

## Maryland Minis White Choc

## Burton's Biscuit Company

CMR Ref: 240323 12-11

Price: £0.90

Size: 6 x 19.8g

Overall Product Rating: Taste Test

# 45

Score out of 50  
Average for the category: 41

Top Category to Market

For kids **79%**  
A good standby **44%**  
For on the move **40%**

\*percentage of participants who selected fit of product

On Pack Marketing



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.

### CHOCOLATE BISCUITS CATEGORY AWARDS

QUALITY

TASTE

VALUE



Reviewer Comments

Star Rating

% Who Rated

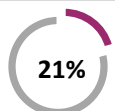
Reviewer Comments\*



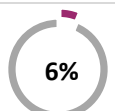
Good quality cookies which are a nice twist on a known product  
These are lovely and reasonably priced too!  
Really affordable for a brand. Great little snacks or pack lunch box fillers



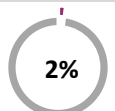
Lovely cookies at a very good price  
Good flavour and good price  
A good blend of flavours



Not much chocolate flavour, good biscuit, could do with bigger packets  
A bit dry  
Too sweet for me!! I prefer the original dark choc chips. But I know kids wouldn't mind.



Don't like them.  
Sweet small packets good for children  
Nice for family



Old fashioned, I think! Just very bland and boring. Would rather have a fresh BIG cookie!

\* 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)
483	22	11	65	31	2.1	5.5	0.58
Recommended Daily Allowance (%)							
Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
21%	25%	40%	22%	103%	7%	11%	10%

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.