

Huel Chocolate

Huel Ltd

CMR Ref: 230480 15-12

Price: £3.00

Size: 500ml

Overall Product Rating: Taste Test

Top Category to Market

On Pack Marketing

22

Not for me / us **59%**
 For on the move **19%**
 Would only buy on special offer **7%**



Score out of 50

Average for the category: 32

*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.

FUNCTIONAL DRINKS (INCL ENERGY) CATEGORY AWARDS

QUALITY

TASTE

VALUE

Star Rating

% Who Rated

Reviewer Comments*

Reviewer Comments



Love the taste and thickness of it, I could drink the whole bottle

Thick texture

Good flavour



Not a bad taste to start but the aftertaste wasn't great. Too much to drink

Too thick for me

very sickly and too sweet



Don't like the texture

Thick and gloopy. Odd powdery texture. Too pricy, not worth it

Not a good taste of after taste



Disgusting

Not good flavour and expensive

Horrible. Tasted very powdery and artificial

* 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)
80	3.8	1	6.5	0.6	1.6	4	0.18

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
4%	4%	4%	2%	2%	5%	8%	3%



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.