

# NielsenIQ Brandbank

## Kinder Small Chocolate Bars Multipack 8 x 12.5g (100g)



### EAN

80177616

### Target market(s)

GB, IE

## Components

### Ingredients

Fine **MILK** Chocolate 40% (Sugar, **MILK** Powder, Cocoa Butter, Cocoa Mass, Emulsifier: Lecithins (**SOYA**), Vanillin)

Sugar

Skimmed **MILK** Powder

Palm Oil

Concentrated **BUTTER**

Emulsifier: Lecithins (**SOYA**)

Vanillin

Total Milk constituents: 33% - Total Cocoa constituents: 13%

Milk Chocolate contains: Cocoa Solids 32% minimum, Milk Solids 22.5% minimum

### Nutrient Profile Score

Nutrient Profile Score UK - 28

### Nutrition

	Per 100g	Per bar (12.5g)	%RI* per bar
Energy kJ/kcal	2360/566	296/71	4%
Fat g	35	4.4	6%
of which Saturates g	22.6	2.8	14%
Carbohydrates g	53.5	6.7	3%
of which Sugars g	53.3	6.7	7%
Protein g	8.7	1.1	2%
Salt g	0.313	0.039	1%

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

### Calculated Nutrition

	per 100g	Per bar (12.5g)
Energy (kJ)	2360	296
Energy (kcal)	566	71
Fat (g)	35	4.4
of which saturates (g)	22.6	2.8
Carbohydrate (g)	53.5	6.7
of which sugars (g)	53.3	6.7
Protein (g)	8.7	1.1

Salt (g) 0.313 0.039

#### Front of Pack Nutrition

**Per Portion**  
Per bar (12.5g)

**Energy**  
71 kcal  
296kJ  
**4%**

Per 100g: 2360 kJ / 566 kcal

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

#### Nutrition Other Text

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

#### Reference Intake Statement

Reference Intake Statement - Reference intake of an average adult (8400 kJ / 2000 kcal)

#### HFSS Indicator

HFSS Indicator - HFSS

#### HFSS Food or Drink

HFSS Food or Drink - Food

#### HFSS Food Category

HFSS Food Category - 4 - Confectionary inc. chocolate and sweets

## Product Description

#### Alternative Description

Supplier Preferred Product Name - Kinder Milk Chocolate Fun Size Treat Snack Bars Multipack 8 x 12.5g

#### Brand

Kinder

#### Features

8 individually wrapped small bars of Kinder Chocolate  
Made with more milk less cocoa  
Individually wrapped for freshness  
Made with no artificial colours or preservatives

#### Standardised Brand

Brand - Kinder

#### Regulated Product Name

Fine Milk Chocolate with a Milky Filling

## Marketing

### Company Name

Ferrero

### Company Address

(UK) Ferrero,  
889 Greenford Road,  
Greenford,  
UB6 0HE.

(ROI) Ferrero,  
Kinsale Road,  
Cork.

### Product Marketing

Each bar of Kinder Chocolate contains a delicious milky filling covered with a fine milk chocolate coating. The taste kids love in child friendly portions!

### Brand Marketing

Did You Know?

Kinder Chocolate was created in 1968 with kids' joy in mind, that's why it comes in Small Portions. Each Kinder Chocolate bar is Individually Wrapped to help parents treat their kids in moderation

Have you tried our Medium Bars for bigger hands?

### Manufacturer Marketing

At Ferrero, we bring a little bit of pleasure to life through our iconic and much loved brands.

For over 50 years, we have been committed to providing our UK consumers with high quality products such as Kinder Surprise, Ferrero Rocher, Tic Tac, Nutella and Thorntons. We are driven by our pursuit for quality and excellence, whilst staying true to our values as a family owned business.

For us this all starts with placing Quality at the Heart of everything we do.

This value runs throughout our entire business, from our approach to nutrition and sustainability, to the role we play within our communities, to the unique experiences we create for our consumers.

