

Heinz Pickle Tomato Ketchup

H.J. Heinz Foods UK Ltd.

CMR Ref: 240208 7-6

Price: £3.00

Size: 400ml

Overall Product Rating: Taste Test

39

Score out of 50
Average for the category: 38

Top Category to Market

- To share with friends / family **43%**
- For midweek **40%**
- A good standby **38%**

*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.

TABLE SAUCES CATEGORY AWARDS

QUALITY

TASTE

VALUE



Reviewer Comments

Star Rating

% Who Rated

Reviewer Comments*



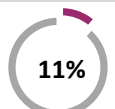
Strong pickle flavour which I loved, classic ketchup texture, really good for dipping
Great pickle flavour and a good texture
A new take on ketchup, usual high standard for brand. Rich, tangy and tasty



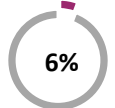
I can imagine that this would be lovely on a burger but it's very tasty
Slightly different, but quite expensive.
Good gherkin taste, reminded me of the taste inside a McDonalds burger, made a change



Nice flavour
Prefer normal ketchup
Liked the flavour. But just too expensive and too much sugar in the product for me



You could easily buy this thinking it was plain tomato. The packaging needs to be more pickle-y
Did not like the taste of this
Pickle is a little too strong



Why ruin a good flavour Call it something else' not ketchup The bottle will be easily be mistaken Tastes of gerkin
Do not like the pickle flavour
Has the classic ketchup texture but not enough of the classic ketchup taste, too much pickle flavour

* 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)
102	0.1	<0.1	23	23	0	1.2	1.8

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
5%	0%		8%	77%	0%	2%	30%



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.