

Great quality so close to home

In blind taste tests, Asda's products were voted as tasty as or even tastier than their upmarket equivalents



How would you feel if a really high-end new shop opened up in your area? One on a par with Harrods, Harvey Nichols and Selfridges for delicious food?

Well, the good news is you don't have to wait – you've already got one. And it's called Asda.

Because, in a series of independent taste tests carried out by Cambridge Market Research, a range of Asda's products were judged as tasty as – or even tastier – than similar food and drink from Britain's most upmarket stores!

In blind trials, testers were asked to try a selection of items from the supermarket as well as similar ones from luxury establishments such as Fortnum & Mason, Harvey Nichols, Selfridges and Harrods.

And the results blew everyone away. See them all for yourself at [Asda.com/FoodRevolution](https://www.asda.com/FoodRevolution).

One of the favourites was Asda's Extra Special Gourmet Burger, which was voted tastier than Harrods' Fillet Steak Burger by a huge majority of testers.

No wonder *YOU Magazine's* Food Editor,

Eleanor Maidment, says: 'Not only are they exceptionally juicy, they have a really deep, rich, succulent meatiness to them. They make a knockout burger.'

The Asda Extra Special Sourdough Boule also came out tops with testers saying it was tastier than Harrods' Signature Sourdough, while Asda's Extra Special Parmesan & Garlic Mini Twists went down a storm, with testers declaring them tastier than Fortnum & Mason's Smoked Cromal Cheese Straws.

The Extra Special Madagascar Dark Chocolate (described by Eleanor as having a 'velvety sweetness and subtle hint of bitterness') was another hit, with most of the panel agreeing it was more delicious than Harrods' 84% Cocoa Madagascar Sambirano Valley Single-Estate Chocolate.

And to round things off, you can't get much better than the Extra Special Prosecco Brut, which a clear majority found as delectable as Harrods' Valdobbiadene Prosecco Superiore Denominazione Di Origine Controllata E Garantita Brut.

So why not raise a glass to Asda's exceptional quality this summer?



Up there with the best: clockwise from top: Asda's Extra Special Gourmet Burger; Asda's White Sourdough Boule; Extra Special Madagascar Dark Chocolate; Extra Special Prosecco Brut

ASDA
That's more like it

See the taste test results now on [ASDA.com/FoodRevolution](https://www.asda.com/FoodRevolution)

Selected stores. Subject to availability. Serving suggestion. Independent tests May 2023. 85 of 106 people preferred the taste of Asda Extra Special gourmet beef steak burgers compared to Harrod's fillet steak burger. 66 of 103 people preferred the taste of Asda Extra Special Sourdough Boule compared to Harrods' signature sourdough. 77 of 100 people preferred the taste of Asda Extra Special Parmesan & Garlic Mini Twists compared to Fortnum & Mason's Smoked Cromal Cheese Straws. 72 of 106 people preferred the taste of Asda Extra Special Madagascar Dark Chocolate compared to Harrod's 84% cocoa Madagascar Sambirano Valley Single-Estate Chocolate. 61 of 104 people preferred the taste or equally liked the taste of Asda Extra Special Prosecco compared to Harrods' Valdobbiadene Prosecco Superiore Denominazione Di Origine Controllata E Garantita Brut. Delivery, collection and minimum basket charges may apply. Delivery/collection slots subject to availability. May exclude small stores: [ASDA.com/smallstores](https://www.asda.com/smallstores). For verification see [ASDA.com/FoodRevolution](https://www.asda.com/FoodRevolution)