

NielsenIQ Brandbank

Irn-Bru 330ml



EAN
50107438

Target market(s)
GB, IE

Components

Ingredients

Carbonated Water
Sugar
Acid (Citric Acid)
Flavourings (including Caffeine, Ammonium Ferric Citrate & Quinine)
Sweeteners (Aspartame, Acesulfame K)
Preservative (E211)
Colours (Sunset Yellow FCF, Ponceau 4R)

Nutrition

	Per 100ml
Energy	80kJ/19kcal
Fat	0g
of which saturates	0g
Carbohydrate	4.5g
of which sugars	4.5g
Protein	<0.5g
Salt	<0.01g

Calculated Nutrition

	per 100ml
Energy (kJ)	80
Energy (kcal)	19
Fat (g)	0
of which saturates (g)	0
Carbohydrate (g)	4.5
of which sugars (g)	4.5
Protein (g)	<0.5
Salt (g)	<0.01

Front of Pack Nutrition

Per Portion

Each 330ml can contains

Energy 264kJ 62kcal	Fat 0g	Saturates 0g	Sugars 15g	Salt 0.03g
3%	0%	0%	16%	<1%

of an adult's reference intake

Typical value per 100ml: Energy 80kJ/19kcal

Product Description

Alternative Description

Supplier Preferred Product Name - IRN-BRU Soft Drink Can 330ml

Brand

Irn-Bru

Features

Original and Best
BRU'd in Scotland since 1901
Secret Recipe of 32 Flavours
Indescribable Taste
Suitable for Vegetarians
Suitable for Vegans

Standardised Brand

Brand - Irn-Bru

Regulated Product Name

Sparkling Flavoured Soft Drink with Sugar and Sweeteners

Marketing

Company Name

A.G. Barr

Company Address

Freepost RRGU-SERY- RSAK,
Glasgow,
G68 9HD,
UK.

Fitzwilliam Hall,
FP,
Dublin,
ROI,
D02 T292.

Product Marketing

Original and best. The taste that you can't describe. Because there's nothing like it.

IRN-BRU is ideal for an everyday treat on the go or to share at home. From pizza or burgers with your pals, to an amazing home cooked meal with the family... IRN-BRU will be the perfect partner!

For that phenomenal original and best taste, IRN-BRU soft drinks are best served chilled or over ice.

Got the taste for more? Keep an eye out for our IRN-BRU Sugar Free, IRN-BRU Xtra and IRN-BRU 1901 variants too!

Brand Marketing

Get a taste of the bold, the brazen, the Bru!

Launched in 1901, Scotland's favourite fizzy drink has been BRU'd in Scotland since 1901 to a secret recipe of 32 flavours with a spirit that's as bold as its taste.

Other Information

Irn-Bru, the Irn-Bru logo and Barr are registered trade marks owned by A.G.Barr p.l.c.

Further Description

Original and best. The taste that you can't describe. Because there's nothing like it.

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Health & Lifestyle

Additives

Sweeteners - Contains

Storage & Usage

Storage Type

Type

Ambient

Preparation and Usage

Serve cool

Storage

Store in a cool, dry place.
Best before end: see base of can

Date Marking Type

- Best Before

Brandbank Captured Pack Data

Pack Size

330ml ☺

Numeric Size

Numeric Size - 330

Recycling Info

Whole Packaging - Recycle

Pack Type

Type - Can

Recycling Other Text

Please recycle
Our cans are 100% recyclable

Customer Services

Manufacturers Address

A.G. Barr,
Freepost RRGU-SERY- RSAK,
Glasgow,
G68 9HD,
UK.

A.G. Barr,
Fitzwilliam Hall,
FP,
Dublin,
ROI,
D02 T292.

Return To

A.G. Barr,
Freepost RRGU-SERY- RSAK,
Glasgow,
G68 9HD,
UK.

A.G. Barr,
Fitzwilliam Hall,
FP,
Dublin,
ROI,
D02 T292.
www.irn-bru.co.uk
consumercare@agbarr.co.uk

Telephone Helpline

Fax Number

Email Helpline

consumercare@agbarr.co.uk

Web Address

www.irn-bru.co.uk

Extended Data

Safety Warning

Sunset Yellow FCF & Ponceau 4R: May have an adverse effect on activity and attention in children.
Contains a source of Phenylalanine.

