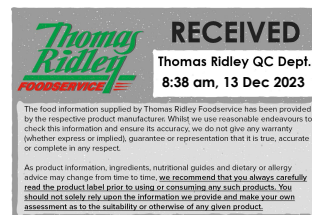


## Belvita Breakfast Honey & Nut with Choc Chips 50g



EAN  
7622202019166

Target market(s)  
GB, IE

### Components

#### Ingredients

Cereals 63.2 % [WHEAT Flour 42.8 %, Wholegrain Cereals 20.4 % (OAT Flakes 12.4 %, Wholegrain WHEAT Flour 3.2 %, Wholegrain BARLEY Flour 2.6 %, Wholegrain Spelt Flour (WHEAT) 1.1 %, Whole RYE Flour 1.1 %)]

Sugar

Rapeseed Oil

Bulking Agent (Polydextrose)

Chocolate Drops 3 % [Sugar, Cocoa Mass, Vegetable Oils (Palm, Shea in varying proportions), Dextrose, Cocoa Butter, Emulsifier (SOYA Lecithins)]

Roasted HAZELNUT Pieces 2.5 %

Honey 2 %

Mineral Blend (Calcium Carbonate, Magnesium Carbonate, Elemental Iron)

Raising Agents (Ammonium Carbonates, Potassium Carbonates, Sodium Carbonates)

Flavourings

Acidity Regulator (Citric Acid)

Emulsifier (SOYA Lecithins)

Salt

Skimmed MILK Powder

#### Allergy Text

**MAY CONTAIN EGG.**

#### Nutrition

	100 g	50 g Portion	%* / 50 g Portion
Energy	1878 kJ	939 kJ	
	447 kcal	224 kcal	11 %
Fat	15 g	7.7 g	11 %
of which saturates	1.8 g	0.9 g	5 %
Carbohydrate	65 g	33 g	13 %
of which sugars	22 g	11 g	12 %
of which starch	42 g	21 g	-
Fibre	7.6 g	3.8 g	-
Protein	7.7 g	3.9 g	8 %
Salt	0.22 g	0.11 g	2 %
	%** /	%** / 50 g	

	100 g	Portion
Calcium	314 mg 39 %	157 mg 20 %
Magnesium	146 mg 39 %	72.8 mg 19 %
Iron	5.6 mg 40 %	2.8 mg 20 %

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

\*\* Nutrient Reference Values(s)

Contains 10 g wholegrain cereals per serving (50 g)

A 50 g serving contains at least 15 % of the Nutrient Reference Value of Calcium, Magnesium and Iron

50 g = Portion, 1 Pack = 4 x Portion

**Calculated Nutrition**

	per 100g	50 g Portion
Energy (kJ)	1878	939
Energy (kcal)	447	224
Fat (g)	15	7.7
of which saturates (g)	1.8	0.9
Carbohydrate (g)	65	33
of which sugars (g)	22	11
of which starch (g)	42	21
Fibre (g)	7.6	3.8
Protein (g)	7.7	3.9
Salt (g)	0.22	0.11
Calcium (mg)	314	157
Iron (mg)	5.6	2.8
Magnesium (mg)	146	72.8

**Front of Pack Nutrition**

**Per Portion**  
4 x Portion

**Energy**  
939kJ  
224kcal  
**11%**

**Per 100g/ml**

**Energy**  
1878kJ  
447kcal

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

**Nutrition Other Text**

Nutrient Reference Values(s)  
Contains 10 g wholegrain cereals per serving (50 g)  
A 50 g serving contains at least 15 % of the Nutrient Reference Value of Calcium, Magnesium and Iron  
50 g = Portion, 1 Pack = 4 x Portion

**Reference Intake Statement**

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

## Product Description

### Brand

Belvita

### Features

Wholegrains & Source of Fibre  
Charter Harmony  
Source of Calcium, Magnesium and Iron  
No Colours, No Preservatives  
Suitable for Vegetarians

### Standardised Brand

Brand - Belvita

### Regulated Product Name

Biscuits made with wholegrain cereals, honey, nuts and chocolate chips and 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

- Tidyman

### Product Marketing

70% Less saturated fat<sup>(1)</sup>

<sup>(1)</sup>Vs adult sweet biscuits in the UK, excluding chocolate filled and coated biscuits

Magnesium contributes to normal energy-yielding metabolism.

### Further Description

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

Visit [www.belvitasnacks.com](http://www.belvitasnacks.com)

Snack mindfully  
[www.snackmindful.com](http://www.snackmindful.com)

### Nutritional Claims

Source of Fibre  
Source of Calcium, Magnesium and Iron

### Health Claims

Magnesium contributes to normal energy-yielding metabolism

## Health & Lifestyle

### Lifestyle

- Suitable for Vegetarians

### Allergy Advice

Barley - Contains  
Eggs - May Contain  
Hazelnuts - Contains  
Milk - Contains  
Oats - Contains  
Rye - Contains  
Soya - Contains  
Wheat - Contains

### Additives

Colours - Free From  
Preservatives - Free From

## Storage & Usage

### Storage Type

#### Type

Ambient

### Storage

Store in a dry place. Protect from heat.

### Date Marking Type

- Best Before

## Brandbank Captured Pack Data

### Pack Size

0.11lbs e

### Numeric Size

Numeric Size - 0.11

### Packaging Material Marks

Material Mark - 5 - PP

### Dimension

Shelf Height (in)	Shelf Width (in)	Shelf Depth (in)
1.89	3.74	1.1

### (GS1 package measurement rules)

### Pack Type

Type - Wrap

### Weight

Gross Weight - 0.11

### New Product Development

Final Product - Not NPD

### Unit Merchandising

Height - 1.89  
Width - 3.74  
Depth - 1.1  
Unit Stackable - No  
Unit Stable - Yes  
Merchandise Multiple Ways - No

### Shelf Ready Pack

GTIN - 07622202019142  
Height - 5.08  
Width - 5.71  
Depth - 10.94  
Weight - 2.42  
Unit Count - 20  
Unit Height - 0.16  
Unit Width - 0.04  
Unit Depth - 0.2  
Merchandise Multiple Ways - No  
Prototype - No  
Is Case - No

### Case

GTIN - 07622202019142  
Height - 5.28  
Width - 5.98  
Depth - 11.5  
Weight - 2.63  
Unit Count - 20  
Prototype - No

## 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 1800 600 858  
eu.mondelezinternational.com

### Telephone Helpline

1800 600 858

### Web Address

eu.mondelezinternational.com

## Extended Data

### Description Breakdown

Variant - Honey & Nut with Choc Chips





