LEC

For an ice cream to be considered «**reduced calories**», its calories content must be at least 30% **lower than the reference parameters of the UK market**.

The maximum caloric content of LEC is 150 Kcal/100g, which is lower by at least **33%**, and up to **42%** in some cases, with a fat reduction of at least **54%**, and up to **70%** in certain cases, **compared to the average of ice creams in tubs and pots most widely observed** on the UK market **(225 kcal/100g)**.

BRAND	FORMATS	REFERENCE	CALORIES	SUGAR	FATS
Carte D'Or	Tub	**Vanilla**	186	19	7.5
Carte D'Or	Tub	**Mint Chocolate chips**	235	28	9.5
Carte D'Or	Tub	**Chocolate**	203	23	7.6
Carte D'Or	Tub	**Salted caramel**	198	24	7.3
Carte D'Or	Tub	**Strawberry**	164	23	5.3
Carte D'Or	Tub	**Deluxe tiramisù**	196	23.0	6.2
Ben & Jerry's	Pint	**Cookie Dough**	273	25.0	15
Ben & Jerry's	Pint	**Chocolate Fudge Brownie**	250	27.0	13
Ben & Jerry's	Pint	**Caramel chew**	266	26.0	15
Ben & Jerry's	Pint	**Netflix & Chilll'd Peanut Butter Ice Cream**	277	22.0	16
Ben & Jerry's	Pint	**Sundae Marshmallow & S'more**	254	25.0	12
Ben & Jerry's	Pint	**Half Baked Chocolate & Vanilla**	265	27.0	13
Ben & Jerry's	Pint	**Peanut Butter Cup Ice Cream**	320	24.0	21
Haagen Dazs	Pint	**Vanilla**	250	19.9	16.9
Haagen Dazs	Pint	**Salted Caramel**	261	25.3	14.7
Haagen Dazs	Pint	**Praline & Cream**	263	27.6	14.9
Haagen Dazs	Pint	**Cookies&Cream**	262	20.8	16.3
Haagen Dazs	Pint	**Strawberry Cheesecake**	253	25.7	13.6
Haagen Dazs	Pint	**Belgian Chocolate**	306	25.2	19.9
Haagen Dazs	Pint	**Caramel & Cream Ice Cream**	263	20.2	15.6
Private label n. 1	Tub	**Triple Chocolate**	193	22.4	6.4
Private label n. 2	Tub	**Triple Chocolate**	154	17.9	5.2
Private label n. 3	Tub	**Chocolate Dairy Ice Cream**	221	22.3	11.9
Private label n. 1	Tub	**Vanilla**	174	19.0	9.3
Private label n. 2	Tub	**Vanilla**	150	16.9	5.2
Private label n. 3	Tub	**Vanilla**	141	16.6	5.5
Private label n. 1	Tub	**Mint and chocolate**	225	22.8	10.6
Private label n. 1	Tub	**Vanilla and caramel**	192	25.0	6.4
Private label n. 2	Tub	**Vanilla and caramel**	174	21.7	5.5
Private label n. 3	Tub	**Salted Butterscotch Dairy Ice Cream**	220	22.6	11.9
Private label n. 1	Pint	**Cookie Dough**	230	23.3	8.7
Private label n. 1	Pint	**Chocolate fudge brownie**	234	22.5	8.4
Private label n. 1	Pint	**Salted caramel**	195	26.1	7.2
Private label n. 3	Pint	**Chocolate Ice Cream**	333	22.8	24.8
Private label n. 3	Pint	**Cornish Sea Salted Caramel Brittle Ice Cream**	254	21.0	16.1
Private label n. 3	Pint	**Strawberries & Cream Ice Cream**	205	21.9	10
Licensing	Pint	**Oreo Ice Cream**	237	19.0	11
Licensing	Pint	**Cadbury Dairy Milk Caramel**	204	16.5	8.4
Licensing	Pint	**Cadbury Crunchie Tub**	207	16.8	10
Licensing	Pint	**Cadbury Creme Egg Tub**	175	16.7	7
Licensing	Pint	**Cadbury Dairy Milk Tub**	197	14.2	10
Licensing	Pint	**Cadbury Flake 99 Tub**	178	18.9	9.2
		TOTAL	**225**	**22.1**	**11**

FLAVOURS LEC	Calories LEC 100g	% reduction LEC	Sugars 100 g	% reduction LEC	Fats 100 g	% reduction LEC
Whynut	146	*-35%*	11	*-50%*	4.7	*-57%*
Vanillove	130	*-42%*	14	*-36%*	3.3	*-70%*
Peanut Caramel Tango	150	*-33%*	14	*-36%*	5.1	*-54%*
Chocolate Crunch	130	*-42%*	13	*-41%*	4.2	*-62%*
Swirly Pistachi-Oh!	148	*-34%*	15	*-32%*	4.6	*-58%*