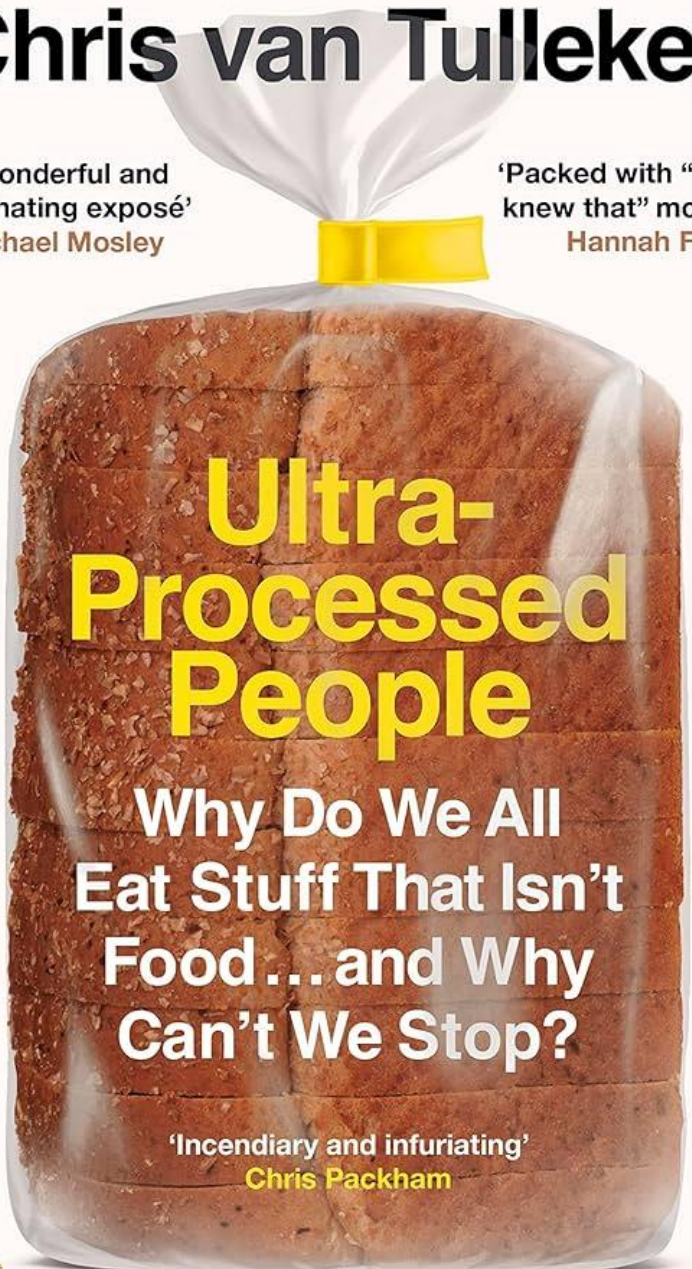


THE NO. 1 SUNDAY TIMES BESTSELLER

Chris van Tulleken

'A wonderful and
fascinating exposé'
Michael Mosley

'Packed with "I never
knew that" moments'
Hannah Fry



Ultra-Processed People

Why Do We All
Eat Stuff That Isn't
Food... and Why
Can't We Stop?

'Incendiary and infuriating'
Chris Packham

Book

***Ultra-processed people.
Why do we all eat stuff that isn't
food... and why can't we stop?***

by

Chris van Tulleken

Originally published
April, 2023

Tessellate Book Club Mainz
Presenter Varvara Verkhova
June 2025

Important personal statements of the author (that I genuinely share)

“I sincerely don’t have a moral opinion about eating UPF [ultra-processed food]. None of my friends believe this, but it’s true. I don’t care how you feed yourself or your child. **The goal should be that you live in a world where you have real choices and the freedom to make them**”

“I feel strongly that **to make choices** we all need **accurate information** about the possible risks of our food, and that we should be less exposed to **aggressive, often misleading marketing**”

Trigger warning/ sensitive topics

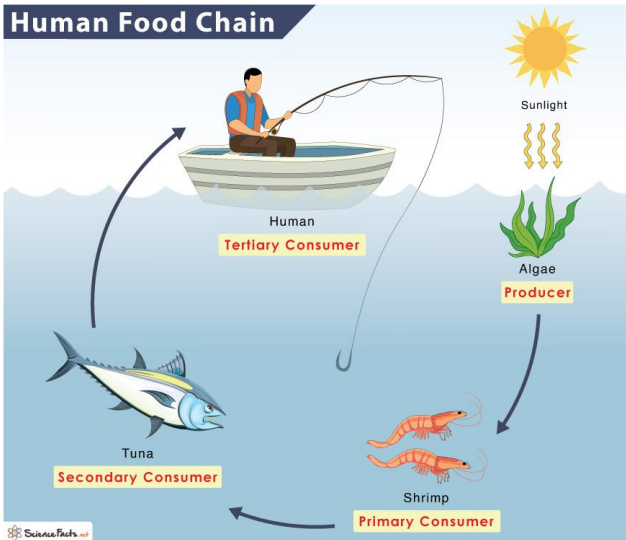
- Addiction (and food disorders)
- Body image (inc. obesity, overweight)
- Health and food consumption (e.g., orthorexia)
- Personal opinions

“Tell me what you eat and I will tell you what you are”

Jean-Anthelme Brillat-Savarin

Physiologie du Gout, ou Meditations de Gastronomie Transcendante, 1820s

- Greek physician **Hippocrates recommended** that food should be **thoroughly chewed** before swallowing, and **consumed in moderation** to maintain good health
- “Grandparents diet”
- Rules and customs of different cuisines around food
- The cost of convenience and pleasure



Food chains have changed since my last biology class in school...



