

## Popworks Sweet & Salty Sharing Popped Crisps

## Pop Works

CMR Ref: 220748 23-9

Price: £1.90

Size: 85g

Overall Product Rating: Taste Test

Top Category to Market

On Pack Marketing

# 38

Score out of 50  
Average for the category: 39

Weekend treat	54%
To share with friends / family	46%
For kids	39%

\*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.

### NON POTATO SNACKS CATEGORY AWARDS

QUALITY

TASTE

VALUE

Star Rating

% Who Rated

Reviewer Comments\*

Reviewer Comments



Great taste and texture

Lots of flavour, good shape and texture

Great flavour and texture. Great alternative to popcorn



Actually really like this didn't think I would. Not sure about the triangle shape. Really like the flavour and texture. Expensive so would only buy on offer.

Lovely texture

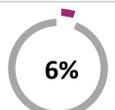
Very tasty. crispy and delicious. not too bad healthwise



Healthy

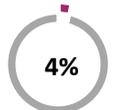
It's a very strange crisp but quite tasty.

If on offer for a pound I would buy. Quite a light snack



Very expensive. It's the same taste as popcorn just a different shape. Very morish

To me very bland and therefore I would not purchase



Tasteless Bad texture

Lack of taste, nothing taste

\* 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)
448	14	1.2	72	8.9	4.6	6.7	0.9
Recommended Daily Allowance (%)							
Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
20%	16%	4%	24%	30%	15%	13%	15%

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.