

Cadbury beats own-brand eggs

Cadbury comes top in the Which? Easter egg taste test, beating off competition from supermarket own-brand rivals

Launched in 1905, Cadbury's Dairy Milk is still the nation's most popular chocolate, and the UK's love affair with Cadbury's chocolate is set to continue this Easter, according to our tasting panel of 153 consumers.

After chomping their way through a wide selection of luxury milk chocolate eggs, our tasters chose Cadbury as their favourite Easter treat, praising Cadbury's The Collection Egg, priced at £10.99, for being thick and creamy.

Cadbury saw off competition from supermarket eggs from Waitrose, Marks & Spencer, The Co-op and Tesco, in our

taste test. None of the supermarket own-brand eggs were Best Buys.

After Cadbury, the highest rated egg in the Which? taste test was the Lindt Milk Chocolate Egg (£9.78), which is also a Best Buy.

Our Best Buy milk chocolate eggs are based on ordinary tasters' views, but we also asked expert taster and restaurateur Chris Galvin to comment on the quality of the whole products – the egg, additional sweets and presentation – with some interesting results.

Our public tasters and Chris loved the second-place Best Buy, from Lindt,

The UK's love affair with Cadbury's chocolate seems set to continue

especially loving its smell and texture. But that's where the harmony ends.

While Chris gave top scores to Green & Black's, our consumer panel voted it the least favourite, as it was 'too strong' and 'bitter'. Chris says that this is because many of us are used to milk chocolate that is particularly low in cocoa solids (cocoa and cocoa butter) and high in sugar and fat. Cadbury's egg contains a minimum of 20% cocoa solids, while Green & Black's has a minimum of 37%.



The eggspert

Michelin-starred chef Chris Galvin, of Galvin at Windows and Galvin Bistrot de Luxe, gave his view on our egg selection



When choosing chocolate, Chris says that he looks at appearance, aroma and the way it breaks: 'Good-quality chocolate, including Easter eggs, should have a nice shine. It should also be slightly brittle and crack nicely. If it doesn't, it shows that too much fat was added.'

Green & Black's tops

He gave the Green & Black's egg ★★★★★ overall, saying: 'The additional almond and butterscotch chocolate bars have a great aroma and lovely, deep taste.'

The egg has a nice, crispy shell and a nicely balanced flavour – exactly what you'd expect of chocolate.'

Added extras

However, he was a little disappointed that the extras were just bars of chocolate, not truffles or mini eggs.

Chris also liked the Lindt egg, giving it ★★★★★. He said: 'The accompanying chocolates have a nice balance of caramel and chocolate flavours, and the egg has a good aroma and a nice mouth-feel.'

But he wasn't impressed with the other eggs, saying that though most looked appealing, they tended to be overly sweet and lacking in aroma and flavour.

Chris described the Cadbury egg as 'smooth in flavour but it's far too sweet'. He said the mini eggs inside were 'lacklustre and too fatty in taste with an odd-tasting filling'.

Chris's other scores

The Co-op, Marks & Spencer ★★★★★; Cadbury, Tesco and Waitrose ★★.



80% Cadbury The Collection Egg with Milk Chocolate Truffles £10.99

Aroma ★★★★★
Flavour ★★★★★
Texture ★★★★★

Total product weight: 430g

The consumer panel liked the thickness of this egg, and many commented on the creaminess, with one taster saying it 'leaves you wanting more'. There's also double the pleasure: not just one egg, but two – one inside the other – and three truffles to boot.



74% Lindt Milk Chocolate Egg with Lindor Mini Egg Truffles £9.78

Aroma ★★★★★
Flavour ★★★★★
Texture ★★★★★

Total product weight: 322g

Our panel members really liked the aroma and 'smooth' texture of the egg, with one taster commenting that the chocolate 'melts in your mouth'. The egg comes with a generous number of Lindor truffle eggs, if you feel like sharing.

The eggstras

Not quite eggcellent enough to be Best Buys, but some came close

None of the eggs we tested performed badly, and some missed out narrowly on Best Buy status.

These were: **Tesco Finest Belgian Chocolate Paisley Egg**, scoring **72%** (£9.99, 450g); and **Waitrose Belgian Chocolate Easter Egg with mini eggs**, scoring **70%** (£9.99, 300g).

Slightly lower were **M&S Speciality Organic Half Egg with Mini Eggs**, scoring **66%** (£9.99, 260g), and the **The Co-op's Truly Irresistible Fairtrade Milk Chocolate Easter Egg and Truffles**, scoring **65%** (£5.99, 210g).

Finally, **Green & Black's Organic Milk Easter Gift Collection** (£9.99, 380g) scored **58%**.



HOW WE TEST

Tasters polished off 37kg of chocolate

We asked major supermarkets and chocolate brands to nominate a luxury milk chocolate egg, costing about £10, that we could test. We included the seven eggs available for our test in February. Not all had eggs in production and some (Sainsbury's, Asda and Thorntons) had toffee or fruit and nut in the shell, which couldn't be compared.

We asked 153 consumers to each taste six different eggs.



Each egg was tasted by 102 people, of all ages and occupations.

The eggs were tasted in different orders by different people – and no brand could be identified. Our consumers tasted only the shell of the egg.

Their scores for

aroma, flavour, strength, texture and overall quality generated our ratings.

Chris Galvin rated the Easter eggs on appearance and taste (including additional sweets). He didn't know which brands he was rating.

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