

# NielsenIQ Brandbank

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## Knorr Mashed Potato Mix 204g



EAN  
5011002605310

Target market(s)  
GB, IE

## Components

### Ingredients

Potatoes (96%)  
Salt  
Emulsifier (Mono- and Diglycerides of Fatty Acids)  
Stabiliser (Diphosphate)  
Pea Starch  
Onion Powder  
Antioxidants (Ascorbyl Palmitate, Sodium METABISULPHITE)  
Turmeric  
Flavourings

### Allergy Text

May contain Gluten, Milk, Egg and Celery

### Nutrition

	Per 100g as prepared	Per portion**	%* per portion**
Energy	280kJ/66kcal	350kJ/83kcal	4%
Fat	<0.5g	<0.5g	<1%
of which saturates	0.1g	0.1g	<1%
Carbohydrate	13g	16g	6%
of which sugars	0.6g	0.8g	<1%
Fibre	1.3g	1.6g	
Protein	1.7g	2.1g	4%
Salt	0.4g	0.5g	8%
*% of Reference intake of an average adult (8400kJ/2000kcal)			
** 1 portion = 125g (one pack contains 4 portions)			

### Calculated Nutrition

	per 100g	Per portion**
Energy (kJ)	280	350
Energy (kcal)	66	83
Fat (g)	<0.5	<0.5
of which saturates (g)	0.1	0.1
Carbohydrate (g)	13	16
of which sugars (g)	0.6	0.8
Fibre (g)	1.3	1.6
Protein (g)	1.7	2.1
Salt (g)	0.4	0.5

### Front of Pack Nutrition

#### Per Portion

Each 125g serving contains:

<b>Energy</b> 350kJ 83kcal	<b>Fat</b> <0.5g	<b>Saturates</b> 0.1g	<b>Sugars</b> 0.8g	<b>Salt</b> 0.5g
<b>4%</b>	<b>&lt;1%</b>	<b>&lt;1%</b>	<b>&lt;1%</b>	<b>8%</b>

Energy per 100g as prepared: 280kJ/66kcal

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

## Product Description

### Brand

Knorr

### Features

2 x 4 helpings  
Delicious creamy mashed potato in minutes  
No added MSG  
No artificial colours  
Suitable for vegetarians

### Standardised Brand

Brand - Knorr

### Regulated Product Name

Dehydrated mashed potato mix.

## Marketing

### Company Name

Unilever Ireland

### Company Address

20 Riverwalk,  
Citywest,  
Dublin 24.

### Product Marketing

Mashed potato is so versatile, it goes with any meal and Knorr have chosen the pick of the crop to make a smooth and fluffy mashed potato.

### Brand Marketing

"Why not try Knorr Mealmaker for Shepherd's Pie"

### Other Information

Packed in a protective atmosphere.

### Trademark Information

Knorr, Unilever and the U device are registered trademarks.

## Health & Lifestyle

### Lifestyle

- Suitable for Vegetarians

### Allergy Advice

Celery - May Contain  
Cereals Containing Gluten - May Contain  
Eggs - May Contain  
Milk - May Contain  
Sulphur Dioxide/Sulphites - Contains

### Additives

Artificial Colours - Free From

### Additives Other Text

No added MSG

## Storage & Usage

### Cooking Guidelines

Cooking Instructions - From Ambient

Preparation instructions:

Bring 400ml of water to boil. Pour into a bowl add slowly add the contents of one sachet while stirring. Leave to stand for 1 minute and whisk briskly. Add butter to taste. For softer potato add a little more water.

Microwave - From Ambient

Pour 400ml of water into a microwaveable bowl and stir in the contents of one sachet. Heat uncovered at 900 watts for 3 minutes. Stir after each minute during cooking. Add butter to taste.

### Storage Type

Type
Ambient

### Storage

Store in a cool, dry place.

Best Before End: see bottom of carton

### Recipes

Shepherd's Pie

1 onion, chopped

75g mushrooms, chopped

450g minced beef

1 Packet of Knorr Mealmaker for Shepherd's Pie

300ml of water

1 tablespoon tomato ketchup

1 Sachet of Knorr Mashed Potato

Method:

Stir Fry the onion in some oil, add the mushrooms and fry until soft. Add minced meat and continue to fry until brown. Mix the Knorr Mealmaker Shepherd's Pie with the water, add to the pan, bring to the boil and simmer for 10 minutes. Stir in the ketchup, pour into an oven proof dish. Make Knorr Mashed Potato following the instructions above. Spread on top of Shepherd's Pie and grill until golden brown.

## Brandbank Captured Pack Data

### Pack Size

0.45lbs e

### Numeric Size

Numeric Size - 0.45

### Pack Type

Type - Box

### Usage Count

Number of uses - Servings

4

### Usage Other Text

One pack contains 4 portions

## Customer Services

### Manufacturers Address

Unilever Ireland,  
20 Riverwalk,  
Citywest,  
Dublin 24.

### Return To

Unilever Ireland,  
20 Riverwalk,  
Citywest,  
Dublin 24.

If you have any questions or comments, please phone: Callsave 1850 28 10 27 (Mon-Fri 8am-6pm)

### Telephone Helpline

Callsave 1850 28 10 27 (Mon-Fri 8am-6pm)