

## Tesco Strawberry Cheesecake Style Filled Doughnuts

## Tesco Stores Ltd

CMR Ref: 240149 2-9

Price: £1.75

Size: 2 pack

Overall Product Rating: Taste Test

# 36

Score out of 50

Average for the category: 41

### Top Category to Market

Weekend treat	75%
For kids	52%
To share with friends / family	43%

### On Pack Marketing



\*percentage of participants who selected fit of product

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

Email [foodfax@cambridgemr.com](mailto:foodfax@cambridgemr.com) or call 01223 492050 for the full report on what drives consumer ratings.

### BAKERY CATEGORY AWARDS

QUALITY

TASTE

VALUE

Reviewer Comments

Star Rating

% Who Rated

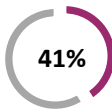
Reviewer Comments\*



Super flavour packaging great texture great

Totally delicious- I am going to get some next time I go to Tesco!

Lovely sweet glaze with sprinkles, smooth creamy filling and nice donut.



The product is slightly different with good flavourings and the flavour lasts. Feels like a little reward snack.

Very nice. Good aroma and flavour. Shame they come in packs of two though

Good taste, was fresh, would be perfect with more of a creamy rather than jammy filling



Slightly too expensive for 2 donuts. Very sickly after a bite or two. Good flavour and texture

Nice average tasting doughnut, nothing special but would purchase if on offer and others weren't

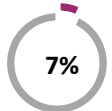
Quite a stodgy texture, a bit sickly. Ok if you love sweet treats



Tasted too sweet. Not a nice texture

Not nice flavour, very powdery taste in the mouth

These had very artificial flavour and the texture was rather doughy.



Sugary sweet doughnut

The name suggested a soft fluffy product which was in fact quite hard!

Look cheap and artificial. Poor packaging. Very synthetic taste with a very disappointing texture. Didn't taste very fresh. Not my thing at all. So many better versions of novelty donuts around now.

\* 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)
407	21.6	10.9	46.2	19.9	1.8	6	0.33

### Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
18%	25%	40%	15%	66%	6%	12%	6%



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.