

Cheeky Moo

STRAWBERRY DAIRY SHAKE

Product Information		
Product Name:	Cheeky Moo strawberry dairy shake	Date: 01/10/2025
Legal Name:	Cheeky Moo strawberry dairy shake	
Product Description:	Strawberry flavoured dairy ice cream swirled with sweet strawberries and a strawberry ripple.	
Country of Origin:	United Kingdom	

Ingredient Declaration (Including QUID & Allergens):	MILK , Double Cream (MILK), Strawberries (13%) (Strawberries, Sugar, Water, Glucose Syrup, Stabiliser [Modified Waxy Maize Starch], Strawberry Concentrate, Acidity Regulator [Citric Acid], Natural Flavouring, Natural Colour [Purple Carrot Concentrate]), Sugar, Strawberry Ripple (5%) (Sugar, Glucose Syrup, Strawberry Puree, Water, Stabiliser [Native Starch], Lemon Concentrate, Natural Flavouring, Natural Colour [Grape Skin Extract]), Buttermilk Powder (MILK), Emulsifier (Mono- and Diglycerides of Fatty Acids), Stabilisers (Guar Gum, Carrageenan, Locust Bean Gum), Humectant (Glycerol), Acidity Regulator (Trisodium Citrate), Natural Strawberry Flavouring (<1%), Natural Colour (Beetroot Red). For allergens, please see ingredients in BOLD .
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Nutritional Information:	Per 100g	Methodology (Analysis / Calculated)
Energy (kJ)	872	Calculated
Energy (kcal)	209	Calculated
Fat (g)	10.8	Calculated
Of which saturates (g)	6.9	Calculated
Carbohydrates (g)	24.4	Calculated
Of which sugars (g)	21.8	Calculated
Protein (g)	3.5	Calculated
Salt (g)	0.13	Calculated

Durability Date:	Best Before	Format:	DD/MM/YYYY
Product Shelf – Life:	2 Years from production.		
Storage Conditions:	Store below – 18°C. Do not refreeze once thawed.		
Usage Instructions:	Use from frozen.		
Production Process:	Please refer to HACCP plan.		

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Allergen Information			
	Contains	Allergen Present In	Handled On Site
Cereals containing gluten (wheat, rye, barley, oats, spelt, kumat or their hybridised strains) and products thereof	X	N/A	✓
Crustaceans and products thereof	X	N/A	X
Eggs and products thereof	X	N/A	✓
Fish and products thereof	X	N/A	X
Peanuts and products thereof	X	N/A	X
Soybeans and products thereof	X	N/A	✓
Milk and products thereof	✓	Milk, Double Cream, Buttermilk Powder	✓
Nuts: almond, hazelnut, walnut, cashew, pecan, Brazil, pistachio, macadamia and Queensland and products thereof	X	N/A	X
Celery and products thereof	X	N/A	X
Mustard and products thereof	X	N/A	X
Sesame seeds and products thereof	X	N/A	X
Sulphur dioxide and sulphites at concentrations of more than 10 mg/kg or 10mg/litre expressed as SO ₂	X	N/A	X
Lupin and products thereof	X	N/A	X
Molluscs and products thereof	X	N/A	X
Precautionary Allergen Labelling:	N/A		

Other Materials of Interest		
	Contains	Comments
Alcohol	X	N/A
Antioxidants	X	N/A
Artificial colours	X	N/A
Artificial flavours	X	N/A
Beef and beef derivatives	X	N/A
Coconut & coconut derivatives	X	N/A
Gelatine	X	N/A
Maize and maize derivatives	✓	Modified Waxy Maize Starch and Native Starch (Cornflour)
Palm Oil	X	N/A
Pork and pork derivatives	X	N/A
Preservatives	X	N/A

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Product Suitability		
Suitability Data	Yes / No	Certification
Suitable for Vegetarians	✓	X
Suitable for Vegans	X	X
Suitable for Coeliacs	✓	X
Halal	✓	X
Free from genetically modified material	✓	X
Free from irradiated material	✓	X

Microbiological Analysis			
* Hygiene Indication Only			
Test	Satisfactory	Acceptable	Unsatisfactory
ACC*	< 10 ⁵ cfu/g	10 ⁵ cfu/g – 5x10 ⁵ cfu/g	> 5x10 ⁵ cfu/g
Enterobacteriaceae*	< 10 cfu/g	10 cfu/g – 100 cfu/g	> 100 cfu/g
E. Coli	< 20 cfu/g	20 cfu/g – 100 cfu/g	> 100 cfu/g
Staphylococcus aureus	< 10 cfu/g	10 cfu/g – 100 cfu/g	> 100 cfu/g
Bacillus cereus	< 10 ³ cfu/g	10 ³ cfu/g – 10 ⁵ cfu/g	> 10 ⁵ cfu/g
Salmonella spp.	Not Detected	N/A	Detected
Listeria spp.	Not Detected	N/A	Detected

Organoleptic Attributes	
Appearance:	Pale pink in colour with a dark pink / red ripple and specs of red strawberries.
Aroma:	Sweet, typical of strawberry.
Texture:	Smooth and creamy mouthfeel with a silky ripple and soft strawberry flecks.
Flavour:	Predominately strawberry with creamy notes.

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STRAWBERRY

DAIRY SHAKE

Product Photo

Finished Product



Packaging



Outer Case Label

STRAWBERRY DAIRY SHAKE

PJ.SHK-STRWB
SAP: 814733A

Cheeky Moo

Batch: 4532
Best before: 10/01/2026



Ingredients: MILK, Double Cream (MILK), Strawberries (13%) (Strawberries, Sugar, Water, Glucose Syrup, Stabiliser (Modified Waxy Maize Starch), Strawberry Concentrate, Acidity Regulator (Citric Acid), Natural Flavouring, Natural Colour (Purple Carrot Concentrate)), Sugar, Strawberry Ripple (5%) (Sugar, Glucose Syrup, Strawberry Puree, Water, Stabiliser (Native Starch)), Lemon Concentrate, Natural Flavouring, Natural Colour (Grape Skin Extract), Buttermilk Powder (MILK), Emulsifier (Mono- and Diglycerides of Fatty Acids), Stabilisers (Gum Arabic, Carrageenan, Locust Bean Gum), Humectant (Glycerol), Acidity Regulator (Trisodium Citrate), Natural Strawberry Flavouring (<1%), Natural Colour (Beetroot Red).



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18 x 250ml

Tel: 01385 238500 PROJUICE.CO.UK
PRODUCED IN UK. STORE BELOW -18°C

MP USE ONLY
(SAP) PJ.SHK-STRWB (17) 280110 170 4

Cheeky Moo
**STRAWBERRY
DAIRY SHAKE**

Warranty

All products shall fully comply with the requirements of the Food Safety Act 1990, Regulation (EC) No 852/2004 on the Hygiene of Foodstuffs, The Food Labelling Regulations 1996, Regulation (EU) No 1169/2011 on Food Information to Consumers, Trade Descriptions Acts, Weights and Measures Acts, Consumer Protection Act, and where appropriate, any other UK or EEC legislation.