 6 hours.

Quality requirements

Physical and chemical properties

Relating to the dry matter of the crumb structure		<u>sweet</u>	<u>salty</u>
– salt content expressed as a percentage of NaCl:	maximum	1 % (w/w);	2 % (w/w)
– fat content:	minimum	10 % (w/w);	10 % (w/w)
– sugar content:	minimum	10 % (w/w);	5 % (w/w)

Weight

The product may be marketed both in packaged and unpackaged form, and shall weigh at least 250 g when ready-baked.

Weight tolerance for unpackaged products (by weighing 10 products): –3 % of the nominal weight.

Organoleptic properties

Shape: the product is typically shaped from 2 to 4 strands by braiding or twisting, the product baked in a baking form has the shape of the baking form, and may not be distorted.

Crust: surface is red-brown, smooth, glossy, with braids rising high, the sides of the product baked in a baking form are lighter in colour, matt. The product may not show signs of soot or be contaminated, burned, soggy or markedly damaged.

Crumb: evenly yellowish in colour, loose structure with small holes, elastic silk to the touch, not crumbly, sticky, it may not fall apart, contain foreign matter, lumps or be damaged by microorganisms.

Taste and odour: sugar (or salt in the case of the salty product) and butter can be clearly identified, harmonious, with a buttery aroma typical of the product, it must be free from foreign tastes and odours.

Milk-loaf made with butter cannot be made for freezing.

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 I and II.

I. Production process

Self-testing of the product

1. Random self-testing of the product in the plant from the daily production batches (for organoleptic, physical-chemical and microbiological parameters).
2. Use of methods in the plant, in the framework of which production processes, product quality and hygiene are regularly tested, corrective measures are implemented based on the findings, good practices are established and the staff are provided training accordingly.
3. 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-monitoring, and, if necessary, appropriate measures shall be taken.
4. Under the self-monitoring scheme, tests are carried out by own or external laboratories with regard to the following criteria:
Dry matter content
Sugar content in relation to dry matter
Salt content expressed as a percentage of NaCl in relation to dry matter
Fat content in relation to dry matter

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.
5. Microbiological testing of the product for Salmonella and E.coli, whereby tests shall be performed every two months by an own or external laboratory.
6. Operation of food safety and quality management systems certified by an independent body (e.g. IFS, ISO 22000, BRC, BRCS FOOD, FSSC 22000), possession of a certification.

Production process of the product

7. Use of basic and/or ancillary material bearing a KMÉ trademark

II. Sustainability

Environmental protection (reduction of environmental footprint, green logistics)

- **Use of environment friendly, renewable energy resources**
8. 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**
9. 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/.)*
10. 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).
11. 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.)
12. 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.)
13. 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.)

14. 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.)

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

16. 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**

17. 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).

18. 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.)

19. The undertaking has a Science Based Target Initiative (SPTI) commitment.

20. 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.

(E.g. products labelled as organic, environmentally friendly product or service.)

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

21. Application of an eco-friendly packaging solution for packaged products (reduced packaging size or alternative packaging materials e.g. compostable (FSC or PEFC logo)).

22. Suppliers of primary packaging material that comes into contact with the product shall have BRC or IFS PACsecure certification.

- **Transport**

23. 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.)

- 24. Plant protection products, materials that improve or maintain the fertility of the soil shall be manufactured and transferred to the production site from within 100 km.
- 25. Transport optimisation, route planning to reduce emissions.
(Lean & Green program)
- 26. The product shall be delivered to the consumer within a short supply chain.

Social aspects

- 27. Existence of SMETA (Supplier Ethical Data Exchange) audit.
- 28. Prevention of food waste through donation.
- 29. Prevention of food waste by preventing waste generation in production and logistics.