

Fibe Soda Fruit Punch

CMR Ref: 240429 20-8

Price: £1.99

Fibe

Size: 4 x 250ml

Overall Product Rating: Taste Test

41

Score out of 50
Average for the category: 38

Top Category to Market

For on the move	36%
Weekend treat	36%
For midweek	36%

*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.

CARBONATED DRINKS (FAMILY) CATEGORY AWARDS

QUALITY

TASTE

VALUE

Star Rating

% Who Rated

Reviewer Comments*

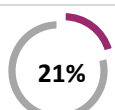
Reviewer Comments



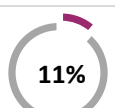
Really good flavour
Very nice refreshing easy to drink
Fruity and fizzy, nice all round refreshing drink



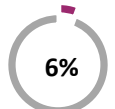
Tasty and cheap
I like the ease of drinking and refreshment value, a little sweet and not sure how good it is for you really
Good little gimmick drink, in trend



I e we oils recommend it but with a warning about the amount of sugar in it
Very sweet product Says it is good for you gut but the ingredients are very unhealthy
Nice flavour good value but quite sweet



Good price but the sweetener is overpowering
Really overpowering taste of sweeteners, not refreshing at all
Very sweet, too sweet for me



Far too sweet for my taste
Don't like the sacarin, after taste is awful
I'm not sure that the claims for gut health are true, it has bad sweetness in it which are not good for u

* 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)
12	0	0	1.5	1.5	2	0	0

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
1%	0%	0%	1%	5%	7%	0%	0%

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.