



THE UK MARKET RETAIL STORE VISIT BY FRL TESCO, GREAT BRITAIN, UK.

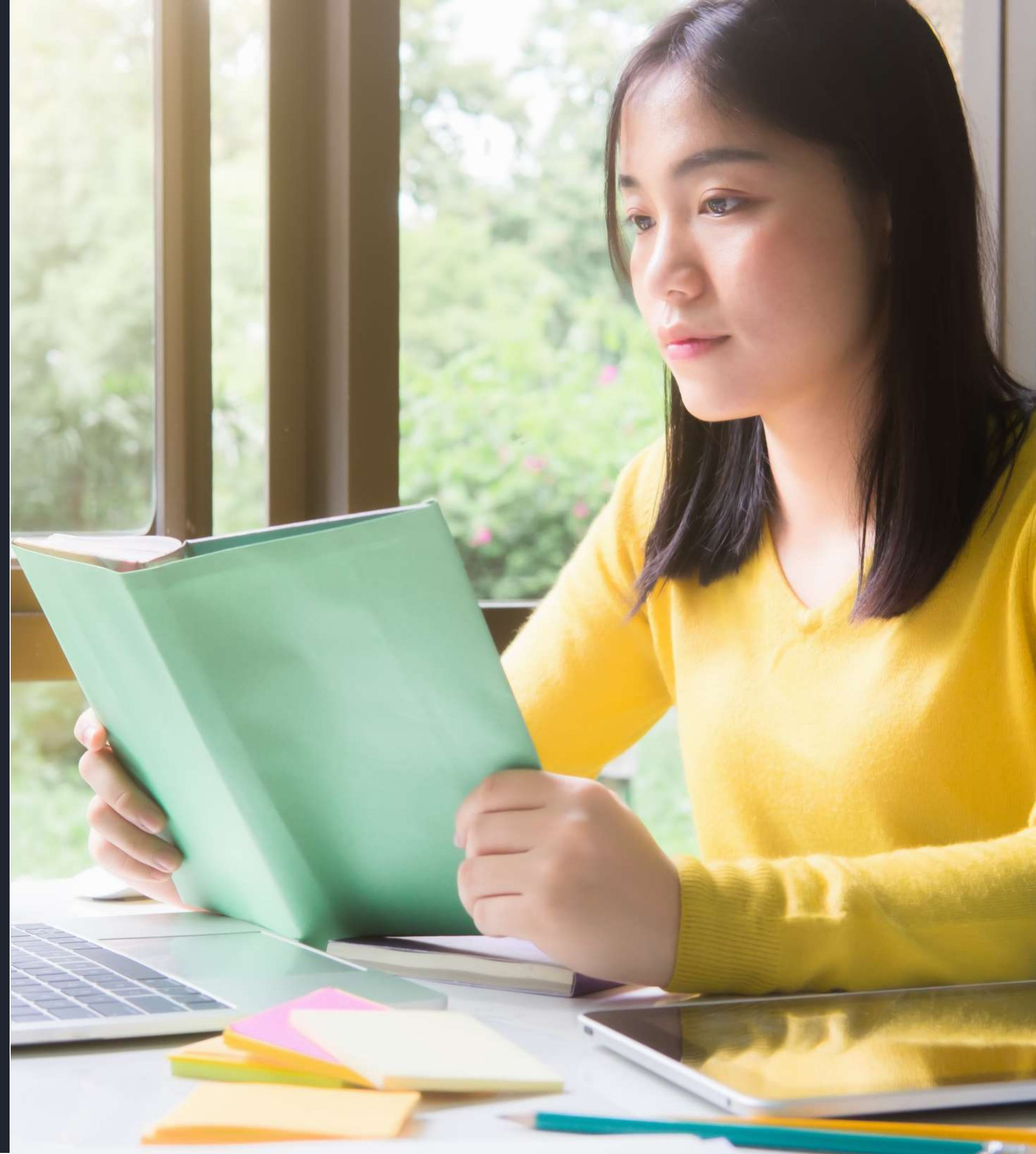
24TH JANUARY 2022

AGENDA

To understand the product availability in the UK Supermarkets especially in the Tesco.

