

CURRENT INDUSTRIAL REPORTS SERIES
MA311D — CONFECTIONERY

2008

DEFINITIONS AND SPECIAL INSTRUCTIONS

1. Scope of survey

This survey covers all firms in the United States producing consumer-type chocolate and confectionery and industrial chocolate, excluding cough drops, medicated candy, roasted peanuts, unsweetened popcorn, and fountain syrup. Small firms which manufacture confectionery for sale at retail on the premises are not included in this survey.

2. Figures to be reported

Companies with more than one establishment manufacturing the products covered by this survey are requested to complete a separate form for each location. If you have not received a separate report form for each of your establishments, please call the contact shown on the report form or write to the U.S. Census Bureau for additional forms.

a. Quantity and value of shipments

The figures on quantity and value of shipments should include the physical shipments of all consumer-type confectionery products sold or shipped on consignment, whether for domestic or export sale. The value represents the net sales price, f.o.b. plant, to the customer or branch to which the products are shipped, net of discounts, allowances, freight charges, and returns. Products bought and resold without further manufacture or packaging should not be included in shipments in sections I, II, or III.

b. Unit of measure

Quantity — Report all quantities in thousands of pounds.

Value — Report all values in thousands of dollars.

3. Definitions

a. Product type

CHOCOLATE-TYPE CONFECTIONERY PRODUCTS

Products which contain as an ingredient either real chocolate or a chocolate compound containing substitute raw material ingredients such as cocoa butter extenders.

Products comprising various types of chocolate-type and nonchocolate-type pieces (such as certain boxed assortments) should be reported as chocolate-type assortments. Fund-raising products should be included under the appropriate category.

Solid — Including hollow molded and containing no additional foods of any kind. Examples are chocolate stars, Easter bunnies, hollow chocolate Santas, solid chocolate candy bars, etc.

Solid with inclusions — Solid chocolate mixed with other foods such as dried fruits, nuts, rice, etc.

Enrobed or molded with bakery product center — Molded or enrobed chocolate exterior with a baked cookie or wafer center. May or may not have additional confectionery layers or ingredients.

Enrobed or molded with candy, nuts, fruit, or granola center — Examples are chocolate covered cherries, candy bars covered in chocolate with centers of nougat, granola, caramel, peanuts, etc.

Panned — Products manufactured using the panning process.

Assortments and others — Products comprising an assortment of two or more of the above subcategories, and/or products which do not fall in any of the above combinations of product types.

OTHER CHOCOLATE PRODUCTS

Comprised of coatings, both chocolate and compound, including baking chocolate sold in bars and chips through retail outlets; chocolate chips and

CURRENT INDUSTRIAL REPORTS SERIES

MA311D

DEFINITIONS AND SPECIAL INSTRUCTIONS – Continued

3. Definitions – Continued

a. Product type – Continued

other chocolate coatings sold to bakers, ice cream manufacturers, biscuit and cracker manufacturers, and other outlets; chocolate liquor, cocoa butter melted and cocoa cake and powder.

NONCHOCOLATE TYPE CONFECTIONERY PRODUCTS

All other confectionery products which do not contain either real chocolate or chocolate compound as an ingredient.

Hard candy – Comprising sugar mass which is processed to be nongrained, sugar mass which is grained through seration, brittles which frequently contain nuts. Examples are pops, lemon drops, pressed mints, dessert mints, candy canes, and sour balls.

Chewy candy – Comprising plastic-textured grained or nongrained caramel which is sometimes mixed with corn or other foods, toffee which is less plastic than caramel, taffies which vary from hard chewy to soft chewy, grained and nongrained nougats. Examples are caramel covered popcorn, caramels, plain granola bars, and fruit based confectionery, etc.

Soft candy – Comprising crystallized and noncrystallized creams, fudges, grained and nongrained marshmallows, soft jellies, and gummis. Examples are candy corn, orange slices, gummi bears, and gummi worms.

Iced/coated – Enrobed, formed, or deposited nonchocolate confectioner's coated candies. Examples are bark, "white chocolate," coconut bonbons.

Panned – Products manufactured using the panning process. Examples are jelly beans and Boston baked beans.

Licorice and licorice type – Sugar and starch based product flavored with licorice extract and colored black. Other flavors and colors may be substituted in licorice-type. Examples are licorice twists, licorice shoelaces, and nuggets, etc.

