

M&S Collection White Pearl Strawberries

Marks & Spencer Ltd

CMR Ref: 240159 7-8

Price: £3.50

Size: 200g

Overall Product Rating: Taste Test

37

Score out of 50
Average for the category: 40

Top Category to Market

For a change	42%
Weekend treat	42%
Would only buy on special offer	36%

*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.

FRUITS CATEGORY AWARDS

QUALITY

TASTE

VALUE

Reviewer Comments

Star Rating

% Who Rated

Reviewer Comments*



Very tasty and different

Lovely flavour and texture very different colour slightly expensive

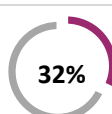
So different and a different flavour to normal



Lovely flavour Unique colour

Good taste and texture and a bit different to the usual but quite pricey. Also I usually prefer smaller strawberries

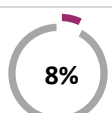
Nice subtle flavour, firm fresh and juicy strawberries, could be cheaper



Just like unripe strawberries

Quite bland & I found the colour quite off putting.

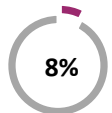
They taste nice but a strawberry should be red



Not much flavour and a bit of a novelty

Taste like regular strawberries

Taste like an unripe version of a traditional strawberry Not sweet enough and lacks any semblance of actual flavour



As a novelty items they would look good but no real flavours Very expensive

Expensive, taste like less sweet regular strawberries, quite gimmicky, not that enjoyable

Too expensive to begin with, not much flavour, texture fine but nothing special

* 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)
0	0	0	0	0	0	0	0

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%	0%	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.

