# NielsenIQ Brandbank

# **Dairylea Cheese Spread 270g**



7622210318985

Target market(s)
GB. IE



# **RECEIVED**

Thomas Ridley QC Dept. 2:45 pm, 2 Oct 2023

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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.

# **Components**

# Ingredients

Skimmed MILK (Water, Skimmed MILK Powder)

#### CHEESE

Inulin

#### **MILK** Fat

Whey Powder (from  $\boldsymbol{\mathsf{MILK}}\!)$ 

Skimmed MILK Powder

Emulsifying Salts (Triphosphate, Polyphosphates)

# MILK Protein

Calcium Phosphate

Acidity Regulator (Citric Acid)

#### Nutrition

|                                | Per 100 g          | Per Serving (25 g) |
|--------------------------------|--------------------|--------------------|
| Energy                         | 834 kJ / 201 kcal  | 209 kJ / 50 kcal   |
| Fat                            | 14 g               | 3.5 g              |
| of which Saturates             | 9.2 g              | 2.3 g              |
| Carbohydrate                   | 4.8 g              | 1.2 g              |
| of which Sugars                | 4.8 g              | 1.2 g              |
| Fibre                          | 2.3 g              | 0.6 g              |
| Protein                        | 12 g               | 3.1 g              |
| Salt                           | 1.52 g             | 0.38 g             |
| Calcium                        | 568 mg / 71 % NRV* | 142 mg / 18 % NRV* |
| *NRV: Nutrient Reference Value |                    |                    |

## Calculated Nutrition

|                        | per 100g | Per Serving (25 g) |
|------------------------|----------|--------------------|
| Energy (kJ)            | 834      | 209                |
| Energy (kcal)          | 201      | 50                 |
| Fat (g)                | 14       | 3.5                |
| of which saturates (g) | 9.2      | 2.3                |
| Carbohydrate (g)       | 4.8      | 1.2                |
| of which sugars (g)    | 4.8      | 1.2                |
| Fibre (g)              | 2.3      | 0.6                |
| Protein (g)            | 12       | 3.1                |
| Salt (g)               | 1.52     | 0.38               |
| Calcium (mg)           | 568      | 142                |

# Front of Pack Nutrition

# Per Portion

Each 25 g serving contains

| Energy<br>209kJ<br>50kcal | <b>Fat</b> 3.5g | Saturates<br>2.3g | Sugars<br>1.2g | <b>Salt</b> 0.38g |  |
|---------------------------|-----------------|-------------------|----------------|-------------------|--|
| 3%                        | 5%              | 12%               | 1%             | 6%                |  |

Per 100g/ml

Per 100 g

Energy 834kJ 201kcal

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

### **Nutrition Other Text**

NRV: Nutrient Reference Value

# **Product Description**

# Brand

Dairylea

#### Features

A good source of calcium Creamy Taste No artificial colours, flavours or preservatives Suitable for vegetarians

#### Standardised Brand

Brand - Dairylea

#### **Regulated Product Name**

Cheese spread with added calcium.

# 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

### Other Information

No artificial colours, flavours or preservatives added.

## **Further Description**

Go online: www.dairylea.co.uk

#### **Nutritional Claims**

A good source of calcium

# **Health & Lifestyle**

# Lifestyle

Suitable for Vegetarians

#### Allergy Advice

Milk - Contains

# Storage & Usage

# Storage and Usage Statements

Keep Refrigerated

# Storage Type



Chilled

# Storage

Best Before: See Base Keep refrigerated Consume within 5 days of opening.

# **Brandbank Captured Pack Data**

# Pack Size

270g e

#### Numeric Size

Numeric Size - 270

# **Dimension**

| Shelf Height (mm) | Shelf Width (mm) | Shelf Depth (mm) |
|-------------------|------------------|------------------|
| 106               | 106              | 57               |

#### (GS1 package measurement rules)

# Pack Type

Type - Tub

# Weight

Gross Weight - 288

#### **New Product Development**

Final Product - Not NPD

#### **Unit Merchandising**

Height - 106
Width - 106
Depth - 57
Nesting Depth - 54
Unit Stackable - Yes
Unit Stable - Yes
Merchandise Multiple Ways - Yes

# Shelf Ready Pack

GTIN - 07622210318978

Height - 113 Width - 116 Depth - 171 Weight - 900 Unit Count - 3

Unit Height - 1 Unit Width - 1

Unit Depth - 3 Merchandise Multiple Ways - No

Prototype - No Is Case - No

#### Case

GTIN - 07622210318978

Height - 172 Width - 116 Depth - 226 Weight - 1815 Unit Count - 6 Prototype - No

# **Usage Count**

Number of uses - Servings

10-11

# Usage Other Text

Contains 10-11 portions

#### **Customer Services**

#### Manufacturers Address

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

Mondelez Ireland, Malahide Road, Coolock, Dublin 5.

#### Return To

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

Mondelez Ireland, Malahide Road, Coolock, Dublin 5.

Freephone: (UK) 0800 783 7106 (ROI) 1800 600 858

#### Telephone Helpline

(UK) 0800 783 7106 (ROI) 1800 600 858













































