

## Florette Japanese Katsu Gourmet Slaw

## Florette

CMR Ref: 240596 27-4

Price: £1.80

Size: 200g

Overall Product Rating: Taste Test

# 29

Score out of 50  
Average for the category: 40

Top Category to Market

Not for me / us	41%
To share with friends / family	22%
For midweek	22%

\*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.

### TRADITIONAL PREPARED SALADS CATEGORY AWARDS

QUALITY

TASTE

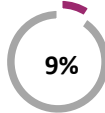
VALUE

Reviewer Comments

Star Rating

% Who Rated

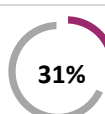
Reviewer Comments\*



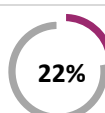
Lovely mix of ingredients & lovely flavour  
Great side to go with salad, jacket potatoes. Delicious  
Great alternative to regular slaw, creamy with a bit of heat.



Very tasty Good crunch and fineness if the shredding  
Good flavour and texture  
A Great alternative to mayo coleslaw



A good addition for a salad or with meat  
Quite like it. crunchy and fresh.  
Flavour was bland but texture was crunchy



Would much rather have regular coleslaw. The flavours do not mix well  
Strong taste but not for me  
I don't think this tasted very fresh. I can imagine this would taste better if it was. I didnt think this tasted much of katsu. Just a slight hint of curry so not overpowering.



Not for me  
Slight curry flavour, veg is soggy, poor quality, packaging is wet  
Not for me tastes quite vingery. Could not taste any curry flavour

\* 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)
95	7.4	0.6	7.2	4.2	1.9	0.9	0.4

#### Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
4%	8%	2%	2%	14%	6%	2%	7%

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.