


2017 Review of Innovative Food & Drink Products



Top Ten Branded Food & Drink Products (2017)

| | | Product | Producer |
|---|---|---|-------------------------|
| 1 |  | Crispy Skin On Fries | McCain Foods (GB) Ltd |
| 2 |  | Magnum Classic Signature Chocolate | Unilever UK |
| 3 |  | McCain Triple Cooked Gastro Chips | McCain Foods (GB) Ltd |
| 4 |  | Butterkist Yogurt Coated Popcorn | KP Snacks |
| 5 |  | Muller White Velvet Plain Greek Style Yogurt | Muller Dairies (UK) Ltd |
| 6 |  | Nestlé Smarties Giant Orange Tube | Nestlé |
| 7 |  | Dolmio Chicken Tray Bake Italian Herbs & Garlic | Mars Food UK Ltd |

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|----|---|-------------------------------|-----------------|
| 8 |  | Haywards Pickle Beetroot | Mizkan Euro Ltd |
| 9 |  | Aunt Bessie's Vegetable Chips | Aunt Bessie's |
| 10 |  | KP Fruit & Nut Energy Mix | KP Snacks |

View the full Top 100 list [here](#).

About the review

At Cambridge MR, we keep in touch with the nation's tastes by finding out what real consumers think of all the food and drink products out there.

This annual review uses data from [Cambridge MR Fast Foodfax](#) – our in-house proprietary tool which holds over 20,000 consumer assessments of FMCG products built up over 30 years.

No other agency can tap into such a rich stream of market intelligence to look at how the food industry has developed over the past year, and predict likely trends for the future.

A placing in the Top 100 is determined by two key criteria:

- **'Overall Score'** – based on 10 key measures, including factors like noticeability in store, pre-trial interest and taste ratings
- **'Would-Buy Intention'** – how likely consumers are to buy the product post-trial

Get in touch to find out more:

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