

Each product tested by Cambridge MR on our regular Foodfax panels is provided with a final score out of 50. High scores mean products have been rated highly by consumers across all measures.

**See below the 10 products with the highest Overall Scores in 2022.**



**1**

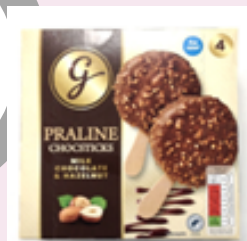
### ASDA EXTRA SPECIAL RED PEPPER & HALLOUMI HAND COOKED CRISPS

- Purchase intent increased after trying due to the low price (of £1 for 150g) and high scores across key measures.
- This product attracted strong fixture appeal due to its novel take on a familiar flavour

### ALDI GIANNI'S PRALINE CHOCSTICKS MILK CHOCOLATE & HAZELNUT

- At £1.99 for 4 x 70ml, 3 in 4 rated it as good value for money, and despite a strong pre-test PI, it still increased post-test.
- The concept and packaging were strong, leading to 4 in 5 rating notice and initial appeal as above average.

**2**



**3**

### LIDL DELUXE PASSIONFRUIT MARTINI COCKTAIL

- Whilst initial expectation was only average, this product proved tasty and easy to drink, with 3 in 4 likely to purchase.

## SUPERMARKET 'OWN LABEL'

Of the top 10 products from 2022, 6 were Supermarket Own Label, which aligns with general trends in changes of consumer shopping behaviour. When asked in Autumn of 2022, 2 in 5 were 'regularly' swapping brands for own label, and a further 1 in 3 were swapping premium own label for value versions. This was one of the most common strategies. It would be safe to predict that sales and development of supermarket value items are only going to continue to grow in 2023.

### J20 ORANGE & PASSION FRUIT ICED LOLLIES

- This novel take by a well known brand of one of their most popular flavours proved both highly appealing and successful, as 98% rated the Taste and Texture as excellent/ good.

**4**



**5**

### SAINSBURY'S PEACH MELBA GRANOLA

- This product had strong initial appeal, and was rated as 'excellent/good' quality by 9 in 10.
- Both Taste and Quality awards were received, with this performing above expectations for the 'cereal' category.

# TOP 10 PRODUCTS

of Foodfax 2022

## MORRISONS NATURALLY WONKY FRUIT & NUT MIX

- Consumers found this product to be both good value and high quality, a winning combination that led to a higher PI post-test than pre-test. The Value and Quality award were both received.

6



7

## SAINSBURY'S PINA COLADA CIDER

- Considered highly new & different, with 9 in 10 praising the packaging, this new flavour of cider performed very well.
- At £1.80 for a 500ml bottle it was also considered 'value for money' by 3 in 4.

## THE SECRET TO (FOODFAX) SUCCESS

To earn a high Overall Score, products need to perform well across all measures. The quality and appeal of the product cannot secure a top 10 place unless the value for money and PI are also strong. The only 4 branded products in the top 10 for 2022 have succeeded in achieving this balance. These products are all innovative builds on a familiar format, such as a new flavour of Jammie Dodgers and ever popular 'Purple One' from Quality Street being released as a sharing bar. They are offered from trusted brands at a standard price, making both initial appeal and post-test purchase intent strong.

## QUALITY STREET FAVOURITES THE PURPLE ONE SHARING CHOCOLATE BAR

- This exciting new product by Quality Street had high initial appeal and notice.
- Brand, packaging and appearance were all strengths, with the classic 'Purple One' flavour proving 'excellent/good to 3 in 4.

8



9

## JAMMIE DODGERS BLUE BERRY FLAVOUR

- This innovative twist on the classic Jammie Dodger had high initial appeal.
- These high expectations were met, with 2 in 3 scoring the taste and texture as above average.



## NESTLE MUNCHIES GOOEY CARAMEL & BISCUIT SHARING BAR

- With strong initial appeal & appearance around 2 in 3 were interested in buying both before and after tasting.
- Priced at £1 for 87g it was also seen as good value for money by 3 in 5.

10



Test your product in 2023 via a standalone or benchmarking Omnitest for £499 or £998