

## Nature Valley Soft Baked Muffin Lemon Poppy Seed Bar

## General Mills

CMR Ref: 240343 12-9

Price: £2.50

Size: 4 x 30g

Overall Product Rating: Taste Test

# 33

Score out of 50  
Average for the category: 32

Top Category to Market

For midweek **40%**  
A good standby **35%**  
For on the move **29%**

On Pack Marketing



\*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.

### SWEET SNACKS CATEGORY AWARDS

QUALITY

TASTE

VALUE

Reviewer Comments

Star Rating

% Who Rated

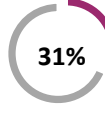
Reviewer Comments\*



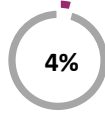
Soft chewy texture, strong lemon flavour, good size for a breakfast on the go  
Great lemon flavour, poppy seed texture is present and noticeable, like the muffin like texture  
Lovely flavour of sweet lemon Good texture



Nice flavour, tastes a little bit dry  
Good flavour and texture but a little expensive  
Good flavour and texture



Ok  
Nice product Good flavour and texture I enjoyed this  
Lemon flavour comes through well and the texture is soft and chewy but this isn't something im a fan of



Tasteless, too soft, awful aftertaste and texture  
Not for me, very dry but mushy at the same time, stick to the roof of your mouth



Horrible texture very soft  
Not sure about it. Too lemony for me  
Although the taste was ok I really disliked the soft texture.

\* 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)
413	19.2	7.8	48.4	17.9	13.9	4.6	1.21
Recommended Daily Allowance (%)							
Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
18%	22%	28%	16%	60%	46%	9%	20%

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.