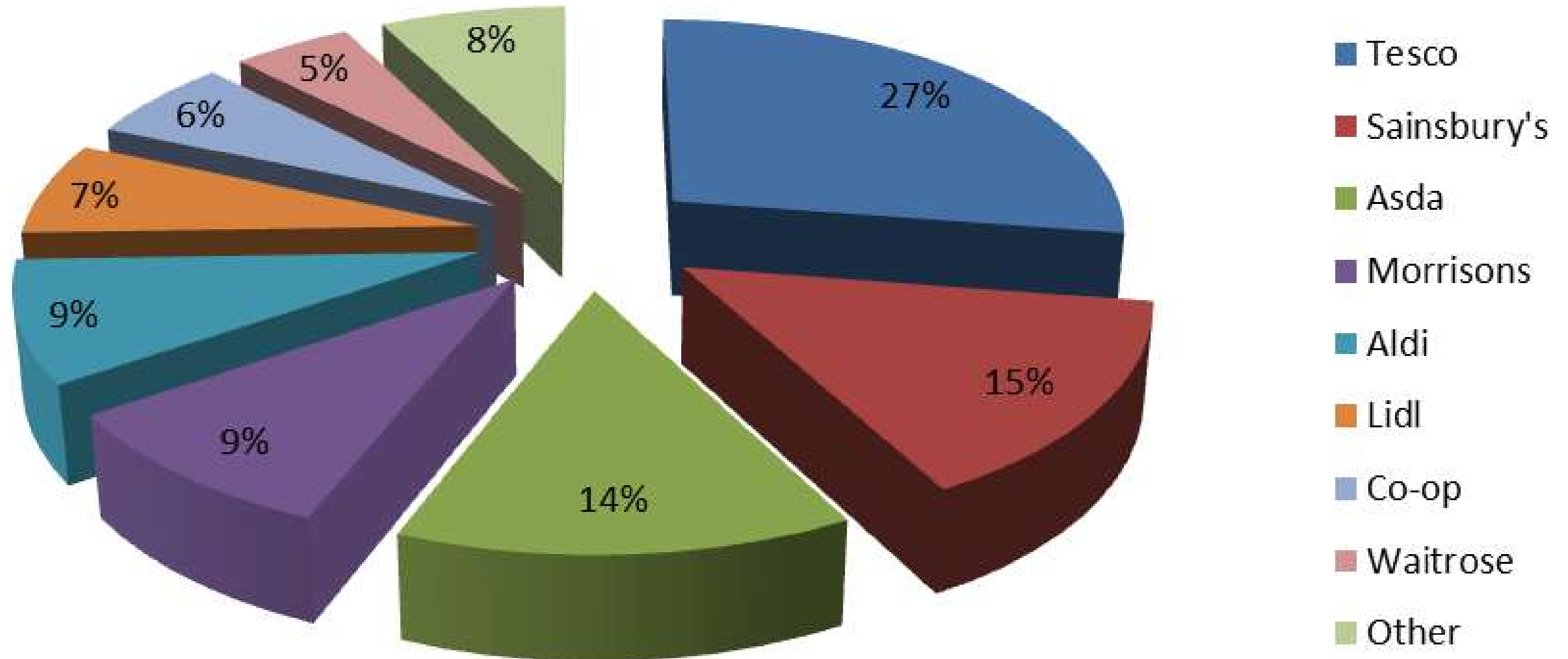
BACKGROUND

Tesco's UK supermarket 2022 share was recorded at 27.3% in the last month. Tesco is the first largest supermarket chain in UK.



