



# THE UK MARKET RETAIL STORE VISIT BY FRL ASDA, MILTON KEYNES, UK.

**4TH OCTOBER 2022**

# AGENDA

To understand the product availability in the UK Supermarkets especially in the Asda's.

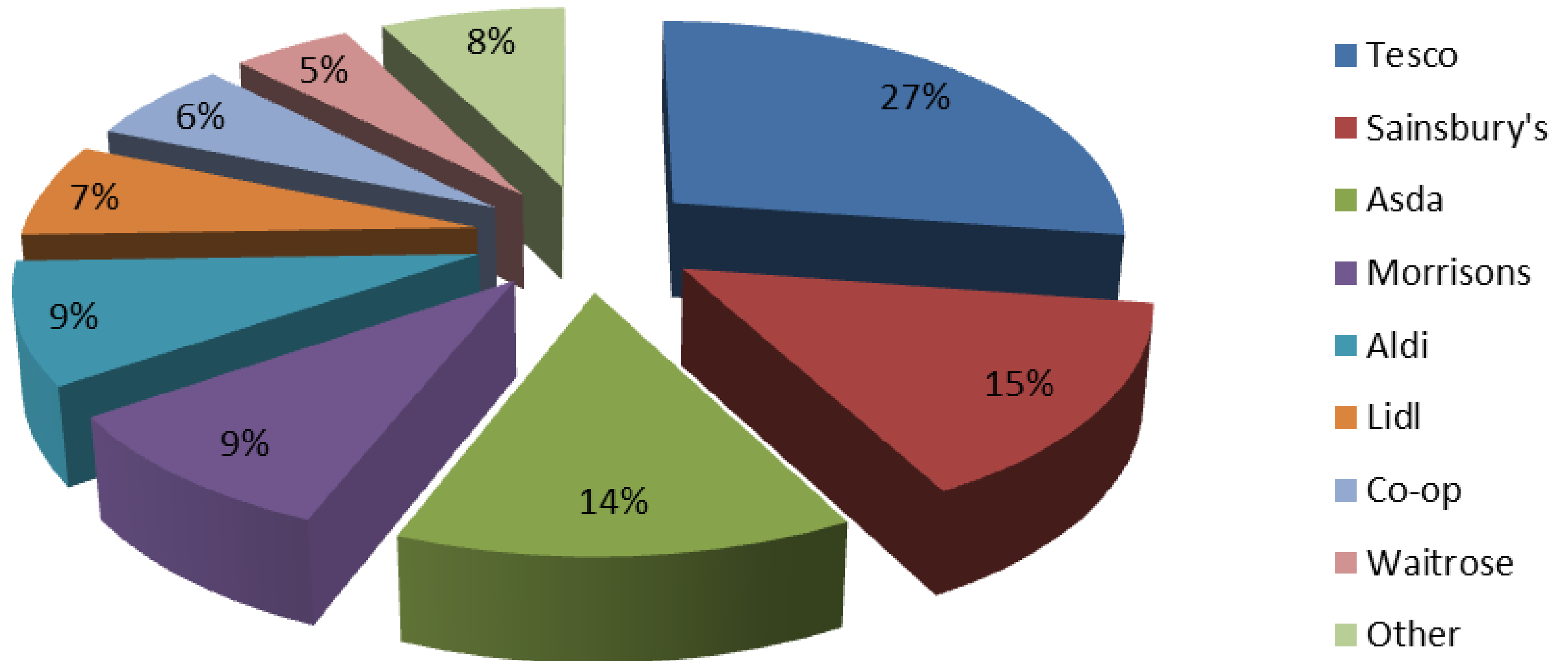
# BACKGROUND

Asda, one of the largest UK groceries by market share with 14.7% share of the supermarket sector after Tesco & sainsbury's. Asda is seeking to overtake Sainsbury as the UK's second-largest grocery



