

Chocolate Iced Buns

Record ID: 12933298
Company: Asda
Brand: The Bakery at Asda
Category: Bakery
Sub-Category: Cakes, Pastries & Sweet Goods
Market: UK
Store Name: asda.com
Store Type: Internet/Mail Order
Date Published: Jun 2025
Product Source: Secondary Research
Launch Type: New Variety/Range Extension
Price in local currency: £1.87
Price in US Dollars: 2.51
Price in Euros: 2.21



Product Description

The Bakery at Asda Chocolate Iced Buns are now available, and retail in a pack with two units.- Deliciously baked for you- So rich- Chocolate flavoured buns with a dark chocolate filling, topped with a swirl of white and chocolate flavoured icings- Suitable for vegetarians- Traffic light nutritional label- Free from artificial colours, artificial flavours and hydrogenated fat- Chocolate flavoured buns filled with dark chocolate filling, topped with chocolate flavoured and white colour icings- Logos and certifications: On-Pack Recycling Label (OPRL) - Card Recycle, On-Pack Recycling Label (OPRL) - Film Recycle with Bags at Large Supermarket - Don't Recycle at Home

Packaging Details

	<i>Primary</i>
Package Type	Flexible

Product Analysis

Pack Size:	
Storage:	Shelf stable
Private Label:	Private Label
Store Type:	Internet/Mail Order

Ingredients (On Pack):

fortified wheat flour (wheat flour, calcium carbonate, iron, niacin (vitamin B3), thiamin (vitamin B1)), chocolate flavoured icing (22%) (sugar, palm oil, water, lactose (milk), emulsifiers (citric acid esters of mono- and diglycerides of fatty acids, **sucrose esters of fatty acids**, polysorbate 60, mono- and diglycerides of fatty acids), fat-reduced cocoa powder, glucose syrup, flavouring, colours (plain caramel colour, vegetable carbon colour), humectant (glycerol), gelling agent (agar), preservative (potassium sorbate), acidity regulator (citric acid)), water, dark chocolate filling (11%) (glucose syrup, water, sweetened condensed milk (milk, sugar), humectant (glycerol), dark chocolate chips (sugar, cocoa mass, cocoa butter, emulsifier (soya lecithins), flavouring), sugar, palm oil, modified maize starch, fat-reduced cocoa powder, whey powder (milk), acidity regulator (glucono-delta-lactone), preservative (potassium sorbate), emulsifier (sorbitan monostearate)), white icing (3%) (sugar, palm oil, water, lactose (milk), emulsifiers (citric acid esters of mono- and diglycerides of fatty acids, polysorbate 60), glucose syrup, gelling agent (agar), preservative (potassium sorbate), flavouring, acidity regulator (citric acid)), flavouring, vegetable oils (rapeseed oil, palm oil), reduced fat cocoa powder, invert sugar syrup, sugar, potato dextrin, yeast, wheat gluten, salt, emulsifiers (mono- and diglycerides of fatty acids, mono- and diacetyl tartaric acid esters of mono- and diglycerides of fatty acids), preservative (acetic acid), flour treatment agent (ascorbic acid), acidity regulator (acetic acid)

Nutrition: Per 100g: Energy 1,378kJ/327kcal, Fat 8.3g (of which Saturated Fat 5g), Carbohydrate 56g (of which Sugars 25g), Fibre 2.1g, Protein 5.9g, Salt 0.38g