SUPERMARKET SWEEP

MARKET SHARE, MAY 2022

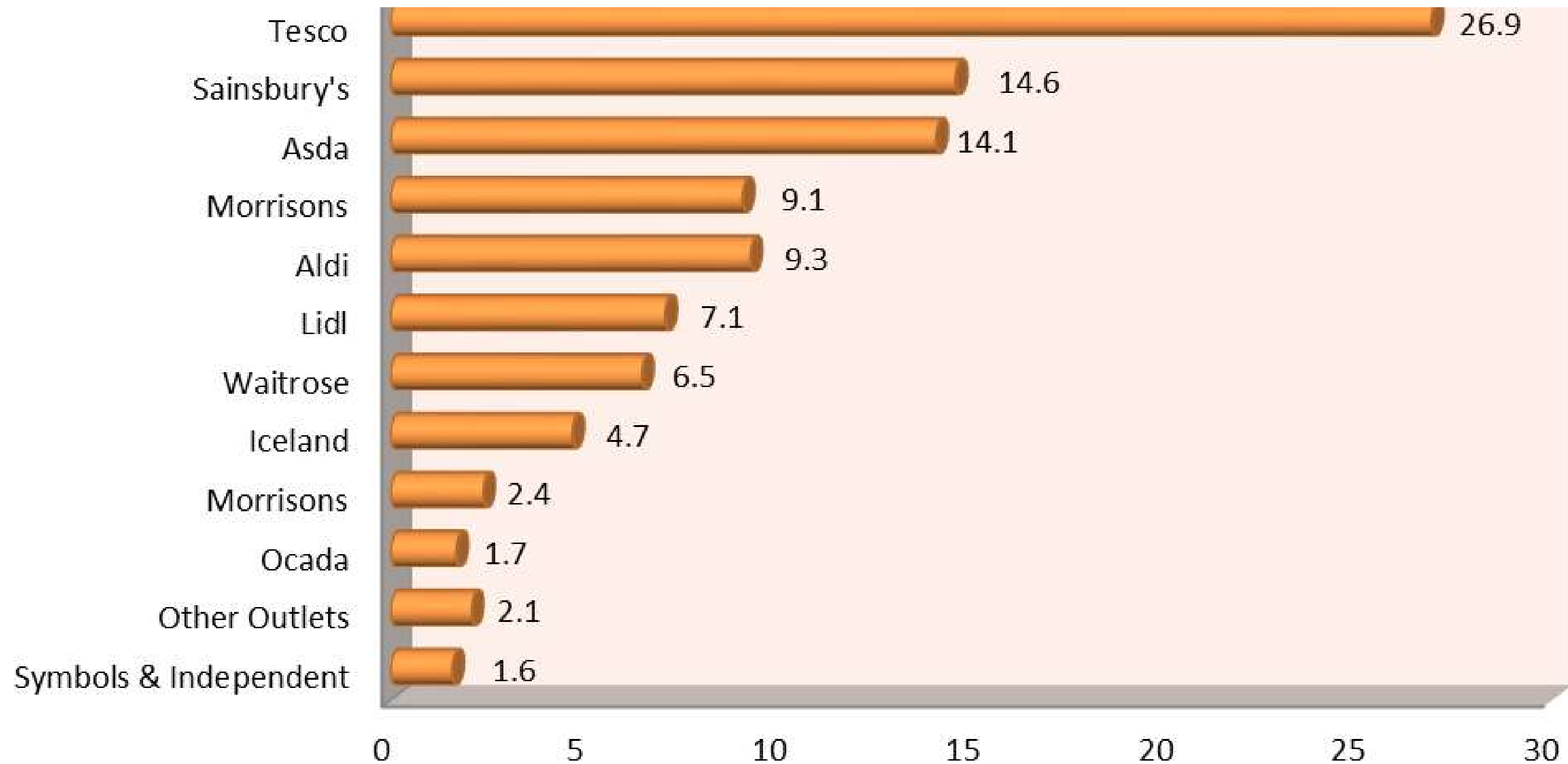


SOURCE: KANTAR, 2022



GREAT BRITAIN

GROCERY MARKET SHARE (12 WEEKS ENDING)



Brand Observed



Company overview:

NOVO Nutrition was formed in 2016 by Andrew Coulson, a well-known figure on the global fitness and well-being circuit, because he spotted a gap in the healthier snacks market.

Target Product Category : Protein Bars

Name of the Product : Protein wafer

NUMBER OF FLAVORS

1. Protein Wafer - Salted Caramel
2. Protein Wafer - Vanilla Ice Cream
3. Protein Wafer - Milk Chocolate
4. Protein Wafer - Strawberries & Cream
5. Protein Wafer - Cookies & Cream
6. Protein Wafer - Chocolate Orange



NUMBER OF LAYERS

SINGLE LAYERS

- Item per serving weight : 40 g
- Suitable for: Vegetarian
- Activity: Boxing, Body Building, CrossFit, Fitness, Gym & Training, Weightlifting
- Country of Manufacturer: United Kingdom
- Features: GMO Free

Protein bars – Salted Caramel flavour Protein Wafer

The delicious Salted caramel-flavoured protein wafer contains a cream-filled wafer covered with original Belgian milk chocolate. It offers a light, easy-to-eat alternative to more conventional protein snacks. Offering 11g of protein per bar, the Salted Caramel flavour Protein Wafer is the ultimate indulgent and healthier snack to curb those chocolate cravings anytime and anywhere.

Claims: 11 g protein, high protein, real Belgian chocolate.

