

Spoon Cereals Cinnamon + Pecan Granola

CMR Ref: 240363 14-1

Price: £3.00

Spoon Cereals

Size: 400g

Overall Product Rating: Taste Test

40

Score out of 50
Average for the category: 40

Top Category to Market

For midweek	56%
Would only buy on special offer	44%
Weekend treat	19%

*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.

GRANOLA CATEGORY AWARDS

QUALITY

TASTE

VALUE

Reviewer Comments

Star Rating

% Who Rated

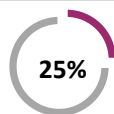
Reviewer Comments*



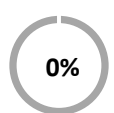
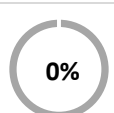
Lovely crunchy granola , nice large pieces not too much cinnamon and not too sweet
Love this granola, great flavour and texture and not too sweet
Strong cinnamon flavour



Really tasty, plenty of nuts
Good quality product but a bit expensive
Lovely balance of flavour. Not too sweet and cinnamon balance just right. Lovely crunch and not too sweet.



Nice taste but not as nice after taste
It's good but I want more pecan. The cinnamon is a little too strong. Nice texture and looks high quality.
Quite a lot of coconut flavour I thought. I didn't notice much of the pecan flavour.



* 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)
490	29	11	46	12	9.1	8.6	0.03
Recommended Daily Allowance (%)							
Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
22%	33%	40%	15%	40%	30%	17%	1%

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.