*Buyer Beware Magazine -- The Magazine for the Cautious Kid Consumer*

*Article from the November 2016 edition--*

*“IGA Wavy Potato Chips vs. Lay’s Wavy Original”*

*By Vivian Hedican*

 Today’s product comparison matches up two brands of wavy potato chips: Lay’s Wavy Original (Product A) and IGA’s Wavy Potato Chips (Product B). Our experts tested these products to inform you, the cautious kid consumer, which is the better buy.

 Before we tasted the chips, our experts took a moment to examine the physical properties of the chips. With only a quick glimpse at the two brands, we saw that Product B looked more appealing than Product A due to its golden color and perfectly arranged ridges.  Product A smelled salty, which our experts found appealing, whereas product B had a paper-like scent that our experts did not find pleasant. Besides that, we found that Product A was less greasy, thinner, flatter (as opposed to curvy), and had some chips that had a darker tint. However, our experts found that product B was greasier to the touch, definitely thicker, very curvy, and most or all of the chips were a light yellow color. In addition, our experts performed a drop test on the chips to see which brand had the stronger chip. This might be important for all those clumsy and cantankerous toddlers out there trying to make sure their precious chip won’t break. When we dropped product A, it proceeded to shatter, almost as if it was a glass window. Product B had the opposite result. It barely shattered, if at all. Lastly, our experts put the two chips in separate glasses of water to simulate the human mouth. We could almost immediately tell which was superior. Product B was a soggy pile of potato, whereas product A was barely affected by the water.

 After examining the physical properties, our experts finally got to do what they were dying to do, which was taste the products. When tasting product A, our experts found a delicious, salty chip that had a great crunchiness to it. Product B had a bland, starchy flavor to it. When we bit down on Product A, we found that it crumbled in our mouths, although you had to work harder to chew product B, which was hard and almost stale. Product A was crunchy, but product B didn’t have that crunch factor that you would expect in a potato chip.

 While one of our experts could not stop eating the product, the others decided to examine the nutrition, price, and bag to better determine which is the better buy for you, the cautious kid consumer.

When we looked at the bag, product A was definitely more appealing to our fine panel of experts. The entire bag was red, and it proudly declared the name, as well as a potato with wavy chips coming off of it. In contrast, the bag for product B was a washed out red, white, and blue with chips that looked almost orangish in color.  As for nutrition (for all you health nuts out there), we found that product B was healthier, with 150 calories per serving, as opposed to product A’s 160. They both shared the same serving size (1 oz) and each had 10g of fat. In fact, product B’s serving size indicated that it's bag contained more chips with a serving size of 13 chips, whereas product A’s bag indicated 11 chips as its serving size. If you have Celiac disease, I would strongly recommend product A, which proudly declared on the bag the words “gluten free.”  Meanwhile we were not able to find a gluten-free declaration on the bag for product B. Our experts found that both products were refundable. As for price, they were very similar. Product A at $2.88 and Product B at $2.49. If you are the kind of person who’s money is stretched tight, you might want to pick product B.

 In conclusion, our experts decided in a landslide 3-0 vote, that Product A (Lay’s Wavy Original) was the better product. It might not be as healthy or cheap, but our experts agree that your wallet can stretch a little bit so that your taste buds don’t have to suffer. Just by putting little things together, Product A had the best value, and our experts definitely recommend this product to you, the cautious kid consumer.