# Foodfax

# October 2019



## High Fliers 😞



#### **Tesco Finest Ham with Spiced Cola Glaze Hand cooked Crisps**

£1.00 for 150g

**Overall Score Would Buy Intention** 

CMR Ref: 191022

4.00

These innovative potato Crisps sounded intriguing and tasted really different. The natural ham flavour was complemented by just a hint of cola glaze. These upmarket Bacon Crisps were a tempting weekend treat and great for sharing.



CMR Ref: 191020

#### Sainsbury's Cinnamon Bun Flavour **Festive Pretzels**

£1.50 for 300g

**Overall Score Would Buy Intention** 

46

3.85

Beating the maximum for sweet snacks, these Cinnamon Bun flavoured Pretzels proved very moreish. A tasty alternative to salted Pretzels. 7 in 10 were keen to buy after tasting.



CMR Ref: 191018

#### Asda Extra Special Mushroom, **Spinach and Mature Cheddar Tarts**

£2.59 for 330g

**Overall Score Would Buy Intention** 

43

3.44

A good delivery and at a competitive price point, around half were keen to buy. 'Bursting with flavour', these well filled Tarts benefited from particularly light, 'soft and crumbly' pastry.

### Still Grounded



#### Mr Filberts Roasted Chestnut & Chive flavoured Peanuts and Hazels

£3.95 for 190g

**Overall Score Would Buy Intention** 30 1.98

CMR Ref: 191008

A new and exciting flavour for the snack aisle, but one that was considered expensive at £3.95. Product delivery and price were not aligned as for many Reviewers these nuts had a 'strange'/'average' taste.



#### Walls BBQ Jackfruit Rolls

£1.50 for 120g

**Overall Score Would Buy Intention** 27

CMR Ref: 191041

2.26

Jackfruit is still a new flavour for many Reviewers and interest in trial was low. Ideal for Vegans as an alternative to traditional sausage rolls, but critics found the filling 'too bland' and the overall consistency quite stodgy.



CMR Ref: 191023

#### **Iceland Luxury Spiced Rum & Cherry Christmas Pudding**

£4.50 for 400g

**Overall Score Would Buy Intention** 

25

1.94

Half our Reviewers rejected this as 'not for me' after trial and most felt there were better alternatives on the market. Very strong in flavour and rather 'soggy' in texture, 1 in 4 gave this a 1 star rating.