

M&S Bao Bun (Unicorn/Panda)

Marks & Spencer Ltd

CMR Ref: 220742 22-7

Price: £3.00

Size: 120g

Overall Product Rating: Taste Test

35

Score out of 50

Average for the category: 36

Top Category to Market

Weekend treat	43%
For special occasions	26%
Not for me / us	25%

*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.

CHILLED PARTY FOOD CATEGORY AWARDS

QUALITY

TASTE

VALUE

Star Rating

% Who Rated

Reviewer Comments*

Reviewer Comments



Great taste and texture
Great idea and good quality
Great soft texture



Tasty and smell lovely
Great idea nice flavour
Light, sweet, and good shape and design, lots of flavour



Good product but not for me
Had a very strange indescribable texture felt almost fluffy.
Great for kids



Quite bland taste but I didn't like it and it was too expensive
It's not awful it's just not my taste. It's quite strong of mushrooms
Not for me ,very stodgy very sweet tasting



The packaging is aimed at children but there actually more .for adults The outside is bland and there's not.much filling
Not for me.
Really strange idea. Packaging and product look like they should be sweet. Texture is very hard. Very expensive. Looks like aimed at children, but don't think children would like them.

* 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)
208	2.3	0.5	39.5	9.9	2.7	6	0.78

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
9%	3%	2%	13%	33%	9%	12%	13%

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.