

Marmite Crisps

Tayto NI Ltd

CMR Ref: 240160 7-3

Price: £2.20

Size: 6 x 25g

Overall Product Rating: Taste Test

Top Category to Market

On Pack Marketing

38

Score out of 50

Average for the category: 41

To share with friends / family	42%
For on the move	40%
For midweek	38%

*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.

POTATO SNACKS CATEGORY AWARDS

QUALITY

TASTE

VALUE

Reviewer Comments

Star Rating

% Who Rated

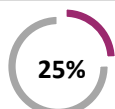
Reviewer Comments*



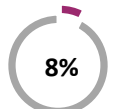
OMG these are amazing, really enjoyed them and tasted brilliant
Delicious, crunchy and great flavour
A good strong flavour and a crispy crisp very tasty



Excellent for a marmite lover. Tasty, crisp and appealing
Rather expensive but taste as expected Healthier than many crisps
Nice & crispy good strong flavour.



Lovely strong flavour crisps
Good flavour but not for me
They are ok, not a strong marmite flavour



Didn't taste like marmite
I didn't like the texture of the crisp too greasy and the flavour not good
Disappointing, not for me



Hate the marmite flavour, texture is nice and crispy
Tastes awful, too strong, crisps don't have a very good crunch to them either
Doesn't taste of marmite

* 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)
514	29.2	2.7	54.1	1.3	3.8	6.9	1.29

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
23%	33%	10%	18%	4%	13%	14%	22%

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.