













Top 5

Rank			Overall Score	Would Buy Intention
1		Tesco Finest Ham with Spiced Cola Glaze Handcooked Crisps £1.00 for 150g Category: Potato Snacks CMR Ref: 191022	48	4.00
				<ul style="list-style-type: none"> This festive version of a bacon flavoured crisp was our highest scoring Christmas line. The Spiced Cola Glaze provided a 'moreish' sweetness. A 'posh' packet but at a price that rivalled that of the brands even when they were on offer.
2		Lidl Deluxe Pulled Pork & Wild Flower Honey Hand Cooked Potato Crisps £0.75 for 150g Category: Potato Snacks CMR Ref: 191117	47	4.08
				<ul style="list-style-type: none"> The intriguing flavour and competitive price of 75p made this one to try, but it only became a 'must buy' after tasting. Half were 'definite' buyers attracted by the sweet 'addictive' flavour and classic hand cooked crunch.
3		Ritz Baked Bites Olive Oil & Grana Padano Biscuits £1.50 for 100g Category: Savoury Biscuits/Crackers CMR Ref: 191219	47	3.87
				<ul style="list-style-type: none"> An upmarket version of a Ritz Cracker - a 'reliable everyday brand'. Light and crisp with a subtle taste of cheese. Great for sharing, especially at the £1.50 test price.
4		Sainsbury's Cinnamon Bun Flavour Festive Pretzels £1.50 for 300g Category: Sweet Snacks CMR Ref: 191020	46	3.85
				<ul style="list-style-type: none"> This unusual flavour combo of Cinnamon Bun flavoured Pretzel attracted attention and could easily be enjoyed as a savoury alternative or on its own. 7 in 10 were keen to share this festive shaped snack with family and friends.
5		Morrisons Pigs in Blankets Flavour Savoury Snacks £1.00 for 80g Category: Non Potato Snacks CMR Ref: 191025	43	3.64
				<ul style="list-style-type: none"> A favourite food flavour at Christmas in a festive shaped snack that proved hard to resist even though not everyone identified a Pigs in Blanket flavour. 1 in 5 gave this a 5 Star review and most were tempted by the £1 price point.

Honourable Mentions

			Overall Score	Would Buy Intention
		Sainsbury's Christmas Pudding £3.00 for 400g Category: Christmas Pudding CMR Ref: 191013	41	3.46
				<ul style="list-style-type: none"> Our top scoring Christmas Pudding was 6 month matured and from Sainsbury's standard range. Offering good value at £3, this was great example of a traditional pudding with just the right balance of flavour.
		ASDA Extra Special 8 Mince Pie Cookies £1.50 for 200g Category: Festive Individual Cakes & Biscuits CMR Ref: 191212	41	3.35
				<ul style="list-style-type: none"> 9 in 10 Reviewers were attracted by this 'lovely Christmas idea' and were happy risking £1.50 finding out if the flavour worked in this context. The Cookies had the expected open 'crumbly' texture, but not everyone was convinced by this fusion: 'if I want a Mince Pie I'd have one'.
		Lidl Favorina Finest Marzipan Stollen £2.29 for 750g Category: Festive Whole Cakes CMR Ref: 191021	40	3.19
				<ul style="list-style-type: none"> Stollen has been growing in popularity in recent years and this Lidl version was considered an authentic option. Not in the most eye-catching packaging but the competitive price encouraged trial. Ideal for marzipan lovers.
		Tesco Finest Free From Truffle Selection £5.00 for 166g Category: Dairy Free Food CMR Ref: 191140	39	2.89
				<ul style="list-style-type: none"> Tested with buyers of vegan and vegetarian products, this Selection impressed: 'wouldn't tell they were vegan'. The upmarket packaging made them acceptable for special occasions/gifts. Demonstrates quite how far the dairy free category has come this year.
		M&S Christmas Gin & Tonic £2.00 for 250ml Category: Pre-Mixed Drinks CMR Ref: 191011	32	2.62
				<ul style="list-style-type: none"> What better way to get into party mood than a Gin and Tonic, the drink of 2019 now in a festive format Encouraged by the Christmassy can, this mix of Indian tonic water with the brand's Christmas Dry Gin was very appealing. The 'bitter' aftertaste less so.

Festive Headlines

- Christmas is a time for indulgence - the more festive looking, sounding and tasting, the better.
- Savoury snacks dominated our festive hit list, although 3 out of the 5 top scores added a sweet twist to make them even harder to resist.
- The classic 'Christmassy' flavours were all in evidence with ginger, cinnamon, cardamom and orange flavours all appearing in our festive line-up.
- Big this year are Pigs in Blankets and Mince Pies in every flavour and format as well as a growing number of plant-based treats, often involving Jackfruit.
- Evidence too that we are broadening our festive tastes, with Lidl's Marzipan Stollen coming in at number 17.