

The Real McCoy's Cheddar and Onion

CMR Ref: 210147 13-4

Price: £2.00

Iceland

Weight / Volume: 700g

Overall Product
Rating: Taste Test

35

Score out of 50
Average for the category: 40

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



3.12

52 Reviewers

out of 5



Fans



3.36

33 Reviewers

out of 5

Regular buyers of this type of product

Reviewer Comments



15%

Really tasty, very fluffy texture

Great taste and texture

Great taste, very strong flavour



27%

Surface area could be bigger. Chips were very crispy and hard. Not much Potatoe in the middle. Too small and too crispy

Loved these good taste appearance price ok too

I enjoyed this product. I thought it was quite tasty and the texture was nice too



29%

Very tasty like the crisps but the size need to be bigger, too many crumbs in there and there needs to be more potato filling

Bit too soggy

Found these very soggy flavour was



12%

Don't like the taste of these but can see that they're quite a good idea

Texture is a bit soft, flavour is lacking

Too cheesy and dry for me. The cheese is not subtle and far too strong. Tastes a fake cheese taste. I like the idea of the product though looking like crisps but being chips



17%

Love the idea and packaging. Hard the smell. Far too salty. Soggy.

Utterly disgusting. Far too cheesy. Not appetizing at all. Soggy

Really bad aroma No cheese or onion flavour Very off putting Far too much salt Artificial taste

* Reported verbatim as made by our reviewers

Ingredients

Potato (88%), Sunflower Oil, Cheese & Onion Flavour Seasoning (Onion Powder, Salt, Flavouring), Modified Potato Starch, Rice Flour, Potato Starch, Salt, Dextrin, Dextrose, Raising Agents: Sodium Carbonates, Diphosphates; Thickener: Xanthan Gum; Capsicum Extract, Turmeric Extract.

Nutrition per 100 g/ml

| Energy (Kcal) | Total Fat (g) | Sat Fat (g) | Carb (g) | Sugars (g) | Fibre (g) | Protein (g) | Salt (g) |
|---------------|---------------|-------------|----------|------------|-----------|-------------|----------|
| 278 | 9.6 | 1.2 | 42 | 0.9 | 4.8 | 3.6 | 2.3 |

Recommended Daily Allowance (%)

| Energy (Kcal) | Total Fat (g) | Sat Fat (g) | Carb (g) | Sugars (g) | Fibre (g) | Protein (g) | Salt (g) |
|---------------|---------------|-------------|----------|------------|-----------|-------------|----------|
| 14% | 14% | 6% | 16% | 1% | 20% | 7% | 38% |

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.