













Rank	Picture	Details	Overall Score	Would Buy Intention	Summary
1		Tesco Rhubarb and Custard Creams £0.40 for 150g CMR Ref: 190636	50	4.42	An 'excellent take on the trusty custard cream'. This simple but well executed product was considered an 'exciting new idea' and 'better than what's out there'. 83% would purchase at least monthly. But others disliked the flavour - a polarising taste.
2		Aldi Easy peelers £0.99 for 600g CMR Ref: 191045	50	4.37	It was Value for Money that boosted the score for this citrus fruit, especially as it more than matched quality expectations. Just under half of Reviewers awarded 5 stars: 'Very sweet juicy full flavour good size easy to peel'
3		Asda Extra Special 6 Mozzarella & Smoked Tomato Pork Sausages £2.25 for 400g CMR Ref: 190706	50	4.22	The excellent delivery and price point ensured these sausages set a new category maximum. Nearly all Reviewers (98%) felt this product 'was better than what's out there' and relished the succulent texture, 'strong' tomato flavour and 'spicy kick'.
4		Aldi The Foodie Market Hummus Bites £0.89 for 100g CMR Ref: 191054	49	4.19	Made with chick pea flour, these Hummus Bites were perceived to be a healthy choice. Better still, they were 'tasty' and 'very crunchy' and priced to encourage regular snacking.
5		Iceland Mini Chocolate and Mint Vienna £1.50 for 175g CMR Ref: 190212	49	4.06	A retro classic in lolly format. Nearly three quarters considered buying for a 'weekend treat / for kids'. Over two thirds claimed they would purchase at least monthly. Considered great value at £1.50 for five lollies
6		Aldi Specially Selected Very Berry Hot Cross Buns £0.89 for 4 pack CMR Ref: 190412	48	4.13	Moist yet 'light', with plenty of fruit and a distinctive aroma and taste of berries. The 89p price point helped but it was the quality that guaranteed regular purchase interest in the run up to Easter, particularly for those looking for a twist on a traditional Hot Cross Bun.
7		Asda Edamame Bean and Broccoli Stir Fry £1.00 for 320g CMR Ref: 190219	48	4.12	A colourful and healthy option, this was also 'good value for money' at £1. Reviewers appreciated the 'good selection of vegetables' and the 'crunchy' texture. Purchase intention strengthened after trial with nearly half claiming they would buy at least fortnightly.
8		Iceland Majestic Black Forest Ice Cream £1.50 for 360ml CMR Ref: 181043	48	4.11	This 'new and exciting' flavour combination was also 'very good value for money'. A tempting weekend treat, and not just for the summer, as over half claimed they would buy at least monthly.
9		Iceland Hash Brown Fries £1.85 for 700g CMR Ref: 190407	48	4.06	An innovative twist from Iceland at an affordable price. As well as having a crunchy, non-greasy coating and soft middle, they tasted 'just like hash browns'. Given a 4 Star + rating by 86% of Reviewers, these were thought suitable for all ages and for a variety of occasions.
10		Tesco Finest Ham with Spiced Cola Glaze Hand cooked Crisps £1.00 for 150g CMR Ref: 191022	48	4.00	The hint of sweetness provided by the Spiced Cola elevated these Crisps from a standard bacon variant. A different flavour for novelty seekers at a price that competed with any branded promotions.

Headline news - A strong year for the Retailers

- Own Brand dominated the Innovation Charts - all of the Top 10 products for 2019 were Own Label, as were two thirds of the Top 100.
- The ultimate winner is proof that it's the simplest ideas that are often the best. Priced for the biscuit tin, the classic Rhubarb and Custard combination fitted the bill perfectly, although it seems you either love 'em or hate 'em.
- Iceland brought two retro flavours to the Top 10, both in a convenient hand held format. Fond memories of Chocolate and Mint Viennetta and Black Forest Gateau helped boost interest amongst adult Reviewers. A third Iceland Top 10 Entry, Hash Brown Fries, were bang up to date
- There were few healthier options in the top slots, although it was the competitive price of the Aldi Easy Peelers and Hummus Bites and Asda Fry Mix that encouraged high purchase frequency.

