



Cake Survey - All Data

Data table sorted highest calories per serving by category

Product information was collected online and/or in store during August and September 2016

Colour coding based on front of pack colour-coded nutrition labelling criteria

Sugars - Red >27g/portion or >22.5g/100g, Amber >5.0≤22.5/100g, Green ≤5.0g/100g

*Serving size as reported on pack or calculated from per 100g and per serving nutrition information

Some companies did not provide per serving nutrition information. NP = not provided.

** 4g of sugar equals 1 teaspoon of sugar

Brand	Product name	Serving size (g)*	Energy per 100g (kcal)	Sugars per 100g (g)	Energy per serving (kcal)	Sugars per serving (g)	Sugar (tsp)**
Blueberry							
Pret a Manger	Double Berry Muffin	145	353	27.5	512	39.9	10
Starbucks	Blueberry Muffin	122	387	21.6	472	26.3	7
Costa	Blueberry Muffin	125	362	25.5	452	31.9	8
Caffé Nero	Blueberry Muffin	119	346	23.6	415	28.3	7
Caffé Nero	Berry Burst Filled Muffin	120	321	24.5	385	29.4	7
Genius	Genius Gluten Free 2 Blueberry Muffins 190g	95	370	27.1	352	25.7	6
The Co-Operative	Co-op Free From 2 Blueberry Muffins	75	428	25.0	321	19.0	5
Aldi	Aldi Holly Lane 4 Blueberry Muffins	75	372	27.0	279	20.0	5
Asda	Asda Baker's Selection 4 Blueberry Muffins	71	372	25.0	265	18.0	5
Marks & Spencer	Marks & Spencer 4 Blueberry Muffins	66	331	24.0	219	15.9	4
Sainsbury	Sainsbury's Bakery Blueberry Mini Muffin 320g	30	408	24.7	122	7.4	2
Lidl	Lidl Rowan Hill Bakery 12 Blueberry Mini Muffins	24	398	23.3	96	5.6	1
Asda	Asda Free From Gluten 12 Blueberry Mini Muffins	19	372	25.0	70	4.7	1
Carrot							
Starbucks	Christmas Carrot Cake	146	422	41.2	616	60.1	15
Costa	Layered Carrot Cake	153	388	37.2	593	56.9	14
Paul	GÂTEAU AUX CAROTTES	177	320	29.9	567	52.9	13
Caffé Nero	Carrot Cake	145	366	30.0	531	42.3	11
Pret a Manger	Carrot Cake Slice	82	392	31.1	321	25.5	6
Eat.	Carrot Cake Bar	100	319	33.1	319	33.1	8
Asda	Asda Extra Special Hand Finished Carrot, Caramel and Pecan Cake	77	404	39.0	312	30.0	8
Marks & Spencer	Marks & Spencer Carrot Cake Single serve	75	384	45.7	288	34.3	9
Sainsbury	Sainsbury's Taste the Difference Carrot Cake 430g	72	398	29.2	286	20.9	5
Lidl	Lidl Deluxe Hand Finished Carrot Cake	71	401	31.3	285	22.2	6
Tesco	Tesco Finest Carrot Cake	68	385	34.6	262	23.5	6
Marks & Spencer	Marks & Spencer Carrot Cake 410g	68	380	37.9	260	25.9	6
Greencore	Simply Delicious Carrot Sponge Pudding Cake	67	379	40.3	254	27.0	7
Sainsbury	Sainsbury's Taste The Difference Carrot Cake 615g	61	407	34.5	250	21.2	5
Morrisons	Morrisons Signature Delicately-Spiced Carrot Cake	63	393	36.8	248	23.2	6
The Co-Operative	The Co-Operative Truly Irresistible Carrot Cake	64	390	34.4	245	21.9	5
