

Product Name:	Phileas Fogg Mexican Taco Rolls	Supplier:	KP Snacks
Overall Product Score: 43	Norm: 38	Max: 48	Min: 19
			CMR Reference: 140415

Concept Appeal:		An innovative concept with excellent shelf stand-out prompting a good level of pre-trial interest.
Product Appeal:		The snacks had a good consistency and unusual shape, whilst the flavour was well balanced and not over-spicy.
Sales Potential:		A strong addition to the sector, with mainstream appeal and relevance. It has potential to sustain high levels of sales.

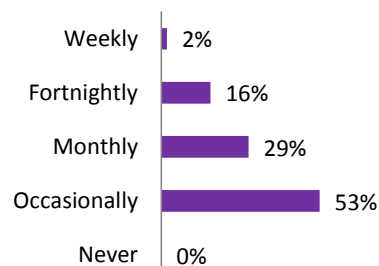
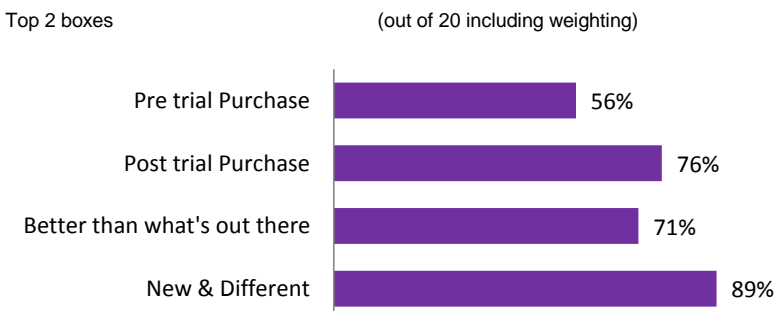


Fast Foodfax Verdict:

One of Phileas Fogg's new range of 'exciting taste experiences from around the world', these Mexican Style Taco Rolls created a buzz of interest and excitement as a 'new and different' addition to the savoury snacks sector. The vibrant packaging with its distinctive Phileas Fogg branding would catch the eye in-store, and respondents expected fiery Mexican flavours from the Salsa Tomato & Onion descriptor. They were pleasantly surprised on tasting, as the flavour had a 'bit of a kick' without being overpoweringly spicy, whilst the 'crunchy' texture and unusual shape made the rolls ideal for serving with a dip as well as a tasty snack on their own. Taste and texture were rated 'excellent' by 35% and 38% respectively, achieving mean scores well above the category norm. With positive purchase intention ratings rising to 75% post-trial, one third of respondents claimed they would 'definitely' buy (norm 19%). The large bag made these snacks ideal for sharing, when entertaining or chilling out with friends, and although for some, the £2.00 price point from Sainsbury's made them an 'expensive' choice, they outperformed many competitors.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)	
Pre Test Interest in Purchase	3.55	<i>Nice/different/crunchy/ great with a dip/good for entertaining /more-ish/ bright eye catching pack / average price / surprisingly nice / crunchy / tasty / lovely flavour / not too strong / shape / crispy / good snack / little bit of a kick /good flavour combination .</i>	
Initial Appeal	4.36	<i>Too salty /high in calories /expensive / slightly too vinegary.</i>	
Appearance	4.15	Description of Product %	Sales Potential
Smell	3.84	Ideal for chilling out	73% Would Buy Intention
Taste	4.20	For midweek	27%
Texture	4.31	I would recommend this product	35% Product Tested
Packaging	4.02	Ideal when entertaining	73%
Health	2.76	Weekend treat	51% Definitely 33%
Value for Money	2.93	Would buy on special offer	27%
Overall Impression	4.04	For kids	16% Probably 44%
Would Buy Intention	4.07	Not for me	0%
Mean Total	38.67	A good standby	25%
Characteristics mean total	39		
Weighting factor	4		
Overall product score out of 50	43		

Innovation / Relevance: **Overall rating: 20** (out of 20 including weighting) **Expected Purchase Frequency %**



Test Details	Overall Sample Size: 55	Adults only	Preparation: RTE	Price: £2.00	Weight: 190g
	Norm Category: 1	Savoury Snacks (Adult Oriented)	Research Date: Thurs 03.04.14		