

Deli Kitchen everything wraps

Signature Flatbreads UK Ltd

CMR Ref: 240512 22-2

Price: £1.75

Size: 6x366g

Overall Product Rating: Taste Test

43

Score out of 50
Average for the category: 45

Top Category to Market

For midweek **63%**
A good standby **53%**
To share with friends / family **51%**

*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.

ROLLS / WRAPS CATEGORY AWARDS

QUALITY

TASTE

VALUE

Star Rating

% Who Rated

Reviewer Comments*

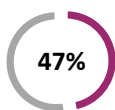
Reviewer Comments



Very tasty and fresh

The addition of the seeds really gives it a nice flavour

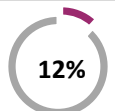
Lovely texture and flavour, great bread substitute



Lots of seeds. Plenty of flavours. Good alternative to plain wraps.

Soft texture and a nice flavour

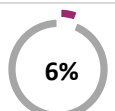
Like the flavour. Different to other wraps. Fresh and tasty.



Quite expensive and quite aftertaste

Very expensive but a really soft texture and taste

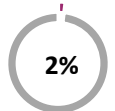
Taste is good and a nice different flavour for a wrap although pricey for 6



Had a very odd almost stale flavour. Not nice

Just not great. I don't love wraps and this is not a good one to wine me round

Seed in the wrap were not a nice texture in my mouth and the wrap tasted if just plain bread



Really didn't like the taste

* 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)
303	5.4	2.4	54.2	3.1	3.5	7.9	1.32

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
13%	6%	9%	18%	10%	12%	16%	22%

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.