

Have you seen our new look?

The Smart Choice brand has evolved.

The new look features a contemporary new design and streamlined packaging.

The brand will continue to deliver consistent quality products, value for money, choices appropriate to your needs and consideration to environmental concerns.

The three main changes are:

- 'Chefs' has replaced '3663'
- To reduce packaging waste pre-printed packaging has been replaced by labels on boxes
- The packaging visual has been streamlined and given a more contemporary graphic design

Look out for 'Smart Choice' products in the 3663 price list.

During the transition period you will continue to see both 3663 Smart Choice and Chef's Smart Choice.



Chef's
Smart
Choice

Before



After



The high product quality remains unchanged while the packaging still includes all the honest useful information you are used to.

BENEFITS

This product does not contain artificial colours, flavourings or preservatives.
This product does not contain flavour enhancers.

CAUTION & ALLERGEN INFORMATION



HANDLING & STORAGE INSTRUCTIONS

ADVICE CENTRE 0870 3663 000
for product information, recipe suggestions and catering advice.

NUTRITION INFORMATION

Per 100g as sold: Energy 1059kJ, Energy 253kcal,
Protein 9.7g, Carbohydrate 25.2g of which Sugars
2.3g, Fat 12.6g of which Saturates 3.2g, Fibre 0.8g,
Sodium 0.4g, Salt Equivalent 1.0g.

Salt Equivalent 1.0g.

• Indicates the salt equivalent in a product by grams.

For more information please speak to your usual sales contact or call the 3663 Advice Centre on 0870 3663 000.