

Cadbury Dairy Milk & More Caramel Nut Crunch Chocolate Bar

Mondelez International

CMR Ref: 240221 12-8

Price: £2.75

Size: 200g

Overall Product Rating: Taste Test

Top Category to Market

On Pack Marketing

43

Weekend treat **75%**
 To share with friends / family **46%**
 For special occasions **33%**



Score out of 50
 Average for the category: 42

*percentage of participants who selected fit of product



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.

CONFECTIONERY (CHOCOLATE - BLOCK) - MILK CATEGORY AWARDS

QUALITY

TASTE

VALUE

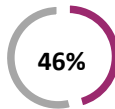


Reviewer Comments

Star Rating

% Who Rated

Reviewer Comments*



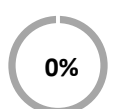
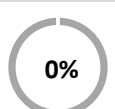
Usual lovely Cadbury taste but it was the texture I loved most
 Creamy smooth and delicious chocolate bar with good amount of nuts and caramel
 Delicious and very moreish!



Very expensive but a really Moorish taste. Definitely a nice treat so would buy on offer
 Good mix of flavours. Fair price
 Really tasty and different...definatly one to look out for!!



Lovely taste
 Good flavour but a bit expensive
 Good quality Cadbury chocolate but I'm not a fan of nuts in chocolate



* 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)
550	35	17	52	49	1.9	5.8	0.25
Recommended Daily Allowance (%)							
Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
24%	40%	62%	17%	163%	6%	12%	4%

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.