

Weetabix Chocolatey Hazelnut Melts

Weetabix Ltd

CMR Ref: 240408 18-1

Price: £3.10

Size: 360g

Overall Product Rating: Taste Test

Top Category to Market

On Pack Marketing

34

For kids	67%
A good standby	42%
For midweek	40%



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.

CEREALS CATEGORY AWARDS

QUALITY

TASTE

VALUE

Reviewer Comments

Star Rating

% Who Rated

Reviewer Comments*



Really crunchy
Great taste and texture
Very tasty



A lovely cereal with a good crunch
Crunchy and filling
Really tasty



The outrage is disappointing. It is too thick and tastes stale. Would like more filling. Very expensive.
Probably better for kids
Very basic and plain. Cheap chocolate



Very expensive, dry in texture and very sweet
Too much flavour of hazelnut but not enough chocolate flavour
A poor version of what is already available. Not for me. Disappointing product from a favourite brand



* 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)
431	15	2.2	60	18	12	8	0.23
Recommended Daily Allowance (%)							
Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
19%	17%	8%	20%	60%	40%	16%	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.