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As product information, ingredients, nutritional guides and dietary or allergy advice may change from time to time, we recommend that you always carefully read the product label prior to using or consuming any such products. You should not solely rely upon the information we provide and make your own assessment as to the suitability or otherwise of any given product.

## Cadbury Dairy Milk Giant Buttons Chocolate Bag 95g



**EAN**  
7622210818492

**Target market(s)**  
GB, IE

## Components

### Ingredients

#### Milk\*\*

Sugar

Cocoa Butter

Cocoa Mass

Vegetable Fats (Palm, Shea)

Emulsifier (E442)

Flavourings

\*\*The equivalent of 426 ml of Fresh Liquid Milk in every 227 g of Milk Chocolate

Milk Solids 20 % minimum, actual 23 %

Cocoa Solids 20 % minimum

Contains Vegetable Fats in addition to Cocoa Butter

### Nutrition

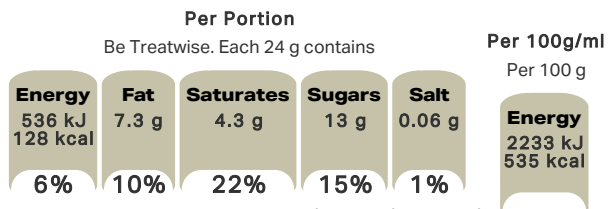
	Per 100 g	Per 10 pieces (24 g)	*Reference Intakes
Energy	2233 kJ 535 kcal	536 kJ 128 kcal	8400 kJ 2000 kcal
Fat	30 g	7.3 g	70 g
of which Saturates	18 g	4.3 g	20 g
Carbohydrate	57 g	14 g	260 g
of which Sugars	56 g	13 g	90 g
Fibre	2.1 g	0.5 g	-
Protein	7.3 g	1.8 g	50 g
Salt	0.24 g	0.06 g	6 g

\*% reference intake of an average adult (8400 kJ / 2000 kcal)

### Calculated Nutrition

	per 100g	Per 10 pieces (24 g)
Energy (kJ)	2233	536
Energy (kcal)	535	128
Fat (g)	30	7.3
of which saturates (g)	18	4.3
Carbohydrate (g)	57	14
of which sugars (g)	56	13
Fibre (g)	2.1	0.5
Protein (g)	7.3	1.8
Salt (g)	0.24	0.06

### Front of Pack Nutrition



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

## Product Description

### Alternative Description

Supplier Preferred Product Name - Cadbury Dairy Milk Buttons Chocolate Bag 95g

### Brand

Cadbury

### Features

Suitable for vegetarians

### Standardised Brand

Brand - Cadbury

### Regulated Product Name

Milk chocolates.

## Marketing

### Company Name

Mondelez UK / Mondelez Ireland

### Company Address

Mondelez UK,  
PO Box 7008,  
Birmingham,  
B30 2PT.

Mondelez Ireland,  
Malahide Road,  
Coolock,  
Dublin 5.

### Product Marketing

Giant button shaped bites of our classic, creamy Cadbury Dairy Milk chocolate. A favourite for all the family to share and enjoy. Made with sustainably sourced cocoa. Vegetarian friendly.

### Manufacturer Marketing

By Appointment to H.M. The Queen Cocoa and Chocolate Manufacturers Cadbury UK Ltd., Bournville.

### Further Description

Cocoa Life  
Partnering with Fairtrade Foundation  
[www.cocoalife.org](http://www.cocoalife.org)

### Trademark Information

Made under licence from Cadbury UK Ltd.

## Health & Lifestyle

### Lifestyle

- Suitable for Vegetarians

### Allergy Advice

Milk - Contains

## Storage & Usage

### Storage Type

#### Type

Ambient

### Storage

Store in a dry place. Protect from heat.

## Brandbank Captured Pack Data

### Pack Size

95g e

### Numeric Size

Numeric Size - 95

### Dimension

Shelf Height (mm)	Shelf Width (mm)	Shelf Depth (mm)
150	113	35

### (GS1 package measurement rules)

### Pack Type

Type - Re-Closable Packaging

### Weight

Gross Weight - 99

### New Product Development

Final Product - Not NPD

### Unit Merchandising

Height - 150  
Width - 113  
Depth - 35  
Unit Stackable - No  
Unit Stable - Yes  
Merchandise Multiple Ways - No  
Max. Squashed Height - 88  
Max. Squashed Width - 84  
Max. Squashed Depth - 31  
Squashed Volume Type - Fixed

### Shelf Ready Pack

Height - 150  
Width - 118  
Depth - 383  
Weight - 1052  
Unit Count - 10  
Unit Height - 1  
Unit Width - 1  
Unit Depth - 10  
Merchandise Multiple Ways - No  
Prototype - No  
Is Case - No

### Case

GTIN - 07622210816344  
Height - 148  
Width - 120  
Depth - 384  
Weight - 1110  
Unit Count - 10  
Prototype - No

### Usage Count

Number of uses - Servings

3-4

### Usage Other Text

Approximately 3 - 4 portions per bag

## Customer Services

### Manufacturers Address

Mondelez UK,  
PO Box 7008,  
Birmingham,  
B30 2PT.

Mondelez Ireland,  
Malahide Road,  
Coolock,  
Dublin 5.

### Return To

We are passionate about our great quality Cadbury products. Not completely satisfied? Please contact us:  
Freephone 0800 818181 (UK only)  
Mondelez UK,  
PO Box 7008,  
Birmingham,  
B30 2PT.

Mondelez Ireland,  
Freephone 1-800 678708  
Malahide Road,  
Coolock,  
Dublin 5.  
[www.cadbury.co.uk](http://www.cadbury.co.uk)

### Telephone Helpline

0800 818181 (UK)  
1-800 678708

### Fax Number

### Email Helpline

### Web Address

[www.cadbury.co.uk](http://www.cadbury.co.uk)

## Extended Data

### SEO Metatag

Chocolate Buttons, Giant Chocolate Buttons, Giant Buttons, Cadbury Buttons, Dairy Milk Buttons, Milk Chocolate, Vegetarian Chocolate, Dairy Milk, Sharing Chocolate,



Per 10 pieces (24 g)  
536 kJ  
128 kcal

6%\*

Per 100 g  
2233 kJ  
535 kcal

Be treatwise  
See back of pack



TEAR THIS WAY

RECLOSE WITH STICKERS TO RESEAL THE PACKAGING

Nutrition Information		Per 100g	Per 10 pieces (24g)	Per 100g
Energy	2233 kJ (535 kcal)	2233 kJ (535 kcal)	536 kJ (128 kcal)	2233 kJ (535 kcal)
Total Fat	18.0g	18.0g	4.3g	18.0g
Saturated Fat	11.0g	11.0g	2.6g	11.0g
Carbohydrate	12.0g	12.0g	2.9g	12.0g
Sugars	7.0g	7.0g	1.7g	7.0g
Protein	2.0g	2.0g	0.5g	2.0g

95g

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