

Tried & Tested by people like you...

Dairylea Snackers Cheese & Crackers with Mini Cadbury **Buttons**

Mondelez International

CMR Ref: 240011 1-8

Overall Product

Rating: Taste Test

Score out of 50 Average for the category: 32 Price: £1.60

On Pack Marketing

For kids 57%

Top Category to Market

Not for me / us 35%

For on the move 14%





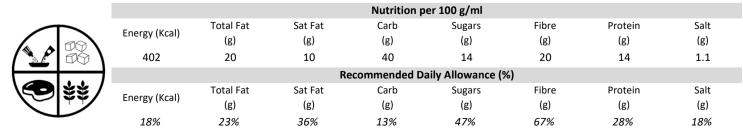
Size: 64g

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.

COLD SAVOURY SNACKS CATEGORY AWARDS

TASTE QUALITY **VALUE**

	Star Rating	% Who Rated	Reviewer Comments*
Reviewer Comments	****	10%	Like that it comes with chocolate
			Perfect for kids when out and about
			Great for kids packed lunches
	****	20%	Good combination of flavours but expensive
			Great to have the chocolate as well
			Great for children
	****	31%	Great as an on the go snack for children. A bit expensive for what you get.
			Quite expensive ok for children
			Always a winner the kids. Easy for them to snack on for school lunch and exciting for them to build
	****	18%	It all tasted good on its own but chocolate and cheese together is just weird and didn't really go
			Only good for children.cheese is very bland. Not enough chocolate buttons. Very expensive.
			Standard chocolate buttons But the crackers and cheese too mild and no flavour
	****	22%	Very random and not very healthy, chocolate buttons were the best bit
			Cracker was sweet and powdery. Cheese had no taste. Really unhealthy.
			Not very healthy snack for kids



* Reported verbatim as made by our reviewers

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.

