

## Cadburys White Crème Egg Single

## Mondelez International

CMR Ref: 230181 5-7

Price: £0.60

Size: 40g

Overall Product Rating: Taste Test

Top Category to Market

On Pack Marketing

# 40

- For kids **57%**
- Weekend treat **53%**
- For special occasions **28%**



Score out of 50  
Average for the category: 39

\*percentage of participants who selected fit of product

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.

### INDIVIDUAL CHOCOLATE CONFECTIONERY CATEGORY AWARDS

QUALITY

TASTE

VALUE

Star Rating

% Who Rated

Reviewer Comments\*

Reviewer Comments



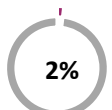
Simply delicious but can't eat very often as incredibly sweet  
Absolutely loved it, Good to have something different on the creme egg front.  
Great tasting creme egg enhanced with white chocolate



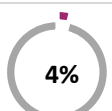
Very sweet , but yummy  
Good taste and nice cream  
very creamy.



Quite sickly  
Great for kids  
Average rating as not as nice or appealing in white chocolate as very sickly.



far too sweet, nice tasting filling



\* 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)
444	15	9.2	74	67	0	2.6	0.22

#### Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
20%	17%	33%	25%	223%	0%	5%	4%

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.