

NielsenIQ Brandbank

Pot Noodle Beef & Tomato 90 g



EAN
5000118203497

Target market(s)
GB, IE

Components

Ingredients

Noodle mix (95%): Dried noodles (70%) [WHEAT flour (contains calcium carbonate, iron, niacin, thiamin), palm oil, salt, firming agents (potassium carbonate, sodium carbonates)], maltodextrin, WHEAT flour, yeast extract, flavour enhancers (monosodium glutamate, disodium inosinate, disodium guanylate), tomatoest (1.2%), sugar, peas†, tomato powder† (0.8%), salt, flavourings, palm fat, hydrolysed vegetable protein (SOY), onion powder†, potato starch, acid (citric acid), garlic†, soy sauce (SOYBEANS, WHEAT), sunflower oil.

Sauce sachet (5%): Tomato sauce [water, spirit vinegar, tomato paste† (18%), sugar, glucose syrup, salt, modified corn starch].

†From sustainable agriculture

May contain milk, egg, celery and mustard

Allergen Tag Text

For allergens, including Cereals containing Gluten, see ingredients in CAPITALS

Nutrition

	Per 100g Prepared	Per 100g Unprepared	Per Serving Prepared	%* per portion**
Energy (kJ)	604 kJ	1939 kJ	1842 kJ	22%
Energy (kcal)	143 kcal	460 kcal	436 kcal	22%
Fat (g)	5.7 g	18.2 g	17 g	24%
of which saturates (g)	2.8 g	8.9 g	8.5 g	43%
Carbohydrate (g)	19 g	62.2 g	58 g	22%
of which sugars (g)	1.4 g	4.5 g	4.3 g	5%
Fibre (g)	1.3 g	4.1 g	4 g	0%
Protein (g)	3.5 g	11.1 g	11 g	22%
Salt (g)	0.55 g	1.8 g	1.7 g	28%

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

1 portion = 305 g. (Pack contains 1 portions)

Calculated Nutrition

	Per 100g	Per 100 Prepared	Per Serving
Energy (kJ)	1939	604	1842
Energy (kcal)	460	143	436
Fat (g)	18.2	5.7	17
of which saturates (g)	8.9	2.8	8.5
Carbohydrate (g)	62.2	19	58
of which sugars (g)	4.5	1.4	4.3
Fibre (g)	4.1	1.3	4
Protein (g)	11.1	3.5	11
Salt (g)	1.8	0.55	1.7

Product Description

Brand

Pot Noodle

Features

Get charged up and take on a beefy adventure with Pot Noodle Beef & Tomato
A delicious blend of hearty beef and rich tomato sauce with our classic noodles
A quick, filling and tasty snack pot ready in just 4 minutes – less time cooking, more time chasing your dreams
The lid and pot for these delicious instant noodles are both recyclable and feature a tear strip for easy recycling
Add boiling water to fill level, re-cover with lid and leave alone for 2 minutes. Stir then leave for another 2 minutes. Give it another stir as you add the pot noodle flavour sachet and dig in!
Standard Pot Noodle left you wanting more? Try our larger King Pots!

Standardised Brand

Brand - Pot Noodle

Regulated Product Name

Noodles in a Beef and Tomato flavour sauce with vegetables and a little sachet of Tomato Sauce.

Marketing

Company Name

Unilever UK Ltd. / Unilever Ireland Ltd.

Company Address

Unilever UK,
Pot Noodle,
Freepost ADM3940,
London,
SW1A 1YR.

Unilever Ireland,
20 Riverwalk,
National Digital Park,
Citywest,
Dublin 24,
Ireland

Any comments or questions? Please call to chat on (UK) Freephone 0800 281026

Product Marketing

Beef & Tomato – a match made in noodle heaven. Try the Nation's Favourite instant noodle brand* in a Beef & Tomato flavour sauce with vegetables and a little sachet of tomato sauce. They're dead easy to make and only take 4 minutes, so even if you aren't a master chef, you can get stuck in. So, if you're hungry and looking for a quick, convenient and tasty solution, we've got the noodles for you. Less time cooking, more time chasing your dreams... Enjoy! How to make it yourself? It's simple and quick. Rip off the lid. Whip out the sachet. Add boiling water to fill level, re-cover with lid and leave alone for 2 minutes. Stir again and leave for another 2 mins. Then add the sachet for that extra flavour, grab a fork, give it a good stir and dig in. Make sure to seize your opportunity and strike while the pot's hot – do not reheat. Don't forget to recycle the packaging – the lid and pot for these delicious instant noodles are both recyclable and even feature a tear strip to make caring for our planet that bit easier. Want to pimp up your noodles? Having a Beef & Tomato flavour Pot Noodle is good enough on its own, but try adding some croutons for an even more filling beef noodle experience. *Nielsen Retail Measurement Service for the Mini Meals – Pot snacks segment for the 52-week period ending 28/12/2019

Health & Lifestyle

Allergy Advice

Celery - May Contain
Cereals Containing Gluten - Contains
Eggs - May Contain
Milk - May Contain
Mustard - May Contain
Soya - Contains

Storage & Usage

Storage Type

Type

Ambient

Preparation and Usage

1. Peel back lid halfway, remove sachet, pour boiling water to fill line, re-cover pot with lid & leave for 2 mins
2. Stir in sachet contents, leave for another 2 mins while you check out @POTNOODLE
3. Seize your opportunity! Strike while the pot's hot! Do not reheat!

