

Sour Patch Kids Original

Mondelez International

CMR Ref: 230489 15-7

Price: £1.25

Size: 130g

Overall Product Rating: Taste Test

Top Category to Market

On Pack Marketing



46

- For kids **89%**
- Weekend treat **46%**
- To share with friends / family **44%**

Score out of 50
Average for the category: 41

*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.

CONFECTIONERY (SUGAR) CATEGORY AWARDS

QUALITY

TASTE

VALUE



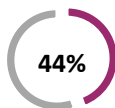
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Star Rating

% Who Rated

Reviewer Comments*

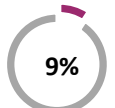
Reviewer Comments



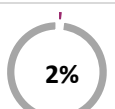
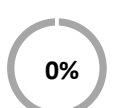
Really nice
A good tasty sweet that my grandkids love
Great quality



Great price and a real treat
Tasty but a lot of sugar
Good flavour and texture



A good taste, sounds just right and not too clingy to your teeth!!
Not healthy Good strong flavour and texture
A nice chewy sweet. Not too sour not too sweet. Good chewable texture



* 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)
326	0.2	0.1	77	63	0	2.8	0.04

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
14%	0%	0%	26%	210%	0%	6%	1%



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.