

Changed Aug 21, 2025 16:37

Reviewed Aug 21, 2025 16:37

Erudus ID d85b40c2290d4e3b83eb353dfa6b6400

Version 1.0

Status Published

12073

LION Milk Chocolate Bar 36x50g NCP

Lion 36x50g 36x50.6g

PRODUCT DESCRIPTION

Filled wafer with caramel (35.6%) and cereals (8.6%) covered with milk chocolate (38.0%)

Manufacturer	Nestle UK
Manufacturer Product Code	12531410
Product Type	Food
Product Category	Confectionery
Storage Type	Ambient
Erudus ID	d85b40c2290d4e3b83eb353dfa6b6400
Specification Type	Generic

Inner Component GTIN	7613034989253
Outer Case GTIN	07613034989260



INGREDIENTS

Ingredient Declaration

Milk chocolate (38.1%) (sugar, cocoa butter, cocoa mass, skimmed **MILK** powder, whey powder product (**MILK**), butterfat (**MILK**), vegetable fats (palm, shea), emulsifier (lecithins)), glucose-fructose syrup, **WHEAT** flour, sweetened condensed **MILK** (**MILK**, sugar), vegetable fat (palm oil), sugar, whey powder (**MILK**), maltodextrin, skimmed **MILK** powder, **WHEAT** starch, salt, emulsifier (lecithins), raising agent (sodium bicarbonate), caramelised sugar, thickener (carageenan).

Ingredient Statements

Rainforest Alliance Certified cocoa. Find out more at ra.org

ALLERGENS

Product Contains:

Celery/Celeriac	No
Cereals Containing Gluten	Yes
Barley	No
Oats	No
Rye	No
Wheat (including Spelt and Khorasan)	Yes
Crustacea	No
Eggs	No
Fish	No
Lupin	No
Milk	Yes
Molluscs	No

Mustard	No
Nuts (Tree)	May Contain
Almond nuts	May Contain
Brazil nuts	May Contain
Cashew nuts	May Contain
Hazelnuts	May Contain
Macadamia (Queensland) nuts	May Contain
Pecan nuts	May Contain
Pistachio nuts	May Contain
Walnuts	May Contain
Peanuts	May Contain
Sesame Seeds	No
Soybeans	May Contain
Sulphur Dioxide and Sulphites	No

Tree Nuts (Risk Source)	Line	Almond nuts (Risk Source)	Line
Brazil nuts (Risk Source)	Line	Cashew nuts (Risk Source)	Line
Hazelnuts (Risk Source)	Line	Macadamia nuts (Risk Source)	Line
Pecan nuts (Risk Source)	Line	Pistachio nuts (Risk Source)	Line
Walnuts (Risk Source)	Line	Peanuts (Risk Source)	Line
Soybeans (Risk Source)	Line		

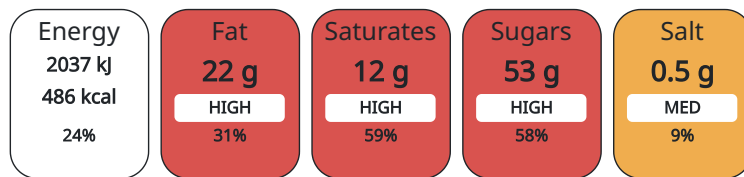
Contains: MILK and WHEAT. May Contain: SOYA, NUTS and PEANUTS.

