



# 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.

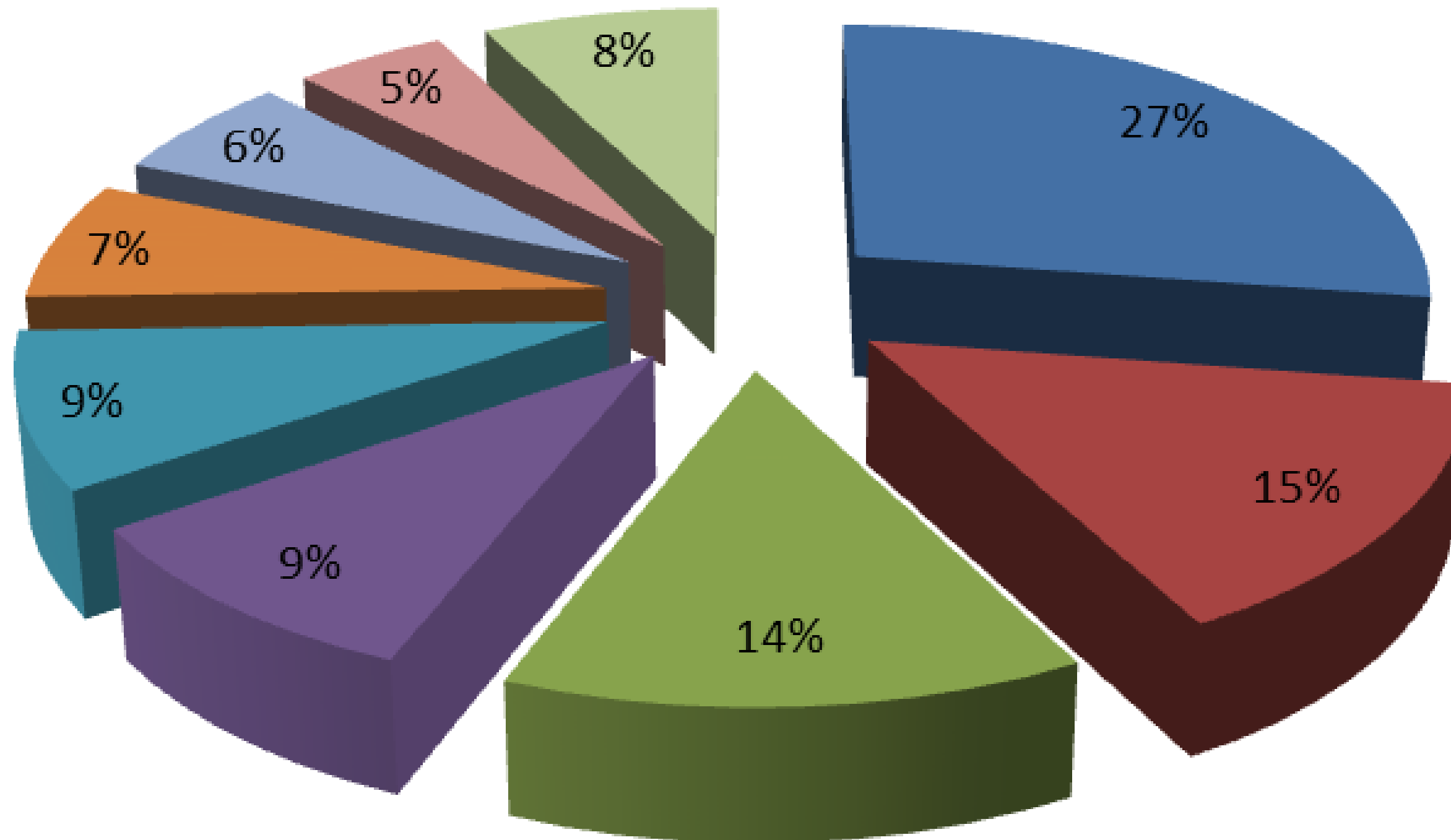
# BACKGROUND

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



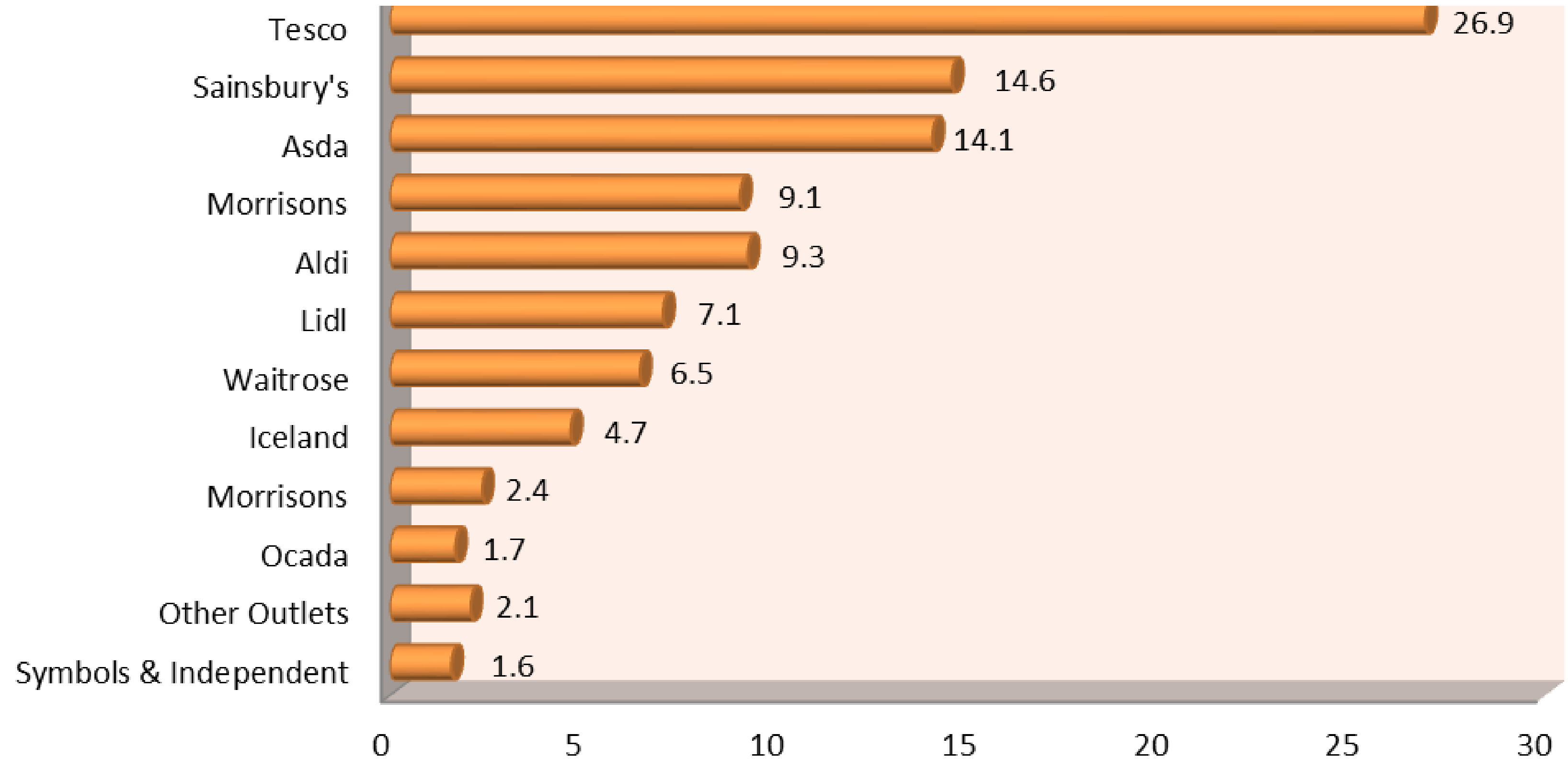
- Tesco
- Sainsbury's
- Asda
- Morrisons
- Aldi
- Lidl
- Co-op
- Waitrose
- Other

SOURCE: KANTAR, 2022



## GREAT BRITAIN

## GROCERY MARKET SHARE (12 WEEKS ENDING)





## Brand Observed



## Company overview:

The company was started by Dr. Paolo Sorbini in 1954, then he created the brand Enervit to help the sports people for their workout and recovery at 1976.