Asda	Asda Extra Special Hand Finished Carrot Cake	63	390	32.0	244	20.0	5
Waitrose	Waitrose 1 Carrot Cake	62	383	32.2	237	20.0	5
Asda	Asda Extra Special Hand Finished Carrot, Courgette and Orange Loaf Cake	45	394	37.0	176	17.0	4
Weight Watchers	Weight Watchers 5 Carrot Cake Slices Snack Packs	26	323	43.3	84	11.3	3
Country Cakes	Country Cakes Carrot Fudge Cake 400g	25	424	36.9	NP	NP	NP
Percy Ingle	Carrot Cupcake	NP	389	37.9	NP	NP	NP
Lemon							
Pret a Manger	Lemon Drizzle Slice	172	406	42.0	698	72.3	18
Starbucks	Lemon Poppyseed Muffin	131	359	32.7	470	42.8	11
Caffé Nero	Lemon Poppyseed Muffin	120	384	26.2	461	31.4	8
Costa	Lemon Muffin	115	393	29.1	452	33.5	8
Starbucks	Lemon Loaf Cake	86	424	29.4	364	25.3	6
Costa	Lemon Drizzle Loaf Cake	80	410	26.2	328	21.0	5
Asda	Asda Baker's Selection 4 Lemon Muffins	80	373	27.2	298	21.8	5
Marks & Spencer	Marks & Spencer Made Without Wheat Lemon Drizzle Cake 475g	79	368	43.7	291	34.6	9
Sainsbury	Sainsbury's 4 Lemon Muffins	72	384	28.5	277	20.5	5
Lidl	Lidl Deluxe Hand Finished Lemon Cake 430g	72	380	40.0	274	28.8	7
Morrisons	Morrisons Signature Zesty Lemon Drizzle Cake	68	399	40.2	273	27.5	7
Sainsbury	Sainsbury's Taste the Difference Lemon Cake 430g	72	379	45.4	273	32.7	8
Asda	Asda Extra Special Hand Finished Lemon Cake	65	414	36.0	269	23.0	6
Tesco	Tesco Finest Lemon Cake	67	391	39.1	264	26.4	7
Marks & Spencer	Marks & Spencer Lemon Drizzle Cake 405g	68	384	41.4	259	27.9	7
Marks & Spencer	Marks & Spencer ST Clement's Cake 385g	64	381	39.3	244	25.2	6
Waitrose	Waitrose Lemon Loaf Cake	49	396	30.6	195	15.0	4
Mr Kipling	Mr Kipling Lemon Sponge Cake	47	412	33.0	194	15.5	4
Waitrose	Waitrose Lemon Drizzle Cake	49	387	34.4	192	17.1	4
Marks & Spencer	Marks & Spencer Lemon Loaf 281g	47	389	34.0	183	16.0	4
Confiserie	Confiserie Firenze Lemon 400g	40	425	39.0	170	16.0	4
Bells	Bells Gluten-Free 4 Lemon Cake Slices 140g	35	457	21.9	160	7.6	2
Tesco	Tesco Lemon Loaf Cake	40	392	21.8	157	8.7	2
Asda	Asda Free From Lemon Loaf Cake 250g	37	382	25.0	141	9.2	2
Asda	Asda Extra Special Hand Finished Lemon and Poppy Seed Loaf Cake	38	371	29.0	139	11.0	3
Mr Kipling	Mr Kipling 4 Lemon Layered Slices	33	403	44.4	135	14.9	4
Sainsbury	Sainsbury's 6 Lemon Cake Slices 180g	30	438	38.2	131	11.5	3
The Co-Operative	The Co-Operative Loved By Us Lemon Sponge Sandwich	36	362	38.0	130	14.0	4
Tesco	Tesco Iced Lemon Slices	29	394	39.0	114	11.3	3
Aldi	Aldi Holly Lane 6 Lemon Slices 150g	30	374	44.0	112	13.0	3
Bonne Maman	Bonne Maman Lemon Cakes with Poppy Seeds	25	439	41.0	110	10.0	3
Morrisons	Morrisons Lemon Cake Slices 6 Pack	26	418	38.2	109	9.9	2
McVitie's	McVitie's Golden Sticky Lemon Pudding Cake	25	358	36.8	91	9.4	2
Country Cakes	Country Cakes Lemon Fudge Cake 400g	NP	424	39.8	NP	NP	NP