Storage

Store in a cool, dry place (but don't let dust gather)

Brandbank Captured Pack Data

Pack Size

90gram e

Numeric Size

Numeric Size - 0.2

Dimension

Shelf Height (in)	Shelf Width (in)	Shelf Depth (in)
4.33	3.86	3.86

(GS1 package measurement rules)

Country

Country of Origin - United Kingdom

Origin

Origin Free Text - United Kingdom

Customer Services

Manufacturers Address

Unilever UK,
Pot Noodle,
Freepost ADM3940,
London,
SW1A 1YR.

Unilever Ireland,
20 Riverwalk,
National Digital Park,
Citywest,
Dublin 24,
Ireland

Any comments or questions? Please call to chat on (UK) Freephone 0800 281026

Return To

Unilever UK,
Pot Noodle,
Freepost ADM3940,
London,
SW1A 1YR.

Unilever Ireland,
Citywest,
Dublin 24.

Telephone Helpline

(UK) 0800 032 3251
(IE) 1850 812030

Web Address

www.potnoodle.com

Extended Data

Description Breakdown

Functional Name - Snack

Nutrition Information

Typical values as prepared	Per 100g	Per pot**	% per pot**
Energy	567kJ/136kcal	1730kJ/413kcal	21%
Fat	5.3g	16g	23%
of which saturates	0.6g	1.7g	9%
Carbohydrate	18g	54g	21%
of which sugars	1.4g	4.2g	5%
Fibre	0.7g	2.0g	
Protein	3.3g	10.0g	20%
Salt	0.57g	1.6g	27%

*% of Reference Intake of an average adult (8400kJ/2000kcal)
**This pot contains 1 portion after preparation with water (303g)



YOU CAN MAKE IT!

1. PEEL BACK LID HALFWAY. REMOVE SACHET. POUR BOILING WATER TO FILL LINE. RE-COVER POT WITH LID & LEAVE FOR 2 MINS

2. STIR IN SACHET CONTENTS. LEAVE FOR ANOTHER 2 MINS

3. SEIZE YOUR OPPORTUNITY! STRIKE WHILE THE POT'S HOT! DO NOT REHEAT!

Ingredients (as sold)

Noodle mix (94.4%): Dried noodles (66%) [WHEAT flour (contains calcium carbonate, iron, niacin, thiamin), sunflower oil, salt, firming agents (potassium carbonates, sodium carbonates), maltodextrin, WHEAT flour, yeast extract, flavour enhancers (monosodium glutamate, disodium inosinate, disodium guanylate), tomatoes[†] (1%), sugar, peas[‡], tomato powder[†] (0.7%), palm fat, soy sauce powder (maltodextrin, salt, soy sauce (SOY, WHEAT), salt, hydrolysed vegetable protein (SOY), onion powder, flavourings, potato starch, garlic, acid (citric acid)), Sauce sachet (5.6%): tomato sauce [water, spirit vinegar, tomato paste[†] (18%), sugar, glucose syrup, salt, modified corn starch].
May contain other cereals containing gluten, milk, egg, celery and mustard.
[†]From sustainable agriculture.



Ingredients (as sold)

Noodle mix (95%): Dried noodles (70%) [WHEAT flour, palm oil, salt, firming agents (potassium carbonate, sodium carbonates)], maltodextrin, WHEAT flour, yeast extract, flavour enhancers (monosodium glutamate, disodium inosinate, disodium guanylate), tomatoes[†] (1.2%), sugar, peas[‡], tomato powder[†] (0.8%), salt, flavourings, palm fat, hydrolysed vegetable protein (SOY), onion powder[†], potato starch, acid (citric acid), garlic powder[†], soy sauce (SOYBEANS, WHEAT), sunflower oil.

Sauce sachet (5%): Tomato sauce [water, spirit vinegar, tomato paste[†] (18%), sugar, glucose syrup, salt, modified corn starch].
[†] From sustainable agriculture
May contain milk, egg, celery and mustard.

VEGETARIAN

ALL OF OUR POT NOODLES ARE SUITABLE FOR VEGETARIANS

LID WIDELY RECYCLED

POT WIDELY RECYCLED

SACHET NOT YET RECYCLED

BE HEROIC
COOK LESS, LIVE MORE

1. RIP OFF LID. WHIP OUT THE SACHET. ADD BOILING WATER TO FILL LEVEL. LEAVE FOR 2 MINS

2. STIR. LEAVE FOR ANOTHER 2 MINS

3. STIR AGAIN. FIND SACHET, ADD CONTENTS

4. GRAB FORK... AND DIG IN. MAKE SURE YOU EAT IT WHILE IT'S HOT. DO NOT REHEAT