Before the book came around



Series 3: Exercise

S3. Ep 1 - The Miracle Cure

The Van Tulleken twins explore the science of exercise and the dangers of inactivity.

6 Feb 2024 • 28 mins



Series 2: Can I Change?

S2. Ep 1 - The twin effect

The van Tulleken brothers explore what change is and how it happens.

6 Dec 2022 • 28 mins



Series 1: Addicted to Food

S1. Ep 1 - How did we get so different?

Chris van Tulleken is on a mission to get his twin Xand to quit ultra-processed food.

31 May 2022 • 28 mins

* Available on BBC Sounds (for free)

BBC documentary, 2021



Chris and his daughter Lyra

Alexander Gerald "Xand", 2022



www.radiotimes.com
BBC/Lion TV/Chris van Tulleken/Jonny

Dr Chris van Tulleken

(Born Christoffer van Hoogenhouck-Tulleken)

- PhD in molecular virology
- Associate professor at University College London



Chris (right) and Xand (left) brothers in 2017

What does UPF mean?

NOVA food classification system

Unprocessed or minimally processed foods



Processed culinary ingredients



Processed foods



Ultra-processed foods



- Portuguese: nova classificação, “new classification”

Carlos A. Monteiro, 2009 "Nutrition and health. The issue is not food, nor nutrients, so much as processing".

<https://doi.org/10.1017/S1368980009005291>

“That is to say, the issue is food processing—or, to be more precise, the nature, extent and purpose of processing, and what happens to food and to us as a result of processing.”

“Formulations of several ingredients that, besides salt, sugar, oils and fats, include food **substances not used in culinary preparations**, in particular, flavors, colors, sweeteners, emulsifiers, and other additives **used to imitate sensorial qualities** of unprocessed or minimally processed foods and their culinary preparations or **to disguise undesirable qualities of the final product.**”

Costa Louzada et al., 2015

From the book:
Industrially produced edible substance

Book's topics and themes

The design

- ANYTHING to trick your brain
- Anything to make you want more (=money)

Why overconsumption?

- Don't we have an inner voice (Clara Davis experiments)
- Impact on obesity rates (aka tobacco hypocrisy)
- Impact on health (from gut microbiome to activity levels)

nature > [npj metabolic health and disease](#) > articles > article

Article | [Open access](#) | Published: 08 April 2025

Ultra-processed food consumption affects structural integrity of feeding-related brain regions independent of and via adiposity

Filip Morjyas, Arsene Kanyambwa, Daniel Fångström, Max Tweeddale, Alexandre Pastor-Bernier, Houman Azizi, Lang Liu, Annette Horstmann & Alain Dagher

npj Metabolic Health and Disease 3, Article number: 13 (2025) | [Cite this article](#)

5566 Accesses | 145 Altmetric | [Metrics](#)

Is it really a food?

- Food ≠ Nutrition value
- Building blocks
- Concept of Food matrix

NUTRITION INFORMATION TYPICAL VALUES				
	Per 100g	Per bar	Reference Intake*	% RI*
Energy	2103kJ (502kcal)	436kJ (104kcal)	8400kJ (2000kcal)	5%
Fat	24.5g	5.1g	70g	7%
of which: saturates	13.4g	2.8g	20g	14%
Carbohydrate	62.3g	12.9g	260g	5%
of which: sugars	49.4g	10.2g	90g	11%
Fibre	2.3g	0.5g	-	-
Protein	7.0g	1.4g	50g	3%
Salt	0.22g	0.09g	6g	<1%

*Reference Intake of an average adult (8400kJ/2000kcal). Contains 9 servings. Portions should be adjusted for children of different ages.

Each bar contains

Energy 436kJ 104kcal	5.1g	2.8g	10.2g	0.05g
5%	7%	14%	11%	<1%

of an adult's Reference Intake*
Energy per 100g: 2103kJ/502kcal

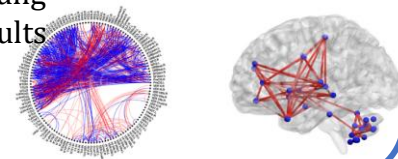
UPF

Why designed food "is good" vs Why designed food "is bad"

- Food deserts
- Poverty
- Do all of us really have a choice?

Why addiction? Or willpower "switch-off mode"

- Brain function changes in young
- Brain function changes in adults

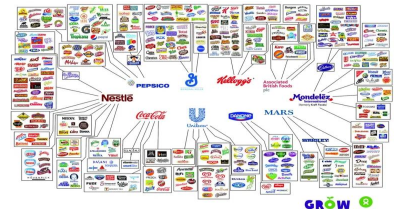


Good old mass production

- Farmers and plants diversity
- Shipping, processing, pollution

Big Food = Big Money

- Research fundings
- Conflict of interest
- Hypocrisy on policies (FDA/GRAS, plastic)



