

McVities Signature Chocolate Caramel Biscuits

McVitie's

CMR Ref: 240415 18-11

Price: £2.00

Size: 250g

Overall Product Rating: Taste Test

Top Category to Market

On Pack Marketing

44

Weekend treat	65%
To share with friends / family	54%
For midweek	50%



Score out of 50
Average for the category: 41

*percentage of participants who selected fit of product

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.

CHOCOLATE BISCUITS CATEGORY AWARDS

QUALITY

TASTE

VALUE



Reviewer Comments

Star Rating

% Who Rated

Reviewer Comments*



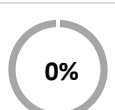
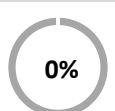
So good, lovely crunchy biscuits, chewy caramel, very moreish
The best chocolate biscuits around. Perfect digestive with excellent chocolate and caramel. Perfect with a cuppa
Love how chewy the caramel is



Lovely biscuits crisp and flavoursome...would need to hide these!!
McVitie's quality. Lovely flavour and texture.
Nice crunchy biscuit



Excellent taste
Caramel is a bit too sticky but good flavour
Very sweet



* 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)
479	21.4	11.3	65.6	31.2	2.4	5.6	0.84
Recommended Daily Allowance (%)							
Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
21%	24%	41%	22%	104%	8%	11%	14%

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.