

NielsenIQ Brandbank

Marmite Classic Yeast Extract Spread 250 g



EAN
50184453

Target market(s)
GB, IE

Components

Ingredients

Yeast extract (contains BARLEY, WHEAT, OAT, RYE), salt, vegetable juice concentrate, vitamins (thiamin, riboflavin, niacin, vitamin B12 and folic acid), natural flavouring (contains CELERY)

Nutrition

	Per 100g Unprepared	Per Serving Unprepared	%* per portion**
Energy (kJ)	1100 kJ	88 kJ	1%
Energy (kcal)	260 kcal	21 kcal	1%
Fat (g)	<0.5 g	<0.5 g	1%
of which saturates (g)	<0.1 g	<0.1 g	1%
Carbohydrate (g)	30 g	2.4 g	1%
of which sugars (g)	1.2 g	<0.5 g	1%
Fibre (g)	1.1 g	<0.5 g	0%
Protein (g)	34 g	2.7 g	5%
Salt (g)	10.8 g	0.86 g	14%
Thiamin (B1) (mg)	7.7 mg	0.62 mg	56%
Riboflavin (B2) (mg)	6.8 mg	0.54 mg	38%
Niacin (mg)	69 mg	5.5 mg	34%
Folic Acid (µg)	1250 µg	100 µg	0%
Vitamin B12 (µg)	24 µg	1.9 µg	76%

% of Reference Intake of an average adult (8400kJ/2000kcal). % of Reference Intake of an average adult (8400kJ/2000kcal). % of Reference Intake of an average adult (8400kJ/2000kcal). % of Reference In

1 portion = No.. (Pack contains 31 portions)

Calculated Nutrition

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of which saturates (g)	<0.1	<0.1
Carbohydrate (g)	30	2.4
of which sugars (g)	1.2	<0.5
Fibre (g)	1.1	<0.5
Protein (g)	34	2.7
Salt (g)	10.8	0.86
Thiamin (B1) (mg)	7.7	0.62
Riboflavin (B2) (mg)	6.8	0.54
Niacin (mg)	69	5.5
Folic Acid (µg)	1250	100
Vitamin B12 (µg)	24	1.9

Product Description

Brand

Marmite

Features

Marmite Yeast Extract Spread 250 g in the classic ready-to-spread format
Our yeast spread is a rich source of B vitamins — just one serving (8 g) provides 76% of the recommended daily B12 intake — and, with no added sugar, is a healthier choice for a tasty breakfast
Marmite – the truly iconic British breakfast spread that is waking Brits up to better breakfast choices
This vegan yeast spread is perfect for sandwiches and on your morning toast
This breakfast spread is made with sustainably grown yeast, and our jars and lids are 100% recyclable – be good to yourselves, and our planet
Love it or hate it, this 250 g jar of vegan yeast extract spread will slot nicely into your cupboard – so why not give it a try?

Standardised Brand

Brand - Marmite

Regulated Product Name

Yeast extract spread fortified with B vitamins.

Marketing

Company Name

Unilever UK Ltd. / Unilever Ireland Ltd.

Company Address

Unilever UK,
Marmite,
Freepost ADM3940,
London,
SW1A 1YR.

Questions? Call the Marmite loveline free on 0800 0323656 (Mon-Fri 8.00am to 6.00pm)

Product Marketing

Wake up to some oomph with Marmite on toast – a unique and delicious breakfast that will help make your mornings that extra bit better. Fortified with B vitamins, just one serving (8 g) of Marmite Yeast Extract Spread 250 g provides 76% of the recommended daily intake of vitamin B12 for a nutritious breakfast that will really get your taste buds going. And with no added sugar, it's definitely one to get the kids into. Use Marmite breakfast spread on toast, crumpets, bagels, and a host of other foods. You can even try Marmite yeast spread with eggs, avocados, or cheese for an extra burst of flavour, making Marmite 250 g a true cupboard essential. Whichever way you have yours, Marmite will get your day off on the right foot. Marmite is the United Kingdom's favourite yeast extract and has been brightening up British breakfasts since 1902. We're committed to waking Brits up to better breakfast choices – delicious AND nutritious, what more could you want from a breakfast? As well as 250 g, Marmite comes in a range of sizes including 125 g, 500 g, and our 200 g and 400 g squeezey bottles – a little easier to spread and great for making your sandwiches with. Love it or hate it, why not also try our Marmite Crunchy Peanut Butter for a different take on a classic sandwich staple? It's blended with yeast extract, for a bold and unique flavour.

Health & Lifestyle

Allergy Advice

Barley - Contains
Celery - Contains
Cereals Containing Gluten - Contains
Oats - Contains
Rye - Contains
Wheat - Contains

Brandbank Captured Pack Data

Pack Size

250gram e

Numeric Size

Numeric Size - 0.55

Dimension

Shelf Height (in)	Shelf Width (in)	Shelf Depth (in)
3.82	3.35	2.36

(GS1 package measurement rules)

Country

Country of Origin - United Kingdom

Origin

Origin Free Text - United Kingdom

Customer Services

Manufacturers Address

Unilever UK,
Marmite,
Freepost ADM3940,
London,
SW1A 1YR.

Questions? Call the Marmite loveline free on 0800 0323656 (Mon-Fri 8.00am to 6.00pm)

Return To

Unilever UK,
Marmite,
Freepost ADM3940,
London,
SW1A 1YR.

Questions? Call the Marmite loveline free on 0800 0323 656 (Mon-Fri 8.am to 6.00pm)

Telephone Helpline

0800 0323 656

Web Address

www.marmite.co.uk

Extended Data

Description Breakdown

Functional Name - Yeast Extract

Nutrition Information Typical values

	per 100g as sold	per portion**
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Salt	10.8g	0.86g

**1 portion = 8g based on 2 slices of bread
Jar contains approx 31 portions



Ingredients: yeast extract (contains BARLEY, WHEAT, OATS, RYE), salt, vegetable juice concentrate, vitamins (thiamin, riboflavin, niacin, vitamin B12 and folic acid), natural flavouring (contains CELERY).



250 g