Brand	Product name	Serving size (g)*	Energy per 100g (kcal)	Sugars per 100g (g)	Energy per serving (kcal)	Sugars per serving (g)	Sugar (tsp)**
Chocolate							
Pret a Manger	Triple Chocolate Cake	139	430	37.6	598	52.3	13
Caffé Nero	Festive Chocolate Fudge Cake	128	427	43.1	547	55.2	14
McCafe	Chocolate Muffin	NP	NP	NP	515	34.0	9
Greggs	Triple Chocolate Muffin	129	393	30.0	507	39.0	10
Café Nero	Triple Chocolate Muffin	83	419	29.1	503	34.9	9
Café Nero	Chocolate Orange Filled Muffin	120	405	29.9	486	35.9	9
Starbucks	Decadent Chocolate Filled Muffin	118	403	30.2	476	35.6	9
Paul	Craquant - Dark Chocolate Sponge Cake	93	461	29.5	429	27.5	7
Morrisons	Morrisons Triple Layer Chocolate Cake	94	423	34.7	407	33.4	8
Paul	Moelleux Chocolat - Soft Dark Chocolate Cake Slice	101	370	25.9	373	26.1	7
Asda	Asda Baker's Selection 2 Mississippi Mud Pie Muffins	94	380	25.0	357	24.0	6
Sainsbury	Sainsbury's Bakery 4 Triple Chocolate Muffins 344g	86	413	31.3	355	26.9	7
Paul	Chocolate Praline Cake	75	461	34.9	346	26.2	7
Asda	Asda Extra Special Hand Finished Belgian Chocolate and Salted Caramel Cake	77	433	37.0	335	29.0	7
Tesco	Tesco Finest Chocolate Cake with a Hint of Salted Caramel	74	450	36.4	333	26.9	7
Sainsbury	Sainsbury's Seriously Chocolatey Chocolate Cake 600g	75	442	38.3	332	28.7	7
Cadbury	Cadbury Flake Celebration Cake	80	395	44.4	320	35.9	9
Bright Blue Foods	Say It With Cake.. Chocolate Cake	70	456	39.5	319	27.7	7
Aldi	Aldi Holly Lane 4 Double Choc Chip Muffins	75	423	28.0	317	21.0	5
Tesco	Tesco Finest Chocolate Cake	74	422	38.4	312	28.4	7
Lidl	Lidl Northwood 4 Chocolate Chunk Muffins	72	428	30.0	306	22.0	6
Sainsbury	Sainsbury's 4 Double Chocolate Muffins 270g	68	422	32.7	304	23.5	6
Genius	Genius Gluten Free Chocolate Cupcakes 126g	63	471	43.0	297	27.1	7
Asda	Asda Extra Special Hand Finished Belgian Chocolate Fudge Cake	67	435	36.0	293	24.0	6
Sainsbury	Sainsbury's 4 Chocolate Chip Muffins 270g	68	407	28.4	293	20.4	5
Tesco	Tesco Chocolate Birthday Cake	63	462	38.3	291	24.1	6
Morrisons	Morrisons Chocolate Celebration Cake 8 SERVING	66	440	37.3	291	24.6	6
Marks & Spencer	Marks & Spencer Chocolate Fudge Cake 415g	69	418	32.9	289	22.7	6
Waitrose	Waitrose 1 Chocolate Cake	69	418	28.5	289	19.7	5
Aldi	Aldi Specially Selected Chocolate Luxury Sponge Cake	67	431	36.0	289	24.0	6
Lidl	Lidl Deluxe Hand Finished Chocolate Cake	70	412	42.0	288	29.4	7
Asda	Asda Baker's Selection 4 Triple Choc Muffins	72	402	28.0	288	20.0	5
Lidl	Lidl Northwood 4 Triple Chocolate Muffins	70	409	28.0	286	20.0	5
Waitrose	Waitrose Happy Birthday Cake 1185g	65	439	35.6	286	23.4	6
Cadbury	Cadbury Swiss Gateau	66	430	40.5	285	27.0	7
Tesco	Tesco Chocolate Cake	61	462	38.2	283	23.4	6
Sainsbury	Sainsbury's Taste the Difference Belgian Chocolate Cake 395g	66	428	29.2	282	19.2	5
The Co-Operative	The Co-Operative Truly Irresistible Chocolate Cake	66	425	29.3	280	19.3	5
Asda	Asda Extra Special Hand Finished Salted Caramel & Chocolate Cake	63	429	37.0	272	24.0	6
Morrisons	Morrisons Chocolate Celebration Cake 16 SERVING	60	442	32.6	266	19.6	5
Marks & Spencer	Marks & Spencer 4 Chococcino Muffins 265g	66	400	30.7	265	20.3	5
Morrisons	Morrisons Black Forest Gift Cake	63	407	36.5	257	23.0	6
Tesco	Tesco Mega Chocolate Cupcake	63	401	28.6	252	18.0	5
Asda	Asda Chocolate Party Cake	56	439	38.0	248	21.0	5
