

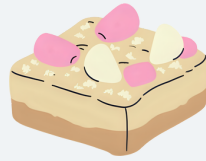
# Traybakes: nutritional content and consumer views on portion size



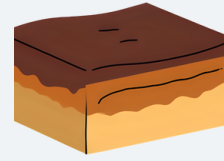
**59** Traybakes were sampled by district councils from food businesses across Northern Ireland



20 Rocky Roads



19 Fifteens



20 Caramel Squares

On average the traybakes contained:

Per 105g serving

**Calories**

**484 kcal**

22%

**Total Fat**

**21.8g**

33%

**Saturated Fat**

**13.2g**

66%

**Sugar**

**44.1g**

49%

of an adult's reference intake

**3** Sensory panels and focus groups assessed traybake consumption, preferences and factors influencing consumer purchasing patterns



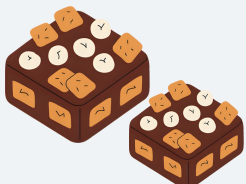
**<10%**

Preferred the largest traybake portion size



**43%**

Had traybakes once per week



Consumers would be open to a gradual reduction in traybake portion sizes if prices also reduced