

Product Name:	Chicken, Leek & Bacon Pie	Supplier:	Asda Stores Ltd		
Overall Product Score:	31	Norm:	36	Max:	48
			Min:	14	CMR Reference:
					140618

Concept Appeal:		Based on a traditional 'Classic' recipe, this meal for one generated a good level of pre trial interest.
Product Appeal:		Too processed for some, this dish was a disappointment, whilst for others it was 'better than expected'.
Sales Potential:		For those in the market, this was a convenient mid week meal one in five claiming regular purchase intention.



Fast Foodfax Verdict:

Part of Asda's Classic range in their mid tier Chosen By You brand, this chilled ready meal for one was a good option and along with the competitive £1.70 price point,, generated a good level of pre trial interest. Either oven cooked or microwaveable, this dish could also be frozen and kept as a good standby. Oven cooked from chilled for this assessment and ready to eat in 30 minutes, there was some polarisation of opinion after tasting. Northerners were more keen and commented on the good appearance, 'good sized pieces of chicken' and use of 'real potato'. Southerners on the other hand were more critical and considered this recipe to be 'too processed, salty and mushy / sloppy'. Divisions impacted on many key measures ratings and limited the overall score to 31, close the current category norm. Northern appreciation was reflected in the overall score for this region (46 - well above the current maximum), whilst the Southern score was 20 - just above the minimum. Not to everyone's taste, led to 40% claiming that they would never buy, but amongst those less critical this was viewed as convenient stand by for a quick and easy mid week with one in five claiming they would consider buying at least fortnightly.

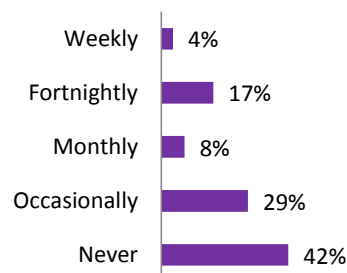
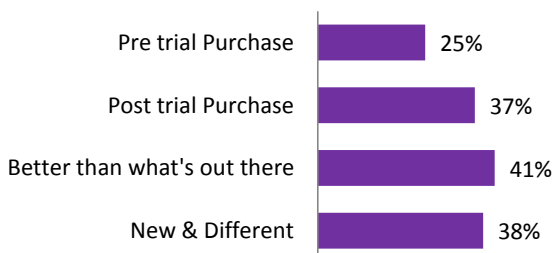
Product Key Measures:	Mean Scores
Pre Test Interest in Purchase	2.94
Initial Appeal	3.44
Appearance	3.10
Smell	3.33
Taste	3.27
Texture	3.25
Packaging	3.29
Health	2.92
Value for Money	3.19
Overall Impression	3.10
Would Buy Intention	2.77
Mean Total	31.66
Characteristics mean total	32
Weighting factor	-1
Overall product score out of 50	31

Likes & Dislikes: (in their own words)

Better than expected/good mix of flavour/good size pieces of chicken/value/like the sauce/looks brilliant /impressed/ proper potatoes/moist/value.
Not a lot of leek/disappointing/very basic packaging /doesn't look like product on package/salty/processed chicken/disguising /not creamy/expensive / mush/sloppy/grey/gloopy/school dinners.

Description of Product %	Sales Potential
Ideal for chilling out	19% Would Buy Intention
For midweek	44%
I would recommend this product	17% Product Tested
Ideal when entertaining	4%
Weekend treat	6% Definitely 8%
Would buy on special offer	12%
For kids	19% Probably 29%
Not for me	40%
A good standby	21%

Innovation / Relevance:	Overall rating:	12	Expected Purchase Frequency %
Top 2 boxes	(out of 20 including weighting)		



Test Details	Overall Sample Size: 52	Adults only	Preparation: Oven	Price: £1.7	Weight: 400g
	Norm Category: 47	illed Poultry Based Meal Centres & Ready M	Research Date: Thurs 05.06.14		