

## Activia Kefir Natural Gut Health Yoghurt Drink

## Activia

CMR Ref: 240509 22-3

Price: £1.60

Size: 280ml

Overall Product Rating: Taste Test

Top Category to Market

On Pack Marketing

# 32

For midweek **39%**  
 For on the move **33%**  
 Would only buy on special offer **33%**



Score out of 50  
 Average for the category: 34

\*percentage of participants who selected fit of product

Want to know more about the sales potential of this product?

Email [foodfax@cambridgmr.com](mailto:foodfax@cambridgmr.com) or call 01223 492050 for the full report on what drives consumer ratings.

### DAIRY DRINKS CATEGORY AWARDS

QUALITY

TASTE

VALUE

Star Rating

% Who Rated

Reviewer Comments\*

Reviewer Comments



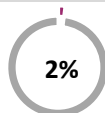
Lovely and refreshing great taste  
 Really nice and very easy to drink  
 Very tasty, love the taste of it & the health benefits it has



Good flavour and quality  
 Deliciously creamy tasting kefir. A little expensive but worth the extra for the health value  
 Great flavour and health benefits, a little bit thick but refreshing



Quite bland. Packaging is boring. Pricey.  
 Expensive product Tastes good and easy to drink Quite thick  
 Flavour is.ok, but nothing special. Quite expensive.



Expensive not refreshing not an easy drink. Very difficult to open the bottle



Not a nice taste Not for me really  
 Hate the flavour of this  
 The texture is too chalky and nutty whilst the flavour is just like a slightly off cream

\* 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)
59	3.3	2.1	4.1	4.1	N/A	3.3	0.13

#### Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
3%	4%	8%	1%	14%	7%	2%	

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.