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HITS & MISSES

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(#465) New Products Hits & Misses for 03/23/2011

Quality: medium

Evol Wraps Mediterranean Couscous Flavor

92



This product is a HIT! If you love couscous, and even if you don't, you are gonna love this wrap! What I especially love is the fact that someone took the time to celebrate their ingredients – “herbed whole wheat couscous, charred eggplant, olives, toasted almonds, oven dried tomatoes, touch of lemon” – these are all words that make us wanna take a bite. I especially love the phrase “all hand rolled together in an insanely tasty sundried tomato wrap”. Past the brilliant copy is actually an even more brilliant recipe. One wrap is just 430 calories, but it does have 15 grams of fat and 65 grams of carbs. The one complaint is when cooking in the microwave, which takes 2 minutes and 45 seconds, you need to flip it every 30 seconds, but wait a minute – 30 doesn't go into 165 evenly – so what did we do with the last 15 seconds? Retails for \$3.99 for 7 oz.

www.evolfoods.com

<http://www.supermarketguru.com/index.cfm/go/sg.videoSlideshow/categoryId/34>