

Maltesers 4 Rocky Road

Mars Food UK Ltd

CMR Ref: 230194 5-9

Price: £2.50

Size: 4 pack

Overall Product Rating: Taste Test

Top Category to Market

On Pack Marketing

35

Score out of 50

Average for the category: 31

- For kids **55%**
- Weekend treat **51%**
- To share with friends / family **25%**

*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.

SWEET SNACKS CATEGORY AWARDS

QUALITY

TASTE

VALUE

Reviewer Comments

Star Rating

% Who Rated

Reviewer Comments*



Really tasty, and very moreish good treat.

Great tasting sweet desert, lots of great textures

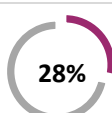
Tasty, crumbly, nice mix of textures, chewy, sweet



Easy to eat, good for kids but too expensive at full price .

Nice taste, good size

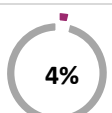
Lovely bit sickly but good as a treat



Look and taste good. Plenty of maltesers. Lots of chocolate. Expensive for what they are.

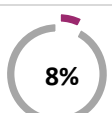
Not high impact

very tasty, but over priced.



Not a good taste

Very expensive Incredibly sweet All very soft textures Paying for the brand



Far too sweet

Disappointing, cheap chocolate which takes from the whole experience and too expensive

Too sickly and too strong aftertaste not healthy compared to similar products on the market

* 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) |
|---------------|---------------|-------------|----------|------------|-----------|-------------|----------|
| 522 | 31 | 15 | 54 | 41 | 0 | 5.4 | 0.5 |

Recommended Daily Allowance (%)

| Energy (Kcal) | Total Fat (g) | Sat Fat (g) | Carb (g) | Sugars (g) | Fibre (g) | Protein (g) | Salt (g) |
|---------------|---------------|-------------|----------|------------|-----------|-------------|----------|
| 23% | 35% | 55% | 18% | 137% | 0% | 11% | 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.