

Fridge Raiders Poppers Cheese Nacho

Pilgrim's Food Masters Ltd

CMR Ref: 240186 5-2

Price: £1.30

Size: 42g

Overall Product Rating: Taste Test

28

Score out of 50
Average for the category: 32

Top Category to Market

For on the move	49%
For kids	49%
For midweek	25%

*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.

COLD SAVOURY SNACKS CATEGORY AWARDS

QUALITY

TASTE

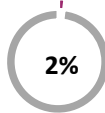
VALUE

Star Rating

% Who Rated

Reviewer Comments*

Reviewer Comments



Like the taste and texture good for taking to work



Good quality chicken, but the outsiders a bit too soft Tasty

Something quick and easy

Nice chicken flavour, good coating, nice serving size for snacks



The chicken is good, the 'crumb' is too soft and thick and powdery

Not keen on taste but would be a quick fix on the move

Not really for me but can see the appeal



Expensive for what they are

Poor texture poor taste

Good for snacking on, not much flavour, good texture



Not keen on the flavour and texture of these. I would not buy these

Very artificial poor taste

No taste, don't like the coating on the pieces

* 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)
236	10	1.8	22	0.1	1.1	13	0.96

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
10%	11%	7%	7%	0%	4%	26%	16%



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.