

Potts Keralan Curry Cooking Sauce

Potts Partnership Ltd

CMR Ref: 230491 15-6

Price: £2.50

Size: 330g

Overall Product Rating: Taste Test

33

Score out of 50

Average for the category: 39

Top Category to Market

| | |
|-----------------|-----|
| A good standby | 40% |
| Not for me / us | 32% |
| For midweek | 32% |

*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 or call 01223 492050 for the full report on what drives consumer ratings.

INDIAN SAUCES CATEGORY AWARDS

QUALITY

TASTE

VALUE

Reviewer Comments

Star Rating

% Who Rated

Reviewer Comments*



Great spice to it

Very nice flavour taste consistency I like the can it comes in but too expensive you would need a couple of the sauces to make for a family

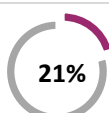
Authentic flavour and love the can



Good flavour but expensive

Good Flavour and smooth sauce I love the can. It's very eye-catching

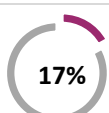
Good spicy curry



Quite average

Good flavours especially when adding meat\vegetables to it

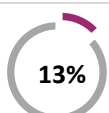
Attractive packaging, strong flavour that repeated on me



Too spicy

Very expensive and the sauce is very bitty. Like the can idea though, good for recycling

Too spicy for me, can looks good but did have a metallic aftertaste



Horrible vinegar taste and overspiced. Smelt coconut but I couldn't taste that

Very strong spicy and vinegary

Very strong flavour of vinegar Did not get the coconut flavour

* 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) |
|---------------|---------------|-------------|----------|------------|-----------|-------------|----------|
| 109 | 8 | 4.3 | 9.1 | 3.2 | 0 | 2.3 | 1.1 |

Recommended Daily Allowance (%)

| Energy (Kcal) | Total Fat (g) | Sat Fat (g) | Carb (g) | Sugars (g) | Fibre (g) | Protein (g) | Salt (g) |
|---------------|---------------|-------------|----------|------------|-----------|-------------|----------|
| 5% | 9% | 16% | 3% | 11% | 0% | 5% | 18% |

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.