

Cadbury Dairy Milk Out Of The Blueberry Bar

CMR Ref: 200802 13-2

Price: £1.00

Mondelez

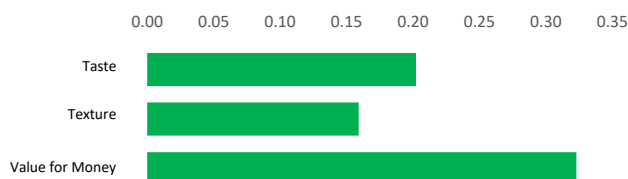
Weight / Volume: 105g

Overall Product
Rating: Taste Test

48

Score out of 50
Average for the category: 42

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



4.12

43 Reviewers

out of 5



Fans



4.15

39 Reviewers

out of 5

Regular buyers of this type of product

Star Rating

% Who Rated

Reviewer Comments*

Reviewer Comments



47%

New flavour moreish very tasty would recommend



30%

Great tasting . Brilliant new idea . Great for sharing

Excellent new product. Very appealing and tasty



14%

Great new flavour for a well known brand only criticism is the packaging content is pretty dark so difficult to notice but in terms of taste amazing
I really do like this product, it's right up my street. I love new exciting combinations in chocolate bars.
The blueberry flavour is subtle but it works really well. I would like more crispiness so maybe more good brand of classic chocolate with a clever mix of textures which as a wonderful aroma . a very morish tasting feel

The blueberry wasn't strong enough and crunchy bits overpowered it



7%

Surprisingly good. Nice flavour, not a fan of fruit in chocolate but it wasn't too sticky if you know what I mean. Will buy

It was ok but not for me



2%

Usual Cadbury taste.biscuit and blueberries a niccombination but chocolate too milky and slight oily taste

Not as good as other Cadbury bars

it's just not a fruit that goes with chocolate well

Lacks flavour

* Reported verbatim as made by our reviewers

Ingredients

Milk**, Sugar, Cocoa Butter, Cocoa Mass, Vegetable Fats (Palm, Shea, Coconut), Blueberry Pulp (2.5 %), Apple Puree, Whole Milk Powder, Emulsifiers (E442, E476, Soya Lecithins), Wheat Flour, Pineapple Fibres, Whey Powder (from Milk), Thickeners (E401, E341), Flavourings, Malted Wheat Flour, Wheat Starch, Raising Agent (E500), Colour (Anthocyanins), Glucose Syrup, Glazing Agent (Gum Arabic), Acidity Regulator (Citric Acid), Salt, Modified Starch, **The equivalent of 426 ml of Fresh Liquid Milk in every 227 g of Milk Chocolate, Milk Chocolate: Milk Solids 20 % minimum, actual 23 %, Cocoa Solids 20 %

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)
517	28	16	59	58	2.1	6.7	0.29

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
26%	40%	80%	23%	64%	9%	13%	5%