

Heinz Beanz Pizza

Iceland Foods plc

CMR Ref: 220747 5-1

Price: £3.00

Size: 403g

Overall Product Rating: Taste Test

Top Category to Market

On Pack Marketing

30

Score out of 50

Average for the category: 39

For kids **47%**
A good standby **32%**
For midweek **30%**



*percentage of participants who selected fit of product

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.

FROZEN VEGETARIAN PIZZAS CATEGORY AWARDS

QUALITY

TASTE

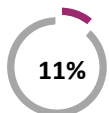
VALUE

Reviewer Comments

Star Rating

% Who Rated

Reviewer Comments*



Unique flavour, very soft and cheesy

Lovely taste and texture. Recommended for lovers of baked beans!!

Tasty, soft, cheesy, beans taste great



very tasty, plenty of beans

Good quick meal especially for children Nice crispy base & cheesy

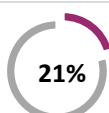
Didn't think it would taste nice but really surprised...great for kids and a mid week meal.... taste like cheesy beans



Base is too thin

Feels a little unnecessary

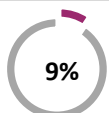
Rather expensive for a frozen pizza



It's beans on a pizza

Crust is nice. Very sloppy and wet. The naked beans does not go with the pizza idea.

Different but very expensive



Expensive Poor quality Cheese flavour not strong enough Tomato sauce from beans on a pizza doesn't work Tastes like a cheap base

It just tasted like a bog standard cheese and tomato pizza with beans stuck on

Not appealing and tastes like a basic cheese pizza and some beans too expensive

* 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)
217	7.2	2.5	27.9	3.2	3.3	8.5	0.9

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
10%	8%	9%	9%	11%	11%	17%	15%



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.