**Target Product Category :** Protein Bars – The Protein deal

**Name of the Product :** Enervit protein deal bars

# NUMBER OF FLAVOURS

There Are 6 Flavours

1. Enervit – Crispy Cookie Treat
2. Enervit – Coconut Party
3. Enervit – Choco Vanilla
4. Enervit – Protein Bar Red Fruit
5. Enervit – Crunchy Double Chocolate Storm
6. Enervit – Milk Choco Hazelnut



# NUMBER OF LAYERS

## SINGLE LAYER

**Item per serving weight :** 55g

**Suitable for:** Vegetarians

**RDA for Indians** - 0.8 to 1 g protein per kg body weight per day – ICMR

**RDA for UK** - 0.75g of protein per kg bodyweight per day – Nutrition.org.uk

When to take at Mealtimes

**Activity:** Great option when you're in need of that extra energy.

**Country of Manufacturer:** United Kingdom

**Features:** 20g of protein, 1.1g of sugar, 208kcal energy

**The low sugar protein bar:**

- 20g of protein
- Low sugar
- Gluten free
- Triple layer, with milk chocolate coating
- Crispy Cookie Treat flavour

**Major / Primary Ingredients:**

Milk proteins (33,8%) - Sweetener: maltitols - Milk chocolate coating with sweetener (18%) (sweetener: maltitols, whole milk powder, cocoa butter, cocoa mass, milk whey powder, emulsifier: lecithins) - Cocoa butter - Soy proteins (7,3%) - Humectant: glycerol - Sweetener: sorbitols - Emulsifier: lecithins - Flavouring - Colour: plain caramel. May contain nuts, peanuts, sesame seeds. WARNING. Excessive consumption may produce laxative effects.

**Claims:**  
20 g of protein, low sugar – 1.1 g, gluten free, palm oil free

**Warning:**  
Excessive consumption may produce laxative effects

**Allergen:**  
May contain nuts, peanuts, sesame seeds

**Flavor:**  
Crispy cookie treat

**Humectant:**  
Glycerol

**Price:**  
€ 2.5

**Colors:**  
Plain caramel

**Emulsifier:**  
Lecithin

**Fat:**  
Cocoa butter

**Protein Source:**  
Milk Proteins, Soy proteins

**Sweetener:**  
Maltitols

**Sweetener contributors:**  
Whole milk powder, cocoa butter, cocoa mass, milk whey powder



**Nutritional information per 100g:**

**Energy: 379 kcal**  
**Carbohydrate: 36 g**  
**Sugar: 2.0 g**  
**Protein: 36 g**  
**Fat: 16 g**  
**Saturated fat: 9.1 g**  
**Salt: 0.3 g**

**Serving size:**  
55g

**Nutritional information per serve:**

**Energy: 208.45 kcal**  
**Carbohydrate: 19.8 g**  
**Sugar: 1.1 g**  
**Protein: 19.8 g**  
**Fat: 8.8 g**  
**Saturated fat: 9.1 g**  
**Salt: 0.16 g**



**The low sugar protein bar: The Protein Deal Coconut Party**

- 20g of protein
- Low sugar
- Gluten free
- Triple layer, with dark chocolate coating
- Coconut party flavour

manages to combine a crunchy core of chocolate soy nuggets sandwiched between two smooth layers of coconut with a dark chocolate coating and real coconut flakes. It's a real taste explosion.

**Major/ Primary Ingredients:**

Milk proteins (36,4%) - Sweetener: maltitols - Dark chocolate coating with sweetener (18%) (cocoa mass, sweetener: maltitols, cocoa butter, emulsifier: lecithins (from soy), natural vanilla flavour) - Cocoa butter - Cocoa soy flakes (5%) (isolated soy proteins (4%), alkali-processed cocoa, tapioca starch) - Sweetener: sorbitols - Humectant: glycerol - Dried coconut (1,4%) - Emulsifier: lecithins - Flavouring. May contain nuts, peanuts, sesame seeds. WARNINGS. Excessive consumption may produce laxative effects.

**Claims:**  
20 g of protein, low sugar – 0.2 g, gluten free, palm oil free

**Warning:**  
Excessive consumption may produce laxative effects

**Allergen:**  
May contain nuts, peanuts, sesame seeds

**Flavor:**  
Vanilla

**Humectant:**  
Glycerol

**Price:**  
€ 2.5

**Colors:**

**Emulsifier:**  
Lecithin

**Fat:**  
Cocoa butter

**Protein Source:**  
Milk Proteins, Isolated Soy Proteins

**Sweetener:**  
Maltitols, sorbitol

**Sweetener contributors:**

**Nutritional information per 100g:**

**Energy: 382 kcal**  
**Carbohydrate: 32.9 g**  
**Sugar: 0.4 g**  
**Protein: 36 g**  
**Fat: 16.9 g**  
**Saturated fat: 9.9 g**  
**Salt: 0.2 g**

**Serving size:**  
55g

**Nutritional information per serve:**

**Energy: 210.45 kcal**  
**Carbohydrate: 18.095 g**  
**Sugar: 0.22 g**  
**Protein: 19.8 g**  
**Fat: 9.295 g**  
**Saturated fat: 5.4 g**  
**Salt: 0.11 g**



### The Protein Deal Red Fruit Delight

manages to combine a crunchy core of chocolate soy nuggets sandwiched between two smooth strawberry-flavoured layers and enriched with real strawberry powder with an intense dark chocolate coating.

