

Milkybar Buttons Gold Caramel White Chocolate

CMR Ref: 240184 7-12

Price: £1.50

Nestlé

Size: 86g

Overall Product Rating: Taste Test

45

Score out of 50
Average for the category: 40

Top Category to Market

Weekend treat	74%
For kids	64%
To share with friends / family	53%

*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.

INDIVIDUAL CHOCOLATE CONFECTIONERY CATEGORY AWARDS

QUALITY

TASTE

VALUE

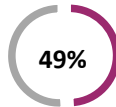


Reviewer Comments

Star Rating

% Who Rated

Reviewer Comments*



Lovely taste and texture, very good for snacking on, nice caramel flavour

Rich, Creamy, caramel, white chocolate lovers delight

Lovely flavour Reasonable price



Good creamy texture, good flavour, very sweet

Ok taste more for kids

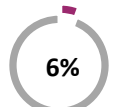
Yummy! Such a lovely treat. I wouldn't necessarily choose them over every other chocolate unless they were on offer but they're pretty good

Tasty and smooth chocolate



Very very sweet there's only so many you could eat before being sick. Very nice though.

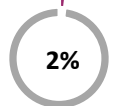
Not keen on the weird aftertaste. Too sweet and artificial



Taste a little bit sickly

Bit overpowering flavour

Too sweet and caramel too bitter



Very sweet

* 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)
543	31.2	18.8	59.2	52.3	0	6	0.21

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
24%	36%	68%	20%	174%	0%	12%	4%

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.