

M&S X Zoe The Gut Shot

Marks & Spencer Ltd

CMR Ref: 240089 2-11

Price: £2.00

Size: 150ml

Overall Product Rating: Taste Test

Top Category to Market

On Pack Marketing

24

Score out of 50

Average for the category: 35

Not for me / us **40%**
 For on the move **26%**
 For midweek **23%**



*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.

DAIRY DRINKS CATEGORY AWARDS

QUALITY

TASTE

VALUE

Reviewer Comments

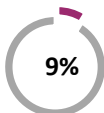
Star Rating

% Who Rated

Reviewer Comments*



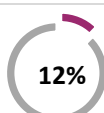
A very healthy drink that also tastes really good, not too thin and not too thick
 Great product, tastes amazing and really eye catching packaging. Love it
 Lovely taste! Packaging could do with a bit more colour to look a little more exciting.



Good for purpose.
 Can't go wrong with the flavour. Very refreshing and appears very healthy. Slightly awkward to drink as the texture of it is quite thick and takes a while to come out of the cup. Can understand it's quite Tastes great, the bottle looks great. Seems healthy. More refreshing than I was expecting.



Label is very dull and the grey colour of the bottle does not stand out. Texture is good but not definitive flavour
 Thick and creamy fruity
 Appealed but I wouldn't recommend it based on refreshment and taste



Bland packaging, quite difficult to drink as product is too thick. Not a huge amount of flavour
 Tasted ok, not the sort of product I'd normally buy. Couldn't quite place the flavour either
 Didn't enjoy this. Very thick, bitter taste. Not great aftertaste



This was so tart it made me shudder... too gloopy and not a lover of this at all... shame as I like this type of product and zoe
 Not to my taste and I didn't like the texture
 Not very nice. Could be sweeter and that would help. Very expensive for how much you actually get

* 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)
60	1.7	1.1	7.8	5.6	2.2	2.2	0.05

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
3%	2%	4%	3%	19%	7%	4%	1%

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.