

## Sides Sweet 'N Salty Chicken Bites

Iceland Foods plc

CMR Ref: 240345 14-2

Price: £4.00

Size: 400g

Overall Product Rating: Taste Test

Top Category to Market

On Pack Marketing

# 39

Score out of 50  
Average for the category: 37

|                                |     |
|--------------------------------|-----|
| For kids                       | 46% |
| To share with friends / family | 44% |
| 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](mailto:foodfax@cambridgmr.com) or call 01223 492050 for the full report on what drives consumer ratings.

### FROZEN MEAT MEAL CENTRES CATEGORY AWARDS

QUALITY

TASTE

VALUE

Reviewer Comments

Star Rating

% Who Rated

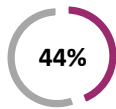
Reviewer Comments\*



Delicious chicken bites , lovely flavours work well together

Tender. Crispy. Full of flavour. The heat of the sauce was just right. My family would love them.

Lovely texture and crunch. Sweet and fiery sauce that delivers flavour not just heat. Lovely aftertaste. I'd want to eat the whole pack, no need for other things!



Very nice tasty product Not cheap but nothing is now

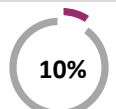
Really good chicken

Tasty but too expensive



very good

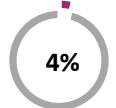
Didn't like the texture of them but the flavour was okay. More expensive than expected



The flavour was ok but the chicken was very mushy and soft

Not very crispy and not enough chicken within it. Something might eat when you get the midnight munchies

Tasty but too processed



Good texture but tasted very bland. Colour is off putting too.

\* 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) |
|---------------|---------------|-------------|----------|------------|-----------|-------------|----------|
| 235           | 8.1           | 1.4         | 24       | 0.3        | 0.8       | 16.3        | 1.5      |

#### Recommended Daily Allowance (%)

| Energy (Kcal) | Total Fat (g) | Sat Fat (g) | Carb (g) | Sugars (g) | Fibre (g) | Protein (g) | Salt (g) |
|---------------|---------------|-------------|----------|------------|-----------|-------------|----------|
| 10%           | 9%            | 5%          | 8%       | 1%         | 3%        | 33%         | 25%      |

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.