Rank	Product	Price, Weight, Size	Overall	Would Buy
11	Aldi Specially Selected Tortilla Chips - Spicy Siracha	£0.85 for 160g	47	4.15
12	Lidl Deluxe Pulled Pork & Wild Flower Honey Hand Cooked Potato Crisps	£0.75 for 150g	47	4.08
13	Tesco Jaffa Cake	£2.00 for 430g	47	4.02
14	Ritz Baked Bites Olive Oil & Grana Padano Biscuits	£1.50 for 100g	47	3.87
15	Onken Naked Strawberry Yogurt	£1.25 for 450g	47	3.84
16	Asda Vegetarian 16 Vegetable Fingers	£1.30 for 452g	46	4.06
17	Jack's Strawberry Conserve	£0.99 for 340g	46	4.02
18	McCoy's Muchos Smoky Chilli Chicken	£1.00 for 180g	46	3.96
19	Morrisons V Taste Coconut Katsu Curry Melt	£1.57 for 280g	46	3.94
20	Sainsbury's Cinnamon Bun Flavour Festive Pretzels	£1.50 for 300g	46	3.85
21	Tesco Finest Chicken Breast with Stuffing	£2.00 for 125g	46	3.64
22	Kit Kat- Chunky - Salted Caramel	£0.60 for 42g	45	3.85
23	Aldi Specially Selected Hand Finished Lemon Cake	£1.79 for 391g	45	3.73
24	ASDA Lentil Dahl Dip	£1.00 for 170g	44	3.90
25	Iceland No Cheese Houmous Pizza	£2.00 for 284g	44	3.87
26	Tesco Strawberry Flavour Milkshake Malties	£1.20 for 375g	44	3.81
27	Morrisons 4 Bunny Crumpets	£1.00 for 4 pack	44	3.80
28	Proper Chips Sea Salt Lentil Chips	£1.00 for 85g	44	3.73
29	Cadbury Dairy Milk Buttons Medium Easter Egg	£1.50 for 128g	44	3.71
30	Innocent Bolt from the Blue Juice	£1.99 for 750ml	44	3.66
31	Asda 4 Lime & Coriander Chicken Breast Sizzle Steaks	£3.00 for 387g	44	3.65
32	Geeta's Premium Mango Sauce	£1.99 for 230g	44	3.64
33	J.James & Family 5 Breaded British Ham Slices	£1.00 for 120g	43	4.00
34	Iceland 2 Spicy Nacho Bean Burgers	£1.50 for 280g	43	3.77
35	Morrisons The Best Extra Fruity Hot Cross Buns	£1.50 for 4 pack	43	3.77
36	Kit Kat Chunky Medium Easter Egg	£1.50 for 140g	43	3.70
37	Morrisons Pigs in Blankets Flavour Savoury Snacks	£1.00 for 80g	43	3.64
38	Tesco 6 Christmas Mallows	£1.00 for 145g	43	3.63
39	McCoy's Muchos Smoky Chilli Chicken	£1.99 for 180g	43	3.58
40	Co-op Halloumi Fries	£1.50 for 100g	43	3.57
41	Morrisons The Best 2 British Beef and Ale Burgers	£3.00 for 340g	43	3.54
42	Pringles Flame Grilled Steak	£1.25 for 200g	43	3.54
43	Asda Extra Special Mushroom, Spinach and Mature Cheddar Tarts	£2.59 for 330g	43	3.44
44	Fever Tree Spiced Orange Ginger Ale	£1.70 for 500ml	43	3.33
45	Iceland Gino D'Acampo Italian Tomatoes & Roasted Garlic Flatbread	£1.50 for 296g	42	3.65
46	Warburtons Batch Baked Wholemeal & Oat Rolls	£1.10 for 4 pack	42	3.57
47	Fox's Funimals	£1.25 for 6x22g	42	3.57
48	Aldi Dessert Menu Toffee Cookie Dough Pie	£1.99 for 304g	42	3.56
49	Morrisons Free From Choc Chip Cookies	£1.30 for 145g	42	3.56
50	Morrisons The Best Sweet Fiery Baby Beetroot	£1.50 for 150g	42	3.47

