

Magnum Double Starchaser Chocolate Caramel & Popcorn Flavour

Unilever UK

CMR Ref: 230167 5-6

Price: £4.00

Size: 3 Pack

Overall Product Rating: Taste Test

42

Score out of 50

Average for the category: 42

Top Category to Market

Weekend treat **82%**
 For special occasions **50%**
 To share with friends / family **34%**

*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.

INDIVIDUAL ICE CREAMS CATEGORY AWARDS

QUALITY

TASTE

VALUE



Reviewer Comments

Star Rating

% Who Rated

Reviewer Comments*



Delicious, moreish, tasty, but too expensive at full price

Good taste, plenty caramel, nice popcorn flavour

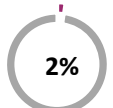
Great taste and good amount of caramel



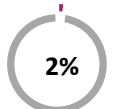
Normal magnum quality. Taste and smell lovely. Thick dark chocolate. Expensive so would probably buy if on offer.

Good caramel flavour

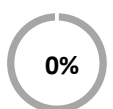
Very good flavour and indulgent



It was too sweet and I didn't like the flavour much. Ok for kids



Too expensive and Not very nice. The ice Cream tastes like cardboard, very odd 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)
324	17	11	39	31	0	3.5	0.28

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
14%	19%	40%	13%	103%	0%	7%	5%

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.