

NielsenIQ Brandbank

Hellmann's Mayonnaise Light 400 g



EAN
5000184321552

Target market(s)
GB, IE

Components

Ingredients

Water, rapeseed oil (25%), spirit vinegar, modified starch, sugar, salt, EGG yolk (1.5%), cream powder (MILK), citrus fibre, natural MUSTARD flavouring, thickeners (guar gum, xanthan gum), MUSTARD flour, lemon juice concentrate, antioxidant (calcium disodium EDTA), paprika extract

Nutrition

	Per 100g Unprepared	Per Serving Unprepared	%* per portion**
Energy (kJ)	1108 kJ	166 kJ	2%
Energy (kcal)	265 kcal	40 kcal	2%
Fat (g)	26 g	4 g	6%
of which saturates (g)	2.6 g	0.4 g	2%
of which mono-saturates (g)	16 g	2.5 g	0%
of which polyunsaturates (g)	7.2 g	1.1 g	0%
Carbohydrate (g)	6 g	0.9 g	1%
of which sugars (g)	2.3 g	<0.5 g	1%
Fibre (g)	<0.5 g	<0.5 g	0%
Protein (g)	<0.5 g	<0.5 g	1%
Salt (g)	1.7 g	0.26 g	4%
Omega 3 (g)	2.3 g	0.3 g	0%
Omega 6 (g)	4.8 g	0.7 g	0%
% of Reference Intake of an average adult (8400kJ/2000kcal).			
1 portion = GRM. (Pack contains 27 portions)			

Calculated Nutrition

	Per 100g	Per Serving
Energy (kJ)	1108	166
Energy (kcal)	265	40
Fat (g)	26	4
of which saturates (g)	2.6	0.4
of which polyunsaturates (g)	7.2	1.1
Carbohydrate (g)	6	0.9
of which sugars (g)	2.3	<0.5
Fibre (g)	<0.5	<0.5
Protein (g)	<0.5	<0.5
Salt (g)	1.7	0.26
Omega 3 (g)	2.3	0.3

Product Description

Brand

Hellmann's

Features

Hellmann's Light Mayonnaise adds an unmistakable amazing taste and creaminess to the simplest ingredients, bringing out the best in your food – with 60% fewer calories

Our light mayo is made with 100% free-range eggs, contains sustainably sourced oils and is a good source of Omega 3

Hellmann's is committed to making mayonnaise from only 100% sustainably sourced oils

Our mayo contains no artificial colours, flavours or preservatives, is suitable for vegetarians and perfect for healthy salads, tasty veggie burgers or as a sandwich spread

You can use Hellmann's Light Mayonnaise for sandwiches, leftover pasta or potato salad – create simple and tasty meals from what you have on hand because food is too good to be wasted

Make taste, not waste – Hellmann's Light Mayonnaise helps people enjoy food for the simple pleasure it is, without worry or waste

Standardised Brand

Brand - Hellmann's

Regulated Product Name

Light reduced calorie mayonnaise - 60% less calories than Hellmann's Real Mayonnaise.

Marketing

Company Name

Unilever UK Ltd. / Unilever Ireland Ltd.

Company Address

Unilever UK,
Hellmann's,
Freepost ADM 3940,
London,
SW1A 1YR.

Unilever Ireland,
20 Riverwalk,
Citywest,
Dublin 24.

Hellmann's and Unilever are registered trademarks. Your comments count! FREEPHONE (UK) 0800435562 or CALLSAVE (IE) 1850 540550

Product Marketing

Over 100 years ago Richard Hellmann created the perfect mayonnaise in a deli in New York and he proudly marked each jar by tying a blue ribbon around it. Today, the blue ribbon on the label still signifies our commitment to great quality products. We believe in real food, made with real, simple ingredients. That's why we only use 100% free-range eggs and source all of our oils responsibly. Hellmann's Light Mayonnaise has the same rich and creamy texture and unmistakable taste you know and love even though it has 60% fewer calories. The real secret to our light mayonnaise is that it brings even the simplest ingredients you already have at home together to create flavourful dishes. We've all been there – our fridge is full of leftovers yet we think "I've got nothing to eat". Grab a jar of Hellmann's and make yourself the perfect tuna mayo sandwich, a jacket potato topped with mayo, a crispy grilled cheese sandwich or a creamy pesto pasta salad. Don't be afraid to mix and match our condiment with unusual ingredients to whip up a quesadilla pie, add texture to your veggie burgers or give flavour to some smashed potato nachos. Make taste, not waste. Globally, 1/3 of all food produced is wasted. Hellmann's helps you to be more resourceful with food. Also, our jars are widely recycled – please, do your part and recycle.

Health & Lifestyle

Allergy Advice

Eggs - Contains

Milk - Contains

Mustard - Contains

Storage & Usage

Storage Type

Type

Ambient

Brandbank Captured Pack Data

Pack Size

400gram e

Numeric Size

Numeric Size - 0.88

Dimension

Shelf Height (in)	Shelf Width (in)	Shelf Depth (in)
5.75	2.95	2.95

(GS1 package measurement rules)

Country

Country of Origin - United Kingdom

Origin

Origin Free Text - United Kingdom

Customer Services

Manufacturers Address

Unilever UK,
Hellmann's,
Freepost ADM 3940,
London,
SW1A 1YR.

Unilever Ireland,
20 Riverwalk,
Citywest,
Dublin 24.

Hellmann's and Unilever are registered trademarks. Your comments count! FREEPHONE (UK) 0800435562 or CALLSAVE (IE) 1850 540550

Return To

Unilever UK,
Hellmann's,
Freepost ADM 3940,
London,
SW1A 1YR.

Unilever Ireland,
20 Riverwalk,
Citywest,
Dublin 24.

Web Address

www.hellmanns.co.uk

Extended Data

Description Breakdown

Functional Name - Mayonnaise

NUTRITION INFORMATION

(Typical values)	Per 100g	Per portion**	%* per portion**
Energy	1108kJ/265kcal	166kJ/40kcal	2%
Fat	26g	4.0g	6%
of which saturates	2.6g	0.4g	2%
Carbohydrate	6.0g	0.9g	<1%
of which sugars	2.3g	<0.5g	<1%
Protein	<0.5g	<0.5g	<1%
Salt	1.7g	0.26g	4%
Omega 3 ¹	2.3g	0.3g	

*% of Reference Intake of an average adult (8400 kJ / 2000 kcal)
 ** 1 portion = 15g (pack contains approx 27 portions)
¹ From plant sources
² Compared to standard mayonnaise.



Ingredients: Water, rapeseed oil (25%), spirit vinegar, modified starch, sugar, salt, EGG yolk (1.5%), cream powder (MILK), citrus fibre, natural MUSTARD flavouring, thickeners (guar gum, xanthan gum), MUSTARD flour, lemon juice concentrate, antioxidant (calcium disodium EDTA), paprika extract.



400 g

Ingredients: Water, rapeseed oil (25%), spirit vinegar, modified corn starch, sugar, salt, pasteurised free range EGG yolk (1.5%), cream powder (MILK), citrus fibre, thickener (guar gum, xanthan gum), MUSTARD flour, lemon juice concentrate, antioxidant (calcium disodium EDTA), natural MUSTARD flavouring, paprika extract.



PERFECT WITH SALADS!



MADE WITH
100%
 FREE RANGE
 EGGS



**MAKE TASTE,
 NOT WASTE**



TURN NOTHING INTO SOMETHING DELICIOUS



40 CALORIES
 PER TABLESPOON FOR GUILT-FREE TASTE