

ROWNTREE'S



Brand Observed



Company overview:

Rowntree's is among the most favourite products of the nation, of which Fruit Pastilles are sold more than other fruit-based confectioneries on the UK. Our products are relished by more than 15 million people every year. Our Fruit gums recipe has been modified for vegans for a greater inclusivity.

Target Product Category : **Gummies**

Name of the Product : **Rowntree's**

NUMBER OF PRODUCTS: 2

- Rowntree's Fruit Gums
- Rowntree's Fruit Gums Vegan Friendly Sweets Tube



Fruit and plant concentrate:
Apple, Blackcurrant, Orange,
Lime, Strawberry, Lemon

Serving size:
150g

Gelling agent:
Gum Arabic

Primary Ingredient::

Glucose Syrup, Sugar, Starch, Gum Arabic, Acids
(Malic Acid, Citric Acid, Lactic Acid, Acetic Acid),
Concentrated Fruit Juice (1%) (Apple,
Blackcurrant, Orange, Lime, Strawberry, Lemon),
Acidity Regulator (Trisodium Citrate), Flavourings,
Colours (Anthocyanins, Copper Complexes of
Chlorophyllins, Beta-Carotene, Curcumin),
Glazing Agent (Carnauba Wax)



Nutritional Information

Per 100g

Energy: 332kcal

Fat: 0.1g

Carbohydrates: 81.7g

Sugars: 46.0g

Protein: 0.1g

Salt: 0.53g

Servings per pack: 8

Sweetener: Glucose
Syrup, Sugar

Coating agent:

Carnauba wax



Fruit and plant concentrate:
Apple, Blackcurrant, Orange,
Lime, Strawberry, Lemon

Serving size:
43.5

Gelling agent:
Gum Arabic

Primary Ingredient::
Glucose Syrup, Sugar, Starch, Acids (Malic Acid, Citric Acid, Lactic Acid, Acetic Acid), Gum Arabic, Concentrated Fruit Juice (1%) (Apple, Blackcurrant, Orange, Lime, Strawberry, Lemon), Acidity Regulator (Trisodium Citrate), Flavourings, Colours (Anthocyanins, Copper Complexes of Chlorophyllins, Beta-Carotene, Curcumin), Glazing Agent (Carnauba Wax)

Nutritional Information
Per 100g
Energy: 331kcal
Fat: 0.1g
Carbohydrates: 81.6g
Sugars: 46.5g
Protein: 0.1g
Salt: 0.28g

Servings per pack: 2

Sweetener: Glucose Syrup, Sugar

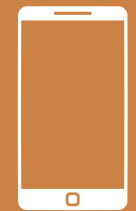
Coating agent:
Carnauba wax

Food Research Lab, a constituent unit of Gires, assists food manufacturers with [food product development](#). We have a team of food scientists and technologists who analyze market trends and gain consumer insights from consumer market research, which help food businesses make informed decisions and develop exciting food products. Moreover, the products are thoroughly tested for sensory profile, shelf life and are evaluated for whether the products comply with the regulations. This step-by-step approach ensures the products are highly successful in today's highly competitive market.

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THANK YOU