

Mars Croissant

United Food Brands Ltd

CMR Ref: 240237 14-10

Price: £2.00

Size: 4 x 48g

Overall Product Rating: Taste Test

34

Score out of 50
Average for the category: 41

Top Category to Market

For kids	48%
Not for me / us	33%
Weekend treat	29%

*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.

BAKERY CATEGORY AWARDS

QUALITY

TASTE

VALUE

Reviewer Comments

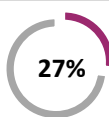
Star Rating

% Who Rated

Reviewer Comments*

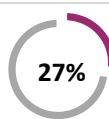


I really loved this product Good price Lovely taste Good packaging
Soft pastry which has a lot of lovely chocolate filling
Really tasty

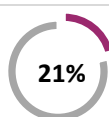


Nice taste
A special treat product, very sweet but taste fresh. Good value for money
Was expecting more flavour

10



Nice idea but very stodgy and sweet
Great taste but not very healthy
Bit stodgy. Could be a good option on the move.



The pastry tasted doughy. The chocolate flavour was quite nice.
There is cheaper and better tasting out there
Does not feel worth the calories. Poor texture and a little artificial vibes.



awful
Tastes artificial, not nice at all
Sickly sweet, not for me

* 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)
492	29	12	51	22	0	6.5	0.68

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
22%	33%	44%	17%	73%	0%	13%	11%

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.