

High Fliers



Aldi Easy peelers

£0.99 for 600g

Overall Score Would Buy Intention

CMR Ref: 191045

50

4.37

As well as a top score, this citrus fruit was awarded 5 stars by over 40% of reviewers. Great value for money, this 600g winter favourite ticked every box: *'very sweet, juicy, full flavour, good size, easy to peel'*.



Aldi The Foodie Market Hummus Bites

£0.89 for 100g

Overall Score Would Buy Intention

CMR Ref: 191054

49

4.19

Just one point lower than the category maximum, this affordable new snack from Aldi managed to sound healthy and was very *'crunchy'* and *'full of flavour'*. A great substitute for crisps, nuts or popcorn.



Lidl Deluxe Pulled Pork & Wild Flower Honey Hand Cooked Potato Crisps

£0.75 for 150g

Overall Score Would Buy Intention

CMR Ref: 191117

47

4.08

The third highest scorer and another Discounter product. Success was all about the taste and novelty of these upmarket crisps. A well balanced honey and pork flavour with the classic crunch associated with hand cooked crisps.

Still Grounded



Picard 12 Mini Chocolate & Coffee Eclairs

£6.99 for 200g

Overall Score Would Buy Intention

CMR Ref: 191109

27

1.70

A *'dull'* pack for a premium priced product. There was nothing wrong with the quality of the *'creamy'*, fresh tasting choux pastry but the £6.99 price for 12 very mini Eclairs remained prohibitively expensive, even for a special treat.



Tesco Plant Chef Battered Fish Free Fillets

£3.00 for 250g

Overall Score Would Buy Intention

CMR Ref: 191130

26

2.06

Bang on trend but a step too far for many Reviewers due to the soft consistency of the soy protein based filling. This is a product that signalled potential amongst a core audience of meat reducers/Vegetarians and Vegans. Has the potential to get off the ground.



Quick & Tasty Steamed Bun Bapao Beef

£1.00 for 115g

Overall Score Would Buy Intention

CMR Ref: 191102

24

2.17

A trendy Oriental treat that is gaining popularity amongst younger, more adventurous eaters. Widely criticised for its *'insipid'* colour and *'doughy'* Bun but a healthy alternative to a burger. Signs of more interest amongst early adopters in the South.