

Ainsley Harriott Jamaican Rice & Peas

Ainsley Harriott Food Company

CMR Ref: 230492 15-2

Price: £1.50

Size: 250g

Overall Product Rating: Taste Test

35

Score out of 50
Average for the category: 35

Top Category to Market

A good standby	43%
For midweek	30%
Not for me / us	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@cambridgemr.com or call 01223 492050 for the full report on what drives consumer ratings.

AMBIENT RICE & PASTA, NOODLES & GRAINS CATEGORY AWARDS

QUALITY

TASTE

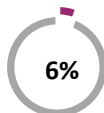
VALUE

Reviewer Comments

Star Rating

% Who Rated

Reviewer Comments*



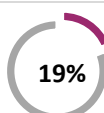
Nice taste Great heat Good mixing of peas too Good looking
Good flavour and texture
Great tasting rice, really spicy, ideal for convenience



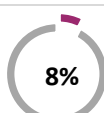
Nice spicy flavour good aroma
Not many added ingredients to the rice
Nice if you like cinnamon...otherwise you may find it a bit overpowering



Not a bad reserve. A little over powering with cinnamon.
Good spicy Flavour but a little dry
Lacks flavour and bland But spicy



Tasted dry. Much too spicy
Nothing special I would buy asda own over this
Very bland yet a little too spicy. Odd



A bit too Spicy for my taste
Very spicy but very dry and bland rice hard didn't enjoy at all
Not enough seasoning !needs salt Spicy but bland

* 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)
165	3	1.2	30	0.9	0.8	3.1	0.38

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
7%	3%	4%	10%	3%	3%	6%	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.