

Top 3 Performing Products this Month



Aldi Specially Selected Tortilla Chips - Spicy Siracha

£0.85 for 160g

Overall Score Would Buy Intention

47 **4.15**

CMR Ref: 190962

Described as *"a great product at a competitive price, undercutting the leading brand"*, these crunchy Tortilla Chips lived up to their spicy name.



Iceland Gino D'Acampo Italian Tomatoes & Roasted Garlic Flatbread

£1.50 for 296g

Overall Score Would Buy Intention

42 **3.65**

CMR Ref: 190974

This tasty flatbread proved hard to resist prompting nearly two thirds to claim it was 'better than what's out there'. Priced to encourage regular usage for midweek or for a weekend treat.



Aldi Dessert Menu Toffee Cookie Dough Pie

£1.99 for 304g

Overall Score Would Buy Intention

42 **3.56**

CMR Ref: 190946

An exciting concept from Aldi and great value at just £1.99 making this a tempting choice for the whole family to enjoy. This Pie was very *"moreish"*, with a *"sweet, cookie and toffee taste"*.

Bottom 3 Performing Products this Month



M&S Roast Butternut Squash & Red Onion Rolls

£3.00 for 4 pack

Overall Score Would Buy Intention

31 **2.38**

CMR Ref: 190961

High pre-test expectations were not met on tasting and as a result the premium price was hard to justify. The filling sounded appealing but actually tasted quite *"bland"*.



Moorish Smoked Humous with Chilli Harissa Dip

£1.89 for 150g

Overall Score Would Buy Intention

30 **2.46**

CMR Ref: 190968

An intriguing concept but simply too smoked for our Reviewers who complained of an *"unpleasant after-taste"*.



Lidl Deluxe Reduced Fat Sweet Potato Salad

£2.29 for 275g

Overall Score Would Buy Intention

24 **1.96**

CMR Ref: 190969

An interesting new idea that disappointed on tasting. The texture of the sweet potato proved to be hard and *"too chunky"*, and the dressing was too *"spicy and vinegary"*.