

The Collective Limited Edition Gourmet Strawberry Matcha
Yogurt

The Collective Dairy UK

CMR Ref: 240211 7-9

Price: £3.10

Size: 425g

Overall Product
Rating: Taste Test

42

Score out of 50
Average for the category: 44

Top Category to Market

Weekend treat	42%
For midweek	34%
Would only buy on special offer	32%

*percentage of participants who selected fit of product

On Pack
Marketing



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.

FLAVOURED YOGURTS / FROMAGE FRAIS CATEGORY AWARDS

QUALITY

TASTE

VALUE



Reviewer Comments

Star Rating

% Who Rated

Reviewer Comments*



Great taste and texture good quality

Lovely, creamy & thick.

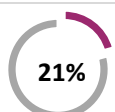
Really delicious. I love the thick, creamy texture with the chunks of strawberry. I could eat the whole pot! I'll be picking up a pot for sure.



Lovely tasting yoghurt Average price

Really nice flavour, nice and thick, fruity and a big pot

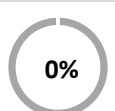
Really enjoyable, thick and good flavour



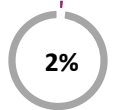
Lovely and tasty but not that healthy

Delicious flavour but overpriced. Not special enough to justify the high price

Good flavour and texture. Nice mix of flavours. Would only buy in special offer



Not much flavour, creamy texture, quite bland, 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)
111	4.9	3	12	12	0	4.6	0.15

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
5%	6%	11%	4%	40%	0%	9%	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.