

TTD Mexican Style Pulled Pork Flavour Ridge Cut Potato Crisps

Sainsbury's

CMR Ref: 230405 15-4

Price: £1.50

Size: 150g

Overall Product Rating: Taste Test

Top Category to Market

On Pack Marketing

39

- To share with friends / family **55%**
- Weekend treat **47%**
- For midweek **32%**



Score out of 50
Average for the category: 42

*percentage of participants who selected fit of product

Want to know more about the sales potential of this product?

Email foodfax@cambridgemr.com or call 01223 492050 for the full report on what drives consumer ratings.

POTATO SNACKS CATEGORY AWARDS

QUALITY

TASTE

VALUE

Star Rating

% Who Rated

Reviewer Comments*

Reviewer Comments



Excellent taste and texture with a good crunch

Tasty

Lots of flavour and great amount of spice Would buy these



Strange flavour good texture

A good strong flavour without being overwhelming. Nice and crunchy

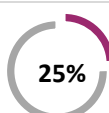
Nice and crunchy, good taste



A nice crisp but not the Mexican element wasn't coming through for me..

Flavour very mild

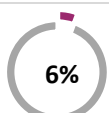
Spicy thick crisp with little flavour other than heat not for me



Flavour isn't very good

Disappointing...found them to be quite tasteless

Poor flavour can't taste the pork



Good crunchy crisp but lacks flavour

I had,high hopes for these, but not fussed on the flavour. Not crunchy enough. Disappointing.

Good crunchy crisps, but the flavouring is bad. too much powder, just not nice

* Reported verbatim as made by our reviewers

Nutrition per 100 g/ml

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
486	26.3	2.1	54.9	1.4	3.7	5.6	0.94

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
22%	30%	8%	18%	5%	12%	11%	16%



Daily Intake percentages are based on the requirements for an average female with no special dietary requirements and an assumed energy intake of 2000 kcal.