



Appendix 1

gulp.

*give
up
loving
pop*

Breakfast Drinks Survey 2015 – All Data

Product information was collected online through online grocery services.

Colour coding based on new front of pack colour-coded nutrition labelling criteria. Sugars:

Red >13.5g/portion or >11.25g/100ml

Amber >2.5≤11.25g/100ml

Green ≤2.25g/100ml

Brand Name	Product Name	Serving Size (ml)	Energy (kcal) per 100ml	Energy (kcal) per serving	Sugar (g) per 100ml	Sugar (g) per serving	Teaspoons of sugar per serving
Fuel Energy Drink	Chocolate Breakfast Milk Drink	330	89	294	9.7	32	8
Fuel Energy Drink	Strawberry Flavour Breakfast Milk Drink	330	76	251	8.3	27.4	7
Weetabix On The Go	Breakfast Drink Chocolate	275	85	236	9	25	6
Weetabix On The Go	Breakfast Drink Vanilla	275	90	248	9	25	6
Fuel Energy Drink	Banana Flavour Breakfast Milk Drink	330	73	241	7.5	24.8	6
Fuel Energy Drink	Vanilla Flavour Breakfast Milk Drink	330	73	241	7.5	24.8	6
Fuel Energy Drink	Caramel Latter Flavour Breakfast Milk Drink	330	73	241	7.5	24.7	6
Weetabix On The Go	Chocolate flavoured breakfast milk drink with added vitamins and iron (UHT)	250	85	215	9	22.5	6
Weetabix On The Go	Vanilla flavoured breakfast milk drink with added vitamins and iron	250	85	212	8.1	20	5
Weetabix On The Go	Strawberry flavoured breakfast milk drink with added vitamins and iron (UHT).	250	83	210	8.1	20	5
Weetabix On The Go	Banana flavoured breakfast milk drink with added vitamins and iron (UHT).	250	83	211	8.1	20	5
beFast	Breakfast Chocolate Shake	250	80	200	7.7	19.25	5
beFast	Breakfast Strawberry Shake	250	80	200	7.6	19	5
beFast	Breakfast Banana Shake	250	80	200	7.6	19	5
beFast	Breakfast Vanilla Shake	250	76	190	7.5	18.75	5
Up&Go	Vanilla Breakfast Drink	250	68	170	7.4	18.5	5
Up&Go	Strawberry Breakfast Drink	250	68	170	7.4	18.5	5
Up&Go	Chocolate Breakfast Drink	250	69	173	7.3	18.25	5
Weetabix On The Go	High in Protein Breakfast Drink Blueberry & Blackberry	275	77	210	4.5	12	3
Weetabix On The Go	High in Protein Breakfast Drink Vanilla	275	76	208	4.5	12	3