Questionable purpose

- Nestlé "baby formula" 1970s
- Amazon Muaná, Brazil. Nestlé boat 2000s



BBC documentary, 2021

The Design, the Marketing, the Everything behind



After reading the book

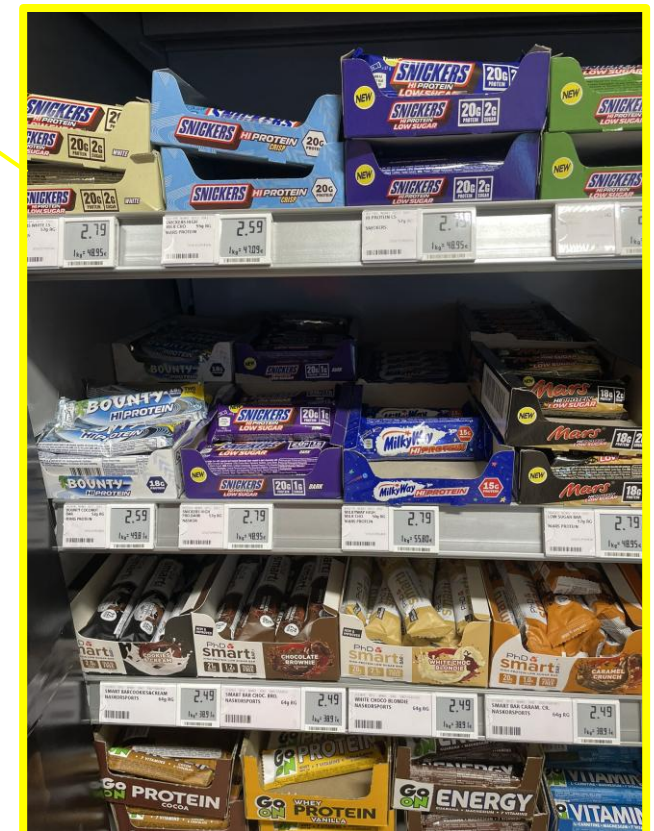
What caught your eye first thing?

Is there anything on this picture that is troubling you?..

The Design, the Marketing, the Everything behind



And here?



The Design, the Marketing, the Everything behind



-> Typically, **eye-level**

-> Colourful & marketed as healthy
low-fat/no-fat – an old chestnut from around 1980s
high protein/vitamin – new strategy
no added sugar – but sweetenerS ;)



* No added sugar

The Design, the Marketing, the Everything behind

- **Popular chocolate treat**

Milk Chocolate (Sugar, Modified Milk Ingredients, Cocoa Butter, Unsweetened Chocolate, Soy Lecithin, Polyglycerol Polyricinoleate, Natural Flavour), Sugar, Wheat Flour, Palm Oil, Cocoa Powder, Baking Soda, Soy Lecithin, Yeast, Natural Flavour, Protease, Xylanase.

- **Healthy protein bar, 25g protein**

Ingredients: no added sugar white chocolate with sweetener (30.9 %), sweetener[maltitol], cocoa butter, whole milk powder, emulsifier [soya lecithins], flavourings), milk protein, caramel flavour layer (10.9 %) (bulking agent [polydextrose], soya oil, collagen hydrolysate, sweetener [xylitol, sucralose]), skimmed milk powder, milk protein, emulsifier [soya lecithin], humectant [glycerol], flavourings, salt), collagen hydrolysate, soya crispies (7.3%) (soya protein), humectant (glycerol), roasted peanuts (5.5%), sweeteners (erythritol, sucralose), soluble corn fibre, flavourings (contains peanuts), salt, vitamins (vitamins C, E, B6, B12, thiamin, riboflavin, niacin, pantothenic acid, folic acid).

- **Popular Ready-to-drink meal, 20g protein**

Filtered water, Maltodextrin, Soy protein isolate, High oleic sunflower oil, Isomaltulose, Canola oil, Modified food starch, Oat fibre, Vitamin and Mineral Premix, Isomaltooligosaccharide, Soy Lecithin, Natural & Artificial flavours, Salt, Gellan gum, Sucralose.

How many common “trends”/similarities can you identify? :)

The Design, the Marketing, the Everything behind

How many common trends can you identify? :)

- **Popular chocolate treat**

*Milk Chocolate (**Sugar**, **Modified Milk Ingredients**, Cocoa Butter, **Unsweetened Chocolate**, **Soy Lecithin**, **Polyglycerol Polyricinoleate**, Natural Flavour), **Sugar**, Wheat Flour, Palm Oil, Cocoa Powder, Baking Soda, **Soy Lecithin**, Yeast, Natural Flavour, Protease, **Xylanase**.*

- **Healthy protein bar, 25g protein**

Ingredients: no added sugar white chocolate with sweetener (30.9 %), sweetener[maltitol], cocoa butter, whole milk powder, emulsifier [soya lecithins, flavourings], milk protein, caramel flavour layer (10.9 %) (bulking agent [polydextrose], soya oil, collagen hydrolysate, sweetener [xylitol, sucralose]), skimmed milk powder, milk protein, emulsifier [soya lecithin], humectant [glycerol], flavourings, salt), collagen hydrolysate, soya crispies (7.3%) (soya protein), humectant (glycerol), roasted peanuts (5.5%), sweeteners (erythritol, sucralose), soluble corn fibre, flavourings (contains peanuts), salt, vitamins (vitamins C, E, B6, B12, thiamin, riboflavin, niacin, pantothenic acid, folic acid).

- **Popular Ready-to-drink meal, 20g protein**

Filtered water, **Maltodextrin**, Soy protein isolate, High oleic sunflower oil, **Isomaltulose**, Canola oil, **Modified food starch**, Oat fibre, Vitamin and Mineral Premix, **Isomaltooligosaccharide**, **Soy Lecithin**, Natural & Artificial flavours, Salt, **Gellan gum**, **Sucralose**.

- Number of ingredients
- “Unusual” ingredients -> design
- Sugar/sweetener -> dopamine activation
- Stabilisers, emulsifiers -> shelf life -> profit

