

Product Name:	Count on Us Roasted Butternut Squash & Mushroom Pappardelle	Supplier:	Marks & Spencer Ltd
Overall Product Score:	34	Norm:	32
		Max:	43
		Min:	17
		CMR Reference:	140428

Concept Appeal:		An unusual and well presented ready meal, although its healthy eating positioning limited its relevance pre-trial.
Product Appeal:		A well balanced recipe, which appealed to dieters and healthy eaters, with good sized vegetable pieces, well cooked pasta and rich sauce.
Sales Potential:		A good quality product with strong sales potential amongst its core target audience, especially if promoted as part of a 'meal deal' offer.



Fast Foodfax Verdict:

For a healthy eating ready meal, this vegetable and pasta dish under Marks & Spencer's 'Count on Us' sub-brand generated a good level of pre-trial interest amongst a non-targeted sample. An innovative combination of butternut squash, mushrooms and pappardelle pasta, the pack-shot looked appealing and brand expectations were high, whilst the easy microwaveable cooking method made it a convenient option 'for singles or work lunches'. Above average mean scores were awarded for taste and texture, as the flavours were well balanced, the pieces of butternut squash and mushrooms were a good size, the pasta well cooked and the sauce 'rich' and 'tasty'. At 32%, there was no increase in positive post-trial purchase intention ratings, but this figure was on a par with the norm, whilst 38% rated the dish 'better than what's out there'. For those with heartier appetites, the portion size was too small and the content insubstantial, but healthy eaters would buy occasionally as a convenient and healthy mid-week standby - particularly at the 'mix and match' meal deal offer price.

Product Key Measures:

Mean Scores

Pre Test Interest in Purchase	3.08
Initial Appeal	3.98
Appearance	3.30
Smell	3.39
Taste	3.50
Texture	3.50
Packaging	3.76
Health	3.64
Value for Money	2.98
Overall Impression	3.42
Would Buy Intention	3.02
Mean Total	34.48
Characteristics mean total	34
Weighting factor	-0.5
Overall product score out of 50	34

Likes & Dislikes: (in their own words)

Nice cubes of butternut squash /good texture /nice size pieces of mushroom /balanced flavours /spicy /good pasta, cooked well /informative pack /healthy /plentiful /trusted brand /calorie counted /meal deal which improves value /appealing packaging /microwaveable /tasty /rich /good for singles & work lunches. Powdery /small spinach pieces /looked a little grey /overpowering /bland /expensive /mushrooms black /gloopy texture /small portion.

Description of Product %

Sales Potential

Ideal for chilling out	16%	Would Buy Intention
For midweek	37%	
I would recommend this product	8%	Product Tested
Ideal when entertaining	2%	
Weekend treat	8%	Definitely 10%
Would buy on special offer	31%	
For kids	2%	Probably 22%
Not for me	31%	
A good standby	37%	

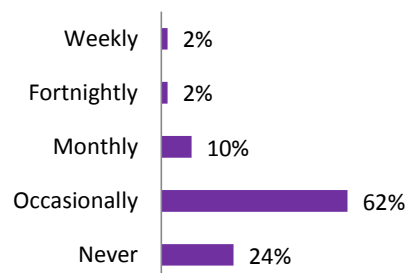
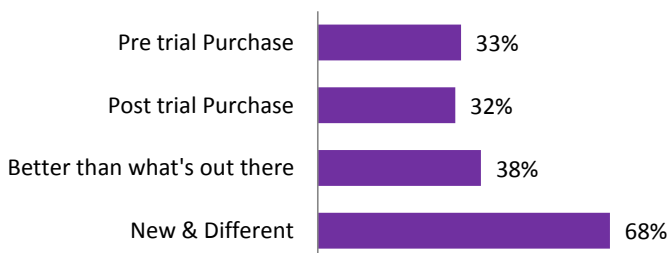
Innovation / Relevance:

Overall rating: 15

Expected Purchase Frequency %

Top 2 boxes

(out of 20 including weighting)



Test Details

Overall Sample Size:	50	Adults only	Preparation: Microwave	Price: £3.00	Weight: 372g
Norm Category:	69	illed Pasta Based Ready Meals/Meal Centr	Research Date: Thurs 10.04.14		