

Oreo Vanilla Latte Sandwich Biscuits

Mondelez International

CMR Ref: 240362 14-9

Price: £1.30

Size: 157g

Overall Product Rating: Taste Test

Top Category to Market

On Pack Marketing

45

Score out of 50
Average for the category: 41

Weekend treat	52%
To share with friends / family	48%
For kids	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.

SWEET BISCUITS CATEGORY AWARDS

QUALITY

TASTE

VALUE



Reviewer Comments

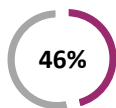
Star Rating

% Who Rated

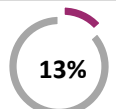
Reviewer Comments*



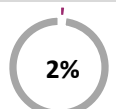
Love Oreo and love coffee so this is a fab combination!
Strong coffee flavour
Crispy biscuits but not hard. Great flavour



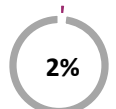
Lovely coffee flavoured biscuit, nice and crunchy but very sweet
Nice size
Great taste & new idea



Usual good Oreo product Tasty reasonably priced
A nice quirky product and I love a coffee flavour
Not bad but not as good as the original.



Too sweet, not a good flavour.



Too sweet, not a good flavour.

* 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)
492	22	7.3	68	43	2.2	4.3	0.57
Recommended Daily Allowance (%)							
Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
22%	25%	27%	23%	143%	7%	9%	10%

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.