

NielsenIQ Brandbank

Walkers Ready Salted Sharing Crisps 150g



EAN
5000328013589

Target market(s)
GB, IE

Components

Ingredients

Potatoes, Vegetable Oils (Sunflower, Rapeseed, in varying proportions), Salt, Antioxidants (Rosemary Extract, Ascorbic Acid, Tocopherol Rich Extract, Citric Acid)

Allergy Text

May Contain: Milk, Wheat, Gluten, Barley, Soya, Celery, Mustard

Nutrition

	Per 100g:	Per 30g (%*)	Serving:
Energy	2194 kJ	658 kJ (8%*)	
Energy	526 kcal	158 kcal (8%*)	
Fat	31.9 g	9.6 g (14%*)	
of which Saturates	2.6 g	0.8 g (4%*)	
Carbohydrate	51.5 g	15.5 g	
of which Sugars	0.4 g	0.1 g (<1%*)	
Fibre	4.3 g	1.3 g	
Protein	6.1 g	1.8 g	
Salt	1.40 g	0.42 g (7%*)	

This pack contains 5 servings

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

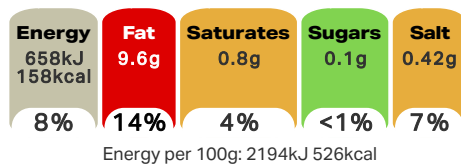
Calculated Nutrition

	per 100g	Per 30g Serving:
Energy (kJ)	2194	658
Energy (kcal)	526	158
Fat (g)	31.9	9.6
of which saturates (g)	2.6	0.8
Carbohydrate (g)	51.5	15.5
of which sugars (g)	0.4	0.1
Fibre (g)	4.3	1.3
Protein (g)	6.1	1.8
Salt (g)	1.4	0.42

Front of Pack Nutrition

Per Portion

Each 30g serving contains:



Nutrition Other Text

This pack contains 5 servings

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

Reference Intake Statement

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

Product Description

Brand

Walkers

Features

Some See Potatoes, We See Potential
We use sustainably sourced British potatoes
100% Quality Ingredients
Fresh Taste Guaranteed
No added MSG or Artificial Colours
Suitable for Vegetarians

Standardised Brand

Brand - Walkers

Regulated Product Name

Ready Salted Potato Crisps

Marketing

Company Name

Walkers Snack Foods Ltd. / Walkers

Company Address

Walkers Snack Foods Ltd.,
PO Box 23,
Leicester,
LE4 8ZU,
UK.

EU: Walkers,
c/o Dublin 18,
D18 Y3Y9.

Third Party Logos

- Tidyman
- Union Flag

Product Marketing

- Sharing bag of Walkers ready salted flavour crisps
- Made with 100% Great British Potatoes
- Fresh taste guaranteed
- Perfect crisps for lunch and snacking
- Suitable for vegetarians
- No artificial colours or MSG

Brand Marketing

When do you look at a potato, what do you see?
Probably just a potato, right?

Well, in 1948 Henry Walker saw potential with a bite of positivity he turned his humble spuds into irresistible Walkers Crisps. Since then, our crisps have been providing moments of delicious crunchiness and smiles to everyone in Britain, everyday. So, when life gives you potatoes... Make crisps
H. Walker

Trademark Information

Walkers, and the Walkers Logo, are registered trademarks ©2022.

Nutritional Claims

Some See Potatoes, We See Potential
We use sustainably sourced British potatoes
100% Quality Ingredients
Fresh Taste Guaranteed
No added MSG or Artificial Colours
Suitable for Vegetarians

Health & Lifestyle

Lifestyle

- Suitable for Vegetarians

Allergy Advice

Barley - May Contain
Celery - May Contain
Cereals Containing Gluten - May Contain
Milk - May Contain
Mustard - May Contain
Soya - May Contain
Wheat - May Contain

Additives

Added MSG - Free From
Artificial Colours - Free From

Storage & Usage

Storage Type

Type

Ambient

Storage

Store in a cool dry place
Once opened, consume within 3 days

Brandbank Captured Pack Data

Pack Size

0.33lbs e

Numeric Size

Numeric Size - 0.33

Country

Country of Origin - United Kingdom

Pack Type

Type - Bag

Weight

Gross Weight - 0.34

Recycling Other Text

Please dispose of this packet responsibly, or find out how you can recycle it at walkers.co.uk/recycle

Usage Count

Number of uses - Servings

5

Usage Other Text

This pack contains 5 servings

Customer Supplied Pack Data

Supplied Dimension

Shelf Height (in)	Shelf Width (in)	Shelf Depth (in)
1.26	0.83	0.28

(GS1 package measurement rules)

Supplied Weight

Gross Weight - 0.34

Customer Services

Manufacturers Address

Walkers Snack Foods Ltd.,
PO Box 23,
Leicester,
LE4 8ZU,
UK.

EU: Walkers,
c/o Dublin 18,
D18 Y3Y9.

Return To

We're Here to Help!
UK 0800 274777
ROI 1800 509408
Weekdays 9am-5pm
Or Consumer Care
Walkers Snack Foods Ltd.,
PO Box 23,
Leicester,
LE4 8ZU,
UK.

EU: Walkers,
c/o Dublin 18,
D18 Y3Y9.

Please have product available when calling.
Applies to UK and Republic of Ireland only.
Your statutory rights are not affected.
www.walkers.co.uk

Telephone Helpline

UK 0800 274777
ROI 1800 509408

Web Address

www.walkers.co.uk

Extended Data

Product Language

Data Language - English
Primary Description Language - English

Description Breakdown

Functional Name - Crisps
Variant - Ready Salted



Did you know?

- We use sustainably sourced British potatoes
- 100% Quality Ingredients
- Fresh Taste Guaranteed
- No added MSG or Artificial Colours
- Suitable for Vegetarians



TYPICAL NUTRITIONAL VALUES		
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