NielsenIQ Brandbank

Walker's 8 All-Butter Shortbread Gingerbread Men 125g



EAN 0039047016439

Target market(s)
GB. IE

Components

Ingredients

Wheat Flour (Wheat Flour, Calcium Carbonate, Iron, Niacin, Thiamin)

Butter (Milk) (28%)

Sugar

Treacle

Golden Syrup

Ground Ginger

Raising Agent: Sodium Bicarbonate

Allergen Tag Text

For allergens, including Cereals containing Gluten, see ingredients in **bold**.

Allergy Text

May also contain Nuts.

Nutrition

	Per 100 g
Energy	2111 kJ / 504 kcal
Fat	25.8 g
of which saturates	17.0 g
Carbohydrate	61.5 g
of which sugars	20.1 g
Fibre	1.9 g
Protein	5.6 g
Salt	0.63 g

Calculated Nutrition

	per 100g
Energy (kJ)	2111
Energy (kcal)	504
Fat (g)	25.8
of which saturates (g)	17
Carbohydrate (g)	61.5
of which sugars (g)	20.1
Fibre (g)	1.9
Protein (g)	5.6
Salt (g)	0.63

Product Description

Brand

Walker's

Features

Suitable for vegetarians

Kosher - D

Standardised Brand

Brand - Walker's

Regulated Product Name

All-butter ginger shortbread

Marketing

Company Name

Walker's Shortbread Ltd

Company Address

Aberlour-on-Spey, Scotland, AB38 9PD, United Kingdom.

Brand Marketing

Part of the Walker's range of fine Scottish baking, oatcakes and shortbread.

Joseph Walker fired up the ovens of our family's Scottish highland bakery in 1898 with a desire to bake the best. Still proudly made on Speyside, now people in more than 100 countries enjoy our exceptional baking. Four generations on, we remain true to Joseph's original shortbread recipes using butter, sugar, flour and salt. Always all-butter, never any artificial flavourings, colourings or preservatives.

Why? Because there are no shortcuts to showcasing Scotland at its finest.

Joseph Walker

Est. 1898

Scotland at its Finest - Family-Owned Since 1898

As a proudly Scottish family creating memorable moments with every bite, our seal celebrates 'Flora MacDonald's Farewell' by G.W. Joy, whose original painting depicts a defining moment in Scottish history.

Manufacturer Marketing

By Appointment to Her Majesty the Queen Shortbread & Oatcake

Further Description

Hungry for more? Explore the range at WALKERSSHORTBREAD.COM

Health & Lifestyle

Lifestyle

- Kosher
- Suitable for Vegetarians

Allergy Advice

Milk - Contains Nuts - May Contain Wheat - Contains

Additives

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

Storage & Usage

Storage Type

Туре

Ambient

Storage

Store in a cool dry place. For best before, see base.

Date Marking Type

Best Before

Brandbank Captured Pack Data

Pack Size

125g e

Numeric Size

Numeric Size - 125

Recycling Info

Box - Recycle Tray - Recycle

Dimension

Shelf Height (mm)	Shelf Width (mm)	Shelf Depth (mm)
168	77	70

(GS1 package measurement rules)

Country

Country of Origin - Scotland

Pack Type

Type - Box

Weight

Gross Weight - 163

New Product Development

Final Product - Not NPD

Unit Merchandising

Height - 168 Width - 77 Depth - 70 Unit Stackable - Yes Unit Stable - Yes

Merchandise Multiple Ways - No

Origin

Origin Free Text - Baked in Scotland with butter from the UK and Ireland and non-EU ground ginger

Recycling Scheme

• OPRL

Recycling Other Text

Film - Recycle with Bags at Large Supermarket - Don't recycle at home

Customer Services

Manufacturers Address

Walker's Shortbread Ltd, Aberlour-on-Spey, Scotland, AB38 9PD, United Kingdom.

Return To

Get in Touch: walkersshortbread.com/contact Walker's Shortbread Ltd, Aberlour-on-Spey, Scotland, AB38 9PD, United Kingdom.

Web Address

walkersshortbread.com/contact

Extended Data

Description Breakdown

Functional Name - Shortbread Gingerbread Men Variant - All-Butter











