

Lyle's Golden Syrup Gloriously Goopy & Generous Flapjacks

Tate & Lyle

CMR Ref: 240478 20-11

Price: £2.50

Size: 5x30g

Overall Product Rating: Taste Test

37

Score out of 50
Average for the category: 39

Top Category to Market

Weekend treat	55%
For kids	42%
For midweek	38%

*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 CAKES & PASTRIES CATEGORY AWARDS

QUALITY

TASTE

VALUE

Star Rating

% Who Rated

Reviewer Comments*

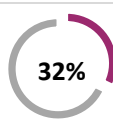
Reviewer Comments



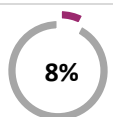
Very tasty and a great texture
Sweet and tasty, soft oats
Excellent quality and tasty



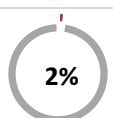
Really good flavour and texture but would only buy on special offer
A little dry but a nice flavour
Lovely flavour, quite different to usual flapjacks, soft and tasty but a little too expensive



Good taste but the texture is too crumbly and falls apart
Nice taste Good packaging Quite expensive
Nice basic flapjack but nothing special



It's ok but a little dry. Not the best out there for that price
Not great quality. Dry and not very tasty
Disappointing thought they would be lovely as they are pricey very average



Good texture but far too 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)
439	19	11	59	34	0	5.8	0.27
Recommended Daily Allowance (%)							
Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
20%	22%	40%	20%	113%	0%	12%	5%

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.