

M&S Spanish Chorizo Crisps

Marks & Spencer Ltd

CMR Ref: 240588 27-2

Price: £1.80

Size: 25g

Overall Product Rating: Taste Test

28

Score out of 50
Average for the category: 34

Top Category to Market

Not for me / us	37%
Weekend treat	30%
Would only buy on special offer	28%

*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.

NON POTATO SNACKS CATEGORY AWARDS

QUALITY

TASTE

VALUE

Reviewer Comments

Star Rating

% Who Rated

Reviewer Comments*



Very tasty, good crisp texture, nice and thin, good for snacking, expensive

Great taste

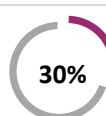
Lovely crispy texture and strong Smokey chorizo flavour but the price could be offputting



A great product but too pricy

Great flavour quite crispy ddifferent

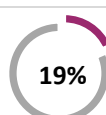
Great product good flavour bit pricey



Ok but not actual as iwasexpecting

Nice little snack for on the go. A little bit pricey to buy too often. Something a little different and healthier than the usual crisps.

Not sure the kids would like rhem



Lacking flavour very chewy

Featureless very nice and not good health wise, small amount in packet

A very odd concept, just tastes like meat that's been left out overnight



Dreadful texture

Horrible texture and taste and expensive

Really greasy. Don't like the texture.

* 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)
542	39	14	0.6	0.5	2.5	46	5.8

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
24%	45%	51%	0%	2%	8%	92%	97%

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.