

Spoon Manilife Peanut Butter Granola

Spoon Cereals

CMR Ref: 240213 8-1

Price: £4.50

Size: 400g

Overall Product Rating: Taste Test

30

Score out of 50
Average for the category: 40

Top Category to Market

For midweek **44%**
Would only buy on special offer **30%**
Not for me / us **24%**

*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.

GRANOLA CATEGORY AWARDS

QUALITY

TASTE

VALUE

Reviewer Comments

Star Rating

% Who Rated

Reviewer Comments*



Really good peanutty flavour, good texture. Slightly higher price to my normal. It would be a treat for me. Very nice product

Tasty

Lovely taste



Tasty a good texture

Tasty

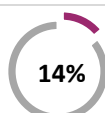
Gorgeous flavour, texture and smell, knocked a star off for the price



I like this. Like the taste of peanut butter. Good texture. Far too expensive.

Quite good and I think my husband would love it. Quite expensive for what it is. Good texture but could be more crunchy for me!

Very tasty



Quite bland Texture poor

Not a fan of the peanut butter flavour

Very sweet and expensive



Expensive and not for me

I found it rather tasteless. No peanut butter flavour. Rather disappointing

No peanut butter flavour, not very interesting

* 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)
459	21	2.3	53	16	7.3	14	0.19

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
20%	24%	8%	18%	53%	24%	28%	3%

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.