

Red Bull The Summer Edition Curuba-Elderflower

Red Bull Co Ltd

CMR Ref: 240280 12-12

Price: £5.00

Size: 4 x 250ml

Overall Product Rating: Taste Test

# 28

Score out of 50  
Average for the category: 31

Top Category to Market

Not for me / us **38%**  
For on the move **25%**  
Weekend treat **19%**

\*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](mailto:foodfax@cambridgmr.com) or call 01223 492050 for the full report on what drives consumer ratings.

## FUNCTIONAL DRINKS (INCL ENERGY) CATEGORY AWARDS

QUALITY

TASTE

VALUE

Reviewer Comments

Star Rating

% Who Rated

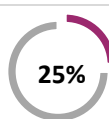
Reviewer Comments\*



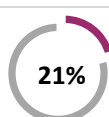
Very refreshing flavoured energy drink which stands out compared to other  
Excellent flavour and a fresh taste  
Refreshing and delicious drink with a light fizz to keep me going



Lovely tasting Good appearance but a bit expensive  
Nice flavour, would be good with vodka too!  
A different tasting energy drink



I've tasted the other new flavours and this is not the best and doesn't taste of elderflower  
Summery flavour which wasn't for me, easy to drink however, prefer just the normal flavour  
Better taste than the original red bull but I would rather buy something else. Quite artificial.



Very sweet but doesn't taste good  
You would not know that it is part of the Red Bull family from the packaging. Thought it was a different brand  
Not for me



Horrible!!!!  
Far too sweet and overpowering. Does not taste of elderflower  
Don't like the flavour, don't like energy drinks in general

\* 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)
3	0	0	0	0	0	0	0.1

### Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
0%	0%	0%	0%	0%	0%	0%	2%

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.