SP&C Christmas Analysis 2018 -
Top-notch Edible Festive Fancy Food Framework (TEFFFF)
This year, the Strategic Planning and Change team have focused on implementing a new and exciting strategy for our annual Christmas tasting exercise. Our key objective was to seek out excellence in the Christmas Snack Sector by ranking a range of diverse and (mostly) edible non-Official Festive Snacks (or non-OFSs). We therefore carefully constructed a suitable series of metrics (it was a good list and we checked it twice).

This presentation outlines our approach, our methodology and our conclusions. And, if we have space and time to do so, we will, of course, announce the winner.

Right at the outset, it is important to pay tribute to the ten volunteers who sacrificed money, time they will never ever get back, lost friendships, teeth and waistlines pursuing in order to help you choose the best snack to have at Christmas.

Read on to find out more about how this important project unravelled ....
Twas the night before the team meeting...

Vision
• Assess and recognise excellence in the Holiday Edible Items (HEI) sector

Objectives
• Rate, rank, measure, assess, judge, appraise, gauge and eat a range of Christmas snacks

The TEFFF (Top-notch Edible Fancy Festive Food Framework) Eligibility Criteria
• Edible (Edible defined in very broad terms)
• Food must be accessible for all (e.g. Santa, elves, reindeer, shepherds)
• Food must meet the requirements of the quality assessment in their category (i.e. be on the nice list)
• If home made, delivered in sealed container with owner’s safety guarantee
In order to choose the best non-OFS we used the following carefully thought-through metrics:

- Is it more ‘Jingle Bells’ or ‘Batman Smells’? (Aroma)
- Is it beginning to look a lot like Christmas? (Appearance)
- Is it more ‘Heston’s Finest Taste the Difference’ or more ‘Sprouts and lumpy gravy’? (Taste)
- How Christmassy is it? No, really, score Christmassy-ness out of 10. (Festivity-ness)
- Is it more ‘Home-made Christmas’ or ‘Late-night petrol station’? (Effort gone to / creativity)
- Is this more ‘It’s a Wonderful Life’ or ‘Christmas with the Kranks’? (Nostalgic value)
- Is it more ‘oh look, I got yet another tiny deck of cards in my cracker’ or ‘I found the silver coin in the Christmas pudding!’? (Value Added)
- Is it more ‘Grinch’ or ‘Buddy the Elf’? (Overall Satisfaction)
## Victims and their choices

<table>
<thead>
<tr>
<th>SP&amp;C Team Member</th>
<th>Weeks' till Christmas</th>
<th>Non-Official Festive Snack</th>
<th>Where from?</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alison</td>
<td>9</td>
<td>Lebkuchen selection</td>
<td>Tesco</td>
<td>Tastes like Christmas!</td>
</tr>
<tr>
<td>Jonathan</td>
<td>9</td>
<td>Retro Sweets</td>
<td>Online</td>
<td>Something for everyone! So long as you like sugar. Like the good old days....</td>
</tr>
<tr>
<td>Andrew</td>
<td>9</td>
<td>Milk Chocolate Cinnamon Sugar Tortilla Rolls</td>
<td>M&amp;S</td>
<td>Crisps with chocolate!? Sweet and savoury!</td>
</tr>
<tr>
<td>Tasha</td>
<td>6</td>
<td>Terrys Chocolate Orange</td>
<td>Terry's</td>
<td>My favourite :) It's not Terry's, it's mine</td>
</tr>
<tr>
<td>Roy</td>
<td>6</td>
<td>Prosecco caramels</td>
<td>M&amp;S</td>
<td>Boozy!</td>
</tr>
<tr>
<td>Roy</td>
<td>6</td>
<td>Quality Streets</td>
<td>Nestle</td>
<td>Not really up my (quality) street...... sorry for a bad pun</td>
</tr>
<tr>
<td>Dilpreet</td>
<td>6</td>
<td>Snowy Mini Yule Log Bites</td>
<td>M&amp;S</td>
<td>Dashing through the snow(y) logs</td>
</tr>
<tr>
<td>Amelia</td>
<td>2</td>
<td>Swedish gingerbread biscuits</td>
<td>Homemade</td>
<td>Mycket bra! God Jul!!</td>
</tr>
<tr>
<td>Katie</td>
<td>2</td>
<td>Mince Pie Fudge</td>
<td>Waitrose</td>
<td>So yummy!</td>
</tr>
<tr>
<td>Jeremy</td>
<td>2</td>
<td>Evil Grandma's Belgian Chocolates</td>
<td>Belgium</td>
<td>Amazing. A quality item and unbeatable</td>
</tr>
<tr>
<td>Andy</td>
<td>2</td>
<td>Shortbread Singing Tree</td>
<td>M&amp;S</td>
<td>Loved the singing tree - extra marks!</td>
</tr>
</tbody>
</table>

