# **NielsenIQ Brandbank**

## Milkybar Reindeer White 44g



**EAN** 59946335

Target market(s)

## **Components**

## Ingredients

Milk Powders (Whole and Skimmed) (37%)

Sugar

Cocoa Butter<sup>1</sup>

Vegetable Fat (Palm/ Shea/ Sal/ Mango Kernel)

Emulsifier (Lecithins)

Natural Vanilla Flavouring

White Chocolate contains Vegetable Fat in addition to Cocoa Butter

<sup>1</sup>Rainforest Alliance Certified Cocoa

#### **Allergy Text**

 $\label{eq:mayontain} \textbf{May contain Peanuts, Tree Nuts, Soya and Gluten.}$ 

#### Nutrition

	Per 100g	Per 1/3 reindeer	% RI*
Energy	2310kJ	346kJ	
	553kcal	83kcal	4%
Fat	33.5g	5.0g	7%
of which: saturates	20.2g	3.0g	15%
Carbohydrate	51.9g	7.8g	3%
of which: sugars	51.4g	7.7g	9%
Fibre	0.0g	0.0g	-
Protein	10.4g	1.6g	3%
Salt	0.32g	0.05g	1%
*Reference Intake of an average adult (8400kJ/2000kcal)			
Contains approximately 3 servings			
Portions should be adjusted for children of different ages			

## Calculated Nutrition

	per 100g	Per 1/3 reindeer
Energy (kJ)	2310	346
Energy (kcal)	553	83
Fat (g)	33.5	5
of which saturates (g)	20.2	3
Carbohydrate (g)	51.9	7.8
of which sugars (g)	51.4	7.7
Fibre (g)	0	0
Protein (g)	10.4	1.6
Salt (g)	0.32	0.05

## **Nutrition Other Text**

Contains approximately 3 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 - Milkybar Reindeer White Chocolate Christmas Figure 44g

#### Brand

Milkybar

#### **Features**

Deliciously creamy 44g Milkybar® white chocolate reindeer

With no artificial flavours, colours or preservatives, it's a gift you can feel happy to give!

The ideal stocking filler or small gift at Christmas.

Rainforest Alliance Certified cocoa

From the nations favourite white chocolate brand!

#### Standardised Brand

Brand - Milkybar

#### **Regulated Product Name**

Hollow white chocolate figure.

## Marketing

#### **Company Name**

Nestlé Ireland

#### Company Address

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

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

#### **Product Marketing**

Celebrate your Christmas with a Milkybar® Reindeer. With great creamy tasting, smooth white chocolate it makes for the ideal stocking filler or small gift at Christmas.

At Milkybar® we love to keep things simple, nothing but great, creamy tasting smooth white chocolate. From bars to blocks to giant buttons, it's 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**

Have you seen the Milkybar  $^{\circ}$  advent calendar which makes the perfect gift in the run up to Christmas?

#### Other Information

Nutritional Compass ®

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

#### **Further Description**

 $Good\ to\ remember$ 

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

Milkybar is part of the Nestlé Cocoa Plan which is supporting farmers for better chocolate. Nestlé and the Rainforest Alliance work together to help improve the lives of cocoa farmers and the quality of their product. Find out more at ra.org.

https://www.nestle-confectionery.co.uk/brands/milkybar

## **Enhanced Marketing Data**

#### **SEO Metatag**

milkybar christmas white chocolate christmas chocolate christmas chocolate gift chocolate gift

## **Health & Lifestyle**

## Allergy Advice

Cereals Containing Gluten - May Contain Milk - Contains Nuts - May Contain Peanuts - May Contain Soya - May Contain

## Storage & Usage

#### Storage Type

Type

Ambient

#### Preparation and Usage

Know Your Servings 1/3 Reindeer = 1 Serving

Storage

Store cool and dry

#### **Date Marking Type**

Best Before

## **Brandbank Captured Pack Data**

#### Pack Size

44g €

## Numeric Size

Numeric Size - 44

## Pack Type

Type - Wrap

## Usage Count

Number of uses - Servings

3

### Usage Other Text

Contains approximately 3 servings

## **Customer Services**

#### Manufacturers Address

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

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

#### Return To

Contact us free 0800 604 604 (UK) 00800 6378 5385 (ROI) www.nestle.co.uk PO Box 203, York, YO91 1XY, UK.

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

#### Telephone Helpline

0800 604 604 (UK) 00800 6378 5385 (ROI)

#### Web Address

www.nestle.co.uk

## **Extended Data**

#### **Description Breakdown**

Variant - Reindeer White













