

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

Mondelez International

CMR Ref: 240011 1-8

Price: £1.60

Size: 64g

Overall Product  
Rating: Taste Test

# 28

Score out of 50  
Average for the category: 32

Top Category to Market

For kids **57%**  
Not for me / us **35%**  
For on the move **14%**

On Pack  
Marketing



Want to know more about the sales potential of this product?

Email [foodfax@cambridgemr.com](mailto:foodfax@cambridgemr.com) or call 01223 492050 for the full report on what drives consumer ratings.

### COLD SAVOURY SNACKS CATEGORY AWARDS

QUALITY

TASTE

VALUE

Reviewer Comments

Star Rating	% Who Rated	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



Nutrition per 100 g/ml							
Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
402	20	10	40	14	20	14	1.1
Recommended Daily Allowance (%)							
Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
18%	23%	36%	13%	47%	67%	28%	18%

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.