

### Birds Eye Veggie Power Hearty Broccoli & Buckwheat

Birds Eye Ltd

CMR Ref: 220382 12-5

Price: £2.50

Size: 400g

Overall Product  
Rating: Taste Test

# 32

Score out of 50  
Average for the category: 37

Top Category to Market

A good standby	47%
For midweek	43%
To share with friends / family	24%

On Pack  
Marketing



\*percentage of participants who selected fit of product

Want to know more about the sales potential of this product?  
Email [foodfax@cambridgemr.com](mailto:foodfax@cambridgemr.com) or call 01223 492050 for the full report on what drives consumer ratings.

### FROZEN VEGETABLES CATEGORY AWARDS

QUALITY

TASTE

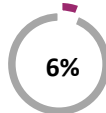
VALUE

Reviewer Comments

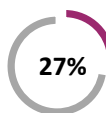
Star Rating

% Who Rated

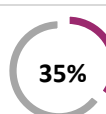
Reviewer Comments\*



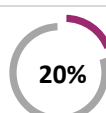
Great healthy option, tasty, good textures, good choice of veg, carrot was slightly too hard  
Really tasty mix definately one to look out for!!  
Great appearance



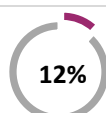
Different idea to add to vegetables that is easy to use.  
Nice meal all in one box. Nice seasoned flavours Carrots were slightly rubbery. I really enjoyed this  
I thought this product was really tasty. Great health value.



Quite fresh, pretty bland though  
Good idea. A bit boring. Would need something with it. Convenient. Expensive.  
Great for vegetarians



A variety of colours, good standby if you have no fresh vegetables  
Tasty  
Bland and not for me



Very bland  
Bland, horrid flavour, nasty texture, although looked nice and colourful  
It tastes very bland

\* 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)
88	2.3	0.3	12	1.9	3.6	1.9	0.58
Recommended Daily Allowance (%)							
Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
4%	3%	1%	4%	6%	12%	4%	10%

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.