

Asda Tikka Masala Curry Sauce

Asda Stores Ltd

CMR Ref: 240042 7-4

Price: £0.99

Size: 500g

Overall Product Rating: Taste Test

35

Score out of 50
Average for the category: 38

Top Category to Market

For midweek **51%**
A good standby **47%**
Not for me / us **28%**

*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.

INDIAN SAUCES CATEGORY AWARDS

QUALITY

TASTE

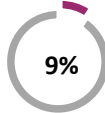
VALUE

Reviewer Comments

Star Rating

% Who Rated

Reviewer Comments*



Lovely spice taste

Enjoyed the taste and the texture

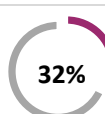
Nice creamy texture, lovely warm spiced flavour, good quality, thick sauce



Good quality but not a lot of flavour

Good value, tasty, spicy sauce. Ideal for a quick meal when short of time

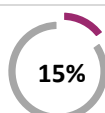
A good range of flavours



Bit vinegary but good value for money

Good price but nasty artificial flavour and tastes Rather sour

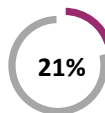
Strong artificial taste, very orange, good aroma but horrid aftertaste but does pack a punch



flavour is Too strong and spicy

Horrible aftertaste

Not keen on taste. Slightly sharp and vinegary for me



Not very nice, bitter aftertaste

Doesn't have enough Indian spiced flavour for me, just tastes like a bland creamy tomato sauce

Not a fan of these types of sauces, too thick and creamy for me, don't like the taste

* 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)
85	4.4	0.9	9.3	5.1	1	1.5	0.71

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
4%	5%	3%	3%	17%	3%	3%	12%

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.