

New York Bakery Co Blueberry Bagels

Grupo Bimbo UK LTD

CMR Ref: 240270 9-11

Price: £1.90

Size: 5 pack

Overall Product Rating: Taste Test

41

Score out of 50
Average for the category: 41

Top Category to Market

For midweek	46%
For kids	44%
To share with friends / family	37%

*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.

BAKERY CATEGORY AWARDS

QUALITY

TASTE

VALUE

Reviewer Comments

Star Rating

% Who Rated

Reviewer Comments*



Lovely flavour, great texture and love the fruityness

Lovely flavour with the blueberries.

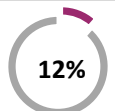
Great taste and texture



Nice tasty

Good flavour

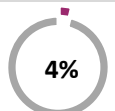
A good brand very tasty



Blueberry flavour is a little overpowering

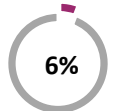
Flavour isn't very strong so I think it could do with more blueberries

I wasn't keen on the blueberry flavor, tastes like freeze dried cereal, was surprisingly strong in flavour



Looked mouldy poor taste and texture

Flavour is ok but not for me. the blueberries make it look like the bagel is mouldy



Very strange combo

Did not like the 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)
276	2	0.4	52	9.8	4	9.7	0.51

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
12%	2%	1%	17%	33%	13%	19%	9%

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.