Allergen: made in a factory which handles soy, gluten, milk, fish and sulphites. May contain traces of gluten

Preservative:

Flavor: Salted Caramel flavour

Fat: palm fat

Emulsifier: soya lecithin

Protein source : Milk protein



Major/ primary Ingredients : Milk protein [whey protein isolate (milk), casein (milk)], milk chocolate 27% [sugar, cocoa butter, whole milk powder, cocoa mass, emulsifier (soya lecithin), natural vanilla flavour], palm fat, wheat flour, vegetable oil (canola), skimmed cocoa powder, coconut oil, emulsifier (lecithin), sea salt, free range egg yolk, natural flavour, salt, sweetener (sucralose), flour treatment agent (ascorbic acid)

Nutritional information per 100g :

Energy : 224 kcal
Carbohydrate: 11 g
Fiber : 0.4 g
Protein : 11 g
Fat: 15 g
Salt: 0.18 g

Serving size : 40g

Nutritional information per serve :

Energy : 122 kcal
Carbohydrate : 11.3 g
Fiber : 3.1 g
Protein : 10.2 g
Fat – 3.3 g
Salt : 0.5 g

Protein bars – Vanilla Ice Cream Flavour

The heavenly Vanilla Ice Cream flavour Protein Wafer is an indulgent cream-filled crispy wafer smothered in real Belgian white chocolate. It offers a light and easy-to-eat alternative to more conventional protein snacks. The Vanilla ice cream protein wafer offers 12g of protein per bar and is a convenient and healthier snack for a sweet tooth.



Claims: 12 g protein, high protein, real Belgian chocolate

Allergen: made in a factory which handles soy, gluten, milk, fish and sulphites. May contain traces of gluten

Preservative:

Flavor: Vanilla ice cream flavour

Fat: palm fat

Emulsifier: soya lecithin

Protein source : Milk protein

Major/ primary Ingredients : Milk Protein 31% [Whey Protein Isolate (Milk), Casein (Milk)], White Chocolate 27% [Sugar, Cocoa Butter, Whole Milk Powder, Emulsifier (Soya Lecithin), Natural Vanilla Flavour], Palm Fat, Wheat Flour, Vegetable Oil (Canola), Emulsifiers (Soya Lecithin, Lecithin), Flavour, Coconut Oil, Free Range Egg Yolk, Salt, Sweetener (Sucralose), Flour Treatment Agent (Ascorbic Acid)

Nutritional information per 100g :

Energy : 220 kcal
Carbohydrate: 11 g
Fiber : 0.1 g
Protein : 12 g
Fat: 14 g
Salt: 0.11 g

Serving size : 40g

Nutritional information per serve :

Energy : 122 kcal
Carbohydrate : 11.3 g
Fiber : 3.1 g
Protein : 10.2 g
Fat – 3.3 g
Salt : 0.5 g

Protein bars – milk chocolate

Real Belgian chocolate coats the delicious cream-filled crispy wafer in the irresistible milk chocolate-flavoured protein wafer. It offers a light and easy-to-eat alternative to more conventional protein snacks. The Milk Chocolate flavour Protein Wafer offers 12g of protein per bar and is the ultimate indulgent and healthier snack to curb those chocolate cravings anytime, anywhere.

Claims: 12 g protein, high protein, real Belgian chocolate

Allergen: made in a factory which handles soy, gluten, milk, fish and sulphites. May contain traces of gluten

Flavor: milk chocolate

Fat: palm fat

Emulsifier: soya lecithin

Protein source : Milk protein

Sweetener: sucralose



Major/ primary Ingredients : Milk Protein 30% [Whey Protein Isolate (Milk), Casein (Milk)], Milk Chocolate 27% [Sugar, Cocoa Butter, Whole Milk Powder, Cocoa Mass, Emulsifier (Soya Lecithin), Natural Vanilla Flavour], Palm Fat, Wheat Flour, Vegetable Oil (Canola), Skimmed Cocoa Powder, Emulsifiers (Soya Lecithin, Lecithin), Coconut Oil, Free Range Egg Yolk, Salt, Flavour, Sweetener (Sucralose), Flour Treatment Agent (Ascorbic Acid)

Nutritional information per 100g :

Energy : 216 kcal
Carbohydrate: 11 g
Fiber : 0.7 g
Protein : 12 g
Fat: 14 g
Salt: 0.11 g

Serving size : 40g

Protein bars – chocolate orange

The new Chocolate Orange flavour Protein Wafer consists of an indulgent chocolate-filled crispy wafer covered in real Belgian chocolate. It offers a light, easy-to-eat alternative to conventional protein snacks. The chocolate orange flavour protein wafer is the ultimate indulgent and healthier option for controlling sweet cravings, that offer 13g of protein per bar.

