

High Fliers ✈️



Blue Band Margarine

£0.89 for 500g

Overall Score Would Buy Intention

CMR Ref: 200137

43

3.96

First launched by Unilever around 1920, this retro brand has made a come-back and has topped our table of High Flyers. The price was a key attraction and 3 in 4 testers were keen to buy after trial, impressed by the quality of this 'thick', 'creamy' and highly spreadable Margarine.



ASDA Extra Special Chicken, Smoked Bacon & Leek Pie

£4.50 for 470g

Overall Score Would Buy Intention

CMR Ref: 200126

43

3.29

Asda has given this classic flavour combination an upmarket twist through the use of oak smoked bacon and an all-butter pastry. 86% gave this Pie a 4 or 5 star rating but the price made it more of an occasional weekend treat.



Maltesers Biscuits

£1.99 for 165g

Overall Score Would Buy Intention

CMR Ref: 200144

42

3.48

Described as a 'fun' biscuit which would be an ideal family treat, the very crunchy consistency was sufficiently like the confectionery bar: 'just like a giant Malteser'. A little pricey for regular purchase but great for a weekend treat. May be even more versatile if it came individually wrapped.

Still Grounded 🖐️



Maximuscle Protein Dippers

£1.50 for 52g

Overall Score Would Buy Intention

CMR Ref: 200131

28

2.10

The high protein content was the main attraction of these Dippers before trial, and Health was rated above average. Some were sceptical from the start dismissing this as a 'gimmick'/'fad' and not everyone enjoyed the chocolate and hazelnut flavour.



Joybol Smoothie Bowl Super Berries & Chia

£2.49 for 60g

Overall Score Would Buy Intention

CMR Ref: 200119

26

1.80

A novel and intriguing concept in a convenient on-the-go format but the price was immediately off-putting. A fresh berry flavour but the rather 'sloppy'/'grainy' consistency was 'nothing like a smoothie'. Appealed to healthy convenience buyers but only really at the 50% offer price.



Ugly Drinks Peach Flavoured Sparkling Water

£2.00 for 4 x 330ml

Overall Score Would Buy Intention

CMR Ref: 200118

25

2.08

Controversial branding, with the name particularly divisive but most were keen to try the Peach flavour before trial. Only a minority enjoyed the drink, finding it refreshing and summery. Most found it over carbonated with a lack of fruit flavour: 'like bland soda water'.