

M&S The 70/30 Medium Sliced Loaf

Marks & Spencer Ltd

CMR Ref: 240417 18-2

Price: £0.75

Size: 800g

Overall Product Rating: Taste Test

Top Category to Market

On Pack Marketing

46

For midweek **79%**
 For kids **56%**
 A good standby **48%**



Score out of 50
 Average for the category: 46

*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.

BREAD LOAVES CATEGORY AWARDS

QUALITY

TASTE

VALUE

Star Rating

% Who Rated

Reviewer Comments*

Reviewer Comments



A good soft fresh loaf which is excellent value

Really fresh

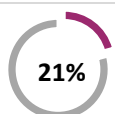
Lovely soft texture



Good value bread. Nice flavour and texture easy to eat and a good way to get kids to eat more fibre

Good loaf of bread, nice and fresh and a healthier alternative

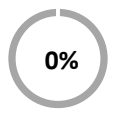
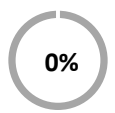
Tastes like good normal bread



Good soft fresh bread

Great value. Average bread. Fresh and soft.

Good soft texture and taste but a little stodgy. However good value and would encourage a child to eat brown if stuck on white bread.



* 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)
232	2.4	0.6	40.7	2.8	4	10	0.83

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
10%	3%	2%	14%	9%	13%	20%	14%



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.