# **NielsenIQ Brandbank**

# Mars 51g



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As product information, ingredients, nutritional guides and dietary or allergy divides may change from time to time, we recommend that you always carefully eard the product label prior to sulping or consuming any such products. You should not solely rely upon the information we provide and make your own seasesment as the suitability or otherwise of any olven product.



EAN

5000159551694

Target market(s)

10

## **Components**

#### Ingredients

Sugar

Glucose Syrup

Skimmed Milk Powder

Cocoa Butter

Cocoa Mass

Sunflower Oil

Whey Permeate (Milk)

Palm Fat

Milk Fat

Fat-Reduced Cocoa Powder

**Barley** Malt Extract

Salt

Emulsifier (Soya Lecithin)

Egg White Powder

Milk Chocolate contains Milk Solids 14% minimum

Milk Chocolate contains Vegetable Fats in addition to Cocoa Butter

## **Allergy Text**

May contain: Peanuts and other Nuts.

## Nutrition

	/ 100 g	/ 51 g (%*)
Energy	1858kJ	948kJ (11%)
	442kcal	225kcal (11%)
Fat	16g	8.1g (12%)
of which saturates	7.5g	3.8g (19%)
Carbohydrate	70g	36g (14%)
of which sugars	61g	31g (34%)
Protein	4.5g	2.3g (5%)
Salt	0.68g	0.34g (6%)
*Reference intake of an average adult (8400 kJ/2000 kcal)		
Portions per pack: 1, Portion size: 51 g		

#### **Calculated Nutrition**

	per 100g	/ 51 g
Energy (kJ)	1858	948
Energy (kcal)	442	225
Fat (g)	16	8.1
of which saturates (g)	7.5	3.8
Carbohydrate (g)	70	36
of which sugars (g)	61	31
Protein (g)	4.5	2.3
Salt (g)	0.68	0.34

## Front of Pack Nutrition

Per Portion

1 Mars = 51 g



100g: 1858 kJ / 442 kcal

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

#### **Nutrition Other Text**

Reference intake of an average adult (8400 kJ/2000 kcal) Portions per pack: 1, Portion size: 51 g  $\,$ 

#### Reference Intake Statement

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

## **Product Description**

#### Brand

Mars

#### Features

Free from artificial colours, flavours & preservatives Suitable for vegetarians

## Standardised Brand

Brand - Mars

## **Regulated Product Name**

Milk chocolate (40%) with soft nougat (32%) and caramel centre (27%).

## Marketing

## **Company Name**

Mars Wrigley Confectionery UK Ltd. / Mars Foods Ireland Ltd.

## **Company Address**

GB: Freepost Mars Wrigley Confectionery UK Ltd.

IE: Mars Foods Ireland Ltd.,

PO Box 3856,

Dublin 4.

## Third Party Logos

- Green Dot
- Tidyman

## **Further Description**

100% Responsibly Sourced Cocoa\*

\*100% verified as responsibly sourced cocoa. We purchase a volume of responsibly sourced cocoa equivalent to the volume used in this product. Learn more at www.mars.com/COCOA-EUROPE

## **Health & Lifestyle**

## Lifestyle

• Suitable for Vegetarians

## Allergy Advice

Barley - Contains Eggs - Contains Milk - Contains Nuts - May Contain Peanuts - May Contain Soya - Contains

#### Additives

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

## Storage & Usage

## Storage Type

Type

Ambient

## Date Marking Type

Best Before

## **Brandbank Captured Pack Data**

## Pack Size

51g e

#### Numeric Size

Numeric Size - 51

## Recycling Info

Pack - Recycle with bags at large supermarket - Don't recycle at home

## Pack Type

Type - Wrap

## **Recycling Scheme**

• OPRL

#### **Usage Count**

Number of uses - Servings

1

## Usage Other Text

Portions per pack: 1, Portion size: 51 g

## **Customer Services**

#### Manufacturers Address

GB: Freepost Mars Wrigley Confectionery UK Ltd.

IE: Mars Foods Ireland Ltd., PO Box 3856, Dublin 4.

#### Return To

GB: Get in touch: 0800 952 0077 www.mars.co.uk/contact Freepost Mars Wrigley Confectionery UK Ltd.

IE: Mars Foods Ireland Ltd., PO Box 3856, Dublin 4. Contact us: https://ire.mars.com/ 1890 812 315 www.marsbar.co.uk

## Telephone Helpline

GB: 0800 952 0077 IE: 1890 812 315

## Web Address

www.mars.co.uk/contact https://ire.mars.com/ www.marsbar.co.uk





