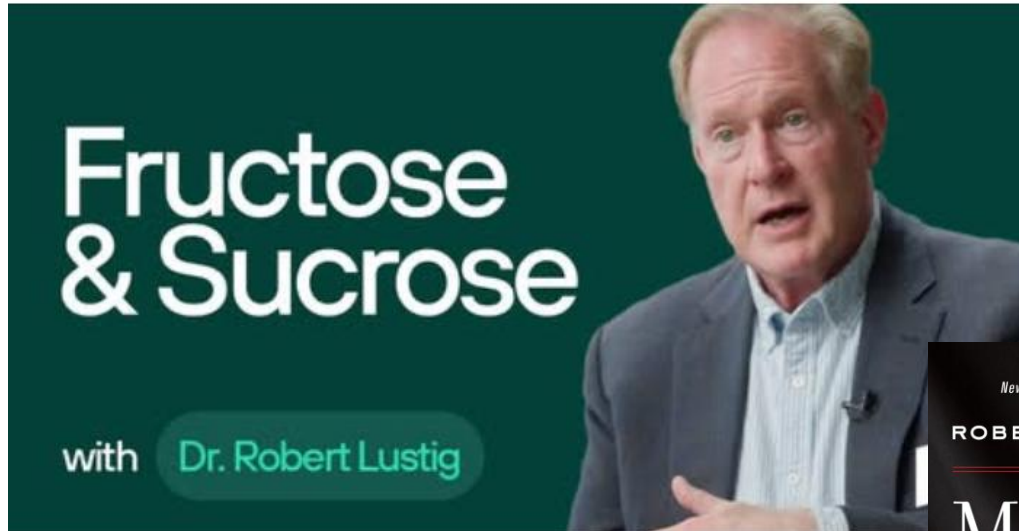
The Design, the Marketing, the Everything behind

Robert Lustig MD
January 15 · 🌐

There are 262 names for sugar.

And the reason?

Because the food industry likes it that way. They hide it in plain sight.

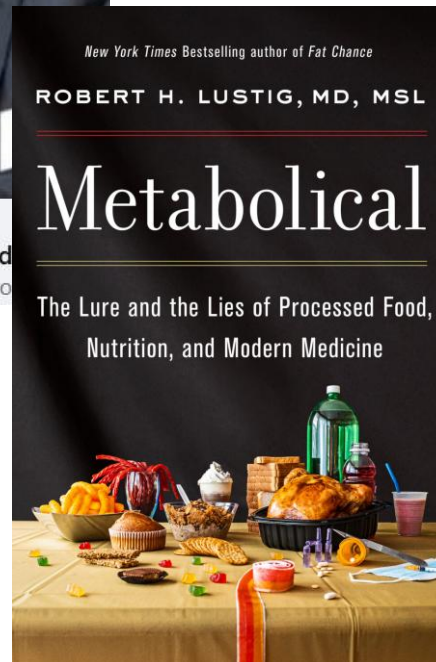


YOUTUBE.COM

Why Sugar Is Problematic for Metabolic Health | Dr. Robert Lustig Ultimate Guide

Sign Up to Get Your Ultimate Guide to Glucose: https://levels.link/youtube?utm_campaign=ro

Spoiler alert: this is not about sugar demonisation ;)



Can we call it a food?..

Not just a “junk food” anymore



- Softness, speed of consumption, fullness:
-> Beef steak/skyr vs a bar/yogurt-like drink

“Artificial” things -> Gut microbiome

Sugar -> Brain chemistry, addiction

Sweeteners -> **Metabolic syndrome, less controlled consumption**

A food source is:
“substrate that contributes to either growth or burning of the organism”
- Rober Lustig

The Design, the Marketing, the Everything behind

Tobacco companies & Food industry similarities. An important highlight from the book. Concept of **personal responsibility**.

You (can) choose not to smoke or to give it up.
You can't choose not to eat (or what to eat sometimes).

“... the response from industry is to do yet more processing. They do this already: if emulsifiers damage the microbiome, let's **add some probiotics**. If the food's too soft, **add more gum**. If it's too dense in energy, **add artificial sweeteners**. Their solution to ultra-processing is **hyper processing, also known as reformulation**”



Wikipedia

King George VI,
Father of Queen Elizabeth II



2010 movie

Backed up by science



Every doctor in private practice was asked:
—family physicians, surgeons, specialists...
doctors in every branch of medicine—
“What cigarette do you smoke?”

According to a recent Nationwide survey:
**More Doctors
Smoke Camels
than any other cigarette!**

Not a guess, not just a trend...but an actual fact based on the statements of doctors themselves to 3 nationally known independent research organizations.

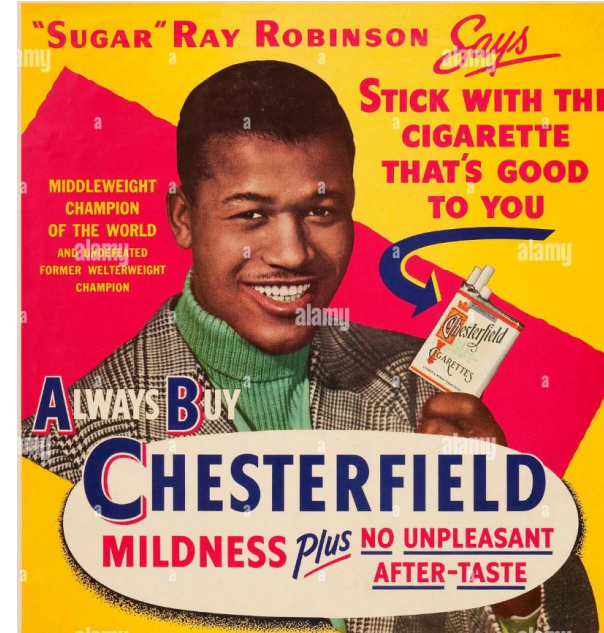
Yes, you doctor was asked...along with thousands and thousands of other doctors from Maine to California. And they've named their choice—the brand that more doctors named as their smoke in Camels! This consistently known independent research organizations found this to be a fact.

Nothing unusual about it. Doctors smoke for pleasure just like the rest of us. They appreciate, just as you, a mildness that's cool and easy on the throat. They too enjoy the full, rich flavor of expertly blended, carefully selected tobaccos. And they named Camels...more of them named Camels than any other brand. Next time you buy cigarettes, try Camels.

