

Cadbury Creamy Chocolate Caramel Milkshake

Müller Dairies (UK) Ltd

CMR Ref: 240209 8-12

Price: £2.00

Size: 250ml

Overall Product Rating: Taste Test

Top Category to Market

On Pack Marketing

33

For kids **50%**
Weekend treat **40%**
Not for me / us **26%**



Score out of 50

Average for the category: 35

*percentage of participants who selected fit of product

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.

DAIRY DRINKS CATEGORY AWARDS

QUALITY

TASTE

VALUE

Reviewer Comments

Star Rating

% Who Rated

Reviewer Comments*



Cadburys never fails to please. Great chocolate taste, really enjoyable drink.

Thick with a lovely taste

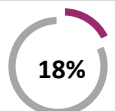
Nice and sweet



Good but expensive

Lovely taste and as usual good quality from Cadbury

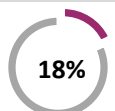
Lovely flavour. Thick and chocolatey. Would only buy if on offer as quite expensive.



Ok flavour

Very thick consistency.

Nice for kids



Initially tastes good but tasted a bit sickly after a while

Very thick very expensive

I think kids would love it. But it's very thick and not refreshing. Feels like a dessert, not a drink.



Not for me!! Too thick. I'd rather save the calories and eat it as a chocolate bar.

Poor texture & poor taste

Terrible product, too thick and full of bad stuff, too many ingredients

* 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)
111	4.5	2.7	13.2	10.8	0.5	4.1	0.18

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
5%	5%	10%	4%	36%	2%	8%	3%

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.