

Liquid Death Mango Sparkling Water

CMR Ref: 240004 1-11

Price: £5.50

Liquid Death

Size: 4 x 500ml

Overall Product
Rating: Taste Test

22

Score out of 50
Average for the category: 36

Top Category to Market

Not for me / us **45%**
For on the move **20%**
Would only buy on special offer **14%**

*percentage of participants who selected fit of product

On Pack
Marketing



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.

ADULT SOFT DRINKS CATEGORY AWARDS

QUALITY

TASTE

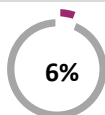
VALUE

Reviewer Comments

Star Rating

% Who Rated

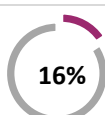
Reviewer Comments*



Nice smooth taste
Refreshing



Great flavour quite expensive
I think it's a great idea. A really good alternative for a non alcoholic drink. Would be good for a party. Quite overpriced though.
Good refreshing drink Nice flavour Great image on can



Refreshing and easy to drink but very expensive for flavoured water!
Not enough flavour
Nice flavour but would be better as still water



Could do with stronger flavour as it's more of a hint, great packaging
Bland
Very expensive for fizzy water. Same price as alcohol Also the concept doesn't match the product



Disappointed lacks flavour
Far too expensive Too sweet Awful name Can't taste the mango Can looks good
no flavour at all

* 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)
4	0	0	0.6	0.6	0	0	0

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
0%	0%	0%	0%	2%	0%	0%	0%

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.