THE “T-ZONE” TEST WILL TELL YOU

The “T-Zone”—the throat zone—has been named the most important area for all smokers. For only one brand has been named the most popular in the world when doctors have been asked to name the brand they smoke. On the basis of the responses of nearly 10,000 doctors of medicine, no tobacco brand will test your “T-Zone” as well as Camels.

Focus on sensation



“SUGAR” RAY ROBINSON *Says*
STICK WITH THE CIGARETTE THAT'S GOOD TO YOU

MIDDLEWEIGHT CHAMPION OF THE WORLD AND UNDEFEATED FORMER WELTERWEIGHT CHAMPION

ALWAYS BUY CHESTERFIELD
MILDNESS plus NO UNPLEASANT AFTER-TASTE

Brand “health-washing”



Peter Stuyvesant
MIRACLE FILTER PLUS RICH, CHOICE TOBACCOS

Peter Stuyvesant smoke smoother all the way. They are *King size* with *miracle filter* and contain *rich, choice tobaccos*...give you much more flavour—much less nicotine.

That is why Stuyvesant smokers enjoy life more. Buy yourself a pack today—you'll be so glad you did!

- MIRACLE FILTER
- RICH, CHOICE TOBACCOS
- KING SIZE LENGTH

Peter Stuyvesant
FILTER 20
RICH CHOICE KING

In Britain 97p for 20
In New York 1.70
The American Cigarette Co. S. A. Ltd.
(© Crown Overseas)

★ EASY DRAW • MORE FLAVOUR MORE SATISFACTION

Clara Davis, Intuitive eating & Baby formula

RESULTS OF THE SELF-SELECTION OF DIETS BY YOUNG CHILDREN.

Clara M. Davis (PMID: [20321464](#))

1939 Sep;41(3):257-261.

The list of foods used in the experiment was made up with the following considerations in mind. It should comprise a wide range of foods of both animal and vegetable origin that would adequately provide all the food elements, amino-acids, fats, carbohydrates, vitamins and minerals known to be necessary for human nutrition. The foods should be such as could generally be procured fresh in the market the year around. The list should contain only natural food materials and no incomplete foods or canned foods. Thus, cereals were whole grains; sugars were not used nor were milk products, such as cream, butter or cheese.



From the 1928 paper, "[Self-selection of diet by newly weaned infants.](#)"

The results of the experiment, then, leave the selection of the foods to be made available to young children in the hands of their elders where everyone has always known it belongs. Even the food list is not a magic one. Any of you with a copy of McCollum's or H. C. Sherman's books on nutrition and properties of foods, could make a list quite different and equally as good. Self-selection can have no, or but doubtful, value if the diet must be selected from inferior foods. Finally, by providing conditions under which appetite could function freely and beneficently as in animals and primitive peoples, the experiment resolved the modern conflict between appetite and nutritional requirements. It eliminated anorexia and the eating problems that are the plague of feeding by the dosage method.

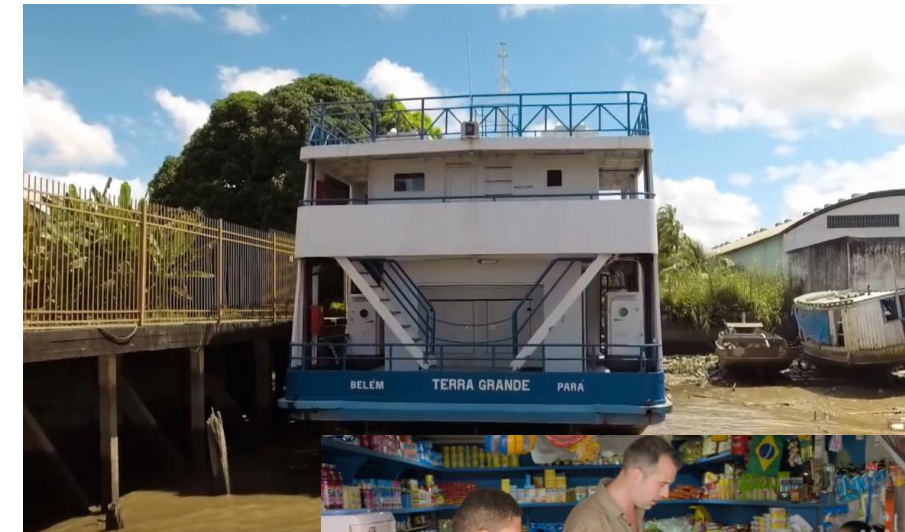
Food Choices at the Orphanage



Clara Davis, as she appeared in a 1918 photograph, spearheaded the classic food-choice study.

nourishingtraditions.com

me if i wanted to "listen to my body" "eat intuitively" and "honour my cravings"



