

Patak's Tarka Dhal Meal in Minutes

AB World Foods Ltd (Patak's Foods Ltd)

CMR Ref: 240190 7-7

Price: £2.50

Size: 270g

Overall Product Rating: Taste Test

23

Score out of 50
Average for the category: 32

Top Category to Market

Not for me / us	57%
For midweek	17%
A good standby	13%

*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 or call 01223 492050 for the full report on what drives consumer ratings.

POT SNACK MEALS CATEGORY AWARDS

QUALITY

TASTE

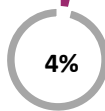
VALUE

Reviewer Comments

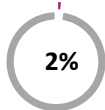
Star Rating

% Who Rated

Reviewer Comments*



Tasty authentic flavour, good thick texture, great for on the move
Great Indian flavour, thick texture, filling, good to take to work to eat



Good to have in the cupboard a tasty extra



Good flavour but a little too runny for me
It's ok not a nice aftertaste a bit bitter and not like the real thing
Much nicer and cheaper alternatives are available. This seemed very mushy and artificial



Doesn't taste as good as a normal one
Quite stodgy and bland tasting
Odd aftertaste..didn't like the texture either



Tastes artificial and has lot of aftertaste
Not something I enjoyed eating
Very poor, it has almost a plastic aftertaste. Not pleasant at all.

* 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)
94	3.3	0.4	11	1.3	0	3.9	0.36

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
4%	4%	1%	4%	4%	0%	8%	6%

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.