

# NielsenIQ Brandbank

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## Cadbury Dairy Milk Milk Chocolate 53g



EAN

5034660004004

Target market(s)

GB, IE

## Components

### Ingredients

#### Milk\*\*

Sugar

Cocoa Butter

Cocoa Mass

Vegetable Fats (Palm, Shea)

Emulsifiers (E442, E476)

Flavourings

\*\*The equivalent of 426ml of Fresh Liquid Milk in every 227g of Milk Chocolate

Milk Solids 20% minimum, actual 23%

Cocoa Solids 20% minimum

Contains Vegetable Fats in addition to Cocoa Butter

Sugar, Cocoa: trade in compliance with Fairtrade Standards, total 70%

### Allergy Text

May contain Nuts, Wheat

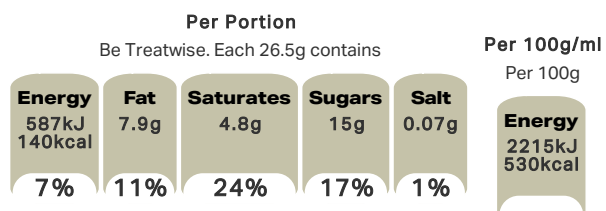
### Nutrition

	Per 100g	Per 1/2 Bar (26.5g)	*Reference Intakes
Energy	2215 kJ	587 kJ	8400 kJ/
	530 kcal	140 kcal	2000 kcal
Fat	30.0g	7.9g	70g
of which Saturates	18.5g	4.8g	20g
Carbohydrate	56.5g	15.0g	260g
of which Sugars	56.0g	15.0g	90g
Fibre	0.7g	0.2g	-
Protein	8.4g	2.2g	50g
Salt	0.28g	0.07g	6g
2 portions per bar			
*% reference intake of an average adult (8400 kJ/2000 kcal)			

### Calculated Nutrition

	per 100g	Per 1/2 Bar (26.5g)
Energy (kJ)	2215	587
Energy (kcal)	530	140
Fat (g)	30	7.9
of which saturates (g)	18.5	4.8
Carbohydrate (g)	56.5	15
of which sugars (g)	56	15
Fibre (g)	0.7	0.2
Protein (g)	8.4	2.2
Salt (g)	0.28	0.07

### Front of Pack Nutrition



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

## Product Description

### Brand

Cadbury

### Features

Fairtrade  
Suitable for vegetarians

### Standardised Brand

Brand - Cadbury

### Regulated Product Name

Milk Chocolate

## Marketing

### Company Name

Mondelez Ireland

### Company Address

Malahide Road,  
Coolock,  
Dublin 5.

### Third Party Logos

- Fairtrade

### Brand Marketing

Cadbury Dairy Milk made in Ireland since 1933

### Third Party Logo Other Text

Fairtrade Foundation - Fairtrade means fairer trading conditions and opportunities for producers in developing countries to invest in their businesses and communities for a sustainable future. Visit [www.info.fairtrade.net](http://www.info.fairtrade.net)

## Health & Lifestyle

### Lifestyle

- Suitable for Vegetarians

### Allergy Advice

Milk - Contains  
Nuts - May Contain  
Wheat - May Contain

## Storage & Usage

### Storage Type

#### Type

Ambient

### Storage

Store in a cool, dry place

## Brandbank Captured Pack Data

### Pack Size

0.12lbs e

### Numeric Size

Numeric Size - 0.12

### Dimension

Shelf Height (in)	Shelf Width (in)	Shelf Depth (in)
1.97	4.53	0.47

### (GS1 package measurement rules)

### Pack Type

Type - Re-Closable Packaging

### Weight

Gross Weight - 0.12

### New Product Development

Final Product - Not NPD

### Unit Merchandising

Height - 1.97  
Width - 4.53  
Depth - 0.47  
Unit Stackable - Yes  
Unit Stable - Yes  
Merchandise Multiple Ways - No

### Usage Count

Number of uses - Servings

2

### Usage Other Text

2 portions per bar

## Customer Services

### Manufacturers Address

Mondelez Ireland,  
Malahide Road,  
Coolock,  
Dublin 5.

### Return To

We are passionate about our great quality Cadbury products.  
Not completely satisfied? Please contact us:  
Mondelez Ireland,  
Malahide Road,  
Coolock,  
Dublin 5.  
Freephone 1-800 678708  
www.cadbury.ie

### Telephone Helpline

1-800 678708

### Web Address

www.cadbury.ie

## Extended Data

### Description Breakdown

Functional Name - Milk Chocolate

