

Heinz Tomato Ketchup Smokey Bacon

H.J. Heinz Foods UK Ltd.

CMR Ref: 240223 8-7

Price: £2.50

Size: 460g

Overall Product Rating: Taste Test

34

Score out of 50
Average for the category: 38

Top Category to Market

| | |
|-----------------|-----|
| For kids | 36% |
| For midweek | 36% |
| Not for me / us | 34% |

*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

Reviewer Comments

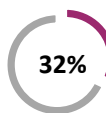
Star Rating

% Who Rated

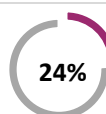
Reviewer Comments*



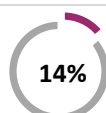
Really tasty
Lovely subtle flavour
Like the different flavour



Usual good quality from Heinz Lovely bacon 🥓 taste
Nice flavour and tang, nothing beats the original though
Lovely texture and taste



Tastes like bacon crisps
I prefer plain tomato ketchup
Good Heinz product, the Smokey bacon flavour isn't too overpowering, personally I'd rather the original over this version.



Did not like the flavour
Bad flavour and too smokey
Just tasted like overpriced ketchup.



Strange flavour. Tastes a bit burnt, not bacon. Would not buy.
Smoky flavour is too strong and doesn't work with the ketchup
The packaging is not distinctive so you can't see it is bacon

* 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) |
|---------------|---------------|-------------|----------|------------|-----------|-------------|----------|
| 109 | 0.3 | <0.1 | 25 | 23 | 0 | 1.2 | 1.8 |

Recommended Daily Allowance (%)

| Energy (Kcal) | Total Fat (g) | Sat Fat (g) | Carb (g) | Sugars (g) | Fibre (g) | Protein (g) | Salt (g) |
|---------------|---------------|-------------|----------|------------|-----------|-------------|----------|
| 5% | 0% | | 8% | 77% | 0% | 2% | 30% |

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.