

## Sainsbury's Taste the Difference Banana Blonde Chocolate Sponge

Sainsbury's

CMR Ref: 240491 22-8

Price: £5.00

Size: 400g

Overall Product Rating: Taste Test

# 34

Score out of 50

Average for the category: 40

Top Category to Market

Weekend treat	67%
To share with friends / family	49%
Would only buy on special offer	45%

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

### AMBIENT / CHILLED HOT EATING DESSERTS CATEGORY AWARDS

QUALITY

TASTE

VALUE

Reviewer Comments

Star Rating

% Who Rated

Reviewer Comments\*



Indulgent and flavourful sponge cake with great toffee and banana flavour

Beautiful taste and texture

Very tasty flavour combinations with lots of toffee sauce



Good quality. Not too heavy or stodgy. Great flavour. Light sponge. Pricey

Loved the taste of it but it was too expensive

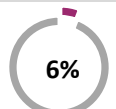
Very tasty but expensive for the size of it



Good banana flavour, sweet and soft. But too expensive

I mean, it's fine. Not worth calories. But good as a desperate last minute when entertaining. Soggy texture and doesn't taste fresh.

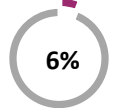
I couldn't taste banana and it was very expensive



Lovely idea and with a good sauce but falls short on taste and texture It's very soft and mushy

Very sweet and quite soggy. Expensive for portion size

Disappointing



I was really looking forward to this but it restructure like air and tasteless

Too sweet and doesn't really taste of banana

Very poor quality and doesn't live up to the 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)
424	26.9	7.5	39.2	23.2	N/A	4.5	0.46

#### Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
19%	31%	27%	13%	77%		9%	8%

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.