

## Zombie Fruit Leatherz Blackberry Death

## Perkier Foods Ltd

CMR Ref: 240290 12-10

Price: £2.60

Size: 4 x 25g

Overall Product Rating: Taste Test

# 27

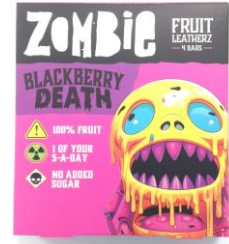
Score out of 50  
Average for the category: 32

Top Category to Market

For kids **48%**  
Not for me / us **35%**  
For on the move **17%**

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

### SWEET SNACKS CATEGORY AWARDS

QUALITY

TASTE

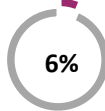
VALUE

Reviewer Comments

Star Rating

% Who Rated

Reviewer Comments\*



A lovely fruity chewy healthy snack

Thick chewy texture, nice fruity flavour, good quality, healthy

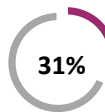
Great quality, fresh and fruity, stands out, good flavour



A healthy alternative to normal snacks

Great way of eating fruit

Strong flavoured, healthy snack for carrying when out. Very nice



Kids would like these, very bright/fun packaging.

Sour but really fruity

Not enough flavour for me



Would rather buy real fruit

New product Bit strange Bad appearance Ok taste ish

Tasted quite artificial



Sweet with a leather texture

Weird. Not for me. Maybe kids but I'd rather they just had actually fruit. Sugary and weird and no!

Looks unappealing Tastes of too concentrated

\* 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)
353	0	0	88	47	3.8	1.4	0.03

#### Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
16%	0%	0%	29%	157%	13%	3%	1%

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.