

Levi Roots Reggae Reggae Jerk BBQ Sauce

AB World Foods Ltd (Patak's Foods Ltd)

CMR Ref: 230173 5-4

Price: £1.85

Size: 290g

Overall Product Rating: Taste Test

Top Category to Market

On Pack Marketing

42

Score out of 50

Average for the category: 39

- For midweek **47%**
- Weekend treat **36%**
- To share with friends / family **34%**

*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.

TABLE SAUCES CATEGORY AWARDS

QUALITY

TASTE

VALUE

Star Rating	% Who Rated	Reviewer Comments*
★★★★★	25%	Great taste and you get a kick from the chilli Strong spicy flavour that I love, good smoky taste too, smooth texture Strong flavour
★★★★☆	42%	Is good if you like hot spicy sauce Very spicy Good strong flavour, excellent as a marinade
★★★☆☆	25%	I like it, but it is too hot for me as a dip. I would use it more as a marinade. Good texture. Good flavour but far too spicy Had a good bbq flavour but is far far too hot and spicy
★★☆☆☆	2%	Too strong aftertaste No subtler to the product Harsh
★☆☆☆☆	8%	To hot and spicy Too spicy for me

* 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)
137	29	0	32	29	0	1	1.08
Recommended Daily Allowance (%)							
Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
6%	33%	0%	11%	97%	0%	2%	18%

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.