

Heinz Barbecue Mayo Barbecue Sauce

H.J. Heinz Foods UK Ltd.

CMR Ref: 240239 9-8

Price: £2.90

Size: 415ml

Overall Product Rating: Taste Test

27

Score out of 50
Average for the category: 38

Top Category to Market

For kids **35%**
Not for me / us **31%**
Would only buy on special offer **23%**

*percentage of participants who selected fit of product

On Pack Marketing



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.

TABLE SAUCES CATEGORY AWARDS

QUALITY

TASTE

VALUE

Star Rating

% Who Rated

Reviewer Comments*

Reviewer Comments



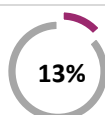
Love the idea of it and the taste
Different but tasty
A strong and rich taste



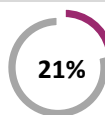
Mild flavour
Tastes nicer than average n bbq w sauce, almost bacony
Sweet and tasty



Pretty colour strange flavour
Unusual flavour very gimmicky
New and different, great for kids



Funny taste.
Nothing special, flavour isn't very good
Texture is nice and thick but the flavour is bland and the colour is off putting



Taste like its been stood next to a fire and the smoke has gone in it
Has a sickly taste and shouldn't be pink
Awful colour of sauce and a horrible synthetic 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)
539	54	6.5	12.8	9.8	0	0.1	1.7

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
24%	62%	24%	4%	33%	0%	0%	28%

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.