

The Collective Dairy Brekki Blueberry

The Collective Dairy UK

CMR Ref: 240379 14-11

Price: £1.20

Size: 110g

Overall Product Rating: Taste Test

29

Score out of 50
Average for the category: 35

Top Category to Market

For kids **62%**
Not for me / us **31%**
For midweek **21%**

*percentage of participants who selected fit of product

On Pack Marketing



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.

DAIRY DRINKS CATEGORY AWARDS

QUALITY

TASTE

VALUE

Reviewer Comments

Star Rating

% Who Rated

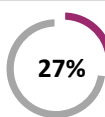
Reviewer Comments*



Much better than expected

Great for kids

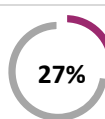
Great fruity flavour with a sour aftertaste



Lovely yoghurt, not overly sweet quite expensive for amount of yogurt in pouch

Good product but very expensive and would only really purchase for a baby

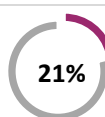
Great for breakfast on the move . Good flavour . Quite expensive



Has a nice taste

Great for on the move. Blueberry taste not as strong as expected. Fun and colorful packaging.

Good taste but very expensive and packaging only suitable for kids



Pretty bland product Not for me Just very average

Healthy snack but not for me

Ideal for children. I found it very bland in taste and flavour



awful

Not something I enjoyed

Didn't like this product

* 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)
74	2.4	1.5	9.5	6.6	0.7	3.1	0.06

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
3%	3%	5%	3%	22%	2%	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.