

Wildfarmed Life Changing Sliced Seeded Bread

Wildfarmed

CMR Ref: 240286 11-3

Price: £2.80

Size: 550g

Overall Product Rating: Taste Test

Top Category to Market

On Pack Marketing

29

Would only buy on special offer **42%**
 Not for me / us **27%**
 For midweek **21%**



Score out of 50
 Average for the category: 45

*percentage of participants who selected fit of product



Want to know more about the sales potential of this product?

Email foodfax@cambridgemr.com or call 01223 492050 for the full report on what drives consumer ratings.

BREAD LOAVES CATEGORY AWARDS

QUALITY

TASTE

VALUE

Reviewer Comments

Star Rating

% Who Rated

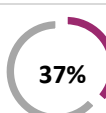
Reviewer Comments*



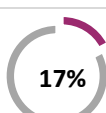
Great taste and texture Excellent quality
 Great tasting soft fresh bread with lovely seed flavours amongst them
 Soft fluffy and good amount of seeds



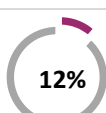
Good taste and texture but very expensive
 expensive
 Nice product but way too costly to recommend!!



Nothing special. Does not taste as fresh as some breads. I like the idea behind this and like the packaging. Far too expensive.
 Gimmicky and too expensive
 There's nothing new about it. It's just like an average piece of bread. The texture is nice and soft though



Nothing special, bread is expensive, seeds are quite messy, not much flavour
 Nothing special quite tasteless
 Packaging looks as though kids designed it, too much waffle, got bored half way through, probably buy a cheaper version elsewhere



Too doughy Very expensive
 Nothing special and really expensive for what it is
 Dry, No better to what is available, massively overpriced,

* 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)
251	3.7	1.1	39.4	4.1	6.4	11.7	0.96

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
11%	4%	4%	13%	14%	21%	23%	16%



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.