* Conclusions were drawn that no one really understands the value added category or what makes a good / bad score. But we like it anyway.
Tasting session 1 (9 weeks to Christmas)

Retro Sweets

Lebkuchen Selection

Milk Chocolate
Cinnamon sugar
Tortilla Rolls
(Chocolate Crisps)
Tasting session 2 (6 weeks to Christmas)

Quality Streets and Prosecco Caramels

Showy Mini Yule Logs Bites

Terry’s Chocolate Orange.*

*Complete with orange drop
Tasting session 3 (only 2 weeks to Christmas !!!)

- Swedish Gingerbread biscuits
- Mince Pie
- Fudge
- Shortbread Musical Tree
- Evil Grandma’s Belgian Chocolates
- Swedish Gingerbread biscuits
<table>
<thead>
<tr>
<th>Name</th>
<th>Weeks till Christmas</th>
<th>Name of Christmas Snack</th>
<th>Smell</th>
<th>Appearance</th>
<th>Taste</th>
<th>Festivity-ness</th>
<th>Effort gone to/ Creativity</th>
<th>Nostalgic value</th>
<th>Value Added*</th>
<th>Overall Satisfaction</th>
<th>Average</th>
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<tr>
<td>Alison</td>
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<tr>
<td>Tasha</td>
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<td>Terry's Chocolate Orange</td>
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<td>Prosecco caramels</td>
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<td>Quality Streets</td>
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<td>Katie</td>
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<td>Mince Pie Fudge</td>
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<td>Evil Grandma's Belgian Chocolates</td>
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<td>9</td>
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<tr>
<td>Andy</td>
<td>2</td>
<td>Marks and Spenser Shortbread tree</td>
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<td>9</td>
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The Scores

* O Christmas tree, O Christmas tree, how lovely are your axes...
1st - Swedish Christmas Gingerbread Biscuits
Because who doesn’t love a traditional homemade Christmas pig shaped biscuit?!

As one of our volunteer tasters noted, ‘You can really Pig out on them!’

These biscuits will now be awarded the TEFFF Gold level Christmas star!

Also not to be confused with Stockholm Syndrome, a condition that causes hostages to develop a psychological alliance with their captors as a survival strategy during captivity.
Although the real winner may have been ....

Marks and Spencers’ – 40% of our tasting volunteers opted to buy their snacks at M&S.

Although there is a correlation between score and proximity to Christmas, this is entirely coincidental.

* Mmmmmmm looks like cheese. We like cheese.
Some selected Survey Feedback

“Better no snack at all than a bad snack.”

“No more half baked options please.”

“Where was the promised Norway snack?”

“What have Swedish Christmas Gingerbread Biscuits ever done for Britain?”

“We want tasting to be handed over to a people’s assembly.”

“A snack is for life and not just for Christmas.”

“It is not compulsory to buy snacks at M&S.”

“We must do this again sometime.”
Thank you!

This brings the 2018 Survey Season to a conclusion. Another triumph for the SP&C Unit!

All that remains is for us to wish everyone at Royal Holloway and the Marks and Spencer’s Egham Branch, a very Happy Christmas.

Thank you to all our friends and colleagues that have worked with us in 2018 on different projects and schemes for improving the college. We hope you have a fantastic Christmas and an even more magical 2019!