

Jacob's Mini Cheddars Basil Pesto & Cheese Flavour

United Biscuits

CMR Ref: 230412 15-1

Price: £1.75

Size: 6 x 102g

Overall Product Rating: Taste Test

Top Category to Market

On Pack Marketing

40

Score out of 50

Average for the category: 39

- For on the move **44%**
- To share with friends / family **41%**
- A good standby **41%**



*percentage of participants who selected fit of product

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

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

NON POTATO SNACKS CATEGORY AWARDS

QUALITY

TASTE

VALUE

Star Rating

% Who Rated

Reviewer Comments*

Reviewer Comments



Excellent flavour and a real good crunch to them

Great crunch

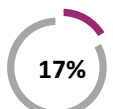
Lovely different flavour



OK flavour nice and crunchy

Good flavour, handy snack size.

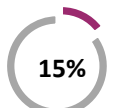
Really enjoyed these New and different



The flavour is too over powering. I love the other flavours but not this one

The flavour is a little strange for me. I wouldn't say I hate it but it's not as good as other flavours!

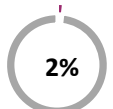
Quite strong



Not as good as original mini cheddar

The basic cheddars was good, crunchy but the flavouring was wrong. the flavours just did not go and it was artificial

Flavour just doesn't work together



Really nasty mix of flavours. Not nice at all

* 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)
433	13.7	1.9	64.9	3.6	8.3	8	0.94

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
19%	16%	7%	22%	12%	28%	16%	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.