

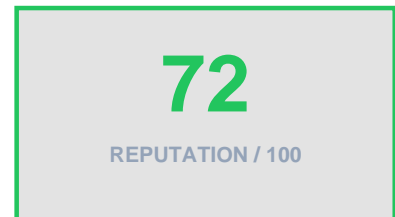
AI Reputation Analysis and Signal Evaluation - Kalles (Orkla Foods Sverige AB)

BRAND AI REPUTATION

Food, Restaurants & Delivery Reputation: Kalles (Orkla Foods Sverige AB) (kalles.se)

<https://kalles.se>

Industry: Food, Restaurants & Delivery



FOOD, RESTAURANTS & DELIVERY

57.6 Avg Reputation

Based on 2707 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Kalles (Orkla Foods Sverige AB) has 14.4 points more reputation than the average for Food, Restaurants & Delivery.

EXPERT VERDICT

A high-authority heritage site that trades on cultural capital rather than marketing hyperbole. While it hides its reviews in the schema and keeps its 'About' content thin, it provides hard numbers for pricing and specific entity names for partnerships, keeping the BS levels notably low.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

20

67% Reputation

Information density is surprisingly high for a lifestyle brand site, specifically on sub-pages. While the homepage uses engagement-heavy fluff like 'Gör vårt självtest för kavianer' and 'Missa inga klämdagar,' the Designorget sub-page provides concrete data including specific prices (99 kr, 229 kr, 995 kr) and names actual collaborators like artist Mathilde Ahlström and Swedenland ceramic studio. The body substance ratio is improved by the presence of physical product specifications and real-world partnership details with Abba and Bröstcancerförbundet.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

17

85% Reputation

There is minimal semantic drift between the homepage signal and sub-page substance. The homepage H1 focuses on the 'Kavianer' community and brand extensions, and the sub-pages deliver exactly that: the 'Om Kalles' page provides links to brand history, and the 'Designtorget' page serves a full product catalog. The only minor drift is the 'About' page being an 'insufficient' shell that requires further clicks to find actual substance, though the positioning remains consistent throughout.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

13

65% Reputation

DIAGNOSIS: TRUST THEATRE

The site exhibits a specific form of trust theatre: the JSON-LD schema across all pages claims a review_count of 401, yet there is zero evidence of these reviews or a rating system in the clean text of any audited page. This suggests reviews are being used for SEO signal (schema) without providing the proof path (actual text) to the user. However, the site avoids other theatre patterns like 'voted best' or 'Michelin mentioned' cliches, relying instead on its association with Orkla Foods.

EVIDENCE: PROOF DENSITY

Proof density is concentrated in the product and partnership sections. The Designtorget page lists 10 distinct products with fixed pricing, which serves as high-density proof of the collaboration's existence. The 'About' page is the weakest link, offering only headings (Historielektion, Kallekunskap) without the actual data on the page, resulting in a low proof-to-text ratio for that specific URL.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

Kalles escapes the commodity fingerprint penalty due to its highly specific brand identity; its value proposition of 'Hela Sveriges kaviarfavorit' is a legitimate heritage claim that cannot be copy-pasted onto competitors. Matches with generic industry jargon like 'made with love' or 'culinary journey' are absent. Some template-style elements exist in the 'Historien om Kalles' and 'Kallekunskap' blocks, but they are localized to the specific brand persona rather than being generic marketing boilerplate.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

11

73% Reputation

DIAGNOSIS: AUTHORITY GAPS

The authority is anchored by Orkla Foods Sverige AB, which is clearly identified on the contact page with a physical address (Isbergs gata 9B, Malmö) and a direct phone number. A minor gap exists in the absence of Person schema for the mentioned collaborators (Mathilde Ahlström), and the 'About' page lacks depth on technical production or ingredient sourcing. The technical implementation is mostly clean, though the Designtorget page has redundant H2 headers (restarting the product list) which creates a minor technical credibility gap.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes few performance claims, focusing instead on lifestyle and history. The claim of being a 'favourite' is backed by a 70-year history mentioned in the Designtorget copy (since 1954). There are no bold 'ROI' or 'results-driven' marketing assertions that lack evidence, as the 'results' here are the products themselves and their survival in the Swedish market.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Food, Restaurants & Delivery Reputation: Kalles (Orkla Foods Sverige AB)
(kalles.se)

Reputation: 72 / 100

INDUSTRY CLASSIFICATION

The site perfectly aligns with the Food & Brand category, serving as a digital hub for a specific heritage product rather than a transactional restaurant or delivery platform. The content focuses on brand engagement, merchandise collaborations, and product extensions like the caviar-flavored sill.

"The score of 72 is driven primarily by the 'Trust Theatre' of invisible reviews and the 'Information Density' gap on the 'About' page. Its strongest defense against a higher BS score is its extreme uniqueness and the presence of hard pricing data for its merchandise, which provides immediate substance to its brand claims."

ANALYSIS DISCLOSURE & SOURCE ATTRIBUTION

This analysis is part of a non-adversarial audit conducted by 1 Euro SEO. The results are intended as professional feedback to help improve any website's machine-readability and authority signals. The evaluation is free, and any company can request a fresh audit at any time.

Any company can use the insights for free and improve its voice. When a company has updated its content, it can always submit a new audit request, which will be reflected in a new current score.

You are encouraged to visit the live site at <https://kalles.se> to view the most current version of its content and see directly what this company is about and what it offers.

Verified Analysis Date: May 31, 2026

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