

NielsenIQ Brandbank

Belvita Breakfast Biscuits Soft Bakes Choc Chips 50g



EAN

7622210614407

Target market(s)

GB, IE

Components

Ingredients

Cereals 43,9 % [**Wheat** Flour 25 %, Wholegrain Cereals 16,8 % (Wholegrain Crushed Buckwheat 6,5 %, **Oat** Grits 6,5 %, Wholegrain **Barley** Flour 1 %, Wholegrain Spelt Flour (**Wheat**) 1 %, **Oat** Flakes 1 %, Wholegrain **Wheat** Flour 0,8 %), Rice Flour 2 %, Malted **Wheat** Flour 0,1 %]

Chocolate Drops 11 % [Cocoa Mass, Sugar, Emulsifier (**Soya** Lecithins)]

Rapeseed Oil

Sugar

Modified Starch

Humectant (Glycerol)

Inulin

Isomaltulose****

Bulking Agent (Maltitol)

Minerals (Calcium Carbonate, Magnesium Carbonate, Elemental Iron)

Emulsifiers (**Soya** Lecithins, E472b, E475)

Glucose Syrup

Salt

Raising Agent (Sodium Carbonates)

Skimmed **Milk** Powder

Wheat Gluten

Dextrose

Flavourings

****Isomaltulose is a source of Glucose and Fructose

Nutrition

	100 g	%** / 100 g	50 g	%** / 50 g	%* / 50 g
Energy	1678 kJ		839 kJ		
	400 kcal		200 kcal		10 %
Fat	14 g		7,2 g		10 %
of which saturates	3,2 g		1,6 g		8 %
Carbohydrate***	60 g		30 g		12 %
of which sugars	20 g		9,9 g		11 %
of which starch	34 g		17 g		-
Fibre	6,9 g		3,4 g		-

Protein	5,9 g		2,9 g	6 %
Salt	0,57 g		0,28 g	5 %
Calcium	247 mg	31 % of NRV**	123 mg	15 % of NRV**
Magnesium	144 mg	38 % of NRV**	72 mg	19 % of NRV**
Iron	5,5 mg	40 % of NRV**	2,8 mg	20 % of NRV**

* Reference intake of an average adult (8400 kJ / 2000 kcal)

** Nutrient Reference Value

*** Contains at least 15 g slowly digestible starch per 100 g

Calculated Nutrition

	per 100g	50 g
Energy (kJ)	1678	839
Energy (kcal)	400	200
Fat (g)	14	7.2
of which saturates (g)	3.2	1.6
Carbohydrate (g)	60	30
of which sugars (g)	20	9.9
of which starch (g)	34	17
Fibre (g)	6.9	3.4
Protein (g)	5.9	2.9
Salt (g)	0.57	0.28
Calcium (mg)	247	123
Iron (mg)	5.5	2.8
Magnesium (mg)	144	72

Front of Pack Nutrition

Per Portion
50 g

Energy
839kJ
200kcal
10%

Per 100g/ml
100 g

Energy
1678kJ
400kcal

Reference intake of an average adult (8400 kJ / 2000 kcal)

Nutrition Other Text

Reference intake of an average adult (8400 kJ / 2000 kcal)

Nutrient Reference Value

Contains at least 15 g slowly digestible starch per 100 g

Reference Intake Statement

Reference Intake Statement - Reference intake of an average adult (8400 kJ / 2000 kcal)

Product Description

Brand

Belvita

Features

Suitable for vegetarians

Standardised Brand

Brand - Belvita

Regulated Product Name

Soft baked biscuits made with wholegrain cereals and chocolate chips and added minerals.

Marketing

Company Name

Mondelez UK / Mondelez Ireland

Company Address

Freepost MDLZ,
Mondelez UK,
Uxbridge,
UB8 1DH.

Mondelez Ireland,
Malahide Road,
Coolock,
Dublin 5.

Third Party Logos

- Green Dot

Product Marketing

Rich in Cereals, Source of Fibre, Source of Vitamin B6 and Folic acid, Magnesium, Iron, Made with wholegrain

Energy for the whole morning(1)

(1)belVita Soft Bakes have a high content of slowly digestible starch, which is a slow release carbohydrate. Consumption of foods high in slowly digestible starch raises blood glucose concentration less after a meal compared to foods low in slowly digestible starch.

Enjoy a balanced breakfast with belVita with 1 Soft Bake, a plain dairy product, a fruit and a tea or a coffee.

Other Information

Contains 8 grams wholegrain cereals per serving (50 g).

