



Nutella Peanut Spread with Cocoa: Is the \$11.95 Jar Worth It?

Description

Nutella's new Peanut Spread with Cocoa costs \$11.95 for a 371g jar at NTUC FairPrice, about 75 per cent more per 100g than the regular Nutella jar sitting next to it on the same shelf.

What it is

Ferrero's own material calls this the brand's first new flavour innovation in over 60 years, launched globally in April 2026 as Nutella Peanut. The Singapore jar, sold as Nutella Peanut Spread with Cocoa, keeps the familiar chocolate-hazelnut base and adds peanut, in a 371g jar rather than the regular 350g size.

What it costs, against the jar next to it

The new spread is \$11.95 for 371g, which works out to \$3.22 per 100g. NTUC FairPrice's own listing for the regular Nutella Hazelnut Spread, 350g, showed \$6.45 when checked on 25 August 2026, or \$1.84 per 100g. That is a 75 per cent premium per 100g for the peanut version. A food blog quoted the regular jar at \$7.80 a day earlier, which would narrow the gap to about 45 per cent, so the honest answer depends on which shelf price you actually see when you go: check it before you buy rather than take either figure on trust.

What Ferrero is claiming, and what it leaves out

First new flavour innovation in over 60 years is Ferrero's own framing for the global Nutella Peanut launch, not a Singapore-specific claim, and it is worth taking at face value rather than testing against competitors, since chocolate-peanut spreads already exist from other brands elsewhere. What the packaging does not do is break out a per-100g price against the original, which is the one number that actually tells you what the premium buys.

Nutella is not halal-certified, a fact worth stating plainly for anyone shopping with that requirement rather than assuming it from the ingredient list.

Who it suits

Good for a household that currently buys a jar of Nutella and a jar of peanut butter separately, since one 371g jar covers both cravings and the 75 per cent premium may be defensible against buying two jars outright. Less good for a household that only wants classic Nutella, since the extra dollar-plus per 100g buys a flavour combination, not more product.

At \$3.22 per 100g against \$1.84 for the regular jar, this buys a flavour combination, not extra product, so it suits combination-cravers more than Nutella loyalists.

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Regular Nutella Hazelnut Spread, 350g, priced at \$6.45 on NTUC FairPrice's own site, checked 25 August 2026. Image: NTUC FairPrice.

Details

Nutella Peanut Spread with Cocoa, 371g, \$11.95.
Available at NTUC FairPrice.

Regular Nutella Hazelnut Spread, 350g, \$6.45 on FairPrice's own site as of 25 August 2026, prices may vary by store and promotion.

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