

Apple and Mango Soreen Bars

Soreen

CMR Ref: 240590 27-10

Price: £2.25

Size: 169g

Overall Product Rating: Taste Test

Top Category to Market

On Pack Marketing

34

Score out of 50
Average for the category: 39

A good standby **46%**
For kids **43%**
For on the move **39%**

*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.

INDIVIDUAL CAKES & PASTRIES CATEGORY AWARDS

QUALITY

TASTE

VALUE

Reviewer Comments

Star Rating

% Who Rated

Reviewer Comments*



A good mix of flavours
Brilliant for on the go snacks for the kids. No mess
Very tasty and good quality

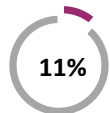


Good flavour and texture
Tasty and moist In handy packets for lunch and in the move Apple and mango is a good combination
Chewy sense texture, good fruity flavour, nice size bar, relatively healthy

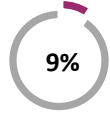
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I enjoyed this, usual Soreen texture Nice flavour
Taste ok. Normal soreen texture. Prefer the plain soreen. Very sweet. Quite expensive
I love Soreen but this flavour isn't good, wouldn't choose this



Very sweet probably good for kids. Traditional malt loaf so much better
Kids would enjoy, something different but I still prefer the original
Doughy



Stodgy Sloppy Dry
Very mushy texture. Looked unbaked. Prefer basic malt loaf.
It tastes artificial and unhealthy

* 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)
305	2.1	0.5	62	18	3.69	7.79	0.49

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
14%	2%	2%	21%	60%	12%	16%	8%

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.