

Munchies Cookie Dough Ice Cream Flavour Milk Chocolate

Nestlé

CMR Ref: 240220 9-12

Price: £1.20

Size: 97g

Overall Product Rating: Taste Test

Top Category to Market

On Pack Marketing

43

Score out of 50
Average for the category: 40

Weekend treat **62%**
For kids **50%**
To share with friends / family **42%**



*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.

INDIVIDUAL CHOCOLATE CONFECTIONERY CATEGORY AWARDS

QUALITY

TASTE

VALUE

Star Rating

% Who Rated

Reviewer Comments*

Reviewer Comments



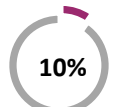
A tasty treat
Very sweet, but tasty.
A good size with lots of flavour and taste



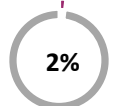
Lovely
Nice taste
Nice as a treat, on the move.



Very sweet nothing different
This is a nice little treat and something different but I can't say I would buy it regularly. I prefer the original
Disappointing flavour and texture. Not as nice as a regular munchie



Bit too sweet, nice crunch, nothing special
No real flavour, just tastes of sugar
Not overly sure on these as the taste didn't taste very cookie dough.



Just tasted of chocolate

* 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)
535	29.8	16.1	61.3	58.2	1.1	4.7	0.26
Recommended Daily Allowance (%)							
Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
24%	34%	59%	20%	194%	4%	9%	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.