

Jordans Popped Oat Crunch Chocolate

W Jordan (Cereals)Ltd

CMR Ref: 240595 27-1

Price: £3.60

Size: 425g

Overall Product Rating: Taste Test

34

Score out of 50
Average for the category: 35

Top Category to Market

For midweek **37%**
Would only buy on special offer **35%**
For kids **33%**

*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.

CEREALS CATEGORY AWARDS

QUALITY

TASTE

VALUE

Reviewer Comments

Star Rating

% Who Rated

Reviewer Comments*



Nice crunch, mild chocolate flavour, good quality, good size pieces

Nice & crunchy & chocolatey

Delicious and crunchy but quite expensive



Good flavour and texture but expensive

Good flavour Very chocolatey Good crunch

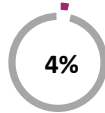
Lovely product good tasting great texture



Strong taste good texture

They taste good but very sweet and expensive for the amount

Good chocolate taste but far too expensive



Quite sweety

Not great - I'd expect more!! I want more oat and more crunch. Quite disappointed with this brand .



* 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)
414	11	1.6	64	20	12	8.5	0.01

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
18%	13%	6%	21%	67%	40%	17%	0%

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.