# SUPERMARKET SWEEP

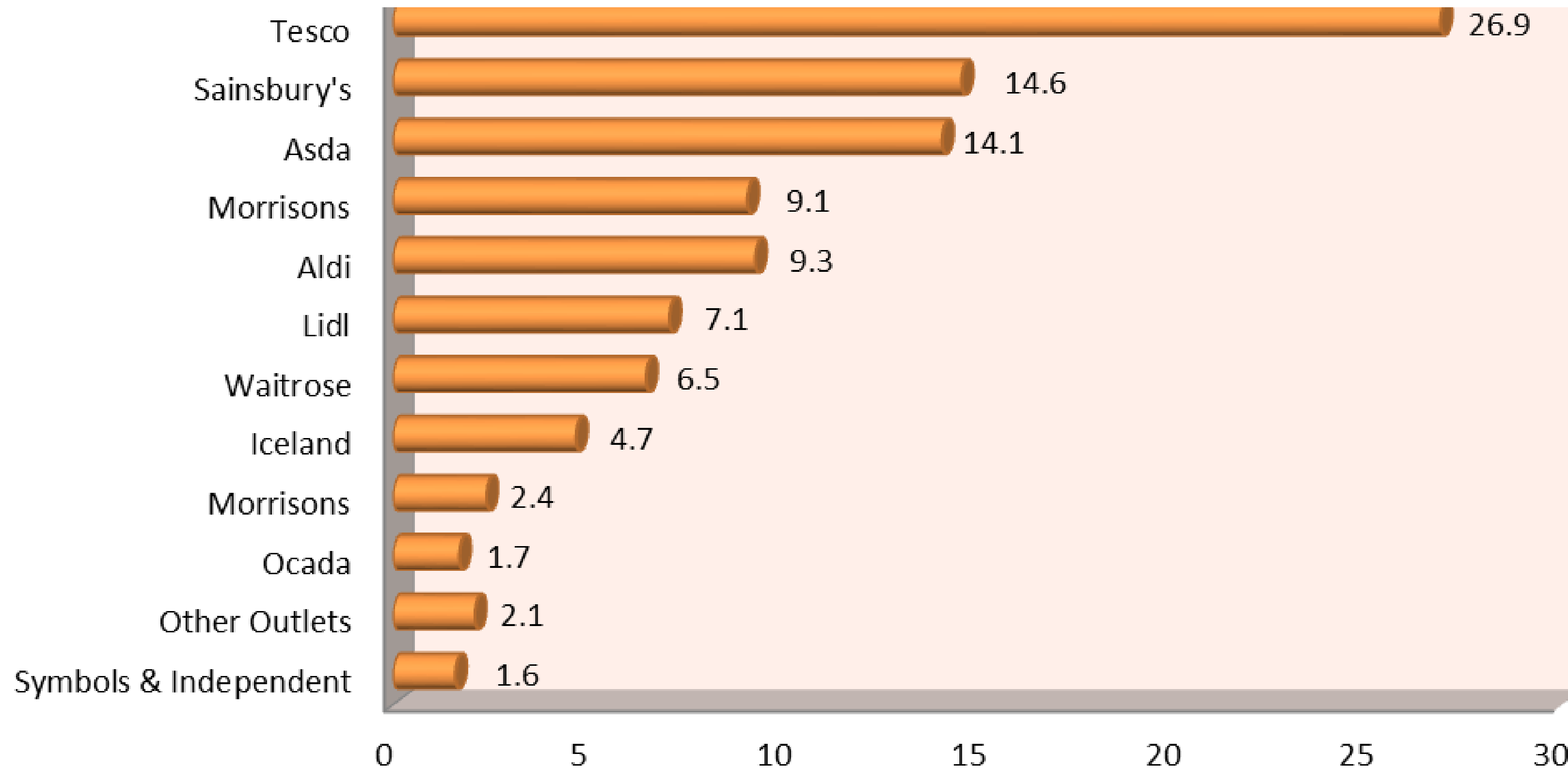
## MARKET SHARE, MAY 2022



SOURCE: KANTAR, 2022

# GREAT BRITAIN

## GROCERY MARKET SHARE (12 WEEKS ENDING)



**Brand Observed**

**PĀNDY**

## **Company overview:**

Founded in 2015 by Mart Matros, the founder of Pandy. The company began delivering snacks including energy drinks, protein bars, lentil chips and candy across the United Kingdom and over 30 markets worldwide. With that vision to create new Better-for-you products, never compromising the taste.

**Target Product Category : Protein Bars**

**Name of the Product : Pandy protein Bars**

# NUMBER OF FLAVOURS

There Are 4 Flavours

- 1. Protein bar caramel salt,
- 2. Protein bar creamy milk
- 3. Protein bar Nougat hazelnut
- 4. Protein chocolate sticks



# 18 IN A BOX

## SINGLE LAYER

**Item per serving weight :** 35g

**Suitable for:** Vegetarians

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

**RDA for UK** - RNI is 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:** 12g of protein, 1.1g of sugar, 131kcal energy

**Protein bar caramel salt:**

Protein bar with a taste of caramel and sea salt. Coated with milk chocolate.

**Major Ingredients:**

Couverture chocolate (22.5%), milk protein, bovine collagen hydrolysate, isomalto-oligosaccharide, soy crisps (soy protein isolate, cocoa powder, tapioca starch), water, chocolate pieces (3.3%), palm fat, salt.

