# **NielsenIQ Brandbank**

## Maille Mustard Dijon Original 215 g



**EAN** 8712566134144

Target market(s) GB, IE

## Components

#### Ingredients

Water, MUSTARD seeds (26%), spirit vinegar, salt, acid (citric acid), preservative (potassium METABISULPHITE)

Nutrition

	Per 100g Unprepared	Per Serving Unprepared	%* per portion**
Energy (kJ)	631 kJ	63 kJ	1%
Energy (kcal)	151 kcal	15 kcal	1%
Fat (g)	11 g	1.1 g	2%
of which saturates (g)	0.6 g	<0.1 g	1%
Carbohydrate (g)	3.5 g	<0.5 g	1%
of which sugars (g)	1.9 g	<0.5 g	1%
Fibre (g)	2 g	<0.5 g	0%
Protein (g)	7 g	0.7 g	1%
Salt (g)	4.9 g	0.49 g	8%
% of Reference Intake of an average adult (8400kJ/2000kcal). % of Reference Intake of an average adult (8400kJ/2000kcal). % of Reference Intake of an average adult (8400kJ/2000kcal). % of Reference In			

1 portion = GRM. (Pack contains 21 portions)

#### **Calculated Nutrition**

	Per 100g	Per Serving
Energy (kJ)	631	63
Energy (kcal)	151	15
Fat (g)	11	1.1
of which saturates (g)	0.6	<0.1
Carbohydrate (g)	3.5	<0.5
of which sugars (g)	1.9	<0.5
Fibre (g)	2	<0.5
Protein (g)	7	0.7
Salt (g)	4.9	0.49

## **Product Description**

#### Brand

Maille

#### Features

Maille Dijon Original Mustard is a true original that owes its unique taste to over 270 years of tradition and craftsmanship – a key ingredient for those passionate about good taste

The subtle spiciness and fine texture of our Dijon mustard make it the perfect foundation for salad dressings, sauces and marinades

Made with finely cut Brassica juncea mustard seeds, which add a depth of taste and pleasure that is never predictable or one-dimensional

Add a gourmet touch to your fish and chicken dishes with a spoonful of our rich and creamy Dijon mustard Maille mustard is the French mustard of choice for chefs and is guaranteed to add that extra touch to spice up your dish Maille Dijon Original Mustard is an indispensable condiment for all those who love to cook, flavour is made to be explored after all

#### Standardised Brand

Brand - Maille

#### **Regulated Product Name**

Dijon mustard

## Marketing

#### **Company Name**

Unilever UK Ltd. / Unilever Ireland Ltd.

#### **Company Address**

Unilever UK, Maille, Freepost ADM3940, London, SW1A 1YR.

Unilever Ireland, 20 Riverwalk, Citywest, Dublin 24.

Freephone 0800 1218098 Callsave (ROI) 1850308608 Mon-Fri 8am-6pm www.maille.co.uk

#### **Product Marketing**

Add a touch of gourmet quality and flavour to your dishes with Maille Dijon Original. Named after the home of French Mustard, this traditional Dijon mustard dates back to 1747 when Maille was founded – a true original. In the heart of Burgundy, the mustard seed Brassica juncea is selected and finely crushed to offer a high level of pungency and ensure the smoothest possible texture. The mustard seeds are cultivated to Maille's standards of excellence, with only the best grade obtained from its suppliers. This condiment is a key ingredient for anyone who enjoys playing with flavour in the kitchen and adding a whole new dimension to a host of dishes, from the simplest to the most sophisticated. Flavour is made to be explored, after all. Use Maille Dijon Original on sandwiches, within a mustard vinaigrette or in a variety of chicken and fish recipes. It's also an ideal accompaniment to red meat. At Maille, we believe life is so much more flavourful when we eat and cook with pleasure in mind. La Maison Maille is heir to an enduring legacy of 84 sublime mustards and 120 kinds of vinegar. Today, specialists continue to explore, select, and combine the finest ingredients, creating tastes and textures that result from centuries of expertises on a French classic, try Maille Dijon with Honey – the perfect blend of the tart warmth of mustard with the smooth sweetness of honey. Love the extra texture and bite of a whole grain mustard? Maille Wholegrain Mustard works well in dressings, giving an otherwise smooth sauce a bit of texture.

## **Health & Lifestyle**

#### Allergy Advice

Mustard - Contains Sulphur Dioxide/Sulphites - Contains

## Storage & Usage

#### Storage Type

Туре

Ambient

## **Brandbank Captured Pack Data**

Pack Size

215gram  $\Theta$ 

Numeric Size

Numeric Size - 0.47

#### Dimension

 Shelf Height (in)
 Shelf Width (in)
 Shelf Depth (in)

 3.82
 2.68
 2.68

#### (GS1 package measurement rules)

Country

Country of Origin - France

Origin

Origin Free Text - France

## **Customer Services**

#### Manufacturers Address

Unilever UK, Maille, Freepost ADM3940, London, SW1A 1YR.

Unilever Ireland, 20 Riverwalk, Citywest, Dublin 24.

Freephone 0800 1218098 Callsave (ROI) 1850308608 Mon-Fri 8am-6pm www.maille.co.uk

## Return To

Unilever UK, Maille, Freepost ADM3940, London, SW1A 1YR.

Unilever Ireland, 20 Riverwalk, Citywest, Dublin 24.

### Telephone Helpline

0800 121 8098 (UK) 1850 540550 (ROI)

#### Web Address

www.maille.co.uk

## **Extended Data**

#### **Description Breakdown**

Functional Name - Mustard

(Typical Values)	Per 100 g	portion**	%*Per
Energy	631 kJ/151 kcal	63 kJ/15 kcal	<1%
Fat	11 g	1.1 g	2 %
of which saturates	0.6 g	< 0.1 g	<1%
Carbohydrate	3.5 g	< 0.5 g	<1%
of which sugars	1.9 g	< 0.5 g	<1%
Protein	7.0 g	0.7 g	18
Salt	4.9 g	0.49 g	8%

% of Keterence Infake of an average double (0400 kJ/2000 kcal \*\* 1 portion = 10 g (pack contains 21 portions)



Ingredients: Water, MUSTARD seeds (26%), spirit vinegar, salt, acid (citric acid), preservative (potassium METABISULPHITE).







PARIS

1747

DIJON





The best steak deserves the best mustard. For a gourmet steak, simply serve Maille Mustard alongside your steak or smother the uncooked steak with mustard and cook as normal to enhance the steak's rich flavour.

1. Station Belleville strates

