



Which Marie is better?

Not many of you would know that this thin, big, round biscuit with holes which happens to be one of the favourite things to dunk in the tea is older than any living person on earth. Centuries have changed and neither its creators nor the ones for whom it was made exist today. Yet, Marie biscuits, with little variations, are quite popular and will remain people's favourite as long as the bakeries remain...

Ashok Kanchan

When the London-based bakery Peek Freans created the 'Maria' biscuit in 1874 to commemorate the marriage of the Grand Duchess Maria Alexandrovna of Russia to the Duke of Edinburgh, the bakers would not have imagined that their creation would go on to become the much-loved accompaniment to tea across the world, even at little kirana shops across remote villages in India.

Today, the supposedly royal biscuit is created by some of the largest FMCG companies of the world as well as small corner bakeries. At about Rs 10 for 100 grams, Marie is accessible to just about anybody. Hence, to find which brand of Marie is better than the other – in terms of overall quality, taste and other parameters that affect consumers' purchase decisions – we at *Consumer Voice* evaluated seven popular Marie biscuit brands.

MARIE'S INGREDIENTS

The Marie's ingredients generally include wheat flour, sugar, vegetable oil, vanilla flavouring and malt extract. Dough is made by combining together all the ingredients; it is then rolled out and cut into a round shape with a cookie cutter. Thereafter the name and the design are engraved and the biscuits are baked.

CV RECOMMENDATIONS

For taste | topped in sensory evaluations

Britannia and McVitie's

For health benefits | contain dietary fibres

Divss and Patanjali

For the price-conscious | At Rs 10

Patanjali

THE SEVEN

Brand →	Britannia Marie Gold	Divss Brown Marie	McVitie's Marie	
				
MRP (in Rs)	30	12	30	
Net weight (in grams)	300	120	300	
Unit price of 100 grams (in Rs)	10	10	10	
Shelf life (in months)	6	6	9	

FINDINGS

◆ Unit Price

Unit price is the price of goods per unit – say, per 100 grams or per 10 grams. It can help the consumer to decide which brand to buy.

- Patanjali is cheapest and Priya Gold is costliest.

◆ Shelf Life

Shelf life is the duration of time for which the packaged food product will last without deteriorating and will stay fit for human consumption.

- McVitie's and Priya Gold have shelf life of 9 months.
- All other evaluated brands expire after 6 months.

◆ Dietary Fibre

A high-fibre diet has many health benefits and

biscuits that contain dietary fibre may be helpful in curing constipation and other ailments caused by consumption of fast food. Moderate consumption of dietary fibre helps in maintaining bowel health, lowers cholesterol levels and controls blood sugar.





- The three Marie biscuit brands with highest percentage of dietary fibre among the evaluated seven are Divss, Patanjali and Priya Gold.



DIETARY FIBRE, FAT AND SUGAR PERCENTAGE

Brand ↓	Dietary fibre (%)	Fat (%)	Sugar (%)
Divss	6.34	11.15	16.54
Patanjali	6.20	10.36	15.87
Priya Gold	4.99	12.47	17.84
Sunfeast	3.34	11.37	18.01
Parle	2.95	14.17	18.35
Britannia	2.94	12.98	18.99
McVitie's	0.98	9.65	19.17

BRANDS

Parle Marie (with wheat benefits)	Patanjali Marie	Priya Gold Marie Lite	Sunfeast Marie Light (original with extra fibre)
			
25	10	40	20
250	120	300	200
10	8.33	13.33	10
6	6	9	6

SENSORY EVALUATION

The seven brands were evaluated by expert panellists at a food and nutrition laboratory of a



reputed college of Delhi University. The brands were rated on predefined parameters on a 5-point scale where 5 stood for excellent, 4 for good, 3 for average, 2 for poor, and 1 for very poor.



Brand ↓	Appearance	Aroma	Taste	Texture/Bite	Aftertaste	Overall acceptability
Britannia	4.2	4.0	4.1	4.3	4.1	4.2
McVitie's	4.3	4.0	3.9	4.2	3.9	4.2
Sunfeast	4.2	4.0	4.1	4.2	3.8	4.0
Parle	3.7	3.8	3.8	4.0	3.6	3.9
Priya Gold Lite	4.0	3.6	3.6	3.6	3.7	3.9
Patanjali	3.7	3.5	3.5	3.8	3.5	3.5
Divss	3.4	3.3	3.3	3.6	3.5	3.5

- Britannia and McVitie's scored the highest points in sensory evaluation, followed by Sunfeast. These three brands were the tastiest of the lot and looked and smelled good too.

- On the other hand, the brands that did not taste smell or look good, especially Patanjali, contained health benefits and hence could not be ignored or rated not good as a whole.