

M&S Chilli Cheese Clouds

Marks & Spencer Ltd

CMR Ref: 240014 2-8

Price: £1.25

Size: 20g

Overall Product Rating: Taste Test

36

Score out of 50

Average for the category: 39

Top Category to Market

For on the move **60%**
Weekend treat **48%**
For midweek **42%**

*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.

NON POTATO SNACKS CATEGORY AWARDS

QUALITY

TASTE

VALUE

Star Rating

% Who Rated

Reviewer Comments*

Reviewer Comments



Love these. Packaging great

The cheese and the texture and the chilli- a great combination and very tasty

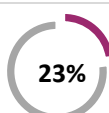
Very nice flavour and ok value



Really like the flavour and heat, texture is strange at first but I'd imagine I'd get use to it . Pack could be bigger

Really good novel product. Nice cheese flavour followed by a strong chilli kick.

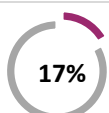
Nice crunchy texture, very cheesy and a lingering chilli hit.



Seems expensive for such a small bag however the taste was lovely! Could taste the cheese and tasted buttery with a hint of spice at the end

Nice flavour but texture is a bit too soft

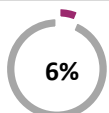
Overpriced cheese puff



It was fine but what you need is a big bag to share with people, not just a few in a tiny bag

The packaging looked nice but overall I just don't think it would be bought over a different option on the shelf

Very expensive for how little you actually get but they do taste very good



Packaging was very appealing but product was very disappointing. No taste at all, not enough filling and very dry. Would not buy this

I didn't like the burnt cheese taste at all. This was disappointing as the packaging was good and it looked appetising

* 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)
578	44	27.9	5.2	0.5	2.7	38.9	2.95

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
26%	50%	101%	2%	2%	9%	78%	49%



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.