

Iceland Apple and Salted Caramel Crumble Tart

Iceland Foods plc

CMR Ref: 220487 5-8

Price: £2.50

Size: 500g

Overall Product Rating: Taste Test

Top Category to Market

On Pack Marketing

45

Score out of 50

Average for the category: 39

- Weekend treat **68%**
- To share with friends / family **62%**
- For special occasions **49%**

*percentage of participants who selected fit of product



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.

FROZEN HOT EATING DESSERTS CATEGORY AWARDS

QUALITY

TASTE

VALUE

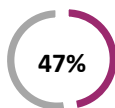


Reviewer Comments

Star Rating

% Who Rated

Reviewer Comments*



Delicious tart, moreish, easy to eat, great taste

Great price, nice chunky Apple

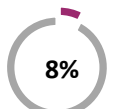
Great taste and crunchy



Lovely texture. Smells fruity. Lots of apple. Crunch topping. Light in texture.

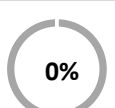
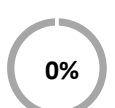
The packaging should be improved to sell the product better which is lovely

very tasty and crumbly



Quite average. Lots of apples but can't really taste the caramel much. Crunchy topping is good

Just quite bland and tastes cheap. Not awful but just pretty boring



* 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)
261	8.7	4.2	41.1	22.8	2.5	3.3	0.1

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
12%	10%	15%	14%	76%	8%	7%	2%

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.