Rank	Product	Price, Weight, Size	Overall	Would Buy
51	Marks and Spencer Turkey Feast Hand Cooked Crisps	£1.75 for 150g	42	3.45
52	Kinder Ice Cream Stick	£3.50 for 360ml	42	3.44
53	Muller Corner Christmas Magic Snowballs Yogurt	£2.00 for 6x130g	42	3.43
54	M&S Cranberry Sauce	£1.30 for 310g	42	3.39
55	Marks and Spencer Peach & Passion Fruit Jaffa Cakes	£1.50 for 150g	42	3.37
56	Marks and Spencer Salted Caramel Tortilla Rolls	£1.75 for 190g	42	3.33
57	Tesco Finest White Chocolate & Caramel Puddle Cookie	£1.69 for 210g	42	3.32
58	Lidl Deluxe Salted Caramel Melting Pudding	£5.99 for 700g	42	3.30
59	Waitrose & Partners Christmas 9 All Butter Mini Mince Pie Selection	£3.00 for 240g	42	3.29
60	Extra Special Vegan Chocolate Torte	£4.00 for 381g	42	3.29
61	Jack's Blackcurrant High Juice	£1.09 for 1L	41	3.58
62	Munchies Cookie Dough	£1.50 for 101g	41	3.50
63	Fever-Tree Light Clementine Tonic Water	£1.69 for 500ml	41	3.50
64	Marks & Spencer Skinny Coronation Potato Salad	£1.50 for 230g	41	3.48
65	Sainsbury's Christmas Pudding	£3.00 for 400g	41	3.46
66	Galaxy Non Dairy Drink	£1.00 for 250ml	41	3.43
67	Candy Kittens Tropical Mango Pop Bag	£1.00 for 54g	41	3.40
68	Aldi Ready Set Cook Beef Bourguignon	£3.49 for 550g	41	3.40
69	Aldi Specially Selected 2 Peshwari Chicken Parcels	£1.99 for 400g	41	3.36
70	ASDA Extra Special 8 Mince Pie Cookies	£1.50 for 200g	41	3.35
71	M&S The Grill Spanish Style Pork Belly with a Smoky Roasted Red Pepper Sauce	£4.50 for 389g	41	3.35
72	Tyrrells Sour Cream and Serenade Chilli	£2.00 for 150g	41	3.35
73	Thatchers Rose Cider	£5.50 for 440ml x 4	41	3.34
74	Franklin & Sons: Pomegranate, Hibiscus & Rose	£1.10 for 275ml	41	3.32
75	Aunt Bessie's Yorkshire Bases	£1.50 for 300g	41	3.31
76	Tesco Finest Rye Sour Dough Cracker	£1.59 for 210g	41	3.28
77	Fever Tree Light Gin and Tonic	£2.75 for 275ml	41	3.24
78	Tesco Finest Salted Caramel and Popcorn Granola	£2.50 for 450g	41	3.17
79	Ryvita Rosemary and Sea Salt Flatbreads	£1.89 for 125g	41	3.13
80	Aldi Specially Selected Mature Cheddar Cheese Bake with Spanish Chorizo	£2.99 for 150g	41	3.06
81	Heinz Smokey Baconnaise	£1.69 for 220ml	40	3.50
82	Alcafe Latte Sachets	£0.75 for 8 sachets	40	3.40
83	Ginsters Quorn Vegan Steak Pasty	£1.80 for 180g	40	3.39
84	Hunters Chicken in Blankets	£2.00 for 280g	40	3.38
85	Allinsons Serious White with Sourdough	£1.35 for 550g	40	3.38
86	Asda Dark Choc Digestive Bites	£0.80 for 120g	40	3.38
87	Tesco Finest Bramley Apple & Cinnamon Hot Cross Buns	£1.50 for 4 pack	40	3.36
88	Asda Extra Special Spanish Chorizo	£1.85 for 225g	40	3.36
89	M&S 12 Indian Style Lamb Meatballs in a Spicy Sauce with Baby Spinach	£4.00 for 450g	40	3.35
90	Tesco Yoghurt With Compote & Granola - Mango & Passionfruit	£1.25 for 190g	40	3.34
91	Love Beets No Vinegar Pouch Beetroot	£1.25 for 280g	40	3.31
92	Blue Dragon Mild Japanese Katsu Curry Sauce	£1.50 for 250ml	40	3.31
93	Kellogg's Crunchy Nut Granola Bar Cranberry and Nuts	£1.50 for 4x32g	40	3.23
94	Oreo Cadbury Coated Biscuit	£2.00 for 164g	40	3.21
95	Aldi Specially Selected Hot Cross Bun Flavour Fudge	£1.69 for 150g	40	3.21
96	M&S Chicken Katsu Curry Ridge Cut Crisps	£1.00 for 135g	40	3.19
97	Lidl Favorina Finest Marzipan Stollen	£2.29 for 750g	40	3.19
98	Nando's Peri Peri Meal Kit Cornflake Chicken	£3.50 for 496g	40	3.19
99	Sainsbury's Sharing Tapas Platter	£3.50 for 300g	40	3.17
100	Kettle Mediterranean Olive & Feta Crisps	£2.00 for 135g	40	3.14