

Rank	Picture	Details	Overall Score	Would Buy Intention	Summary
1		Cadbury Double Decker Ice Cream £2.00 for 480ml	49	4.13	A concept that proved a winner, particularly for 18-34 year olds. This ice cream "tasted just like a Double Decker bar" with its range of contrasting textures and over three quarters claimed it was 'better than' other ice creams on the market.
2		ASDA Butcher's Selection Lemon, Ginger & Chilli British Chicken Mini Breast Fillets £3.25 for 350g	47	3.87	Perceived as a healthy option and a tempting mid-week standby. Lean, "succulent" and "very tender", the marinade added further moisture to the "juicy" Fillets and there was a good balance of flavour.
3		Co-op 4 Strawberry Rose Cones £2.00 for 4 x 130ml	46	3.90	The unusual rose design impressed, as did the "creamy" ice cream, "crunchy" cone, with dark chocolate "running all the way down", and "sweet" strawberry sauce topping. A tempting year-round treat.
4		Snickers Crisp Chocolate Bar £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 "crispy" due to the combination of peanuts, puffed rice and caramel. So much so in fact that some felt it was "better than the original".
5		Haribo Eggs Galore £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 "cute little treat sized bags". Good value at £1.
6		Iceland No Duck Spring Rolls £2.00 for 200g	45	3.83	Reviewers heaped praise on these "tasty" spring rolls, which were considered a "good size" with a "crispy, crunchy casing". 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		Maynards Bassetts Easter Egg with Wine Gums Sweets Roll £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 "wine gums were up to the usual Maynards standard". The "creamy" chocolate was another asset.
8		Maynards Bassetts Jelly Babies Chicks £1.00 for 165g	44	3.80	Like Jelly Babies but "just a different shape". 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		Kit Kat Bunny Pouch £1.00 for 66g	44	3.61	Three quarters of Reviewers would buy this for kids and were attracted by the "cute" 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		Waitrose Chocolate & Cherry Hot Cross Buns £1.69 for 4 pack	44	3.55	A very tempting Easter treat for those looking for "something a bit different". 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.