Nestlé boat in Brazil



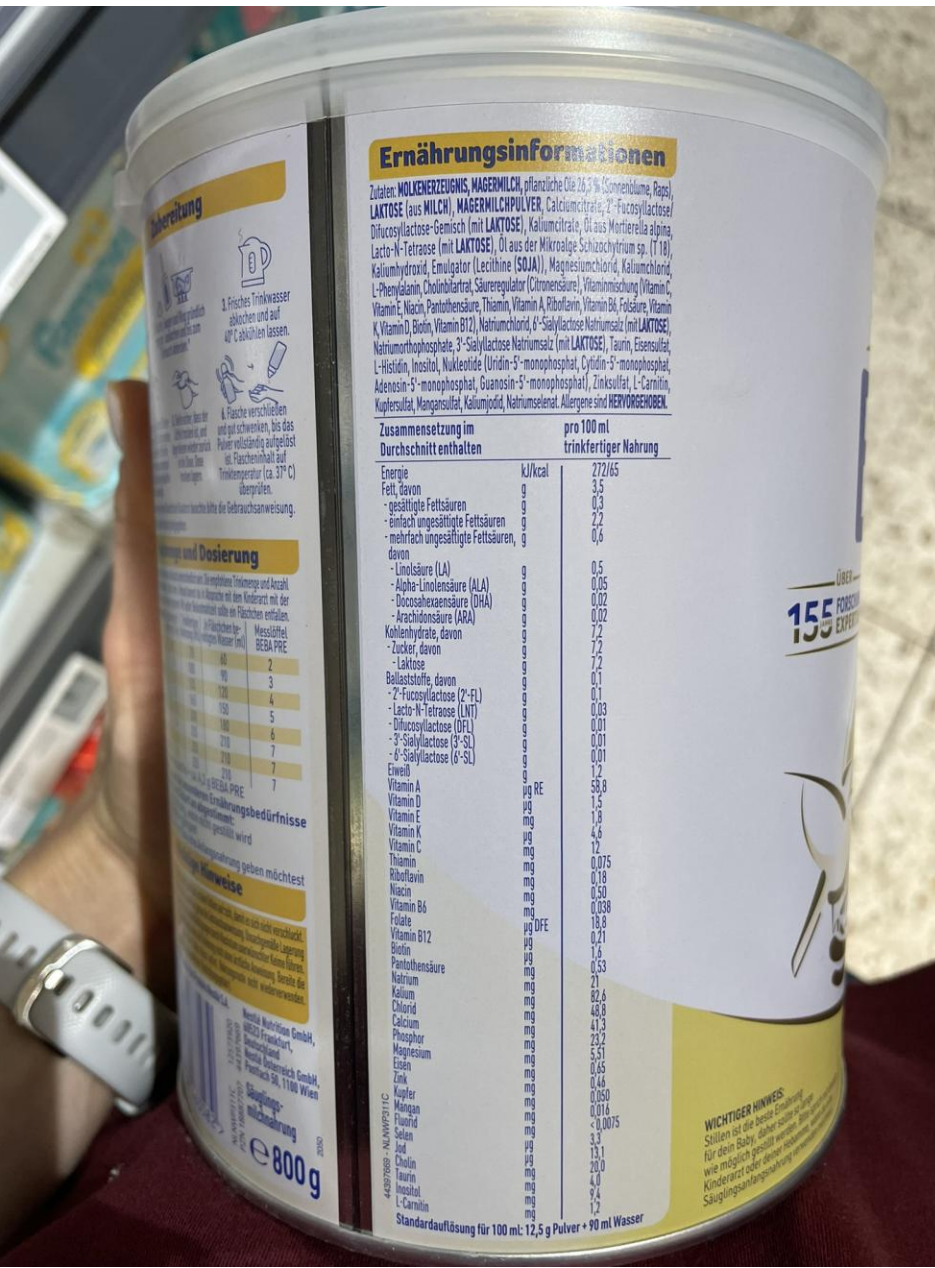
BBC documentary, 2021

Clara Davis, Intuitive eating & Baby formula



ÜBER
155 JAHRE FORSCHUNGS-
EXPERTISE

*More than 155 years of research expertise



Ernährungsinformationen

Zutaten: **MOLKENERZEUGNIS, MAGERMILCH**, pflanzliche Öle 26,3% (Sonnenblume, Raps), **LAKTOSE** (aus MILCH), **MAGERMILCHPULVER**, Calciumcitrate, 2'-Fucosyllactose/ Difucosyllactose-Gemisch (mit **LAKTOSE**), Kaliumcitrate, Öl aus Mortierella alpina, Lacto-N-Tetraose (mit **LAKTOSE**), Öl aus der Mikroalge Schizochytrium sp. (T 18), Kaliumhydroxid, Emulgator (Lecithine (SOJA)), Magnesiumchlorid, Kaliumchlorid, L-Phenylalanin, Cholinbitartrat, Säureregulator (Citronensäure), Vitaminmischung (Vitamin C, Vitamin E, Niacin, Pantothensäure, Thiamin, Vitamin A, Riboflavin, Vitamin B6, Folsäure, Vitamin K, Vitamin D, Biotin, Vitamin B12), Natriumchlorid, 6'-Sialyllactose Natriumsalz (mit **LAKTOSE**), Natriumorthophosphate, 3'-Sialyllactose Natriumsalz (mit **LAKTOSE**), Taurin, Eisensulfat, L-Histidin, Inositol, Nukleotide (Uridin-5'-monophosphat, Cytidin-5'-monophosphat, Adenosin-5'-monophosphat, Guanosin-5'-monophosphat), Zinksulfat, L-Carnitin, Kupfersulfat, Mangansulfat, Kaliumjodid, Natriumselenat. Allergene sind **HERVORGEHOBEN**.

Zusammensetzung im Durchschnitt enthalten pro 100 ml trinkfertiger Nahrung

Zusammensetzung im Durchschnitt enthalten	pro 100 ml trinkfertiger Nahrung
Energie	kJ/kcal 272/65
Fett, davon	3,5
- gesättigte Fettsäuren	0,3
- einfach ungesättigte Fettsäuren	2,2
- mehrfach ungesättigte Fettsäuren, davon	0,6
- Linolsäure (LA)	0,5
- Alpha-Linolensäure (ALA)	0,05
- Docosahexaensäure (DHA)	0,02
- Arachidonsäure (ARA)	0,02
Kohlenhydrate, davon	7,2
- Zucker, davon	7,2
- Laktose	7,2
Balaststoffe, davon	0,1
- 2'-Fucosyllactose (2'-FL)	0,1
- Lacto-N-Tetraose (LNT)	0,03
- Difucosyllactose (DFL)	0,01
- 3'-Sialyllactose (3'-SL)	0,01
- 6'-Sialyllactose (6'-SL)	0,01
Eiweiß	1,2
Vitamin A	µg RE 58,8
Vitamin D	µg 1,5
Vitamin E	µg 1,8
Vitamin K	µg 4,6
Vitamin C	mg 12
Thiamin	mg 0,075
Riboflavin	mg 0,18
Niacin	mg 0,50
Vitamin B6	mg 0,038
Folate	µg DFE 18,8
Vitamin B12	µg 0,21
Biotin	µg 1,6
Pantothensäure	mg 0,53
Natrium	mg 21
Kalium	mg 82,6
Chlorid	mg 48,8
Calcium	mg 41,3
Phosphor	mg 23,2
Magnesium	mg 5,51
Eisen	mg 0,65
Zink	mg 0,46
Kupfer	mg 0,050
Mangan	mg 0,016
Fluorid	mg < 0,0075
Selen	µg 3,3
Jod	µg 19,1
Cholin	mg 20,0
Taurin	mg 4,0
Inositol	mg 9,4
L-Carnitin	mg 1,2

