# **NielsenIQ Brandbank**

## Maltesers Milk Chocolate & Honeycomb Bites Bag Fairtrade 102g







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**EAN** 5000159530736

Target market(s) GB, IE

Fat

of which saturates

Carbohydrate

of which sugars

## Components

Ingredients		
Sugar		
Skimmed MIIk Powder		
Cocoa Butter		
Glucose Syrup		
Barley Malt Extract		
Cocoa Mass		
Palm Fat		
Milk Fat		
Lactose		
Whey Permeate (from <b>Milk</b> )		
Emulsifiers ( <b>Soya</b> Lecithin, E492)		
Wheat Flour		
Palm Kernel Fat		
Raising Agents (E341, E500, E501)		
Palm Kernel Oil		
Wheat Gluten		
Whey Powder (from <b>Milk</b> )		
Glazing Agent (Pectins)		
Salt		
Vanilla Extract		
Milk Chocolate contains Milk Solids 14% minimum		
Milk Chocolate contains Vegetable Fats in addition to Coco	a Butter	
Nutrition		
	/ 100 g	/ 34 g (%*)
Energy	2111kJ	718kJ (9%)
	50.41	171kcal (9%)

25g

15g

62g

53g

8.4g (12%)

5.2g (26%)

21g (8%)

18g (20%)

Protein	8.5g	2.9g (6%)
Salt	0.38g	0.13g (2%)
*Reference intake of an average adult (8400 kJ/2000 kcal)		
Portions per pack: 3, Portion size: 34 g		

## **Calculated Nutrition**

	per 100g	/ 34 g
Energy (kJ)	2111	718
Energy (kcal)	504	171
Fat (g)	25	8.4
of which saturates (g)	15	5.2
Carbohydrate (g)	62	21
of which sugars (g)	53	18
Protein (g)	8.5	2.9
Salt (g)	0.38	0.13

#### Front of Pack Nutrition

**Per Portion** 1/3 = 34 g



100g: 2111 kJ / 504 kcal

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

## **Product Description**

#### Brand

Maltesers

#### Features

Maltesers is the lighter way to enjoy chocolate Fairtrade certified ingredients Suitable for vegetarians Kosher - KLBD

#### Standardised Brand

Brand - Maltesers

#### **Regulated Product Name**

Milk chocolate (70%) with a honeycombed centre (23%).

## Marketing

#### **Company Name**

Mars Wrigley Confectionery UK Ltd / Mars Foods Ireland Ltd

#### **Company Address**

GB: Freepost Mars Wrigley Confectionery UK Ltd.

IE: Mars Foods Ireland Ltd, PO Box 3856, Dublin 4.

#### Third Party Logos

- Fairtrade
- Green Dot
- Tidyman

#### **Product Marketing**

Milk chocolate balls with a honeycomb centre

#### **Brand Marketing**

Look on the light side

#### Other Information

Fairtrade Foundation - Fairtrade cocoa, sugar and vanilla: total 50%. Cocoa and Sugar maybe mixed with non-certified cocoa and sugar on a mass balance basis. Visit info.fairtrade.net/sourcing.

### **Health & Lifestyle**

#### Lifestyle

- Kosher
- Suitable for Vegetarians

#### Allergy Advice

Barley - Contains Milk - Contains Soya - Contains Wheat - Contains

## Storage & Usage

Storage Type

Туре

## Ambient **Brandbank Captured Pack Data** Pack Size 102g $\,\mathrm{e}$ Numeric Size Numeric Size - 102 Pack Type Type - Pouch Usage Count Number of uses - Servings 3 Usage Other Text Portions per pack: 3, Portion size: 34 g

## **Customer Services**

#### Manufacturers Address

GB: Freepost Mars Wrigley Confectionery UK Ltd.

IE: Mars Foods Ireland Ltd, PO Box 3856, Dublin 4.

#### Return To

Get in touch: 0800 952 0077 www.mars.co.uk/contact GB: Freepost Mars Wrigley Confectionery UK Ltd.

IE: Mars Foods Ireland Ltd, PO Box 3856, Dublin 4. Contact us: https://ire.mars.com 1890 812 315

#### **Telephone Helpline**

IE: 1890 812 315 GB: 0800 952 0077

#### Web Address

https://ire.mars.com www.mars.co.uk/contact

## **Extended Data**

#### **Description Breakdown**

Functional Name - Milk Chocolate & Honeycomb Bites