Chewing gum – An emulsion consisting of a polymer base, sweeteners, bulk fillers and flavors.

CURRENT INDUSTRIAL REPORTS SERIES

MA311D

DEFINITIONS AND SPECIAL INSTRUCTIONS — Continued

4. Comparability

Data reported in this survey should correspond to data reported in the Annual Survey of Manufactures form. The sum of values for item codes shown in column (a) should correspond to the dollar values reported under product codes indicated in column (b) below:

| Current Industrial Reports (Form MA311D) | Annual Survey of Manufactures |
|---|-------------------------------|
| Item codes (a) | Product class codes (b) |
| 1099 | 3113301 or 3113204 |
| 1199 | 3113401 |
| 1212, 1222, 1242 | 3113201 |
| 1202, 1232, 1252, 1262 | 3113207 |
| 1399 | 3113404 |

CURRENT INDUSTRIAL REPORTS SERIES

REFERENCE LIST

| FORM MA311D | | Shipments | |
|---------------|---|-----------|-------|
| CONFECTIONERY | | | |
| Product code | Item description | Item code | |
| | | Quantity | Value |
| | Section I – CHOCOLATE AND CHOCOLATE-TYPE CONFECTIONERY PRODUCTS | | |
| 3113301001 | Solid | 1001 | 1002 |
| 3113301004 | Solid with inclusions | 1011 | 1012 |
| 3113301007 | Enrobed or molded with candy, fruit, nut or granola center | 1021 | 1022 |
| 3113301015 | Enrobed or molded with a bakery product center | 1031 | 1032 |
| 3113301021 | Panned | 1041 | 1042 |
| 3113301026 | Assortments and other | 1051 | 1052 |
| 3113301100 | TOTAL, CHOCOLATE AND CHOCOLATE-TYPE CONFECTIONERY PRODUCTS | 1098 | 1099 |
| | NON-CHOCOLATE CONFECTIONERY PRODUCTS | | |
| 3113401001 | Hard candy | 1101 | 1102 |
| 3113401004 | Chewy candy (including granola bars) | 1111 | 1112 |
| 3113401007 | Soft candy | 1121 | 1122 |
| 3113401015 | Iced/coated | 1131 | 1132 |
| 3113401021 | Panned | 1141 | 1142 |
| 3113401026 | Licorice and licorice type | 1151 | 1152 |
| 3113401100 | TOTAL, NON-CHOCOLATE CONFECTIONERY PRODUCTS | 1198 | 1199 |
| | Section II – CHOCOLATE PRODUCTS OTHER THAN CONFECTIONERY | | |
| 3113207471 | Baking chocolate (bars or blocks) | 1201 | 1202 |
| 31132014A1 | Chocolate coatings (blocks, wafers, liquid) | 1211 | 1212 |
| 3113201231 | Chocolate liquor | 1221 | 1222 |
| 3113207360 | Cocoa butter | 1231 | 1232 |
| 31132015C1 | Compound coatings (blocks, wafers, liquid) | 1241 | 1242 |
| 31132075G1 | Chocolate chips and baking pieces | 1251 | 1252 |
| 31132076H1 | Cocoa powder (sweetened and unsweetened), syrup, toppings and other | 1261 | 1262 |
| 3113000000 | TOTAL NON-CONFECTIONERY CHOCOLATE PRODUCTS | 1298 | 1299 |

CURRENT INDUSTRIAL REPORTS SERIES

REFERENCE LIST — Continued

| FORM MA311D | | Shipments | |
|--------------|---|-----------|-------|
| Product code | Item description | Item code | |
| | | Quantity | Value |
| | Section III — CHEWING GUM, BUBBLE GUM, AND CHEWING GUM BASE | | |
| | Chewing gum: | | |
| 3113404111 | Containing sugar | 1301 | 1302 |
| 3113404321 | Not containing sugar | 1311 | 1312 |
| | Bubble gum: | | |
| 3113404114 | Containing sugar | 1321 | 1322 |
| 3113404324 | Not containing sugar | 1331 | 1332 |
| 3113404530 | Chewing gum base | 1341 | 1342 |
| 3113404700 | TOTAL, CHEWING GUM, BUBBLE GUM, AND CHEWING GUM BASE | 1398 | 1399 |

3/4/09