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2015 Diet Taste Test Results are in: Which Service is Best?

by Jocelyn Baird January 13, 2015



Like clockwork, the start of each new year brings a rush of people trying out one new diet or another in an attempt to make good on that resolution to get healthy. You might be looking for a different approach this year in the form of a diet food delivery service. But how can you know whether the food from one of these services will even taste good? Nothing can be worse than ordering a bunch of food and realizing two days in that it all tastes like cardboard. That's where NextAdvisor.com comes in. For the fifth year in a row, we had twelve brave souls taste food from five of the diet delivery services we review in order to learn what's good ... and what's not. What surprises did the 2015 Diet Taste Test bring?

How the taste test was conducted

To start, we placed anonymous orders of a typical week's worth of food from five different diet delivery programs we review: bistroMD, 17 Day Diet, Diet-to-Go, Jenny Craig and Nutrisystem. The diet programs had no idea we weren't real customers, and the food we received was the same as you would get if you placed an order today.

We asked twelve men and women to participate in a blind taste test of these diet meals. To ensure that this was a truly blind test, all meals were prepared according to their provided instructions, removed from their packaging and plated on real dishware before being served. The testers were served two meals per day over a span of three days — two breakfasts from each program in the morning, followed by one lunch and one dinner entree from each program in the afternoon. Testers were asked to sample each meal and evaluate it for taste as well as appearance. They rated each on a numerical scale of 1 to 10 and also provided comments to give further insight on their thoughts. At the end of the testing period, the numbers were added up and averaged to determine who was the overall champion.

Who won the 2015 Diet Taste Test?

This year, we had a breakaway winner — Jenny Craig. Although it has not ranked high in the past, Jenny Craig was a hit with our testers this year. It pulled the highest rating overall in breakfast, and received many positive comments and high ratings with its lunch and dinner fare, as well. Coming in second was best selling book-based 17 Day Diet, the sister program of last year's winner, bistroMD. Surprisingly, bistroMD fell quite far in the ratings this year, landing in fourth place overall. Diet-to-Go took third place, and Nutrisystem took last place.

Best Tasting Diet Food Programs		
SERVICE NAME:	MEAL RATINGS:	OVERALL:
1 Jenny Craig	BREAKFAST FOOD: ★★★★★ LUNCH FOOD: ★★★★★ DINNER FOOD: ★★★★★	★ 5
2 The 17 Day Diet	BREAKFAST FOOD: ★★★★★☆ LUNCH FOOD: ★★★★★ DINNER FOOD: ★★★★★☆	★ 4.5
3 diet to go	BREAKFAST FOOD: ★★★★★☆ LUNCH FOOD: ★★★★★☆ DINNER FOOD: ★★★★★☆	★ 4
4 bistroMD	BREAKFAST FOOD: ★★★★★☆ LUNCH FOOD: ★★★★★☆ DINNER FOOD: ★★★★★☆	★ 4
5 Nutrisystem	BREAKFAST FOOD: ★★★★★ LUNCH FOOD: ★★★★★☆ DINNER FOOD: ★★★★★☆	★ 3.5

Still not swayed and looking for a deal to make up your mind for you? Right now, Diet-to-Go is offering NextAdvisor.com readers a special 25% discount with the coupon code NEXADVISOR25. bistroMD gives you free shipping on your first week when you sign up through NextAdvisor.com, and 17 Day Diet takes it one step further with free shipping for life! Finally, if Nutrisystem is your ideal, you can get up to 35% off its 28-day delivery programs.

But is Jenny Craig really that good?

Even though it stole the crown right out from under bistroMD when it comes to taste, we were curious about Jenny Craig's ability to deliver as a comprehensive diet program. The only way to be sure is to have someone take the taste test on the road and try Jenny Craig for a full week — and that's exactly what one writer will be doing in the coming week! Curious what the results of this experiment will be? Stay tuned to NextAdvisor's diet services blog to find out!

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Jocelyn is a NextAdvisor.com writer with a love for coffee, reading and all things personal security. She currently covers identity theft, credit monitoring and credit cards. She has been a guest on several radio shows nationwide and her cybersecurity and personal finance expertise have been featured by Forbes, USA Today, Kiplinger's Personal Finance, The Huffington Post and more. She is a graduate of Syracuse University with a dual degree in Writing and Rhetorical Studies and Anthropology. Follow her on Twitter @JocelynAdvisor.

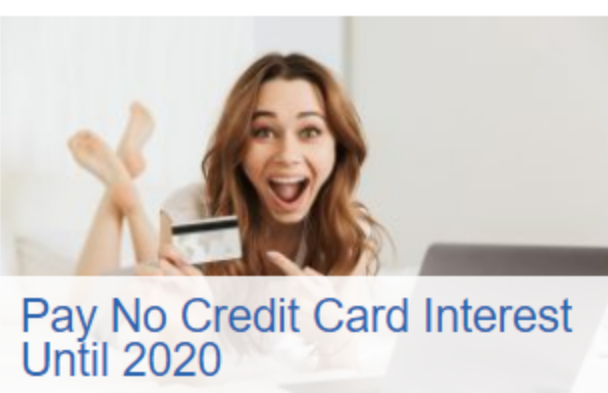
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