

Fanta Zero Watermelon

Coca Cola European Partners

CMR Ref: 240005 2-12

Price: £2.00

Size: 2L

Overall Product Rating: Taste Test

37

Score out of 50
Average for the category: 38

Top Category to Market

- For kids **56%**
- To share with friends / family **44%**
- Weekend treat **39%**

*percentage of participants who selected fit of product

On Pack Marketing



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.

CARBONATED DRINKS (FAMILY) CATEGORY AWARDS

QUALITY

TASTE

VALUE

Reviewer Comments

Star Rating

% Who Rated

Reviewer Comments*



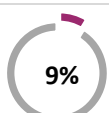
Very refreshing flavour, not too sweet, great labelling. Excellent value
No sugar option always a bonus, great tasting and not too fizzy
Delicious tasting sweet drink, great aftertaste and highly refreshing



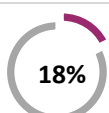
Fits with the brand, however the flavours are not strong enough
The flavour, the look, the appearance I like. Not sure on what is being used as the sweetener. Something not quite right
This Fanta drink is very much a seasonal one so I would consider it when it is hot



It's a refreshing drink with 0 sugar so it's pretty decent and easy to drink. The flavour isn't as strong as I thought which goes in its favour. The drink it's self just looks fake, like it's full of colouring
Overall good, but I did prefer the old Fanta packaging,
Refreshing and not too fizzy, nice flavour but not too overpowering



A different flavour to add to the Fanta family. Sweet flavouring to quench your thirst
Very artificial. Wouldn't have said watermelon flavour. Nice colour but not enjoyable for me
Looks great and I was really excited to try it as I love watermelon flavour, but it didn't taste of very much. The aftertaste was just an artificial flavor. I didn't really get watermelon at all



Watery flavour. Not very nice at all
Much better fizzy drinks already on the market. Not sure this will appeal to anyone beyond interest to initially try it
Zero stars. Synthetic throughout - colour, aroma and taste. An overly sweet carbonated drink. Most unpleasant.

* 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)
2	0	0	0.3	0.3	0	0	0.02

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
0%	0%	0%	0%	1%	0%	0%	0%

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.