Claims: 13 g protein, high protein, real Belgian chocolate

Allergen: made in a factory which handles soy, gluten, milk, fish and sulphites. May contain traces of gluten

Flavor: chocolate orange

Fat: palm fat

Emulsifier: soya lecithin

Protein source : Milk protein

Sweetener: sucralose

Major/ primary Ingredients : Milk Chocolate 27% [Sugar, Cocoa Butter, Whole Milk Powder, Cocoa Mass, Emulsifier (Soya Lecithin), Natural Vanilla Flavour], Whey Protein Isolate (Milk), Palm Fat, Wheat Flour, Vegetable Oil (Canola), Casein (Milk), Emulsifiers (Soya Lecithin, Lecithin), Flavour, Coconut Oil, Free Range Egg Yolk, Salt, Sweetener (Sucralose), Flour Treatment Agent (Ascorbic Acid)

Nutritional information per 100g :

Energy : 217 kcal
Carbohydrate: 11 g
Fiber : 0.4 g
Protein : 13 g
Fat: 14 g
Salt: 0.11 g

Serving size : 40g



Protein bars – strawberries and cream

A hint of Strawberry gives flavour to the Belgian white chocolate that covers the delicious cream-filled crispy wafer in the Strawberry and cream flavour protein wafer. It offers a light, easy-to-eat alternative to more conventional protein snacks. The Strawberry & Cream flavour protein wafer is a more nutritious snack that delivers 12g of protein per bar.

Claims: 12 g protein, high protein, real Belgian chocolate

Allergen: made in a factory which handles soy, gluten, milk, fish and sulphites. May contain traces of gluten

Stabilizer:

Flavor:

Preservative:

Fat: palm fat

Emulsifier: soya lecithin

Protein source : Milk protein

Sweetener: sucralose

Major/ primary Ingredients : Milk Protein 30% [Whey Protein Isolate (Milk), Casein (Milk)], White Chocolate 27% [Sugar, Cocoa Butter, Whole Milk Powder, Emulsifier (Soya Lecithin), Natural Vanilla Flavour], Palm Fat, Wheat Flour, Vegetable Oil (Canola), Emulsifiers (Soya Lecithin, Lecithin), Maltodextrin, Strawberry Puree Concentrate 0.5%, Colour (Red Beet Powder), Coconut Oil, Natural Flavour, Free Range Egg Yolk, Acid (Citric Acid), Salt, Sweetener (Sucralose), Flour Treatment Agent (Ascorbic Acid)

Nutritional information per 100g :

Energy : 217 kcal
Carbohydrate: 11 g
Fiber : 0.1 g
Protein : 12 g
Fat: 14 g
Salt: 0.1 g

Serving size : 40g



Protein bars – cookies and cream

Real Belgian white chocolate coats the delicious cream-filled crispy wafer in the Cookies & Cream flavour Protein Wafer. It provides a lighter and more convenient protein snack than traditional options. The Cookie & Cream flavour Protein Wafer offers 12g of protein per bar and is a healthier snack option that helps to address chocolate cravings anytime, anywhere.

Major/ primary Ingredients : Milk Protein 30% [Whey Protein Isolate (Milk), Casein (Milk)], White Chocolate 27% [Sugar, Cocoa Butter, Whole Milk Powder, Emulsifier (Soya Lecithin), Natural Vanilla Flavour], Palm Fat, Wheat Flour, Wheat Starch, Vegetable Oil (Canola), Emulsifiers (Soya Lecithin, Lecithin), Skimmed Cocoa Powder, Vegetable Fiber, Free Range Egg Yolk, Natural Flavour, Coconut Oil, Salt, Stabiliser (Guar Gum), Sweetener (Sucralose), Flour Treatment Agent (Ascorbic Acid)

Claims: 12 g protein, high protein, real Belgian chocolate

Allergen: made in a factory which handles soy, gluten, milk, fish and sulphites. May contain traces of gluten

Stabilizer:

Flavor: cookies and cream

Preservative:

Fat: palm fat

Emulsifier: soya lecithin

Protein source : Milk protein

Sweetener: sucralose

Nutritional information per 100g :

Energy : 217 kcal
Carbohydrate: 11 g
Fiber : 0.1 g
Protein : 12 g
Fat: 14 g
Salt: 0.16 g

Serving size : 40g





At Food Research Lab, our new food product development scientists formulate the protein carbs bars from various healthy and nutritious raw materials. Our contract research team assists manufacturers and start up in developing the product that could meet the recommended dietary allowances guidelines, required shelf life and sensory. Our facility enables to conduct pH, acidity, water activity, texture analysis, microbial analysis, antioxidant activity, total flavonoid content, phenolic content, and sensory analysis.



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THANK YOU

