

## Mcvitie's Digestives Marmalade on Toast

CMR Ref: 200317 9-10

Price: £1.50

## Mcvitie's

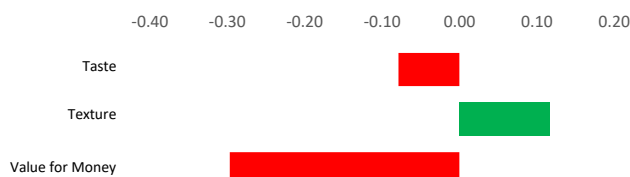
Weight / Volume: 250g

Overall Product  
Rating: Taste Test

37

Score out of 50  
Average for the category: 41

## Key Drivers of Performance



Want to know more about the sales potential of this product?

Email [foodfax@cambridgemr.com](mailto:foodfax@cambridgemr.com) or call 01223 492050 for the full report on what drives consumer ratings.

## Reviewer Ratings - Tried &amp; Tested by People like you...



## All Reviewers



3.47

51 Reviewers

out of 5



## Fans



3.84

19 Reviewers

out of 5

Regular buyers of this type of product

## Star Rating

## % Who Rated

## Reviewer Comments\*

## Reviewer Comments



24%

Nice for a change

Dark chocolate good tasted nice orange flavouring

Fab flavour, great new idea. Morerish, wouldnt last long at all



22%

Taste like chocolate orange

Good flavour, not too strong but you definitely get the orange flavour come through. Like these but a little expensive

Very nice



39%

These tasted like orange chocolate digestives, not marmalade on toast, that is misleading. They tasted of orange, more like a Jaffa cake flavour, they seemed quite small and a lot of calories for the size. Actually surprisingly tasty. Bit like a thin layer of Jaffa cake on the digestive. Not really a marmalade taste

Great idea but just taste like cho orangev



10%

Just tasted like a chocolate digestive. Orange flavour very subtle and no toast flavour

Would rather have a Jaffa cake

Lovely crunchy but is got more orange. The orange has overpowered the chocolate.



6%

I really dislike the product, I don't like marmalade on toast and don't like the orange taste to it. Really not for me.

\* Reported verbatim as made by our reviewers

## Ingredients

Flour (Wheat Flour, Calcium Iron, Niacin, Thiamin), Milk Chocolate (28%) [Sugar, Cocoa Butter, Cocoa Mass, Dried Skimmed Milk, Dried Whey (Milk), Butter Oil (Milk), Vegetable Fats (Shea, Palm), Emulsifiers (Soya Lecithin, E476), Natural Flavouring], Vegetable Oil (Palm), Wholemeal Wheat Flour, Sugar, Glucose-Fructose Syrup, Raising Agents (Sodium Bicarbonate, Malic Acid, Ammonium Bicarbonate), Salt, Natural Orange Flavouring, Natural Flavouring

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.

## Nutrition per 100 g/ml

| Energy (Kcal) | Total Fat (g) | Sat Fat (g) | Carb (g) | Sugars (g) | Fibre (g) | Protein (g) | Salt (g) |
|---------------|---------------|-------------|----------|------------|-----------|-------------|----------|
| 495           | 23.4          | 12.3        | 62.7     | 28.2       | 3         | 6.6         | 1        |

## Recommended Daily Allowance (%)

| Energy (Kcal) | Total Fat (g) | Sat Fat (g) | Carb (g) | Sugars (g) | Fibre (g) | Protein (g) | Salt (g) |
|---------------|---------------|-------------|----------|------------|-----------|-------------|----------|
| 25%           | 33%           | 62%         | 24%      | 31%        | 13%       | 13%         | 17%      |