WICHTIGER HINWEIS
Stillen ist die beste Ernährung für dein Baby. Aber wenn du nicht stillen kannst oder wenn du nicht genug Milch produzierst, ist eine Babymilch ein guter Ersatz. Wie möglich, gib deinem Baby die besten Zutaten. Kinderarzt oder deine Hebamme sind deine besten Ansprechpartner für Fragen zu Babymilch.



Ernährungsinformationen

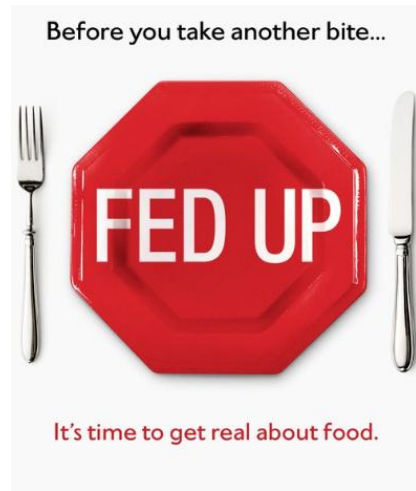
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“One of the most concerning statistics is that the market isn’t just increasing because more children are being formula-fed. This **increase in sales** is because each child is drinking more. In 2008, a child drank on average 5.5kg per year, but now they are drinking almost 8kg, an increase of more than 40%. This is due either to **marketing** or to **new ingredients** which make formula **hyperpalatable**.”

The "MOREishness" of UPF or some interesting follow-ups



Documentary, 2004



It's time to get real about food.

Documentary, 2014



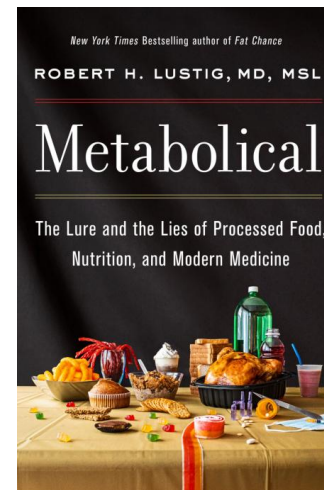
Documentary, 2014



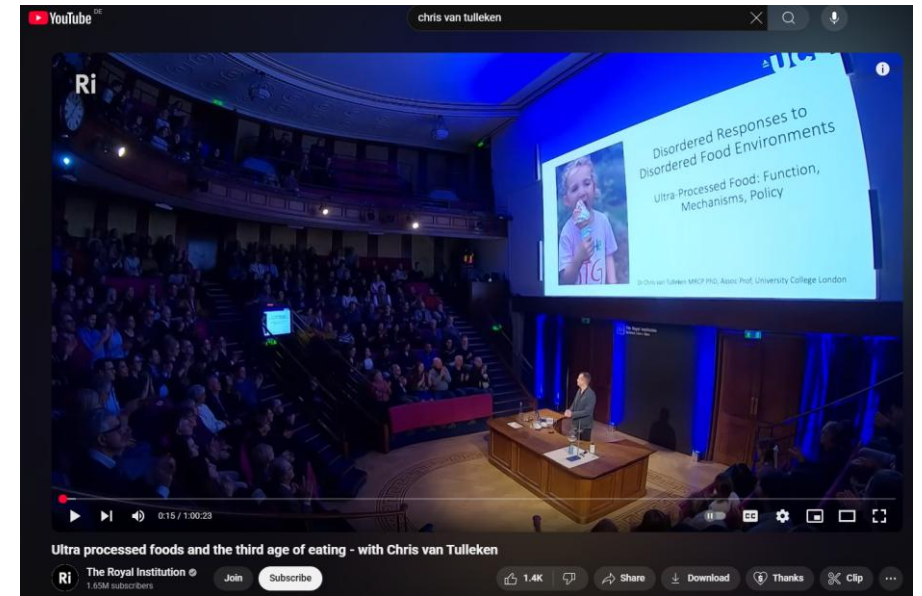
Documentary, 2021



Documentary, 2024



Public lectures by the author



<https://www.youtube.com/watch?v=j1oOoYnCfjs>

Public lectures by Robert Lustig (this one from 15 years ago :D)



