

## M&S King Prawn Pad Thai

## Marks & Spencer Ltd

CMR Ref: 240195 7-5

Price: £5.50

Size: 400g

Overall Product Rating: Taste Test

# 36

Score out of 50  
Average for the category: 38

Top Category to Market

Weekend treat	42%
Would only buy on special offer	25%
A good standby	25%

\*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](mailto:foodfax@cambridgmr.com) or call 01223 492050 for the full report on what drives consumer ratings.

### CHILLED FISH CATEGORY AWARDS

QUALITY

TASTE

VALUE

Star Rating

% Who Rated

Reviewer Comments\*

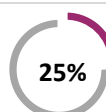
Reviewer Comments



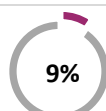
Very tasty & lovely plump prawns .  
Delicious but a little pricey. Looked a little dry but actually was a perfect texture. Prawns were succulent  
Really tasty pad thai this which is filling and enjoyable to eat



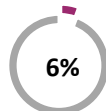
Lovely flavour and texture  
Tasty but too expensive  
Tasty and quite authentic and worth the price



Not really what I was expecting  
Quite tasty product. Like noodles  
Expensive ready meal and not for me



Very expensive and the prawns very dry Not any flavour to speak of  
a little too dry  
Texture is good, noodles are soft, don't like the flavour



Very disappointing quite salty  
Not for me, don't like the flavour, prawns were tough  
Flavours are too strong

\* 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)
158	5.1	0.6	21.2	2.7	1.2	6.1	0.9

#### Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
7%	6%	2%	7%	9%	4%	12%	15%

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.