

NielsenIQ Brandbank

Walkers Max Sizzling Flame Grilled Steak Crisps 50g



EAN
5000328532905

Target market(s)
GB, IE

Thomas Ridley
FOODSERVICE

RECEIVED
Thomas Ridley QC Dept.
10:29 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), Flame Grilled Steak Seasoning [Flavourings, Salt, Onion Powder, Sugar, Potassium Chloride, Smoked Salt, Colour (Paprika Extract)], Antioxidants (Rosemary Extract, Ascorbic Acid, Tocopherol Rich Extract, Citric Acid).

Nutrient Profile Score

Nutrient Profile Score UK - 11

Allergy Text

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

Nutrition

	Per 100g:	Per 50g(%*) Pack
Energy	2123 kJ	1062 kJ (13%*)
Energy	508 kcal	254 kcal (13%*)
Fat	29 g	15 g (21%*)
of which Saturates	2.3 g	1.2 g (6%*)
Carbohydrate	52 g	26 g
of which Sugars	1.2 g	0.6 g (<1%*)
Fibre	4.4 g	2.2 g
Protein	6.9 g	3.5 g
Salt	1.1 g	0.55 g (9%*)

This pack contains 1 serving

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

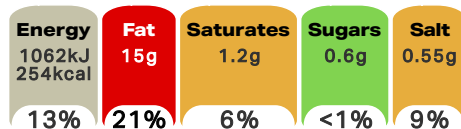
Calculated Nutrition

	per 100g	Per 50g Pack
Energy (kJ)	2123	1062
Energy (kcal)	508	254
Fat (g)	29	15
of which saturates (g)	2.3	1.2
Carbohydrate (g)	52	26
of which sugars (g)	1.2	0.6
Fibre (g)	4.4	2.2
Protein (g)	6.9	3.5
Salt (g)	1.1	0.55

Front of Pack Nutrition

Per Portion

This pack contains:



Energy per 100g: 2123kJ 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

Brand

Walkers

Features

No Added MSG
No Artificial Colours
Suitable for vegetarians

Standardised Brand

Brand - Walkers

Sub Brand

Sub Brand - Max

Regulated Product Name

Sizzling Flame Grilled Steak 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 sizzling Flame Grilled Steak 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 Added MSG
- Suitable for vegetarians

Brand Marketing

Discover the mouth-watering flavours and full-on crunch of Walkers Max potato crisps. Thick cut, deep-ridged and packed with irresistible Walkers flavour, Walkers Max offers the ultimate snacking experience for big flavour seekers. Enjoy the classic ridged flavour of the Walkers Max range, or dial up the taste factor with Walkers Max Strong, which include even bolder, hot and spicy flavours designed to pair perfectly with a soft drink or your favourite beer. Still not enough? Walkers Max Double Crunch are here to double the crunch and double the flavour. Take it to the Max.

Trademark Information

Walkers, the Walkers Logo, and Max are registered trademarks. ©2019

Nutritional Claims

No Added MSG
No 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

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

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

1

Usage Other Text

This pack contains 1 serving

Customer Supplied Pack Data

Supplied Dimension

Shelf Height (in)	Shelf Width (in)	Shelf Depth (in)
8.27	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 - Sizzling Flame Grilled Steak



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		
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Sizzling Flame Grilled Steak Flavour Ridged Potato Crisps
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