

Pip Organic Apple Fizz

Pip Organic

CMR Ref: 240441 22-12

Price: £1.40

Size: 250ml

Overall Product Rating: Taste Test

37

Score out of 50
Average for the category: 38

Top Category to Market

For on the move **39%**
Would only buy on special offer **35%**
For kids **25%**

On Pack Marketing



*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.

CARBONATED DRINKS (FAMILY) CATEGORY AWARDS

QUALITY

TASTE

VALUE

Star Rating

% Who Rated

Reviewer Comments*

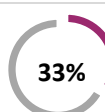
Reviewer Comments



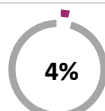
Refreshing sweet but not too sweet apple flavour
Refreshing and natural flavour
Tasty enough but a little pricey



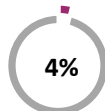
Taste and smells of apples. Natural and organic.
Needs more flavour
Nice refreshing drink. Not something I usually buy but very easy to drink



I quite liked the taste but found it expensive for the small can
Like the flavour and aroma. Not too sweet.
Good taste,



Very expensive Looked appealing Good packaging and label Too sharp and bitter flavour
Just not really for me. But a cheaper version of appletiser if you like that!



It's a bit sweet for me and expensive but I think people will like the Apple flavour
Very bitter

* 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)
26	0	0	6.2	5.9	N/A	0	0

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
1%	0%	0%	2%	20%	0%	0%	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.