- 20g of protein
- Low sugar
- Gluten and palm oil free

#### Major / Primary Ingredients:

Milk proteins (32,7%) - Sweetener: maltitols - Dark chocolate coating with sweetener (18%) (cocoa mass, sweetener: maltitols, cocoa butter, emulsifier: lecithins (from SOY), natural vanilla flavour) - Cocoa butter - Cocoa SOY flakes (5%) (isolated SOY proteins (4%), alkali-processed cocoa, tapioca starch) - Isolated SOY proteins (4%) - Humectant: glycerol - Sweetener: sorbitols - Freeze dried strawberry powder (1%) - Emulsifier: lecithins - Radish, apple and blackcurrant concentrate - Natural flavour - Acid: citric acid. WARNINGS: excessive consumption may produce laxative effects.

#### Nutritional information per 100g:

**Energy: 379 kcal**  
**Carbohydrate: g**  
**Sugars: 2 g**  
**Protein: 39 g**  
**Fat: 16 g**  
**Salt: 0.3g**

**Serving size:**  
55g

#### Nutritional information per serve:

**Energy: 210 kcal**  
**Carbohydrate: 19.8 g**  
**Fiber: 18.7 g**  
**Protein: 20 g**  
**Fat: 8.8 g**  
**Salt: 0.16 g**

#### Claims:

20 g of protein, low sugar – 1.1 g, gluten free, palm oil free

#### Warning:

Excessive consumption may produce laxative effects

#### Allergen:

May contain nuts, peanuts, sesame seeds

**Humectant:**  
Glycerol

**Price:**  
€ 2.5

**Emulsifying Agent:**  
Lecithin

**Fat:**  
Cocoa butter

**Protein Source:**  
Milk proteins, isolated soy protein

**Sweetener:**  
Maltitol, sorbitol

**Binding Agent:**



**The Protein Deal crunchy – double storm choco**

manages to combine two smooth chocolate layers and a double coating of dark chocolate, which enrobe a layer of crunchy nuggets. It's the crunchiest and most intense bar in the whole range.

- 20g of protein
- Low sugar
- Gluten and palm oil free
- Dark chocolate coating
- Triple layer
- Double choco storm flavour

**Major / Primary Ingredients:**

Dark chocolate with sweetener (33%) (cocoa mass, sweetener: maltitols, cocoa butter, emulsifier: lecithins (from SOY), natural vanilla flavour), milk protein (21%), Sweetener: maltitols - Hydrolyzed collagen (8,5%) - Humectant: glycerol - Soy flakes (5%) - Soy protein (4%) - Cocoa butter - Sunflower oil - Bulking agent: polydextrose - Sweetener: sorbitols - Fat-reduced cocoa (1,6%) - Milk protein flakes (1,2%) - Emulsifier: lecithins - Natural flavour. May contain nuts, peanuts, sesame seeds.

**Nutritional information per 100g:**

**Energy: 384 kcal**  
**Carbohydrate: 36 g**  
**Sugars: 0.6 g**  
**Protein: 36 g**  
**Fat: 16 g**  
**Saturated fat: 9.1 g**  
**Salt: 0.29 g**

**Serving size:**  
 55g

**Nutritional information per serve:**

**Energy: 211 kcal**  
**Carbohydrate: 20 g**  
**Sugars: 0.3 g**  
**Protein: 20 g**  
**Fat: 8.8 g**  
**Salt: 0.16 g**



**Claims:**

20 g of protein, low sugar – 0.6 g, gluten free, palm oil free

**Warning:**

Excessive consumption may produce laxative effects

**Allergen:**

May contain nuts, peanuts, sesame seeds

**Humectant:**  
 Glycerol

**Price:**  
 € 2.5

**Emulsifying Agent:**  
 Lecithin

**Fat:**  
 Cocoa butter

**Protein Source:**  
 Milk proteins, isolated soy protein

**Sweetener:**  
 Maltitol, sorbitol

**Binding Agent:**  
 Polydextrose

**The low sugar protein bar**

- 20 g of protein
- Low sugar 1.8g/ bar
- Crunchy
- Gluten free
- Milk chocolate coating - Triple layer
- Milk Choco and Hazelnut flavor

**The Protein Deal Crunchy**

is the protein bar that takes away the guilt. Its low sugar formula makes it the ideal alternative to conventional snacks, and its 20g of protein, a protein boost during your busy days.

