Cambridge MARKET RESEARCH

Fast Foodfax
Tried & Tested by people like you...

MINDFUL BITES Vegan Organic Mini Panettone Classic

Mindful Bites

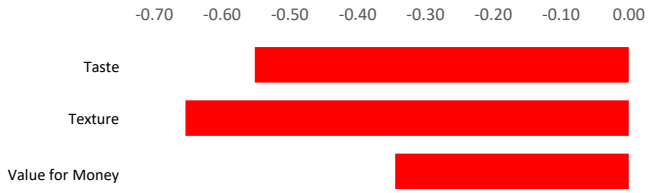
CMR Ref: 210205 17-10 | Price: £3.99 | Weight / Volume: 100g

Overall Product Rating: Taste Test

27

Score out of 50
Average for the category: 31

Key Drivers of Performance



Want to know more about the sales potential of this product?
Email foodfax@cambridgemr.com or call 01223 492050 for the full report on what drives consumer ratings.

Reviewer Ratings - Tried & Tested by People like you...

All Reviewers	49 Reviewers	2.84	out of 5
Fans (Regular buyers of this type of product)	42 Reviewers	2.90	out of 5

Reviewer Comments

Star Rating	% Who Rated	Reviewer Comments*
★★★★★	6%	*Just like the real Thing! Delicious*
		Lovely!
		Wonderful gifting packaging, light, fruity bread, a gorgeous treat
★★★★☆	31%	*Good flavour. Nice and soft to eat. I just thought the price was very high*
		Good flavour and nice fruit in there Small size and it's dry in texture
		Would only but in special offer and it's quite dry
★★★☆☆	24%	*Too dry*
		Quite dry, good mix of fruit,
		Pricey and a bit dry
★★☆☆☆	18%	*Not appealing. A bit dry and expensive*
		Very disappointing and expensive
		A bit dry
★☆☆☆☆	20%	*Dry expensive and dry*
		Too dry & very expensive
		Very dry product, sticks in yr mouth, chewy. Boring packaging.

* Reported verbatim as made by our reviewers

Ingredients

Wheat Flour*, Sultanas* 16%, Cane Sugar*, Sunflower Oil*, Sourdough Starter* (contains Wheat Flour*, Water), Candied Orange Peels* 4% (Orange Peels*, Glucose Syrup*, Cane Sugar*, Concentrated Lemon Juice*), Shea Butter*, Emulsifier: Sunflower Lecithin*, Pea Flour*, Barley Malt*, Sea Salt, Natural Citrus Flavouring, Natural Vanilla Flavouring, *From Organic Farming

Nutrition per 100 g/ml

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
374	16	7.2	50	27	2.6	6.1	0.052

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
19%	*23%*	*36%*	*19%*	*30%*	*11%*	*12%*	*1%*

Organic | Fairtrade ✗ | Gluten Free ✗ | Vegetarian | Vegan

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.