

Product Name: **Walkers Sensations Popcorn - Sweet Chilli** Supplier: **Walkers Snack Foods Ltd**

Overall Product Score: **43** Norm: **38** Max: **48** Min: **19** CMR Reference: **140426**

Concept Appeal:



The vibrant pack and high expectations of the Walkers Sensations branding led to a high level of pre-trial interest, despite some reservations about savoury popcorn.

Product Appeal:



The crispy popcorn had an unusual sweet / spicy flavour profile and achieved high product ratings compared with traditional savoury snacks.

Sales Potential:



An innovative brand extension with mainstream appeal, this Thai Sweet Chilli Popcorn has strong potential for repeat sales.



Fast Foodfax Verdict:

Respondents could not fail to notice this brightly coloured new addition to the Walkers Sensations range. Popcorn made a change from the more traditional potato based crisps, whilst the unexpected Thai Sweet Chilli flavour led to almost the entire sample (94%) describing this product as 'new and different'. Some may have been deterred by the anticipation of over-hot, spicy flavours suggested by the vibrant pack-shot, but there was still a high level of purchase interest pre-trial. The unusual sweet / spicy combination brought together 'too many flavours' for some rejecters. However, the majority praised the 'crispy' texture of the popcorn and enjoyed its 'sweet' aroma followed by a 'fresh', 'spicy' aftertaste. 'Better than what's out there' for two-thirds of the sample, post-trial positive purchase intention ratings rose to 68% (norm 52%), with over one quarter claiming they would 'definitely' buy. The competitive £1.59 price point from Tesco made this an affordable sharing option, ideal when entertaining or chilling out, although its premium positioning may have impacted on purchase frequency, as 30% would only buy 'on special offer'.

Product Key Measures:

Mean Scores

Pre Test Interest in Purchase	3.60
Initial Appeal	4.26
Appearance	4.08
Smell	3.74
Taste	4.04
Texture	4.16
Packaging	4.27
Health	3.12
Value for Money	3.32
Overall Impression	3.90
Would Buy Intention	3.86
Mean Total	38.75
Characteristics mean total	39
Weighting factor	4
Overall product score out of 50	43

Likes & Dislikes: (in their own words)

*Spicy aftertaste /sweet smell /crispy, crunchy texture /fresh taste /subtle /bright attractive pack /new & different /stands out /Thai sweet chilli appealing /tasty /heat builds /smell /loved it /healthier than crisps /great snack /good kick.
Very sweet /not enough chilli /lingering aftertaste /smells like toffee popcorn /buy on offer /combination of salt & sweet /too many flavours.*

Description of Product %

Sales Potential

Ideal for chilling out	66%	Would Buy Intention
For midweek	22%	
I would recommend this product	30%	Product Tested
Ideal when entertaining	58%	
Weekend treat	46%	Definitely 26%
Would buy on special offer	30%	
For kids	16%	Probably 42%
Not for me	6%	
A good standby	16%	

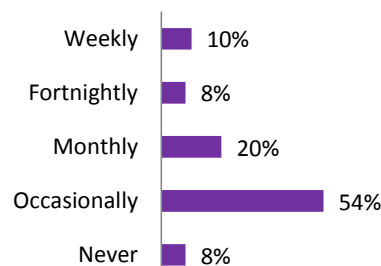
Innovation / Relevance:

Overall rating: 20

Expected Purchase Frequency %

Top 2 boxes

(out of 20 including weighting)



Test Details

Overall Sample Size: 50 Adults only Preparation: RTE Price: £1.59 Weight: 90g
Norm Category: 1 Savoury Snacks (Adult Oriented) Research Date: Thurs 10.04.14