**The Protein Deal Crunchy - Milk Choco and Hazelnut**

has two soft chocolate layers and a double milk chocolate coating enclosing a crunchy hazelnut layer.

- 20g of protein
- Low sugar
- Gluten and palm oil free

**Major / Primary Ingredients:**

Milk chocolate with sweetener (33%) (sweetener: maltitols, whole milk powder, cocoa mass, whey powder, emulsifier: lecithins) - Milk proteins (21%) - Sweetener: maltitols - Hydrolysed collagen (8.2%) - Humectant: glycerol - Soy flakes (5.0%) - Cocoa butter - Soy protein (3.1%) - Sunflower oil - Bulking agent: polydextrose - Milk protein flakes (1.5%) - Sweetener: sorbitols - Natural chopped hazelnuts (1%) - Fat-reduced cocoa (1%) - Natural flavoring - Emulsifier: lecithins. May contain traces of other nuts, peanuts, sesame seeds.

**Nutritional information per 100g:**

**Energy: 396 kcal**  
**Carbohydrate: 33 g**  
**Sugars: 3.3 g**  
**Protein: 36 g**  
**Fat: 18 g**  
**Salt: 0.38 g**

**Serving size:**  
55g

**Nutritional information per serve:**

**Energy: 218 kcal**  
**Carbohydrate: 18 g**  
**Sugar: 1.8 g**  
**Protein: 20 g**  
**Fat: 9.9 g**  
**Salt: 0.2 g**

**Claims:**

20 g of protein, low sugar – g, gluten free, palm oil free

**Warning:**

Excessive consumption may produce laxative effects

**Allergen:**

May contain nuts, peanuts, sesame seeds

**Flavor:**

**Humectant:**

**Price:**

€ 2.5

**Emulsifying Agent:**

Lecithin

**Fat:**

Cocoa butter

**Protein Source:**

Milk, isolated soy protein

**Sweetener:**

Maltitol, sorbitol

**Binding Agent:**



**The low sugar protein bar**

- 20g of protein
- Low sugar
- Gluten free
- Triple layer, with dark chocolate coating
- Choco vanilla flavour

**Claims:**

20 g of protein, low sugar – 0.5 g, gluten free, palm oil free

**Warning:**

Excessive consumption may produce laxative effects

**Allergen:**

May contain nuts, peanuts, sesame seeds

**Flavor:**

Choco vanilla

**Humectant:**

Glycerol

**Price:**

€ 2.5

**Emulsifying Agent:**

Lecithin

**Fat:**

Cocoa butter

**Protein Source:**

Milk, isolated soy protein

**Sweetener:**

Maltitol, sorbitol

**Binding Agent:**

**Major / Primary Ingredients:**

Milk proteins (32%) - Sweetener: maltitols - Dark chocolate coating with sweetener (18%) (cocoa mass, sweetener: maltitols, cocoa butter, emulsifier: lecithins (from soy), natural vanilla flavour) - Cocoa butter - Cocoa soy flakes (5%) (isolated soy proteins (4%), alkali-processed cocoa, tapioca starch) - Sweetener: sorbitols - Humectant: glycerol – isolated soy proteins (3%) – poppy seeds (1%) - low fat cocoa powder (low fat cocoa powder, acidity regulator: potassium carbonates) - Emulsifier: lecithins – Flavouring, vanilla powder (0.2%). May contain nuts, peanuts, sesame seeds.

**Nutritional information per 100g:**

**Energy: 384 kcal**

**Carbohydrate: 36 g**

**Sugars: 0.3 g**

**Protein: 36 g**

**Fat: 16 g**

**Saturated fat: 9.1 g**

**Salt: 0.3 g**

**Serving size:**

55g

**Nutritional information per serve:**

**Energy: 211.2 kcal**

**Carbohydrate: 19.8 g**

**Sugars: 0.165 g**

**Protein: 19.8 g**

**Fat: 8.8 g**

**Salt: 0.165 g**





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**