Palm Oil	Yes
Hydrogenated Vegetable Oil/Fat	No
GM Protein/DNA	No

<i>Product Contains:</i>			
Artificial Colours	No	Artificial Flavourings	No
		Artificial Preservatives	No

Vegan Diet	No	Vegetarian Diet	No
Halal Diet	No	Kosher Diet	No

Each 100g/ml portion contains:



Typical values per 100g/ml : Energy 486kcal / 2037kj

Nutrient	per 100g	RI per 100g
Energy (kJ)	2037 kJ	24%
Energy (kcal)	486 kcal	24%
Fat	21.8 g	31%
of which Saturates	11.8 g	59%
Carbohydrate	67.1 g	26%
of which Sugars	52.6 g	58%
Fibre	1.3 g	
Protein	4.9 g	10%
Salt	0.51 g	9%

Shelf Life from Time of Production	304 Days
------------------------------------	----------

ACCREDITATIONS/ CERTIFICATIONS/ ASSURANCE SCHEMES ORIGIN	FSSC 22000						
	Product Country of Origin		Poland				
	Origin of the Primary Ingredient		Not Applicable				
PRODUCT CHARACTERISTICS CONFIGURATION	Standards Testing						
	Case Configuration		Inner Pack Configuration				
	Total Quantity of Inner Components in Outer Case		36 Units				
	Is the Outer Case Splittable?		No				
PRODUCT WEIGHTS	Inner Component						
	Variable Weight Consumer Item		No				
	Inner Component Weight		50.6 g				
	Outer Case						
	Outer Case Gross Weight		1.95 kg				
	Outer Case Net Weight		1.8 kg				
PRODUCT DIMENSIONS	Inner Component						
	Inner Component Depth		22 mm				
	Inner Component Width		121 mm				
	Inner Component Height		32 mm				
PALLET INFORMATION	Outer Case						
	Outer Case Depth		236 mm				
	Outer Case Width		166 mm				
	Outer Case Height		158 mm				
	Quantity of Cases Per Pallet Layer		28 Cases		Pallet Height		1.11 MTR
	Quantity of Layers Per Pallet		6 Layers		Pallet Gross Weight		358 kg
	Quantity of Cases Per Pallet		168 Cases				
PACKAGING	Inner Component Packaging						
	Type	Materials	Weight	Recycled Material %	Recyclable	Returnable	Composite
	Other	Plastic	0.65 g				
	Outer Case Packaging						
	Type	Materials	Weight	Recycled Material %	Recyclable	Returnable	Composite
	Case	Paper/Cardboard	165 g				
MARKETING INFORMATION	Marketing Description						
	LION® milk chocolate 50g bar is a delicious combination of crispy filled wafer, chewy caramel and crunchy cereals covered in smooth milk chocolate. LION® was launched in th UK in 1976 by Rowntree Mackintosh under the name "Lion Bar", with the strapline "Crunch it, chew it. When you feel like a great big bite" and was soon a roaring success with consumers. It was first produced at the York factory in the UK before being transferred to the Fawdon factory in Newcastle in 1978. In 1988 is was re-branded LION® and now is available in over 40 countries worldwide. The LION® product with its rugged appearance and combination of crispy filled wafer, chewy caramel and crunchy cereals covered in smooth milk chocolate, has provided a substantial, multi-textural bite across the decades. The 1980 TV advertisements 'In the wild' featured real lions filmed on location in their natural habitat - which made for compelling viewing and was then re-enforced with the 'Wild Thing' advertisement in 1986 which again feature the king of the jungle in his natural environment. LION® does not contain any artificial colours, flavours or preservatives						

OTHER
INFORMATION

Intrastat/Taric Code	1905321100
Commodity Code	1905321100

CONTACT
INFORMATION

Address	
Nestle UK	
Nestlé UK Ltd	
PO Box 207	
YO91 1WS	
York	
England	
helen.brewer@uk.nestle.com	
0800 00 00 30 (UK)	

Complaints
consumer.services@uk.nestle.com
0800 00 00 30 (UK)

The information on the [Erudus System](#) has been supplied by the manufacturers of the products and, whilst the owners of the Erudus System take steps to ensure the information is regularly updated, they give no warranty and no guarantee that the information is accurate. Product information and ingredients may change, please always read product labels carefully in addition to using the information provided by Erudus.

We do not accept liability for any inaccuracies or incorrect information contained on this site.
Please visit <http://www.erudus.com/terms-and-conditions> for full terms and conditions.