

Biotiful Kefir Protein Vanilla

Bio-Tiful Dairy Ltd

CMR Ref: 240226 8-11

Price: £2.00

Size: 250g

Overall Product Rating: Taste Test

Top Category to Market

On Pack Marketing

35

Score out of 50
Average for the category: 39

For midweek **52%**
For on the move **20%**
Weekend treat **20%**

*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.

FLAVOURED YOGURTS / FROMAGE FRAIS CATEGORY AWARDS

QUALITY

TASTE

VALUE

Reviewer Comments

Star Rating

% Who Rated

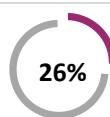
Reviewer Comments*



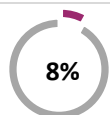
This is better than kefir milk. The taste is more manageable with the vanilla and the texture. Just like natural yoghurt. I would use this
Thick texture
Great texture



I hope it's as good for the gut as it says it is. Very pleasant taste. Nice texture
Thick and creamy
Good flavour and after taste



Good taste but texture a bit too thick
Good flavour and texture
No creamy texture



Good idea, but expensive. Not much vanilla flavour and not sweet enough.
Nothing special, average flavour
Not for me. Very thick and doesn't taste of vanilla



Strange texture and flavour
Not for me, don't like the flavour
Horrible

* 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)
297	0.4	0.2	6	5.3	0	10	0.1

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
13%	0%	1%	2%	18%	0%	20%	2%

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.