

Starbucks Caramel Hazelnut Protein Drink With Coffee

Arla Foods

CMR Ref: 240289 14-12

Price: £1.75

Size: 330ml

Overall Product Rating: Taste Test

37

Score out of 50
Average for the category: 35

Top Category to Market

For on the move	46%
Would only buy on special offer	27%
Weekend treat	27%

On Pack Marketing



*percentage of participants who selected fit of product

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.

DAIRY DRINKS CATEGORY AWARDS

QUALITY

TASTE

VALUE

Reviewer Comments

Star Rating

% Who Rated

Reviewer Comments*



Delicious, lovely idea , not too sweet great flavour

Lovely flavour

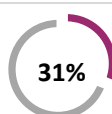
good



Easy to drink

Great taste. Not sure how much protein is in a normal caramel latte drink so would be good to know in comparison.

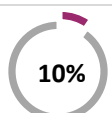
Good taste and amount of protein



Quite a good taste Reasonable price

Nice flavour but too expensive

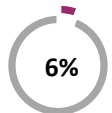
Great flavour. Ideal for a car journey etc.



Strong aftertaste

Not for me as didn't like the aftertaste

Very artificial aftertaste, not refreshing at all



Awful did not taste good at all. Would give zero stars if I could.

Very watery and not much taste

It an expensive and I just wouldn't buy it. I would see it as wasting calories and money as well as not being healthy.

* 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)
51	1.1	0.7	4	3.8	0	6.1	0.13

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
2%	1%	3%	1%	13%	0%	12%	2%



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.