### Further Description

Be Treatwise.net  
Get to know your treats  
Visit kinder.com

For more information visit: [www.kinder.co.uk](http://www.kinder.co.uk)

## Health & Lifestyle

### Allergy Advice

Milk - Contains  
Soya - Contains

### Additives

Artificial Colours - Free From  
Artificial Preservatives - Free From

## Storage & Usage

### Storage Type

#### Type

Ambient

### Storage

Store in a cool dry place, away from direct sunlight.  
Best Before: see side of pack

## Brandbank Captured Pack Data

### Pack Size

0.03lbs e

### Numeric Size

Numeric Size - 0.03

### Dimension

Shelf Height (in)	Shelf Width (in)	Shelf Depth (in)
3.23	6.18	0.51

### (GS1 package measurement rules)

### Pack Type

Type - Box

### Weight

Gross Weight - 0.24

### New Product Development

Final Product - Not NPD

### Unit Merchandising

Height - 3.23  
Width - 6.18  
Depth - 0.51  
Unit Stackable - Yes  
Unit Stable - Yes  
Merchandise Multiple Ways - No

### Shelf Ready Pack

GTIN - 08000500042793  
Height - 3.31  
Width - 6.3  
Depth - 5.04  
Weight - 2.48  
Unit Count - 10  
Unit Height - 0.04  
Unit Width - 0.04  
Unit Depth - 0.39  
Merchandise Multiple Ways - No  
Prototype - No  
Is Case - No

### Break Pack

GTIN - 08000500042793  
Height - 3.31  
Width - 6.3  
Depth - 5.04  
Weight - 2.48  
Unit Count - 10  
Prototype - No

### Case

GTIN - 08000500101773  
Height - 3.39  
Width - 10.28  
Depth - 12.95  
Weight - 10.06  
Unit Count - 40  
Prototype - No

### Recycling Other Text

At Kinder, we have partnered with TerraCycle to offer a free national recycling programme which is an immediate option available to make all of our packaging recyclable across the UK  
For more information please visit <https://www.terracycle.com/en-GB/brigades/kinder-uk>

## Units

### Number of Units

Number of Units - 8

## Customer Services

### Manufacturers Address

(UK) Ferrero,  
889 Greenford Road,  
Greenford,  
UB6 0HE.

(ROI) Ferrero,  
Kinsale Road,  
Cork.

### Return To

(UK) Ferrero,  
889 Greenford Road,  
Greenford,  
UB6 0HE.

(ROI) Ferrero,  
Kinsale Road,  
Cork.  
Contact us at 00 44 330 0538943

### Telephone Helpline

00 44 330 0538943

## Extended Data

### Description Breakdown

Functional Name - Chocolate Bars  
Variant - Small



**+24% YOY growth**

Boost sales with **Kinder CHOCOLATE** MORE MILK, LESS COCOA

**No.3 Kids Chocolate Brand**

**STOCK UP NOW**

\*Source: Nielsen ScanTrack, Kids Chocolate AYR, Total Coverage, MAT value 23/18/21

**+24% YOY growth**

Boost sales with **Kinder CHOCOLATE** MORE MILK, LESS COCOA

**the fastest growing Top 5 kids chocolate brand**

**STOCK UP NOW**

\*Source: Nielsen ScanTrack, Kids Chocolate AYR, Total Coverage, MAT value 23/18/21

**Kinder CHOCOLATE** MORE MILK, LESS COCOA

a little treat, a lot of taste

creamy milky filling

Melt-in-the-mouth chocolate



**Kinder CHOCOLATE** a little treat, a lot of taste

THE BEST MILK CHOCOLATE WITH A MILKY FILLING

NO YOU KNOW?

8 x 12.5g e = 100g e

NUTRITIONAL INFORMATION		per 100g	per 100g
		Energy	kJ / kcal
Energy	1800	420	100
Total Fat	20	40	10
Saturated Fat	12	24	6
Carbohydrate	20	40	10
Sugars	18	36	9
Protein	8	16	4

8017 7414



30.08.20 L338MG

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CONTAINS 10 x 8 PACKS (10 x 100g e)

30.08.20 L338MG--

**Kinder CHOCOLATE** a little treat, a lot of taste

THE BEST MILK CHOCOLATE WITH A MILKY FILLING

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