

# NielsenIQ Brandbank

## Hellmann's Real Mayonnaise 5L



### EAN

5014598222985

### Target market(s)

GB, IE

## Components

### Ingredients

Rapeseed Oil (78%)  
Water  
Free Range Pasteurised EGG and EGG Yolk (8.9%)  
Spirit Vinegar  
Sugar  
Salt  
Lemon Juice  
Antioxidant (Calcium Disodium EDTA)  
Flavouring  
Paprika Extract

### Nutrition

|                    | Per 100g As Sold |
|--------------------|------------------|
| Energy             | 2986 kJ/714 kcal |
| Fat                | 79.0 g           |
| of which saturates | 6.2 g            |
| Carbohydrate       | 1.4 g            |
| of which sugars    | 1.3 g            |
| Protein            | 1.2 g            |
| Salt               | 1.2 g            |
| Omega 3            | 7.2 g            |

### Calculated Nutrition

|                        | per 100g |
|------------------------|----------|
| Energy (kJ)            | 2986     |
| Energy (kcal)          | 714      |
| Fat (g)                | 79       |
| of which saturates (g) | 6.2      |
| Carbohydrate (g)       | 1.4      |
| of which sugars (g)    | 1.3      |
| Protein (g)            | 1.2      |
| Salt (g)               | 1.2      |
| Omega 3 (g)            | 7.2      |

## Product Description

### Brand

Hellmann's

### Features

100% free range eggs  
Committed to using free range eggs and sustainably sourced oils  
Gluten free  
European Vegetarian Union

### Standardised Brand

Brand - Hellmann's

### Regulated Product Name

Real Mayonnaise

## Marketing

### Company Name

Unilever Food Solutions

### Company Address

Unilever UK,  
Freepost ADM 3940,  
London,  
SW1A 1YR.

Unilever Ireland,  
20 Riverwalk,  
Citywest Business Campus,  
Dublin 24.

### Third Party Logos

- V-Label (European Vegetarian Union)

### Product Marketing

Nation's favourite mayonnaise\*  
\*Based on Nielsen Retail Grocery Value Sales.

### Brand Marketing

Blue ribbon standard since 1913  
In 1913, Richard Hellmann opened his New York deli.  
It was in this deli where he crafted his unique, creamy mayonnaise.  
He tied a blue ribbon around his best recipe, and today the ribbon is still used as our mark of quality.  
Richard Hellmann

### Manufacturer Marketing

By Appointment to Her Majesty The Queen Manufacturers of Food and Household Products Unilever UK Limited,  
Leatherhead, Surrey, KT22 7GR

### Further Description

We're on the side of food.  
Find out more at [www.ufs.com/hellmanns](http://www.ufs.com/hellmanns)

### Trademark Information

Hellmann's, Unilever Food Solutions, Unilever and the U device are registered trademarks.

### Third Party Logo Other Text

V-Label.EU - European Vegetarian Union

## Health & Lifestyle

### Lifestyle

- Suitable for Vegetarians

### Allergy Advice

Eggs - Contains  
Gluten - Free From

## Storage & Usage

### Storage and Usage Statements

- Do Not Freeze

### Storage Type

#### Type

Ambient

### Storage

Refrigerate after opening and use within 3 months. Do not freeze.  
Best Before End: See top edge of bucket

## Brandbank Captured Pack Data

### Pack Size

5L

### Numeric Size

Numeric Size - 5

### Pack Type

Type - Unspecified Pack

## Customer Services

### Manufacturers Address

Unilever Food Solutions,  
Unilever UK,  
Freepost ADM 3940,  
London,  
SW1A 1YR.

Unilever Food Solutions,  
Unilever Ireland,  
20 Riverwalk,  
Citywest Business Campus,  
Dublin 24.

### Web Address

[www.ufs.com](http://www.ufs.com)

## Extended Data

### Description Breakdown

Functional Name - Mayonnaise  
Variant - Real



Mayonnaise

5L