

Asda Butter Chicken Cooking Sauce

Asda Stores Ltd

CMR Ref: 240043 9-6

Price: £0.97

Size: 495g

Overall Product Rating: Taste Test

39

Score out of 50
Average for the category: 38

Top Category to Market

A good standby	50%
For midweek	44%
Not for me / us	27%

*percentage of participants who selected fit of product

On Pack Marketing



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.

INDIAN SAUCES CATEGORY AWARDS

QUALITY

TASTE

VALUE

Reviewer Comments

Star Rating

% Who Rated

Reviewer Comments*



Good flavours and texture

Great taste, nicely spiced, creamy thick texture, fresh high quality ingredients, good price

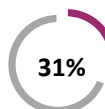
Lovely warm flavour without being too spicy, very creamy and delicious



Tasty and good value

Good taste and great value for money

Good flavour and texture



Great value. A bit too sweet tasting for me. A good cupboard staple though.

Good flavour but nothing special

Strange aftertaste.



Vinegary taste

Not a great taste

Strange flavour and after taste



Sauce was thin, lacked flavour and spice, very watery didn't like

Not a good flavour, gloopy with strange lumps in it

Tastes cheap, poor 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)
376	90	5.6	2.8	8.5	3.8	1	0.62

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
17%	103%	20%	1%	28%	13%	2%	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.