A 50 g serving contains at least 15 % of the Nutrient Reference Value of calcium, magnesium and iron.

Further Description

Charter Harmony

Enjoy as part of a varied and balanced diet and healthy lifestyle.

Visit www.belvitamorning.com

Nutritional Claims

Source of fibre

Source of vitamin B6 and folic acid, magnesium, iron

Health & Lifestyle

Lifestyle

- Suitable for Vegetarians

Allergy Advice

Barley - Contains

Milk - Contains

Oats - Contains

Soya - Contains

Wheat - Contains

Storage & Usage

Storage Type

Type

Ambient

Storage

Store in a cool, dry place.

Brandbank Captured Pack Data

Pack Size

50g e

Numeric Size

Numeric Size - 50

Dimension

Shelf Height (mm)	Shelf Width (mm)	Shelf Depth (mm)
57	99	20

(GS1 package measurement rules)

Pack Type

Type - Wrap

Weight

Gross Weight - 53

New Product Development

Final Product - Not NPD

Unit Merchandising

Height - 57
Width - 99
Depth - 20
Unit Stackable - No
Unit Stable - Yes
Merchandise Multiple Ways - No

Shelf Ready Pack

GTIN - 07622210745002
Height - 77
Width - 259
Depth - 155
Weight - 817
Unit Count - 14
Unit Height - 1
Unit Width - 2
Unit Depth - 7
Merchandise Multiple Ways - No
Prototype - No
Is Case - No

Case

GTIN - 07622210745002
Height - 77
Width - 156
Depth - 257
Weight - 840
Unit Count - 14
Prototype - No

Usage Count

Number of uses - Servings

1

Usage Other Text

This pack contains 1 Soft Bake (50 g)

Customer Services

Manufacturers Address

Freepost MDLZ,
Mondelez UK,
Uxbridge,
UB8 1DH.

Mondelez Ireland,
Malahide Road,
Coolock,
Dublin 5.

Return To

We would love to hear from you. Contact us on 0800 3134 540 (UK only) 1800 600 858 (ROI)

Freepost MDLZ,
Mondelez UK,
Consumer Response,
Uxbridge,
UB8 1DH.

Mondelez Ireland,
Malahide Road,
Coolock,
Dublin 5.
eu.mondelezinternational.com

Telephone Helpline

0800 3134 540 (UK)
1800 600 858 (ROI)

Web Address

eu.mondelezinternational.com







belVita
CHOC CHIPS

No
ARTIFICIAL
FLAVORS
OR
PRESERVATIVES

Nutrition Information	100 g	50g
Energy	1678 kJ 400 kcal	839 kJ 200 kcal
Fat	14 g	7.2 g
of which saturates	3.2 g	1.6 g
Carbohydrate****	60 g	30 g
of which sugars	20 g	9.9 g
of which starch	34 g	17 g
Fibre	6.9 g	3.4 g
Protein	5.9 g	2.9 g
Salt	0.57 g	0.28 g

**** Contains minimum 15 g slowly digestible starch per 100 g.
Contains 8 g wholegrain cereals per serving (50 g).
A 50 g serving contains at least 15% of the Nutrient Reference Value (NRV) of Calcium, Magnesium and Iron.
This pack contains 1 Soft Bake (50g).
Full nutritional details can be found on the retailer's product detail page and/or back of pack.

1 x

belVita SOFT BAKED BISCUITS MADE WITH WHOLEGRAIN CEREALS AND CHOCOLATE CHIPS AND ADDED MINERALS.
CHOC CHIPS

Ingredients: Cereals 43.9 % **wheat** flour 25 %, wholegrain cereals 16.8 % wholegrain crushed buckwheat 6.5 %, **oat** grits 6.5 %, wholegrain **wheat** flour 1 %, wholegrain spelt flour **wheat** 1 %, **oat** flakes 1 %, wholegrain **wheat** flour 0.8 %, rice flour 2 %, malted **wheat** flour 0.1 %, chocolate drops 1 % cocoa mass, sugar, emulsifier **soya** lecithins^{***}, rapeseed oil, sugar, modified starch, humectant glycerol, milk, Isomaltulose****, bulking agent (maltitol), minerals (calcium carbonate, magnesium carbonate, elemental iron), emulsifiers **soya** lecithins, E472b, E475), glucose syrup, salt, raising agent (sodium carbonates), skimmed **milk** powder, **wheat** gluten, dextrose, flavourings.
**** Isomaltulose is a source of glucose and fructose.