Thorntons	Thorntons Triple Layer Chocolate Celebration Cake	57	426	33.7	246	19.4	5
Waitrose	Waitrose Belgian Chocolate Cake	54	447	34.3	244	18.7	5
Asda	Asda Mega Chocolate Party Cake	57	430	35.0	231	19.0	5
Mr Kipling	Mr Kipling Chocolate Cake	48	454	28.8	223	14.0	4
Lidl	Lidl Confiserie Firenze Straciatella	50	441	32.0	221	16.0	4
Thorntons	Thorntons Smiles Traybake	48	429	38.9	218	18.7	5
Tesco	Tesco Chocolate Traybake	47	454	41.0	213	19.6	5
Morrisons	Morrisons Chocolate Button Party Cake	48	440	39.8	213	19.3	5
Confiserie	Confiserie Forenze Chocolate & Vanilla Madeira Cake	50	411	28.0	206	14.0	4
Galaxy	Galaxy Chocolate Cake	46	445	37.7	205	17.3	4
Galaxy	Galaxy Treat Cake	46	440	40.0	202	18.4	5
Asda	Asda Chocolate Traybake	47	405	40.0	190	19.0	5
Asda	Asda Free From Chocolate Loaf Cake 330g	47	393	30.0	186	14.0	4
Waitrose	Waitrose Double Chocolate Loaf Cake	45	413	29.6	186	13.3	3
Sainsbury	Sainsbury's Chocolate Sponge Sandwich 195g	33	426	29.0	156	10.6	3
Galaxy	Galaxy Chocolate Cake Bars Family 10 Pack	30	484	44.7	147	13.6	3
Sainsbury	Sainsbury's Chocolate & Vanilla Marble Loaf Cake 212g	35	409	35.4	143	12.4	3
Cadbury	Cadbury Milk Chocolate Cake Bars Family Pack x 10 Cake Bars	30	460	41.2	140	12.6	3
Mr Kipling	Mr Kipling 4 Chocolate Slices	33	412	39.1	139	13.1	3
Mr Kipling	Mr Kipling 9 Chocolate Slices	33	412	39.1	139	13.1	3
Scotts	Scotts Gluten Free 6 Chocolate Chip Muffins 160g	31	447	27.7	139	8.6	2
Mr Kipling	Mr Kipling 4 Dark Chocolate and Coconut Oat Slices	33	413	27.6	137	9.2	2
Bonne Maman	Bonne Maman Madeleine with Milk Chocolate 7 Freshly Wrapped Cakes 210g	30	456	28.0	137	8.4	2
The Co-Operative	The Co-Operative Chocolate Sponge Sandwich	37	365	31.2	135	11.6	3
Mars	Mars Cake Bars with Chocolate and Caramel Layers	29	458	44.7	135	13.1	3
Sainsbury	Sainsbury's 6 Chocolate Cake Slices Topped with Milk Chocolate Chunks 180g	30	436	33.6	131	10.1	3
Asda	Asda Baker's Selection 5 Chocolate Chip Cake Bars	27	464	33.0	125	8.8	2
Aldi	Aldi Holly Lane 6 Chocolate Slices 160g	29	412	35.0	121	10.0	3
Milky Way	Milky Way Cake Bars Family 10 Pack	26	459	44.4	120	11.6	3
Tesco	Tesco Double Chocolate Mini Muffins	28	412	31.6	115	8.3	2
Marks & Spencer	Marks & Spencer 8 Double Chocolate Mini Muffins 224g	28	400	36.3	112	10.2	3
St Michel	St Michel 10 Moelleux Chocolate & Vanilla Flavoured Sponge Cakes 250g	25	443	35.0	111	8.8	2
Asda	Asda Baker's Selection 16 Mini Chocolate Muffins	26	425	30.0	110	7.7	2
Tesco	Tesco Everyday Value 5 Chocolate Chip Cake Bars	26	421	24.0	110	6.2	2
Lidl	Lidl Northwood 12 Double Chocolate Mini Muffins 324g	27	412	27.0	110	7.3	2
Asda	Asda Baker's Selection 9 Mini Chocolate Cupcakes	23	475	41.0	108	9.3	2
Aldi	Aldi Everyday Essentials 5 Chocolate Chip Cake Bars	23	457	26.0	107	6.0	2
Specialite Locale	Specialite Locale Chocolate Fingerellas 250g	25	427	31.0	107	7.8	2
Asda	Asda Baker's Selection 16 Mini Double Chocolate Muffins	26	413	29.0	106	7.6	2
Brompton House	Brompton House 8 Choc Chip Muffins 200g	25	413	28.0	103	7.0	2
Morrisons	Morrisons 9 Mini Chocolate Cakes	19	469	34.8	89	6.6	2
Asda	Asda 12 Chocolate Fairy Cakes	22	401	25.0	89	5.6	1
Aldi	Hazel's 12 Double Choc Chip Mini Muffins	20	418	34.0	84	7.0	2
Aldi	Hazel's 12 Choco Chip Mini Muffins	20	413	33.0	83	6.6	2
Sainsbury	Sainsbury's 12 Chocolate Fairy Cakes 204g	17	430	26.9	73	4.6	1