**Caution:**

Excessive consumption may produce laxative effects.

**Allergen:**

May contain traces of egg, gluten, peanuts, and nuts

**Flavor:**

Natural flavouring

**Humectant:**

Glycerine

Per serve: 100g

Energy: 365kcal

Fat: 14g

Carbohydrate: 31g

Sugar : 3.2g

Sugar Polyols: 26g

Protein : 35g

Fibre: 8.1g

Salt: 0.65g

**Colors:**

Fat reduced cocoa Powder



**Fat:**

Fat reduced cocoa Powder

**Health benefits:**

Product supports the building and maintenance of lean muscle mass and provides extra energy.

**Protein Source:**

Milk Protein, Soy protein, Bovine collagen hydrolysate

**Emulsifier:**

Soy lecithin

**Sweeteners Used:**

Sucralose, Maltitol



**Protein bar Creamy Milk:**

Protein filled bar with taste of creamy milk and chocolate

**Caution:**

Excessive consumption may produce laxative effects.

**Allergen:**

May contain traces of egg, gluten, peanuts, and nuts

**Flavor:**

Natural flavouring

**Humectant:**

Glycerine

**Major Ingredients:**

Milk protein, collagen hydrolysate, cocoa butter, cocoa mass, whole milk powder, barley malt extract, sunflower oil, water

Per serve:100g

Energy:387kcal

Fat: 15g

Carbohydrate: 38g

Sugar : 4.2g

Sugar Polyols: 28g

Protein : 35g

Fibre:3.1g

Salt:0.12g



**Colors:**

Fat reduced cocoa Powde

**Fat:**

Fat reduced cocoa Powder

**Health benefits:**

Product supports the building and maintenance of lean muscle mass and provides extra energy.

**Protein Source:**

Milk Protein, Bovine collagen hydrosylate

**Emulsifier:**

Soy lecithin

**Sweeteners Used:**

Sucralose, Maltitol

**Protein bar caramel salt**

Bar filled with protein and a taste of nougat and hazelnut. Coated with milk chocolate.

**Major Ingredients:**

Couverture chocolate (21.5%), milk protein, bovine collagen hydrolysate, isomalto-oligosaccharide, roasted hazelnuts (5%), water, chocolate pieces (4.5%), hazelnut filling (2%) -hazelnuts, rapeseed oil, partly hydrogenated rapeseed fat, Palm fat, Salt.

**Caution:**  
Excessive consumption may produce laxative effects.

**Allergen:**  
May contain traces of egg, gluten, peanuts, and nuts

**Flavor:**  
Natural flavouring

*Per serve:100g*  
*Energy:373kcal*  
*Fat: 16g*  
*Carbohydrate: 30g*  
*Sugar : 4.6g*  
*Sugar Polyols: 25g*  
*Protein : 34g*  
*Fibre:7.3g*  
*Salt:0.18g*

**Humectant:**  
Glycerine



**Colors:**  
Fat reduced cocoa Powder

**Fat:**  
Fat reduced cocoa Powder

**Health benefits:**

Product supports the building and maintenance of lean muscle mass and provides extra energy.

**Protein Source:**  
Milk Protein, Hazelnut , Bovine collagen hydrolysate

**Emulsifier:**  
Soy lecithin

**Sweeteners Used:**  
Sucralose, Maltitol, Sugar

**Protein Chocolate sticks:**

Crispy tasty chocolate coated wafers with protein and low sugar

**Major Ingredients:**

Major/ primary Ingredients: Cocoa butter, whey protein concentrate (milk), whole milk powder, shea oil, rice flour, potato starch, coconut oil, teff flour, butter concentrate (milk), soy flour, salt

**Caution:**  
Excessive consumption may produce laxative effects.

**Allergen:**  
May contain traces of egg, gluten, peanuts, and nuts

**Flavor:**  
Bourbon vanilla extract

**Raising Agent:**  
Sodium bicarbonate

Per serve:100g  
Energy:526kcal  
Fat: 39g  
Carbohydrate: 37g  
Sugar : 4.2g  
Sugar Polyols: 28g  
Protein : 16g  
Fibre:1.3g  
Salt:0.3g

**Colors:**  
Fat reduced cocoa Powder

**Fat:**  
Fat reduced cocoa Powder

**Health benefits:**  
Product supports the building and maintenance of lean muscle mass and provides extra energy.

**Protein Source:**  
Whey protein

**Emulsifier:**  
Soy lecithin, Egg yolk

**Sweeteners Used:**  
Sucralose, Maltitol, Sugar





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**