## NielsenIQ Brandbank

## Milkybar 30g



**EAN** 50243228

Target market(s)
GB, IE



# **RECEIVED**

Thomas Ridley QC Dept. 4:34, 10 Jun 2025

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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

Whole MILK Powder

Cocoa Butter

Glucose Syrup

Vegetable Fats (Palm, Sal, Shea)

Emulsifier (Lecithins)

Natural Vanilla Flavouring

Contains Vegetable Fats in addition to Cocoa Butter

#### **Nutrition Header**

Nutrition Header - Nutrition information

## Nutrition

	Per 100g	Per 17 pieces	Reference Intake	% RI*
Energy	2275kJ	348kJ	8400kJ	
	544kcal	83kcal	2000kcal	4%
Fat	31.3g	4.8g	70g	7%
of which: saturates	18.9g	2.9g	20g	15%
Carbohydrate	59.4g	9.1g	260g	4%
of which: sugars	52.4g	8.0g	90g	9%
Fibre	<0.1g	<0.1g	-	-
Protein	6.0g	0.9g	50g	2%
Salt	0.21g	0.03g	6g	<1%
*Reference Intake of an average adult (8400kJ/2000kcal)				
Contains approximately 2 servings				
Portions should be adjusted for children of different ages				

### **Calculated Nutrition**

	per 100g	Per 17 pieces
Energy (kJ)	2275	348
Energy (kcal)	544	83
Fat (g)	31.3	4.8
of which saturates (g)	18.9	2.9
Carbohydrate (g)	59.4	9.1
of which sugars (g)	52.4	8
Fibre (g)	<0.1	<0.1
Protein (g)	6	0.9
Salt (g)	0.21	0.03

#### Front of Pack Nutrition

#### Per Portion

Per 17 pieces



% of an adult's RI\*

Energy per 100g: 2275kJ/544kcal

#### **Nutrition Other Text**

Contains approximately 2 servings Portions should be adjusted for children of different ages

#### Reference Intake Statement

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

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

## **Product Description**

#### **Alternative Description**

Supplier Preferred Product Name - Milkybar Buttons White Chocolate Bag 30g

#### Brand

Milkybar

#### Manufacturer Brand

Brand - Nestlé

#### Features

30g bag of Milkybar® white chocolate buttons Made from Milkybar® creamy white chocolate The Nations favourite white chocolate brand! No artificial colours, flavours of preservatives Rainforest Alliance Certified cocoa

#### Standardised Brand

Brand - Milkybar

#### **Regulated Product Name**

White chocolate pieces.

## Marketing

#### **Company Name**

Nestlé UK Ltd / Nestlé Ireland Ltd

#### **Company Address**

UK: Nestlé UK Ltd, PO Box 207, York, YO91 1WS.

IE: Nestlé Ireland Ltd, 3009 Lake Drive, Citywest, Dublin, D24 H6RR.

#### **Third Party Logos**

Rainforest Alliance

#### **Product Marketing**

30g bag of Milkybar® white chocolate buttons.

At Milkybar® we love to keep it simple, nothing but great, creamy tasting smooth white chocolate. From bars to blocks to Giant buttons, its the same delicious taste that you and your family know and love! Pure and Simple, no artificial nasties - just the unmistakable taste of Milkybar's white chocolate. No wonder we are the nations favourite white chocolate brand!

#### **Brand Marketing**

If you love Milkybar  $^{\rm 0}$  30g Bag, why don't you try our creamy Milkybar  $^{\rm 0}$  Medium bar available now!

#### Other Information

Dispose of responsibly

Rainforest Alliance - People & Nature, Cocoa

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

#### **Further Description**

Visit us at www.MILKYBAR.co.uk for lots of fun things to do.

#### Good to remember

Enjoying chocolate as part of a varied, balanced diet and a healthy lifestyle, is one of life's little pleasures.

#### Nestle Cocoa Plan

Milkybar® is part of the Nestlé Cocoa Plan, which works with the Rainforest Alliance to ensure a better future for cocoa farmers and even better chocolate for you. Find out more at www.nestlecocoaplan.com.

## **Enhanced Marketing Data**

## SEO Metatag

Milkybar White chocolate chocolate buttons white chocolate buttons chocolate bag Milkybar buttons

## **Health & Lifestyle**

Allergy Advice

Milk - Contains

Additives

Artificial Flavours - Free From Artificial Preservatives - Free From

## Storage & Usage

## Storage Type

Type

Ambient

Storage

Store cool and dry

**Date Marking Type** 

Best Before

Lower Age Limit

Advisory - Years

4

## **Brandbank Captured Pack Data**

#### Pack Size

30g e

## Numeric Size

Numeric Size - 30

## Pack Type

Type - Wrap

#### **Recycling Other Text**

Recycle at Store - Don't recycle at home For ROI - Recycle at Home / Visit MYWASTE.IE

## Usage Count

Number of uses - Servings

2

### Usage Other Text

Contains approximately 2 servings

## **Customer Services**

#### Manufacturers Address

UK: Nestlé UK Ltd, PO Box 207, York, YO91 1WS.

IE: Nestlé Ireland Ltd, 3009 Lake Drive, Citywest, Dublin, D24 H6RR.

#### Return To

Let's talk UK: 0800 604 604 Nestlé UK Ltd, PO Box 207, York, YO91 1WS.

IE: 00800 6378 5385 Nestlé Ireland Ltd, 3009 Lake Drive, Citywest, Dublin, D24 H6RR. www.nestle-confectionerv.co.uk

#### Telephone Helpline

UK: 0800 604 604 IE: 00800 6378 5385

#### Web Address

www.nestle-confectionerv.co.uk

## Social Media

Follow us Facebook, Instagram, X @milkybaruki

## **Extended Data**

## Safety Warning

IMPORTANT

YOUNG CHILDREN (LESS THAN 4 YEARS) HAVE LIMITED CHEWING ABILITY AND COULD CHOKE ON SMALL SWEETS.













48 X 30g