

## Tilda Butter & Sea Salt Rice

## Tilda

CMR Ref: 240414 18-6

Price: £1.50

Size: 2 x 125g

Overall Product Rating: Taste Test

Top Category to Market

On Pack Marketing

# 38

A good standby	67%
For midweek	46%
For on the move	27%



Score out of 50  
Average for the category: 35

\*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.

### AMBIENT RICE & PASTA, NOODLES & GRAINS CATEGORY AWARDS

QUALITY

TASTE

VALUE



Reviewer Comments

Star Rating

% Who Rated

Reviewer Comments\*



Tasty well flavoured

Tasty gives the rice some flavour without adding anything

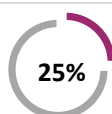
Fantastic flavour great product



Tasty with a fluffy texture Quick to make Would like the portion size to be bigger

Tasty and convenient

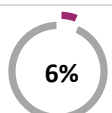
Nice flavour and good texture, very small portion and expensive as wouldn't go far



Rice you can taste

Wouldn't buy rice in this format. Too much packaging. Like the flavour and texture. Big brains of rice.

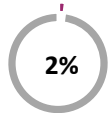
Nice flavour but serving not enough for my kids



Far too salty for me

Can't taste the butter or salt, but pricey

Not a fan of the texture, taste is okay



Very bland and doesn't really have much flavour to it and the texture is soft and it's almost not taste able

\* 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)
187	2	0.8	37.7	0	1.6	3.2	0.82

#### Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
8%	2%	3%	13%	0%	5%	6%	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.