

Testing Trader Joe's Popular Snack Items

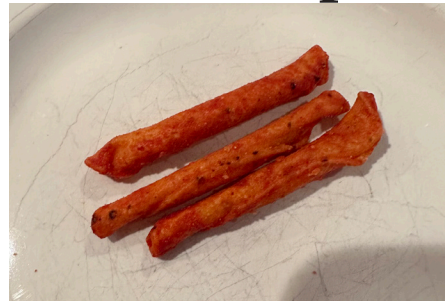


All three of the snacks I purchased. This showcases the bright packaging.

As most know, Trader Joe's is a very popular grocery store especially for its individuality compared to other grocery stores. It is especially popular for selling nearly every product under its own brand name and for its homey, welcoming environment. The store is also very affordable and is considered a healthier option to purchase items from. So, I bought three of the most popular snack items to review the taste, price, and ingredients to see if they are really worth it.

First up, one of the most popular snack items right now are Crunchy Curls. According to the Trader Joe's website, "Trader Joe's Crunchy Curls are crunchy, curly snacks (of course) made with lentil flour & potato starch".

With the price being \$2.99, this is very affordable and the packaging is very appealing in my opinion. After tasting these, I think they have a very good crunch, however more of a plain flavor. They sort of taste like potato chips, but have more of a lentil taste rather than potato flavor. Also, the only ingredients are lentil flour, potato starch, soybean oil, safflower oil, and salt. I think after considering all of these aspects to the product, it is worth the purchase because it is a fun snack if you are looking for something more interesting than normal potato chips, and there are only five ingredients which is definitely something consumers should pay attention to and plays an important role in the food items you buy.



The Chili & Lime Flavored Rolled Corn Tortilla Chips. They have a red tint to



This is a close up of the Crunchy Curls. They have a very twisty shape and tan

The next snack I bought were the Chili & Lime Flavored Rolled Corn Tortilla Chips. The Trader Joe's website describes these as, "spicy, ir-zest-tible little scrolls made from stone ground corn masa. Compared to similar snacks available elsewhere, these gluten free Chips are cut & rolled a little thicker for additional crunch". After tasting this snack, I thought it was really good and had a very interesting flavor. The price of these was also \$2.99 which once again is very reasonable. The main ingredients in this are yellow corn, vegetable oil, chili, lime seasoning, lime juice, onion powder, and other seasonings. This has a lot more ingredients than the previous snack, however since it is a more complex item this would make sense with this consideration. Overall, I think this snack is definitely worth the purchase because it is delicious and affordable, and when comparing this to other similar items like Takis, this is a healthier option.

The final snack item I bought was Dark Chocolate Peanut Butter Cups. Trader Joe's describes this item as, "made with real peanut butter that's made with slowly roasted and ground Virginia peanuts. The luscious, smooth, rich, dark chocolate enveloping that peanut butter is crafted from high quality cacao beans. Other purveyors of peanut butter cups fill theirs with all kinds of "extraneous" ingredients. Ours are free of such things. We eschew artificial flavors and preservatives, as well as colors other than those derived from



This is a close up of Dark Chocolate Peanut Butter Cups. They are bite size and have a dark chocolate color.

All photos were taken by Abbey MacMullen

natural sources".

After tasting these, I think they taste really good and have a very rich, creamy chocolate and peanut butter flavor. These cost \$4.49 which is more expensive than the other items, however is still pretty affordable for the quality of the item you are buying. The ingredients in this product are semi-sweet chocolate, chocolate liquor, peanuts, sugar, palm kernel oil, lactose, salt, palm oil, and soy lecithin. The ingredients are not as healthy since this is a sweeter item, however it is healthier than other products similar to this like Reece's cups for example. I think this product is worth it if you have a sweet tooth craving, however it is not the healthiest and is also more expensive than I would have liked it to be.

To conclude, after trying three of the most popular Trader Joe's items, all of them were worth it and everything tasted great. I really especially like how the ingredients are more thought out and healthier than other products out there that are similar to the ones I purchased. I also had a great experience in the store itself with great customer service and a friendly environment and will definitely be going back soon.

By: Abbey MacMullen