

CURRENT INDUSTRIAL REPORTS SERIES
MA311D — CONFECTIONERY

2010

DEFINITIONS AND SPECIAL INSTRUCTIONS

1. Scope of survey

This sample survey covers 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. Product Definitions

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 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.

CURRENT INDUSTRIAL REPORTS SERIES

MA311D

DEFINITIONS AND SPECIAL INSTRUCTIONS — Continued

3. Product Definitions - Continued

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) Item codes (a)	Annual Survey of Manufactures Product class codes (b)
1002, 1012, 1022, 1032, 1042, 1052	3113301 and 3113204
1102, 1112, 1122, 1132, 1142, 1152	3113401
1212, 1222, 1242	3113201
1202, 1232, 1252, 1262	3113207
1302, 1312, 1322, 1332, 1342	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
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
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

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		
3113404111	Chewing gum: 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

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