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## Phil Lempert: The Supermarket Guru gives 85 points to Applegate Farms Gluten-Free Chicken Nuggets by Applegate Farms

Phil Lempert, the Supermarket Guru presents the "New Products Hits and Misses" for August 26 2009

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### Applegate Farms Gluten-Free Chicken Nuggets

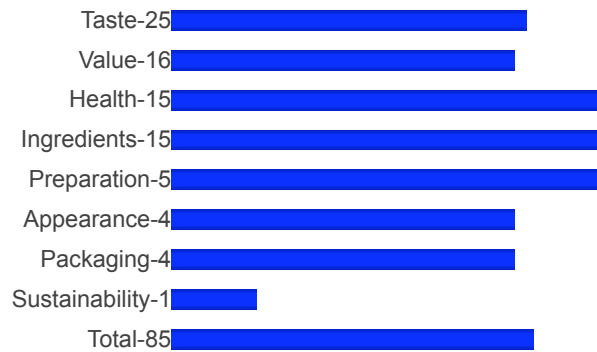


# 85

This product is a HIT! For those parents who are trying to feed kids that have gluten allergies, there's some respite. Applegate Farms Gluten-Free Chicken Nuggets to the rescue! Instead of using wheat they're using rice flour with a nice mix of spices. While the chicken is all natural and has no antibiotics, it is a mix of both white and dark meat. The breading is a little chewy, versus crispy, and will take some time to get used to, but overall, this is an excellent product. Retail for \$5.99.

Applegate Farms  
 866 587 5858  
<http://www.applegatefarms.com>

*Scoring Breakdown:*



### Ratings Criteria

With over 50,000 products in the average supermarket, people don't have the time, or the money, to test every product on the shelves and with 15,000 new products every year consumers need to know what's out there!

So Phil does the testing and the tasting for you and gives the product a rating out of 100 so you know what you can expect when you try something new!

SupermarketGuru does not sell the foods we review, nor receive any compensation from the manufacturers for reviewing or rating them.

Phil taste-tests and judges each product based on the following 8 criteria:

1. (30 points) Taste: The most important attribute of any food
2. (20 points) Value: Is it worth it?
3. (15 points) Health: Based off the nutritional information, is it nutritionally balanced?
4. (15 points) Ingredients: What's in it, how natural is it?
5. (5 points) Preparation: When applicable, how accurate or good are the directions \*
6. (5 points) Appearance: Is it appetizing and does it resemble its photo or description
7. (5 points) Packaging: Is it appropriate for the product and does it have any benefits such as resealability, added freshness, better storage, etc.
8. (5 Points) Sustainability: Is the packaging biodegradable, is it wasteful, is the company endeavoring to offset their carbon footprint?

*\* products that do not have any preparation will have the full value of these points included in their total score*


## FoodBizIntel®



### **About Phil Lempert - SupermarketGuru.com**

Phil Lempert can predict the future —and then help businesses and consumers understand it. For more than 25 years, Lempert, an expert analyst on consumer behavior, marketing trends, new products and the changing retail landscape, has identified and explained impending trends to consumers and some of the most prestigious companies worldwide. Known as The Supermarket Guru ® , Lempert is a distinguished author and speaker who alerts customers and business leaders to impending corporate and consumer trends, and empowers them to make educated purchasing and marketing decisions.

As one of America's leading consumer trend-watchers and analysts, Phil Lempert is recognized on television, radio and in print. He is the food trends editor and correspondent for NBC News' Today show, where he reports on consumer trends, food safety and money-saving tips, as well as showcases new products. He makes monthly appearances on ABC's The View , and has appeared numerous times on The Oprah Winfrey Show, 20/20, CNN, CNBC, Discovery Health and MSNBC, as well as on local television morning and news programs throughout the country.

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## Feedback

No comments posted yet.