

M&S Tropical Fruit Bites

Marks & Spencer Ltd

CMR Ref: 240201 7-11

Price: £1.25

Size: 30g

Overall Product Rating: Taste Test

28

Score out of 50
Average for the category: 36

Top Category to Market

For on the move **40%**
Not for me / us **30%**
For kids **28%**

*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.

SWEET FRUIT SNACKS CATEGORY AWARDS

QUALITY

TASTE

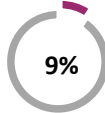
VALUE

Star Rating

% Who Rated

Reviewer Comments*

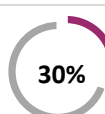
Reviewer Comments



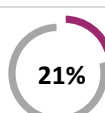
Tasty sweet and fruity, good size for on the go
A tasty and fresh addition to any dish
Great tasting snack, very fruity, good chewy texture, lovely quality too



Tasty and a good texture
Tasty full of flavour
Very fruity taste and a very chewy texture which is stuck in my teeth



Too expensive. Although flavour is nice product is a bit slimy mouthfeel
Very expensive. Nice but not worth the price.
Average for this type of product, tropical jelly chew



Not very appealing too look at Texture isn't enjoyable
Texture is a little chewy
Strange, unpleasant ,aftertaste .



I didn't like these Too sweet Too expensive
Not for me, a bit funny texture I guess they are better for your kids than some products
Nice flavour but very overpriced

* 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)
265	0.4	0.3	62	60	1.5	2.7	0.03

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
12%	0%	1%	21%	200%	5%	5%	1%

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.