

Pip & Nut Limited Edition Hackney Gelato Salted Caramel
Almond Butter

Pip & Nut Ltd

CMR Ref: 230477 15-8

Price: £3.50

Size: 170g

Overall Product
Rating: Taste Test

30

Score out of 50

Average for the category: 36

Top Category to Market

Not for me / us **30%**
Would only buy on special offer **28%**
Weekend treat **28%**

*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.

NUT BUTTER & SWEET SPREADS CATEGORY AWARDS

QUALITY

TASTE

VALUE

Reviewer Comments

Star Rating

% Who Rated

Reviewer Comments*



Really like the idea

A lovely taste. Great for a treat. Would be good on ice cream. definitely would buy

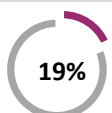
Very tasty but a bit expensive



Good flavour

Did not enjoy texture

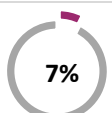
Good caramel flavour but quite expensive



Nice taste but a bit too runny

Great tasting product but a very strange texture

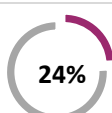
Nice flavour



Too claggy and over priced

It's just so average and not worth the money!

On trend but not for me odd texture



Far too runny, tastes nothing like expected, mixture of peanut butter and Nutella but runny

The texture is awful

Runny and unpleasant flavour....not for me

* 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)
567	49.8	7.8	11.4	10.7	9.8	17.9	0.5

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
25%	57%	28%	4%	36%	33%	36%	8%

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.

