

# Pot Noodle Bombay Bad Boy Instant Noodles

## 90 g



(/Products/Zoom/16689358?shottypid=1&gpeRestricted=False)

## Product data

EAN  
5000118203541

Target market  
GB, IE

## Components

### Ingredients

Noodle mix (96%): Dried noodles (62%) [WHEAT flour (contains calcium carbonate, iron, niacin, thiamin), sunflower oil, salt, firming agents (potassium carbonates, sodium carbonates)], maltodextrin, WHEAT flour, curry (cumin, turmeric, coriander, cayenne pepper, pepper, aniseed, cinnamon, fennel seed, ginger, lovage root, allspice), yeast extract, garlic powder, sweetcorn, peas1, sugar, onion powder1, palm fat, soy sauce powder [maltodextrin, salt, soy sauce (SOY, WHEAT)], salt, flavourings, BARLEY malt extract, potato starch, acid (citric acid), paprika. Sauce sachet (4%): Chili sauce (water, spirit vinegar, modified corn starch, salt, cumin, flavourings, cayenne pepper). May contain other cereals containing gluten, celery, egg, milk and mustard

### Nutrient Profile Score (Promotion and Placement)

Nutrient Profile Score (Promotion and Placement) - 1

### Nutrient Profile Score (Advertising)

Nutrient Profile Score (Advertising) - 1

## Calculated Nutrition

	Per 100g	Per Serving
Energy (kJ)	564	1720
Energy (kcal)	134	409
Fat (g)	5.2	16
of which saturates (g)	0.6	1.7
Carbohydrate (g)	18	55

	Per 100g	Per Serving
of which sugars (g)	0.8	2.5
Fibre (g)	0.7	2.3
Protein (g)	3	9.1
Salt (g)	0.41	1.2

## Nutrition

	Per 100g Prepared	Per Serving Prepared	%* per portion**
Energy (kJ)	564 kJ	1720 kJ	20%
Energy (kcal)	134 kcal	409 kcal	20%
Fat (g)	5.2 g	16 g	23%
of which saturates (g)	0.6 g	1.7 g	9%
Carbohydrate (g)	18 g	55 g	21%
of which sugars (g)	0.8 g	2.5 g	3%
Fibre (g)	0.7 g	2.3 g	0%
Protein (g)	3 g	9.1 g	18%
Salt (g)	0.41 g	1.2 g	20%

HFSS Indicator (Promotion and Placement)

HFSS Indicator (Promotion and Placement) - Not Applicable

HFSS Food or Drink (Promotion and Placement)

HFSS Food or Drink (Promotion and Placement) - Food

HFSS Indicator (Advertising)

HFSS Indicator (Advertising) - Not Applicable

HFSS Food or Drink (Advertising)

HFSS Food or Drink (Advertising) - Food

## Product Description

NielsenIQ Brandbank Captured Product Name

Pot Noodle Bombay Bad Boy Instant Noodles 90 g

Brand

Pot Noodle

Features

Add incredibly hot curry to your day with this Standard Pot Noodle Bombay Bad Boy from the nation's favourite instant noodle brand\*\*

A fiery combination of our classic noodles and a super hot curry flavour sauce

A quick, filling and tasty snack pot ready in just 4 minutes - helping you stir it up!

Standard Pot Noodle Bombay Bad Boy has none of those artificial colours or preservatives and is suitable for vegetarians. Plus, the lid and pot are both recyclable

Add boiling water to fill level, re-cover with lid and leave alone for 2 minutes. Stir, then leave for another 2 minutes. Give it another stir as you add the pot noodle flavour sachet and dig in!

These instant noodles come in a standard 90 g pot. Standard Pot Noodle left you wanting more? Try our larger King Pots!

#### Standardised Brand

Brand - Pot Noodle

#### Regulated Product Name

Noodles in an incredibly hot curry flavour sauce and a little sachet of hot fire chilli sauce.

## Marketing

#### Company Name

Unilever UK Ltd. / Unilever Ireland Ltd.

#### Company Address

Unilever UK, Pot Noodle, Freepost ADM3940, London, SW1A 1YR. Unilever Ireland, 20 Riverwalk, National Digital Park, Citywest, Dublin 24, Ireland Any comments or questions? Please call to chat on (UK) Freephone 0800 281026

#### Product Marketing

Craving something spicy? For a fiery blaze in every bite, try Standard Pot Noodle Bombay Bad Boy from the nation's favourite instant noodle brand\*\*. We've brought together our classic noodles with an incredibly hot curry flavour sauce, vegetables and a little sachet of hot fire chilli sauce. Sounds deliciously spicy, right? Plus, it's dead easy to make and only takes 4 minutes, so even if you aren't a master chef, you can get stuck in. If you're hungry and looking for a quick, convenient and tasty solution, we've got the noodles for you. Stir it up... and enjoy! How to make it yourself? It's simple and quick. Rip off the lid. Whip out the sachet. Add boiling water to fill level and re-cover with the lid. Leave alone for 2 minutes, then give it a stir before leaving for another 2 minutes. Finally, give it another stir as you add the pot noodle flavour sachet and dig in! Make sure to seize your opportunity and strike while the pot's hot - do not reheat. Don't forget to recycle the packaging - the lid and pot are both recyclable. Both cleverly convenient and deviously delicious, our spicy curry noodles have none of that artificial colour or preservative stuff and are suitable for vegetarians. Eat them up with NO worries. See the ingredients section for allergens. \*\*Nielsen Retail Measurement Service for the Mini Meals - Pot snacks segment for the 52-week period ending 16/08/2022.

## Health & Lifestyle

#### Lifestyle

- Suitable for Vegans

#### Allergy Advice

Barley - Contains

Celery - May Contain

Cereals Containing Gluten - Contains

Eggs - May Contain

Milk - May Contain

Mustard - May Contain

Oats - May Contain

Rye - May Contain

Soya - Contains

Wheat - Contains

## Storage & Usage

### Storage Type

Type
Ambient

## Brandbank Captured Pack Data

### Pack Size

90gram €

### Numeric Size

Numeric Size - 90

## Dimension

Shelf Height (mm)	Shelf Width (mm)	Shelf Depth (mm)
110	98	98

(GS1 package measurement rules ([http://www.gs1.org/docs/gsm/gdsn/GDSN\\_Package\\_Measurement\\_Rules.pdf](http://www.gs1.org/docs/gsm/gdsn/GDSN_Package_Measurement_Rules.pdf)))

### Unit (specific)

Unit (specific) - Grams

### Country

Country of Origin - United Kingdom

### Origin

Origin Free Text - United Kingdom

## Customer Services

### Manufacturers Address

Unilever UK, Pot Noodle, Freepost ADM3940, London, SW1A 1YR. Unilever Ireland, 20 Riverwalk, National Digital Park, Citywest, Dublin 24, Ireland Any comments or questions? Please call to chat on (UK) Freephone 0800 281026

### Return To

Unilever UK, Pot Noodle, Freepost ADM3940, London, SW1A 1YR. Unilever Ireland, Citywest, Dublin 24.

### Telephone Helpline

(UK) 0800 032 3251 (IE) 1850 812030

### Web Address

[www.potnoodle.com](http://www.potnoodle.com)

## Extended Data

### Description Breakdown

Functional Name - Snack

