

## Tesco Tonkatsu Style Pulled Pork Limited Edition Wrap

Tesco Stores Ltd

CMR Ref: 240099 2-7

Price: £2.85

Size: Per Pack

Overall Product Rating: Taste Test

# 33

Score out of 50

Average for the category: 37

Top Category to Market

For on the move	52%
For midweek	38%
Not for me / us	26%

\*percentage of participants who selected fit of product

On Pack Marketing



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.

### COLD SANDWICHES / WRAPS CATEGORY AWARDS

QUALITY

TASTE

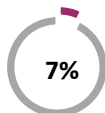
VALUE

Reviewer Comments

Star Rating

% Who Rated

Reviewer Comments\*



Love the packaging. Taste was great

Really nice taste and a good texture also. Good size for its value and would be satisfied to have this for lunch most days when working away from home.

Lovely fresh product. Great value for money for amount of product in packaging. Great taste



Good stand out packaging, nice taste and texture. My only gripe is that it needs more filling, too much wrap.

Nice appearance of packaging, the inside of the wrap was very nice, the actual tortilla was a bit claggy but overall it is something I would buy for lunch

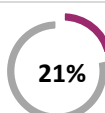
This is very appealing very fresh tasting and the flavouring it just right



Good taste , just not enough filling for price but probably would get within a meal deal

Very much an average product, not brilliant on flavour

The packaging was on point with the Asian flavour design. Unfortunately the flavour tasted like a cold baked bean wrap, very disappointing.



The product has a lot of wrap compared to the filling which ruins the texture and flavor.

Taste wasn't for me. Wouldn't have again. Nice level of spice though

Wrap to have for a snack when travelling or busy



Burns your tongue, strange aroma and aftertaste

Packing very basic and unappealing, the taste was very bland and I didn't enjoy the texture it was very wet and the meat was very unappealing

Looked horrible, didn't taste any better and poorly packaged.

\* 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)
234	8.1	2.8	28.7	5.7	1.4	10.8	0.6

#### Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
10%	9%	10%	10%	19%	5%	22%	10%

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.