

Pimm's Strawberry Tangerine & Mint Preserve

Pimm's

CMR Ref: 190816

Price: £2.49

Weight / Volume: 330g

Overall Product Rating: Taste Test

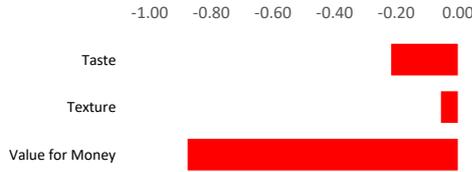
Key Drivers of Performance

Verdict

34

Score out of 50

Average for the category: 41



Drawing upon the heritage of this iconic summer drink, this Pimm's Strawberry, Tangerine & Mint Preserve failed to achieve mainstream acceptance. The flavour was criticised as being "very sweet" and "pretty average", with some suggestion that it "sounded much better than it tasted unfortunately". The premium price point was a further deterrent, with value for money and final purchase intentions well below category norms.

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



All Reviewers



3.47

53 Reviewers

out of 5



Fans



3.60

Regular buyers of this type of product

25 Reviewers

out of 5

Star Rating	% Who Rated	Reviewer Comments*
★★★★★	11%	Lovely flavour. Needs less sugar. Lovely flavour. Can taste both the tangerine and mint flavour. Neither overpowering and not too sweet. Just a little too expensive. Really good taste
★★★★☆	43%	Good taste and flavour but very expensive for jam A good twist on your normal strawberry preserve. Pleasant taste and refreshing. A tasty alternative to the strawberry jam I usually buy. However I doubt my children would approve...
★★★☆☆	32%	Nice taste but not something I would purchase often as it would be a treat purchase for an occasion Very expensive for a jam Better than expected, nice texture but too sweet for me
★★☆☆☆	8%	Flavour too strong of mint, not my cup of tea. Pretty average Tasted more like strawberry jam is hardly had any mint in it disappointed.
★☆☆☆☆	6%	Not overly keen on this as you couldn't taste the strawberry in the Pimm's, it leave a weird aftertaste Bland Very sweet and uninteresting - sounded much better than it tasted unfortunately

Nutrition per 100 g/ml

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
282	0.2	0	67.1	67.1	2.3	0.4	0.11

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
14%	0%	0%	26%	75%	10%	1%	2%

Ingredients

Sugar, Strawberries (35%), Tangerines (15%), Pimm's® no. 1 Gin based Spirit Drink (4%), Gelling Agent: Pectins, Mint, Acidity Regulators: Citric Acid, Sodium Citrates, Tangerine Oil

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.