

Rustlers Bites 3 Southern Fried Chicken Tenders

Rustlers

CMR Ref: 230486 15-3

Price: £1.85

Size: 94g

Overall Product Rating: Taste Test

Top Category to Market

On Pack Marketing

31

Score out of 50

Average for the category: 33

For midweek	43%
A good standby	39%
For kids	36%

*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.

HOT SAVOURY SNACKS CATEGORY AWARDS

QUALITY

TASTE

VALUE

Reviewer Comments

Star Rating

% Who Rated

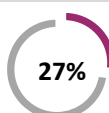
Reviewer Comments*



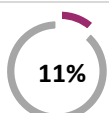
Good quality
Great size
Nice and tasty sauce is really tasty



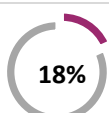
Good flavour
A nice succulent piece of chicken
Great tasting chicken and sauces works really well



The chicken is quite bland but the sauce is thick and delicious
Quite expensive for the amount you get
Very expensive for 3 chicken nuggets. Taste ok but rather artificial



The chicken does not have a lot of flavour but the sauce was nice
Nice flavour But texture of chicken artificial
Texture of the chicken is awful and the coating is not nice. There is an unpleasant aftertaste. However the sauce is tasty



Absolutely awful. Tasted processed and poor quality
Three for that price is terrible
Disappointing, rubbery, bland, lacking flavour

* 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)
181	8	1.3	12.9	3.3	0	14.2	1.8

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
8%	9%	5%	4%	11%	0%	28%	30%



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.