

Jammie Dodgers Apple & Blackcurrant Burst

Burton's Biscuit Company

CMR Ref: 240212 7-10

Price: £0.90

Size: 140g

Overall Product Rating: Taste Test

Top Category to Market

On Pack Marketing

44

For kids **70%**
 For midweek **53%**
 To share with friends / family **51%**



Score out of 50
 Average for the category: 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.

SWEET BISCUITS CATEGORY AWARDS

QUALITY

TASTE

VALUE

Reviewer Comments

Star Rating

% Who Rated

Reviewer Comments*



A new take on a Jammie dodger! Sharp flavour and crisp biscuit. Excellent
 Very good overall quality
 A beautiful biscuit for a treat Better than the original Filling is lovely



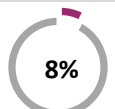
10



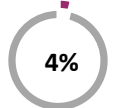
Tasty jam I loved the new flavour and good value
 Good flavour to the jam
 Nice flavour and texture a bit on the expensive side



Not as good as I remember them and I wouldn't be rushing to get any more
 The biscuit is slightly soggy, but I prefer the blackcurrant filling.
 Very tasty and liked the addition of apple



Not for me. Poor quality and very artificial tasting.
 Much prefer the raspberry, blackcurrant was very sweet with strong aftertaste
 Overall too sweet and biscuit too soft for me



Too sweet for me
 Very sweet with a nasty after taste

* 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)
435	14	6.8	70	30	2.1	5.4	0.61

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
19%	16%	25%	23%	100%	7%	11%	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.