# NielsenIQ Brandbank

# **Smarties 105g**



EAN 7613039535042 4270363

Target market(s)

GB, IE



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

Sugar

Skimmed MILK Powder

Cocoa Mass

Cocoa Butter

Glucose Syrup

WHEAT Flour

Whey Powder Product (MILK)

Butterfat (MILK)

Vegetable Fats (Palm, Shea)

Starch

Emulsifier (Lecithins)

Colours (Beetroot Red, Carotenes, Curcumin)

Flavourings

Spirulina Concentrate

Glazing Agents (Carnauba Wax, Beeswax White)

Vegetable Concentrates (Safflower, Radish)

**BARLEY** Malt Extract

#### Nutrition

	Per 100 g	Per 16 sweets	%RI*
Energy	1977 kJ / 471 kcal	376 kJ / 89 kcal	4%
Fat	18.7 g	3.6 g	5%
of which: saturates	11.3 g	2.1 g	11%
Carbohydrate	69.0 g	13.1 g	5%
of which: sugars	60.1 g	11.4 g	13%
Fibre	1.9 g	0.4 g	
Protein	5.4 g	1.0 g	2%
Salt	0.13 g	0.02 g	<1%
*Reference Intake of an average adult (8400kJ/2000kcal)			
Contains approximately 5 servings			
Portions should be adjusted for children of different ages			

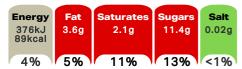
#### **Calculated Nutrition**

	per 100g	Per 16 sweets
Energy (kJ)	1977	376
Energy (kcal)	471	89
Fat (g)	18.7	3.6
of which saturates (g)	11.3	2.1
Carbohydrate (g)	69	13.1
of which sugars (g)	60.1	11.4
Fibre (g)	1.9	0.4
Protein (g)	5.4	1
Salt (g)	0.13	0.02

#### Front of Pack Nutrition

#### Per Portion

Each 16 sweet contains



of an adult's Reference Intake (RI)\*

Energy per 100g: 1977kJ/471kcal

#### **Nutrition Other Text**

Contains approximately 5 servings Portions should be adjusted for children of different ages

#### Reference Intake Statement

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

## **Product Description**

#### Alternative Description

Supplier Preferred Product Name - Smarties Milk Chocolate Sharing Bag 105g

#### **Brand**

Smarties

#### Manufacturer Brand

Brand - Nestle

#### Features

Wrapped in recyclable paper packaging! Once you have enjoyed Smarties®, dispose of the paper wrapper in your paper recycling bin.

Smooth milk chocolate covered in colourful crisp sugar shells - which colour are you?

Includes orange Smarties®, made using natural orange oil

 ${\bf Coloured\ using\ food\ \&\ plant\ extracts\ -no\ artificial\ flavours,\ colours\ or\ preservatives}$ 

Quality, 100% certified sustainable cocoa beans selected through the Nestlé® Cocoa Plan®

#### Standardised Brand

Brand - Smarties

#### **Regulated Product Name**

 $\label{lem:milk} \mbox{Milk chocolate (65\%) in a crisp sugar shell. Milk chocolate contains vegetable fats in addition to cocoa butter.}$ 

<sup>\*</sup>Reference Intake of an average adult (8400kJ/2000kcal)

#### Marketing

#### **Company Name**

Nestlé UK / Nestlé Ireland

#### **Company Address**

Nestlé UK, PO Box 203, York, YO91 1XY.

Nestlé Ireland, 3030 Lake Drive, Citywest Business Campus, Dublin 24.

#### Third Party Logos

- Mobius Loop
- Rainforest Alliance

#### **Product Marketing**

Bring some Smarties® fun into your life! Yummy smooth milk chocolate covered in colourful crisp sugar shells. Nestlé® Smarties® Sharing Bag contains red, yellow, green, blue, violet, pink, brown and orange Smarties® - what's your favourite? Release the colourful fun of Smarties®.

Deliciously smooth milk chocolate has been at the heart of Smarties® for more than 80 years and, in 2005, Smarties® were the first UK major confectionery brand to move to no artificial colours - more reasons to enjoy Smarties®. We select only quality, 100% certified sustainable cocoa beans through the Nestlé® Cocoa Plan®, which aims to improve the lives of cocoa farming communities and the quality of their products. Enjoy Smarties® as part of a varied, balanced diet and a healthy lifestyle.

Let's be recycling heroes! Once you have enjoyed Smarties®, dispose of the paper wrapper in your paper recycling bin.

#### **Brand Marketing**

Have you tried our Smarties® tubes, filled with everyone's favourite colour Smarties®. And, if you love Smarties® chocolate, then get ready to experience chocolate heaven with Smarties® Sharing Buttons - yummy smooth milk chocolate Smarties® covered in more milk chocolate!

#### Other Information

Rainforest Alliance People & Nature - Cocoa

® Reg. Trademark of Société des Produits Nestlé S.A.

#### Further Description

Smart initiatives a colourful world for our children! www.smarties.co.uk/smart-initiatives

Nestle Cocoa Plan www.nestlecocoaplan.com

Rainforest alliance certified cocoa. Find out more at ra.org

#### **Health & Lifestyle**

#### Allergy Advice

Barley - Contains Milk - Contains Wheat - Contains

#### Additives

Artificial Colours - Free From Artificial Flavours - Free From Artificial Preservatives - Free From

# Storage & Usage Storage Type Type Ambient Preparation and Usage Know your serving16 Sweets = 1 Serving Storage Storage Store cool and dry.

# Date Marking Type

Best Before

# Lower Age Limit

Advisory - Years

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4

# **Brandbank Captured Pack Data**

#### Pack Size

105g €

#### Numeric Size

Numeric Size - 105

#### Recycling Info

Whole Packaging - Recycle

#### Pack Type

Type - Box

#### **Recycling Scheme**

• OPRL

#### **Recycling Other Text**

I'm Paper Be Smart Recycle Me! Let's Be Recycling Heroes! Dispose of Responsibly

#### **Usage Count**

Number of uses - Servings

5

#### **Usage Other Text**

Contains approximately 5 servings

#### **Customer Services**

#### Manufacturers Address

Nestlé UK, PO Box 203, York, YO91 1XY.

Nestlé Ireland, 3030 Lake Drive, Citywest Business Campus, Dublin 24.

#### Return To

Contact Us Free www.nestle.co.uk UK: 0800 604 604, Nestlé UK, PO Box 203, York, YO91 1XY.

ROI: 00800 6378 5385, Nestlé Ireland, 3030 Lake Drive, Citywest Business Campus, Dublin 24.

#### Telephone Helpline

UK: 0800 604 604 ROI: 00800 6378 5385

#### Web Address

www.nestle.co.uk

## **Extended Data**

#### **Safety Warning**

 $\hbox{IMPORTANT: YOUNG CHILDREN (LESS THAN 4 YEARS) HAVE LIMITED CHEWING ABILITY AND COULD CHOKE ON SMALL SWEETS. } \\$ 





