

M&S Salted Caramel Overnight Oats

Marks & Spencer Ltd

CMR Ref: 240115 2-10

Price: £2.50

Size: Per Unit

Overall Product Rating: Taste Test

30

Score out of 50

Average for the category: 32

Top Category to Market

For on the move **36%**
Weekend treat **31%**
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@cambridgemr.com or call 01223 492050 for the full report on what drives consumer ratings.

SWEET SNACKS CATEGORY AWARDS

QUALITY

TASTE

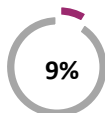
VALUE

Reviewer Comments

Star Rating

% Who Rated

Reviewer Comments*



Lovely!! Great packaging

Excellent taste, just can't have regularly as too unhealthy

Delicious! Great texture. Flavour is great. Soft fluffy and they look great



Loved how creamy it was , maybe a little less nuts , but I also liked the addition of nuts

Nice and creamy, lots of texture and sweet caramel flavours

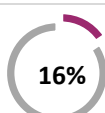
Good after taste, not great when you first taste. High protein is good to show!



It's a great texture! For me, it's not fitting as a breakfast dish, too sweet and more suited as a dessert

It was fine but no more or less. Seemed a decent serving for the price

Taste was nice but this is a very cheap thing to make at home so probably wouldn't purchase out and about. Didn't like the texture of the chocolate sprinkles on top



Didn't like the taste of this the topping overtook everything else and the cocoa was fair too strong

Sweet caramel flavoured oat pot to snack of have as breakfast replacement

Great idea, sounds nice, packing makes you feel like it's a healthy snack but the taste isn't for me at all and I love salted caramel!

Slimy, weird flavour, just horrid... Tasted too creamy to be healthy, but too nutty and limited to be unhealthy... prob wouldn't want to justify the calories on this..



A very strange tasting product , the mouthfeel was two things fighting each other , odd

Slimy, weird flavour, just horrid... Tasted too creamy to be healthy, but too nutty and limited to be unhealthy... prob wouldn't want to justify the calories on this..

* 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)
162	4.6	1.5	17.7	6.7	3.9	10.5	0.43

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
7%	5%	5%	6%	22%	13%	21%	7%

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.

