











Rank	Picture	Details	Overall Score	Would Buy Intention	Summary
1		<b>Cadbury Double Decker Ice Cream</b> £2.00 for 480ml	49	4.13	A concept that proved a winner, particularly for 18-34 year olds. This ice cream <i>"tasted just like a Double Decker bar"</i> with its range of contrasting textures and over three quarters claimed it was 'better than' other ice creams on the market.
2		<b>ASDA Butcher's Selection Lemon, Ginger &amp; Chilli British Chicken Mini Breast Fillets</b> £3.25 for 350g	47	3.87	Perceived as a healthy option and a tempting mid-week standby. Lean, <i>"succulent"</i> and <i>"very tender"</i> , the marinade added further moisture to the <i>"juicy"</i> Fillets and there was a good balance of flavour.
3		<b>Co-op 4 Strawberry Rose Cones</b> £2.00 for 4 x 130ml	46	3.90	The unusual rose design impressed, as did the <i>"creamy"</i> ice cream, <i>"crunchy"</i> cone, with dark chocolate <i>"running all the way down"</i> , and <i>"sweet"</i> strawberry sauce topping. A tempting year-round treat.
4		<b>Snickers Crisp Chocolate Bar</b> £1.50 for 4 pack (160g)	45	3.96	3 in 4 Reviewers were keen to buy this Crisp variant of Snickers. They loved the fact it was split in two and was <i>"crispy"</i> due to the combination of peanuts, puffed rice and caramel. So much so in fact that some felt it was <i>"better than the original"</i> .
5		<b>Haribo Eggs Galore</b> £1.00 for 160g	45	3.88	Interest in buying this sharing pack of Eggs Galore increased after tasting as Reviewers could see a role for Easter Egg Hunts as well as kids (and adult) treats. Typical Haribo quality in <i>"cute little treat sized bags"</i> . Good value at £1.
6		<b>Iceland No Duck Spring Rolls</b> £2.00 for 200g	45	3.83	Reviewers heaped praise on these <i>"tasty"</i> spring rolls, which were considered a <i>"good size"</i> with a <i>"crispy, crunchy casing"</i> . This product impressed with 84% awarding 4/5 stars and 4 in 5 felt these were 'better than' similar meat-free snack roll type products on the market.
7		<b>Maynards Bassetts Easter Egg with Wine Gums Sweets Roll</b> £2.00 for 162g	45	3.70	6 in 10 were keen to buy this Easter Egg, attracted to the familiar branding and pleased to discover that the <i>"wine gums were up to the usual Maynards standard"</i> . The <i>"creamy"</i> chocolate was another asset.
8		<b>Maynards Bassetts Jelly Babies Chicks</b> £1.00 for 165g	44	3.80	Like Jelly Babies but <i>"just a different shape"</i> . In fact Appearance was one of the only attributes rated below norm. Reviewers loved the sweet fruity taste and classic chewy texture. A tempting Easter treat for kids to counterbalance all the chocolate.
9		<b>Kit Kat Bunny Pouch</b> £1.00 for 66g	44	3.61	Three quarters of Reviewers would buy this for kids and were attracted by the <i>"cute"</i> shape and familiar branding. The fact these were individually wrapped made them a tempting lunchbox treat. Not much wafer inside but good value at £1.
10		<b>Waitrose Chocolate &amp; Cherry Hot Cross Buns</b> £1.69 for 4 pack	44	3.55	A very tempting Easter treat for those looking for <i>"something a bit different"</i> . The Buns looked very appetising and contained a generous quantity of chocolate. The cherry was less evident and the premium price prevented a higher overall score.

**Headline News:** Despite best intentions after all the festive indulgence, sweet lines were the winners this Quarter

- None of the new products we tested in January made it to the leadership board this Quarter, but February provided the top three scorers.
- Despite much of the product innovation being plant based at the start of the year, the sector dominating this Quarter is confectionery and just 2 top scorers were savoury.
- One Vegan product did make it to the top 10. Iceland's No Duck Spring Rolls contain jackfruit and hoisin sauce in a crisp pancake and, when tested with Flexitarians, were so tasty that Reviewers felt *"would not know it was Vegan"* - *"you don't miss the duck"* - the perfect accolade for a meat substitute.
- Easter made its mark providing half of the top 10. All of the confectionery Easter lines were brand extensions; three familiar sugar based treats. With Easter quite late this year we expect more to challenge the top slots in next Quarter's Top Performing Products.