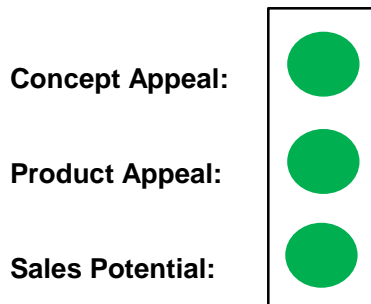


Product Name:	Old El Paso Stand 'n' Stuff Soft Taco Kit	Supplier:	General Mills
Overall Product Score:	44	Norm:	30
		Max:	49
		Min:	9
		CMR Reference:	140729



Concept Appeal: The familiar Old El Paso pack design and branding helped generate a high level of pre trial interest in this latest addition to the range.

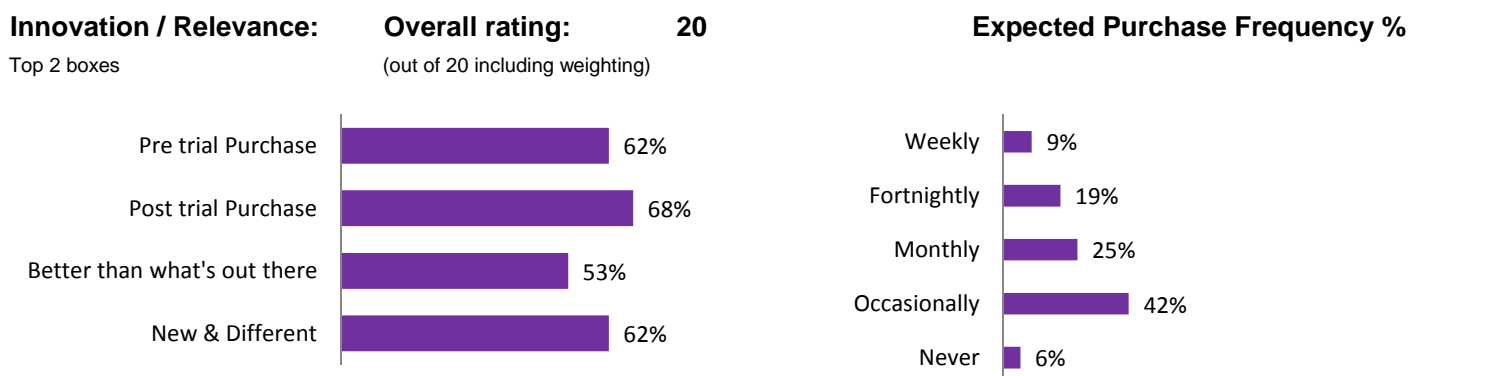
Product Appeal: Despite not being spicy enough for some, this meal kit generally delivered to expectations.

Sales Potential: A great, fun family meal - this kit is likely to attract regular sales, with one in four claiming they would buy at least fortnightly.



Fast Foodfax Verdict:
Purchased from Asda for £3.79, this new addition to the Old El Paso meal kit range was presented in a pack with the familiar branding - prompting 90% to claim that they would notice it on shelf. From the onset some concerns were raised about the total cost of the meal, with additional items required to complete the dish, with adding in the cost of mince, lettuce, tomatoes, sour cream & grated cheese considerably increasing the cost. Despite this potential drawback, there was still a high level of pre trial interest, with engagement maintained post test. The contents of the kit - boat shaped soft flour tortillas, tomato stir in sauce & cool herb topping - added value and created a dish which met with expectations. The 'Extra Mild, Super tasty' variant was tested, which, for some lacked spiciness / heat kick, with some suggesting that a few more spices wouldn't go amiss. Overall, however, ratings across many key measures were high, resulting in a good overall score of 44. A North / South divide was noted, with those in the North more enthusiastic (score: 47) than their Southern counterparts (37). That said even within the Southern region, this kit was still relevant and many would consider buying. As a group- over one in four claimed they would purchase at least fortnightly - as a great standby for a mid week meal, with a novel twist, that all the family could enjoy.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)																				
Pre Test Interest in Purchase	3.77	<i>Eye-catching pack / great idea/ nice shaped tacos / easy to fill/ fun / well known brand / attractive / nice selection/ sour cream has good flavour/ good for all the family</i> <i>Not very authentic / expensive when other elements are added/ needs more spices, bland</i>																				
Initial Appeal	4.21																					
Appearance	4.17																					
Smell	3.96																					
Taste	4.21																					
Texture	4.15																					
Packaging	4.21																					
Health	3.37																					
Value for Money	3.19																					
Overall Impression	3.91																					
Would Buy Intention	3.79	<table border="1"> <thead> <tr> <th>Description of Product %</th> <th>Sales Potential</th> </tr> </thead> <tbody> <tr> <td>Ideal for chilling out</td> <td>49%</td> </tr> <tr> <td>For midweek</td> <td>53%</td> </tr> <tr> <td>I would recommend this product</td> <td>36%</td> </tr> <tr> <td>Ideal when entertaining</td> <td>40%</td> </tr> <tr> <td>Weekend treat</td> <td>34%</td> </tr> <tr> <td>Would buy on special offer</td> <td>34%</td> </tr> <tr> <td>For kids</td> <td>43%</td> </tr> <tr> <td>Not for me</td> <td>8%</td> </tr> <tr> <td>A good standby</td> <td>30%</td> </tr> </tbody> </table>	Description of Product %	Sales Potential	Ideal for chilling out	49%	For midweek	53%	I would recommend this product	36%	Ideal when entertaining	40%	Weekend treat	34%	Would buy on special offer	34%	For kids	43%	Not for me	8%	A good standby	30%
Description of Product %	Sales Potential																					
Ideal for chilling out	49%																					
For midweek	53%																					
I would recommend this product	36%																					
Ideal when entertaining	40%																					
Weekend treat	34%																					
Would buy on special offer	34%																					
For kids	43%																					
Not for me	8%																					
A good standby	30%																					
Mean Total	39.16	<table border="1"> <thead> <tr> <th colspan="2">Sales Potential</th> </tr> <tr> <th colspan="2">Would Buy Intention</th> </tr> </thead> <tbody> <tr> <td>Product Tested</td> <td></td> </tr> <tr> <td>Definitely</td> <td>26%</td> </tr> <tr> <td>Probably</td> <td>42%</td> </tr> </tbody> </table>	Sales Potential		Would Buy Intention		Product Tested		Definitely	26%	Probably	42%										
Sales Potential																						
Would Buy Intention																						
Product Tested																						
Definitely	26%																					
Probably	42%																					
Characteristics mean total	39																					
Weighting factor	4.5																					
Overall product score out of 50	44																					



Test Details	Overall Sample Size: 53	Adults only	Preparation: Hob	Price: £3.79	Weight: 329g
	Norm Category: 41	Ambient Ready Meals/Meal Centres	Research Date: Thurs 17.07.14		