

Datasheet Updated 28/08/13

Created By:	Andrew Wormald	28/09/2012
Amended By:	Alex Stasi	
Reason for change:	Removal of Vitamins B1 and B12 for Project Dumas 2 and Vitamin D fortification. ME Initiative - Oat rings replaced with Multigrain rings.	28/08/13
Date:	28/08/13	

WHITE BOX CHEERIOS 310g/375g/565g/600g







NUTRITIONAL COMPASS PANEL:

GDA Box:	GDA – Guideline Daily Amounts for Adults			
		Guideline Daily Amounts	A 30g Serving Provides	% GDA
	Calories	2000 kcal	113 kcal	6%
	Total Sugars	90g	6.3g	7%
	Fat	70g	1.1g	2%
	Saturates	20g	0.3g	2%
	Salt (provide to 2 decimal places)	6g	0.30g	5%
	Fibre	24g	2.2g	9%
*Adult GDAs are based on GDAs for women. GDAs are guidelines and personal requirements vary depending on age, gender, weight and activity				

NUTRITION INFORMATION TYPICAL VALUES:		Per 30g serving with 125ml semi-skimmed milk	Per 100g
	Energy	734 kJ 174 kcal	1599 kJ 378 kcal
	Protein	6.9g	8.5g
	Carbohydrate of which sugars	28.5g 12.1g	74.5g 20.9g
	Fat of which saturates	3.1g 1.4g	3.5g 0.9g
	Fibre	2.2g	7.3g
	Sodium (provide to 2 decimal places)	0.18 g	0.40 g
	Salt Equivalent (provide to 2 decimal places)	0.46g	1.01g

Vitamins & Minerals		% RDA*		%RDA*	
	Vitamin D	0.94 µg	19%	3.00 µg	60%
	Vitamin C	16.6 mg	21%	48.0 mg	60%
	Riboflavin (B2)	0.50 mg	36%	0.90 mg	64%
	Niacin	3.66 mg	23%	11.8 mg	74%
	Vitamin B6	0.36 mg	26%	1.00 mg	71%
	Folic Acid	55.6 µg	28%	170 µg	85%
	Pantothenic Acid	1.55 mg	26%	3.67 mg	61%
	Calcium	297 mg	37%	484 mg	61%
	Iron	3.90 mg	28%	12.8 mg	91%

* Recommended Daily Allowance (RDA) according to the EC Nutrition Labelling Directive 2008/100/EC.

INGREDIENTS: (Allergens should be in bold)	Whole Grain Oat Flour (24.9%), Whole Grain Wheat (24.9%), Whole Grain Barley Flour (17.2%), Whole Grain Rice Flour (7.4%), Whole Grain Maize Flour (3.5%), Sugar, Wheat Starch, Partially Inverted Brown Sugar Syrup, Salt, Tripotassium Phosphate, Sunflower Oil, Colours: Caramel, Annatto, Carotene; Antioxidant: Tocopherols				
VITAMINS AND MINERALS:	Vitamin C, Niacin, Pantothenic Acid, Vitamin B6, Riboflavin (B2), Folic Acid, Vitamin D, Calcium Carbonate, Iron				
Confirm Font Size: (Packaging Solutions)	2mm				
Allergen Warning: (To be in bold)	MAY CONTAIN NUT TRACES				
Whole Grain Statement:	To produce 100g of this product 77.9g of whole grain was included in the recipe. We guarantee every serving of Nestlé cereals is made with at least 8g of Whole Grain.				
Address Box:	<p>If you are not totally satisfied with this product, please send the whole top panel and a sample to the address shown.</p> <p>Consumer Relations, Cereal Partners UK, FREEPOST BBT218, Welwyn Garden City, AL7 1BR</p> <p>If you live in Ireland: Nestlé Cereals, Dept BB092, PO Box 4214, FREEPOST Dublin 2 0845 6017158 UK only. Open Monday to Friday, 8am to 5pm</p> <p>www.nestlecereals.co.uk</p> <p>Please keep this Nestlé address for future reference</p> <div style="background-color: #90EE90; padding: 5px; display: inline-block;"> @NestleCerealsUK  </div>				
Other Copy	375g NUTRITIONAL COMPASS® It is important to have a varied and balanced diet as part of a healthy lifestyle. This pack contains at least twelve 30g servings and is sold by weight not volume. ®Reg. Trademark of Société des Produits Nestlé S.A.		310g As 375g but: 'at least ten 30g servings' 565g As 375g but: 'at least eighteen 30g servings' 600g As 375g but: 'at least twenty 30g servings' 800g As 375g but: 'at least twenty six 30g servings'		
Logos:	 Suitable For Vegetarians		 Kosher		
Front of pack serving Bowl	310g 	375g 	565g 	600g 20 servings Awaiting image	800g 26 servings Awaiting image
ILNI Number:	V106BS12				

ALL OTHER STANDARD ELEMENTS:	
Top Panel Descriptor	Fortified mixed whole grain sweetened cereal Os
Freshness advice	Keep your Cheerios fresh! Roll down the bag and close carton after use.
Whole Grain Hat Top Panel	
Front Panel & Side Panel	
Back Panel	
Recycle Flash: (Side Panel)	
CP Lozenge: (Side Panel)	
Barcode:	Please refer to Globe as normal

APPROVAL SECTION

Department / Function	Name:	Comments	Initial & Date
Marketing Manager:	Alex Stasi	Approved	AS 28/08/13
Nutrition & Regulatory Manager:	Brigid McKeivith	Approved	BJM 29/08/13
Corporate Affairs:	Andrew Pyne	Approved	ACP 11/9/13
Nestlé Regulatory:	Sarah Dowding	Approved	SD 05/09/2013
Nestlé Intellectual Property (IP):	Uta Buhnar	 FW Cheerios Datasheets - For You Approved. Since there are no claims on the Packages it is no need for a legal approval. Most of the approval should do by the Regulatory Affairs Team	UB 28/08/13