

NielsenIQ Brandbank

Walkers Max Punchy Paprika Crisps 50g



EAN
5000328123301

Target market(s)
GB, IE

Thomas Ridley
FOODSERVICE

RECEIVED
Thomas Ridley QC Dept.
10:10 am, 29 Mar 2024

The food information supplied by Thomas Ridley Foodservice has been provided by the respective product manufacturer. Whilst we use reasonable endeavours to check this information and ensure its accuracy, we do not give any warranty (whether express or implied), guarantee or representation that it is true, accurate or complete in any respect.

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

Potatoes, Vegetable Oils (Sunflower, Rapeseed, in varying proportions), Punchy Paprika Seasoning [Sugar, Salt, Flavourings, Dried Paprika, Dextrose, Dried Onion, Acidity Regulators (Citric Acid, Malic Acid), Dried Tomato, Dried Garlic, Smoked Maltodextrin, Smoked Sunflower Oil, Colour (Paprika Extract)], Antioxidants (Rosemary Extract, Ascorbic Acid, Tocopherol Rich Extract, Citric Acid).

Nutrient Profile Score

Nutrient Profile Score UK - 12

Allergy Text

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

Nutrition

	Per 100g:	Per 50g(%*) Pack
Energy	2118 kJ	1059 kJ (13%*)
Energy	508 kcal	254 kcal (13%*)
Fat	29 g	15 g (21%*)
of which Saturates	2.4 g	1.2 g (6%*)
Carbohydrate	53 g	26 g
of which Sugars	3.3 g	1.7 g (2%*)
Fibre	4.5 g	2.3 g
Protein	6.7 g	3.4 g
Salt	1.2 g	0.60 g (10%*)

This pack contains 1 serving

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

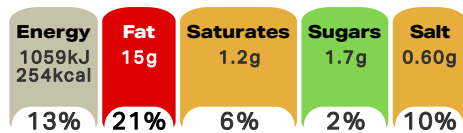
Calculated Nutrition

	per 100g	Per 50g Pack
Energy (kJ)	2118	1059
Energy (kcal)	508	254
Fat (g)	29	15
of which saturates (g)	2.4	1.2
Carbohydrate (g)	53	26
of which sugars (g)	3.3	1.7
Fibre (g)	4.5	2.3
Protein (g)	6.7	3.4
Salt (g)	1.2	0.6

Front of Pack Nutrition

Per Portion

This pack contains:



Energy per 100g: 2118kJ 508kcal

Nutrition Other Text

This pack contains 1 serving

* 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)

HFSS Indicator

HFSS Indicator - HFSS

HFSS Food or Drink

HFSS Food or Drink - Food

HFSS Food Category

HFSS Food Category - 2 - Savoury Snacks

Product Description

Alternative Description

Supplier Preferred Product Name - Walkers Max Punchy Paprika Grab Bag Crisps 50g

Brand

Walkers

Features

No Artificial Colours
No Added MSG
Suitable for Vegetarians

Standardised Brand

Brand - Walkers

Sub Brand

Sub Brand - Max

Regulated Product Name

Punchy Paprika Flavour Ridged 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.

Product Marketing

- Delicious Walkers Max punchy Paprika flavour ridged grab bag crisps
- Irresistible, deep-ridged crisps for a bolder taste experience
- Snack on Walkers Max crisps throughout the day or enjoy with lunch
- No artificial colours and no MSG
- Suitable for vegetarians

‡UK & ROI, 18+. Ends 31/03/24. Buy a promo pack, visit the website and enter details for a chance to win. Retain pack. Instant Win Prizes: 3,000 x £10 (€ cash equivalent in ROI). Grand Prizes: 10 trips for 2 to UEFA Champions League Final in London on 01/06/24. Max 2 entries per person per day. Max 1 cash prize & 1 Grand Prize per household. T&Cs: grabatasteoftheaction.com

Brand Marketing

Walkers MAX, the irresistible deep ridged crisp bursting with intense flavour for the ultimate taste experience in every bite!

Further Description

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

Trademark Information

WALKERS, the WALKERS Logo, and Max are registered trademarks. ©2023

Nutritional Claims

No Artificial Colours
No Added MSG
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

Brandbank Captured Pack Data

Pack Size

0.11lbs e

Numeric Size

Numeric Size - 0.11

Country

Country of Origin - United Kingdom

Pack Type

Type - Bag

Weight

Gross Weight - 0.11

Recycling Other Text

Find out how you can recycle this packet in store at walkers.co.uk/recycle

Usage Count

Number of uses - Servings

1

Usage Other Text

This pack contains 1 serving

Customer Supplied Pack Data

Supplied Dimension

Shelf Height (in)	Shelf Width (in)	Shelf Depth (in)
8.46	5.98	1.77

(GS1 package measurement rules)

Supplied Weight

Gross Weight - 0.11

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 at: www.walkers.co.uk
Consumer Care,
Walkers Snack Foods Ltd.,
PO Box 23,
Leicester,
LE4 8ZU,
UK.

EU: Walkers,
c/o Dublin 18,
D18 Y3Y9.
UK: 0800 274 777
ROI: 1800 509 408
Weekdays - 9am to 5pm

Please have product available when contacting us.
Applies to UK and Republic of Ireland only. Your statutory rights are not affected.

Telephone Helpline

UK: 0800 274 777
ROI: 1800 509 408

Web Address

www.walkers.co.uk

Extended Data

Product Language

Data Language - English
Primary Description Language - English

Description Breakdown

Functional Name - Crisps
Variant - Punchy Paprika



WWW.WALKERS.CO.UK

**SUITABLE FOR VEGETARIANS
NO ARTIFICIAL COLOURS
OR PRESERVATIVES
NO ADDED MSG**

WWW.WALKERS.CO.UK

UK ONLY

**RECYCLE
AT STORE**

**Don't recycle
at home**

WWW.WALKERS.CO.UK

**FLAVOUR TO THE
MAX**

WWW.WALKERS.CO.UK

TYPICAL NUTRITIONAL VALUES		
	Per 100g	Per 50g(50%*) Pack
Energy	218kJ 508kcal	109kJ (13%*) 254kcal (13%*)
Fat of which Saturates	29g 2.4g	15.0g (21%*) 1.2g (6%*)
Carbohydrate of which Sugars	53g 3.3g	26g 1.7g (2%*)
Fibre	4.5g	2.3g
Protein	6.7g	3.4g
Salt	12g	0.60g (10%*)

This pack contains 1 serving

Walkers MAX

Punchy Paprika Flavour Ridged Potato Crisps
Ingredients: Potatoes, Vegetable Oils (Sunflower, Rapeseed, in varying proportions), Punchy Paprika Seasoning (Sugar, Salt, Flavouring, Dried Paprika, Dextrose, Dried Onion, Acidity Regulators (Citric Acid, Malic Acid), Dried Tomato, Dried Garlic, Smoked Maltodextrin, Smoked Sunflower Oil, Colour (Paprika Extract)), Antioxidants (Rosemary Extract, Ascorbic Acid, Tocopherol Rich Extract, Citric Acid).

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



WIN
UEFA
Champions League
TICKETS*
Terms & Conditions apply