

Tesco Brie & Beech Smoked Bacon with Chilli Jam Limited
Edition Sandwich

Tesco Stores Ltd

CMR Ref: 240097 2-3

Price: £2.85

Size: Per Pack

Overall Product
Rating: Taste Test

37

Score out of 50
Average for the category: 35

Top Category to Market

For on the move **79%**
For midweek **56%**
Would only buy on special offer **26%**

*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 or call 01223 492050 for the full report on what drives consumer ratings.

COLD SANDWICHES / WRAPS CATEGORY AWARDS

QUALITY

TASTE

VALUE

Reviewer Comments

Star Rating

% Who Rated

Reviewer Comments*



New combination I've not seen before but works well, chilli jam bringing a nice flavour into it. Seeded bread always a better choice than white.

Very tasty and with a great kick- a very nice sandwich

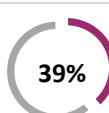
Excellent taste and quality. Every so slightly soggy bread if I'm being critical, but I really enjoyed this



Lovely combination. Value for money

I enjoyed it. Tasted nice and slightly different to why you'd normally see on a shelf.

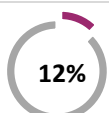
Nice balance of flavours- sweet and savoury. Overall nice texture. Tasted fresh for a packaged sandwich.



The product was lacking filling and flavour balance. The bread on the outside was firm and quite dry.

Sounds delicious, but underwhelmed by the taste. Packing wasn't very eye catching, very dark

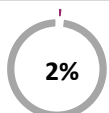
Slightly on the expensive side. Good mixture of flavours. Not sure about the black packaging. Texture of the bread was slightly hard



Didn't taste of much and was a bit dry

Just not to my taste buds

Not very nice bread. Seasoning and bacon nice flavour. Couldn't distinguish the Brie flavour



The cheese was a really poor quality and so you had this disgusting taste in your mouth. Aftertaste is nice of the jam but the cheese ruined it throughout. Black packaging for a sandwich is not appealing

* 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) |
|---------------|---------------|-------------|----------|------------|-----------|-------------|----------|
| 266 | 11.1 | 5.2 | 29.7 | 6.3 | 2 | 10.9 | 1.01 |

Recommended Daily Allowance (%)

| Energy (Kcal) | Total Fat (g) | Sat Fat (g) | Carb (g) | Sugars (g) | Fibre (g) | Protein (g) | Salt (g) |
|---------------|---------------|-------------|----------|------------|-----------|-------------|----------|
| 12% | 13% | 19% | 10% | 21% | 7% | 22% | 17% |

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.