

### Club Cultured Shoyu Koji

### Club Cultured

CMR Ref: 240300 12-6

Price: £14.99

Size: 450ml

Overall Product Rating: Taste Test

Top Category to Market

On Pack Marketing



# 17

Score out of 50

Average for the category: 33

Not for me / us	46%
Would only buy on special offer	29%
Weekend treat	13%

\*percentage of participants who selected fit of product



Want to know more about the sales potential of this product?

Email [foodfax@cambridgmr.com](mailto:foodfax@cambridgmr.com) or call 01223 492050 for the full report on what drives consumer ratings.

### CHILLED COOKING SAUCES CATEGORY AWARDS

QUALITY

TASTE

VALUE

Star Rating

% Who Rated

Reviewer Comments\*

Reviewer Comments



Really tasty but a little too costly...this would be very versatile and really grew on me

Good strong flavours but far too expensive

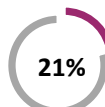
Tastes nice and sweet. But very expensive



Something new the taste was fine but the price was too expensive

Has a nice salty flavour, good umami levels to it, too expensive

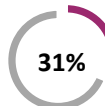
Very expensive for what it is, no nutritional information



A different tasting product but the overall price does not warrant such a high amount

Again why is it so expensive? It has a very mild slight taste not enough to warrant that cost

Too expensive and very salty.



Far too expensive

Can't understand paying that much money for something without any real flavour of identity

It tasted nice but a bit like chicken gravy which is a lot less expensive

\* 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)
112	0.4	0.19	20.2	10.5	<0.1	6.9	7.7

#### Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
5%	0%	1%	7%	35%		14%	128%

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.