

M&S Lightly Salted Tortilla Stars

Marks & Spencer Ltd

CMR Ref: 240465 22-5

Price: £1.50

Size: 175g

Overall Product Rating: Taste Test

Top Category to Market

On Pack Marketing

46

Score out of 50
Average for the category: 42

To share with friends / family **76%**
Weekend treat **71%**
For special occasions **53%**

*percentage of participants who selected fit of product



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.

TORTILLA CHIPS CATEGORY AWARDS

QUALITY

TASTE

VALUE



Reviewer Comments

Star Rating

% Who Rated

Reviewer Comments*



Great flavour and texture

Amazing idea and great flavours Good crunch and lovely shapes

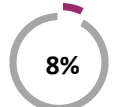
Lovely crispy crunchy texture and I particularly liked the beetroot flavour



New and diffent. Fun for christmas. Crisp and yasty.

Great idea. Love the stars. Crunchy textur. Love the colours. Boring packaging.

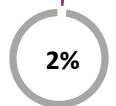
Great flavour very crispy salty



Just average but a good price

Not much taste to them

Very salty but had a good flavour and crunch



So bland, absolutely no taste, like cardboard. Extremely disappointed

* 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)
504	26	2.4	59.2	3	4.3	6.1	0.93

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
22%	30%	9%	20%	10%	14%	12%	16%

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.