

Cheeky Moo

PLANT BASED STRAWBERRY SHAKE

Product Information			
Product Name:	Cheeky Moo Plant Based Strawberry Shake		Date: 01/10/2025
Legal Name:	Cheeky Moo Plant Based Strawberry Shake		
Product Description:	Plant based strawberry flavoured ice cream with strawberry fruit and strawberry ripple.		
Country of Origin:	United Kingdom		

Ingredient Declaration (Including QUID & Allergens):	Water, sugar, coconut oil (8%), strawberry (7%), glucose syrup, chicory root fibre, dextrose, chickpea flour, cornflour, emulsifier (mono and diglycerides of fatty acids), stabilisers (locust bean gum, guar gum, carrageenan), natural flavourings, strawberry concentrate (0.1%), lemon concentrate, colours (anthocyanins, beetroot extract, curcumin), acidity regulator (citric acid). For allergens, please see ingredients in BOLD . Made on a production line that handles Milk and Egg.
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Nutritional Information:	Per 100g	Methodology (Analysis / Calculated)
Energy (kJ)	785	Calculated
Energy (kcal)	188	Calculated
Fat (g)	8.2	Calculated
Of which saturates (g)	7.0	Calculated
Carbohydrates (g)	25.7	Calculated
Of which sugars (g)	21.2	Calculated
Protein (g)	0.4	Calculated
Salt (g)	0.01	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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STRAWBERRY SHAKE

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	Contains Glucose Syrup	✓
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	X	N/A	✓
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	✓	Product contains coconut oil
Gelatine	X	N/A
Maize and maize derivatives	X	N/A
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
Suitable for Coeliacs	✓	X
Halal	X	X
Free from genetically modified material	✓	X
Free from irradiated material	✓	X

Microbiological Analysis			
* Hygiene Indication Only			
Test	Satisfactory	Acceptable	Unsatisfactory
<i>AC*</i>	< 10 ⁵ cfu/g	10 ⁵ cfu/g – 5x10 ⁵ cfu/g	> 5x10 ⁵ cfu/g
<i>E.coli</i> *	< 10 cfu/g	10 cfu/g – 100 cfu/g	> 100 cfu/g
<i>KB</i>	< 20 cfu/g	20 cfu/g – 100 cfu/g	> 100 cfu/g
<i>S.phaerococcus</i>	< 10 cfu/g	10 cfu/g – 100 cfu/g	> 100 cfu/g
<i>B.cereus</i>	< 10 ³ cfu/g	10 ³ cfu/g – 10 ⁵ cfu/g	> 10 ⁵ cfu/g
<i>Shigella</i>	Not Detected	N/A	Detected
<i>Salmonella</i>	Not Detected	N/A	Detected

Organoleptic Attributes	
Appearance:	Pink coloured ice cream with red strawberry pieces throughout
Aroma:	Strawberry
Texture:	Smooth texture with soft strawberry pieces
Flavour:	Strawberry

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PLANT BASED STRAWBERRY SHAKE

Product Photo

Finished Product



Packaging



Outer Case Label

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PJ.SHK-VGNSTRAWB
SAP: 835777A

Cheeky Moo

Batch: 4532
Best before: 10/01/2026



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05032570053457

18 X 250ml

Tel: 01395 239500 PROJUICE.CO.UK
PRODUCED IN UK. STORE BELOW -18°C

(240) PJPBST260 (11) 200110 (10)

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**PLANT BASED
STRAWBERRY 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.