Buyer Beware Magazine—the Magazine for the Cautious Kid Consumer

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“Rold Gold Tiny Twists  vs. IGA Mini Pretzel Twists”

By: *Morgan Griffin*

Today, our expert scientific testing team is here to sample Rold Gold Tiny Twists (Product A) and IGA Mini Pretzel Twists (Product B); where they are determining the better buy.

First, we tested the physical properties of both products. The first quality we compared was the smell of the products, both extremely *divergent* (fandom references!) from each other. Product A smelled like when you walk into a bakery and a whoosh of air rushes past you with the smell of fresh baked goods; Product B smelled like wood chips you would find on a little kid’s playground. Next, we did a drop test with both brands; both stayed intact. My team and I also noted the difference in color on the pretzels. Product B had a overall lighter color, like the beige color of Starbucks’s Caramel Macchiato. Product A had a darker color, like the color of dry dirt in the summertime when it hasn’t rained for a week and a half. Finally, we noted that Product A visibly had more salt than its competitor. Product B had salt, but not nearly as much as Product A.

Immediately after, we conducted the taste testing and examined the inside of both the products. One of the first things we noted was that Product B filled up our mouths more than Product A. We determined the reason why was that Product B was smaller, but thicker in diameter; Product A was larger but the pieces that made up the pretzel were thinner. The second thing we recorded was taste, Product B tasted like drywall… ?  Product A tasted similar to bread. My team ate more pretzels, and we then decided to explore the inside of the pretzels. We found inside Product B a very crumbly, flakey, almost plastic-y looking inside, whereas Product A’s insides looked like a very compressed version of bread. The only similarities we found between the two products were that they both tasted very delicious with Lay's Smooth Ranch.

Lastly, we audited the package in which the product came in. The nutrition label on Product B told us that caramel coloring was added to the pretzel mix to give it its color. Product A had no color additives at all. Another separation between the two, was the oil that was used to make the pretzels. Product B was made with canola oil, but on the other hand,   Product A was made with corn oil. Canola oil is healthier for you; it has less saturated fat than corn oil.  Product B was named the winner that round. There was also a contrast in the amount that filled the bag. Product A was filled with 16oz. of pretzels; Product B came in second with a smaller amount of 15oz. For our final comparison, we observed the prices.  Product A was $2.99; Product B came in almost a dollar lower, at $2.oo.

We determined from our notes that Product A is the better buy. Yes, Product

A is less healthy and has a higher price, but is overall more appealing than Product B.  I mean, Product B smelled like wood chips, the inside looked like tan dandruff, and it tasted like drywall!  So the next time browse the pretzel selection, buy Rold Gold Tiny Twists.