<https://www.youtube.com/watch?v=dBnniua6-oM>

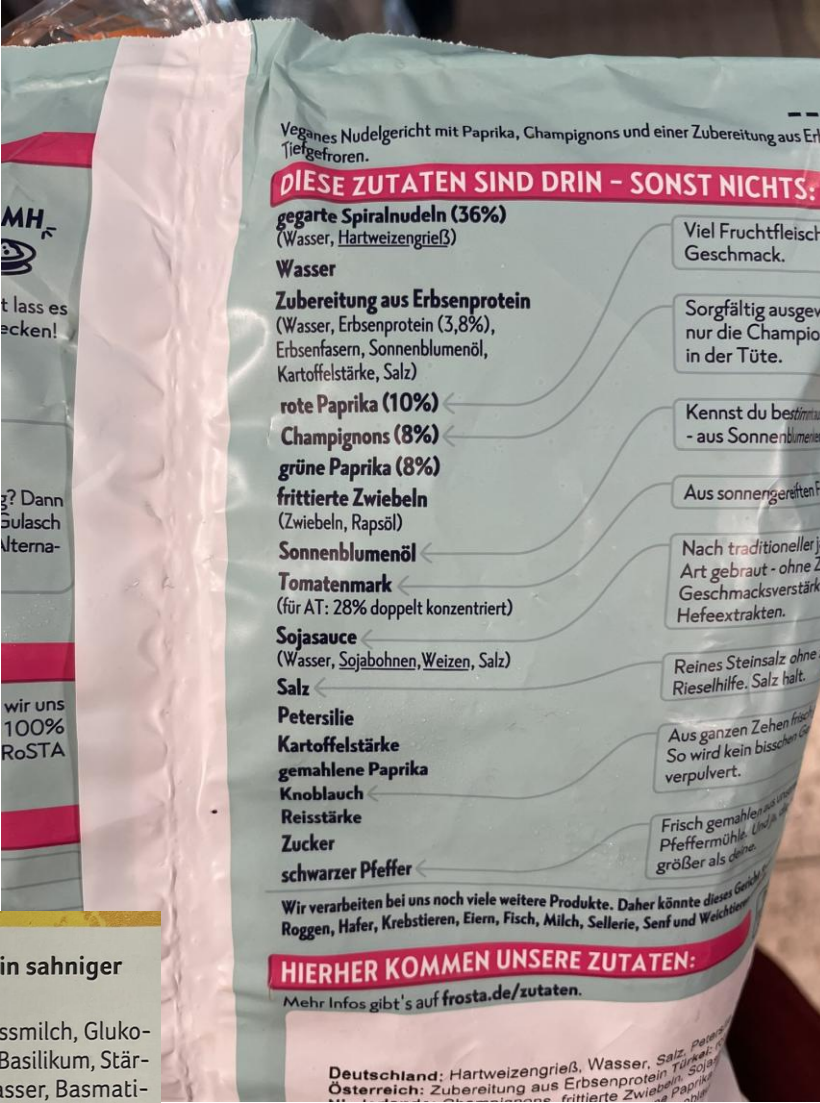
D A Vanilleeis mit einer Zubereitung (7 %) mit Alpenmilchschokolade, überzogen mit Alpenmilchschokolade (31 %). Zutaten: Enthraimte Milch, Alpenmilchschokolade 36 % [Zucker, Kakaobutter, Kakaomasse, Magermilchpulver⁴ 3,4 %⁵, Butterreinfett⁴ 2,8 %⁵, Süßmolkenpulver, Emulgatoren (Lecithine (Soja), Polyglycerin-Polyricinoleat)], Kokosfett, Zucker, Glukosesirup, Molkenerzeugnis, Magermilchpulver, Emulgator (Mono- und Diglyceride von Speisefettsäuren), Stabilisatoren (Guarkernmehl, Johannisbrotkernmehl), färbendes Karottenkonzentrat, natürliches Vanillearoma, extrahierte gemahlene Vanilleschoten. ⁴aus Alpenmilch ⁵Die Prozentangaben beziehen sich auf das gesamte Produkt. Kann Erdnüsse, Schalenfrüchte, Ei und glutenhaltiges Getreide enthalten. Für Vegetarier geeignet.

Schokoladen- und Vanille-Eiscreme mit Brownie-Gebäckstücken (8%) und Cookie-Teig-Stücken (10%) (mit Schokoladenstückchen).
 Zutaten: RAHM (25%), Trinkwasser, Zucker, KONDESMAGERMILCH, Mehl (WEIZEN, GERSTENMALZ), Kakao (2%), brauner Zucker, EIGELB, BUTTER, Sojaöl, fettarmer Kakao, Ei, Kakaomasse, Melasse, EIKLARPULVER, Vanilleextrakt, Stabilisatoren (Guarkernmehl, Carrageen), Speisesalz, Kakaobutter, natürliche Aromen (mit MILCH), natürliches Vanillearoma, Emulgator (Lecithine (SOJA)), Backtriebmittel (Natriumhydrogencarbonat). ► Fairtrade-Zucker, -Kakao, -Vanille mit Mengenausgleich. Gesamtanteil: 73% ohne Wasser und Molkereiprodukte¹. Bei -18°C mindestens haltbar bis Ende siehe Becherboden.

Ice-creams

In Europe (Germany in particular), this is not as much about bread and sodas ("baked" pastries obviously, yes) but rather sport/healthy products, ice-creams, prep meals

Basmatireis mit flüssig gewürzten, gegarten Hähnchenbruststücken in sahniger Curry-Kokossauce mit Gemüse und Ananas, tiefgefroren
 Zutaten: Curry-Kokossauce 36 % (Wasser, Kokosmilchpulver 17 %¹ (Kokosnussmilch, Glukosesirup, Milcheiweiß), Schlagsahne 15 %², Gewürze, Curry, Zucker, Speisesalz, Basilikum, Stärke, Zitronensaft aus Zitronensaftkonzentrat), Basmatireis gegart 34 % (Wasser, Basmatireis), Hähnchenbrustfleisch flüssig gewürzt, gegart 15 % (Hähnchenbrustinnenfilet 98 %³, Dextrose, Stärke, Speisesalz), Gemüsepaprika 6 %, Ananas 6 %, Knoblauchsprossen 3 %.
¹entspricht einem Anteil von 6,1 % im Endprodukt
²entspricht einem Anteil von 5,3 % im Endprodukt
³entspricht einem Anteil von 14,7 % im Endprodukt
 Kann Spuren von glutenhaltigem Getreide, Ei, Soja, Sellerie, Senf und Sesam enthalten.



Ready-to-eat frozen meals