

About SupermarketGuru

Phil is a leading food industry analyst, journalist and trend-watcher. SupermarketGuru.com offer readers the latest food & health news, new food product ratings, money saving tips, unique recipes, food allergy info and resources to help get the most from every shopping trip.

444 VIDEOS

48,877 ARTICLES

2,007 RECIPES



New Products Hits & Misses

May 4, 2011

Wheat Thins Chipotle Stix, Log Cabin Syrup, Island Delights Dark Chocolate Coffee Coconut Haystacks, Custom Choice Cereal, Biscoff Spread

Smarter Shopping, Healthier Eating, Better Living

Lotus Biscoff Spread

- 29 TASTE
- 18 VALUE
- 14 HEALTH
- 15 INGREDIENTS
- 5 PREPARATION
- 5 APPEARANCE
- 5 PACKAGING
- 1 SUSTAINABILITY

HITS & MISSES

04:07 / 04:35

(#493) New Products Hits & Misses for 05/04/2011 Quality: medium

May 4, 2011

Lotus Biscoff Spread

92



This product is a HIT! For years the joke among frequent fliers was that many flew Delta Airlines just for the Biscoff Cookies. Now Biscoff introduces this spread which tastes just like the cookies. While you

Scoring Breakdown:

Taste-29	<div style="width: 100%;"></div>
Value-18	<div style="width: 80%;"></div>
Health-14	<div style="width: 70%;"></div>
Ingredients-15	<div style="width: 100%;"></div>
Preparation-5	<div style="width: 100%;"></div>
Appearance-5	<div style="width: 100%;"></div>
Packaging-5	<div style="width: 100%;"></div>
Sustainability-1	<div style="width: 20%;"></div>
Total-92	<div style="width: 100%;"></div>

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