

Nescafe Gold Blend Roastery Collection Light Roast Decaf Instant Coffee

Nestlé

CMR Ref: 220800 1-12

Price: £5.00

Size: 95g

Overall Product Rating: Taste Test

Top Category to Market

On Pack Marketing



39

Score out of 50

Average for the category: 38

Would only buy on special offer **46%**
 For midweek **44%**
 A good standby **35%**

*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.

COFFEE CATEGORY AWARDS

QUALITY

TASTE

VALUE



Reviewer Comments

Star Rating

% Who Rated

Reviewer Comments*



Really nice flavour foe a Decaff Coffee. I really enjoyed it. Nice easy drink and nice storage
 Lovely tasting coffee I always have decaff and this is one of the best
 Lovely aroma and taste Couldn't tell it decaff so a huge bonus



Good coffee but expensive
 Tastes brilliant for a decaff not really noticeable which are nice. Expensive wouldn't drink all the time
 Nice flavour. Very expensive for the amount but would buy it as a special treat.



Really good flavour
 Fragrant
 Great tasting product and flavour



Too strong and bitter
 Very bitter and too strong. Really like the packaging, but too expensive.
 Not a very special cup of coffee and Quite expensive



Very expensive and not very strong, can only just taste coffee

* 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)
1	0	0	0	0	0.3	0.1	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%	0%	1%	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.