

Horlicks Apple Pie

Aimia Foods

CMR Ref: 230661 1-12

Price: £2.50

Size: 370g

Overall Product
Rating: Taste Test

22

Score out of 50
Average for the category: 36

Top Category to Market

Not for me / us **59%**
For midweek **22%**
A good standby **10%**

*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.

HOT CHOCOLATE & DAIRY DRINKS CATEGORY AWARDS

QUALITY

TASTE

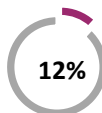
VALUE

Reviewer Comments

Star Rating

% Who Rated

Reviewer Comments*



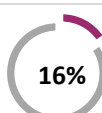
Great taste Good aroma Feel good drink Different
I was really pleasantly surprised at this lovely subtle taste of this and would definately buy this and now try the other Horlicks flavours I have seen recently!!
Nice and warming



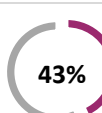
Nice flavour
Easy to drink
Quite nice to have a different flavour



A very average product. Not much flavour
not strong enough in flavour, nice packaging, not eco friendly though
Prefer normal horlicks



Very strange concept and very sweet, not for me
Not for me. Too sweet. I wasn't a fan at the flavour.
Far too sweet, didn't really taste of apple



Has a pudding taste but no taste of apple. Would be better made with milk
Very sweet and didn't really taste apple pie I much prefer the original
Awful. Watery. Not comforting like horlicks. Artificial.

* 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)
119	0.3	0.2	24.9	18.1	0.3	4	0.25

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
5%	0%	1%	8%	60%	1%	8%	4%

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.