

Product Name: **Chosen by Kids - Dinky British Beef Burgers** Supplier: **Asda Stores Ltd**

Overall Product Score: **36** Norm: **37** Max: **50** Min: **20** CMR Reference: **140805**

**Concept Appeal:**



The bright packaging and the high beef content impressed pre trial, encouraging a good level of pre trial interest.

**Product Appeal:**



Despite many enjoying what as on offer, only near norm ratings were achieved for product delivery key measures.

**Sales Potential:**



Convenient, nutritious and novel, amongst those who have the need to cater for young children, these Dinky Burgers were a good option.



**Fast Foodfax Verdict:**

Part of Asda's Chosen by Kids, Approved by Mums range, these Dinky British Beef Burgers were presented in a convenient frozen format, retailing at £1.50 for a pack of 10. High in protein and good source of iron, these burgers were tested amongst a non-targeted sample of both adults and juniors, with the Junior panel more positive than the adults. Both sets of participants agreed that the burgers were 'too small' in size and 'a little chewy', but both agreed that these burgers would make 'a good snack' and were 'tasty'. The adults were impressed by the 99% beef content and were satisfied that they would be a good option for their family. Those in the Midlands were more critical - score:27, whilst Southerners were more appreciative (40). Those with younger family members, the target market, were even more impressed - (45) with this sub set indicating the highest level of would buy intention. Two thirds agreed that this product was 'new and different' and along with a significant increase post trial purchase intent indicated a good degree of relevance amongst those looking for a convenient, healthy option for their family.

**Product Key Measures:**

	Mean Scores
Pre Test Interest in Purchase	2.96
Initial Appeal	3.90
Appearance	3.69
Smell	3.81
Taste	3.69
Texture	3.50
Packaging	3.77
Health	3.15
Value for Money	3.49
Overall Impression	3.52
Would Buy Intention	3.06
Mean Total	35.59
Characteristics mean total	36
Weighting factor	0
Overall product score out of 50	36

**Likes & Dislikes:** (in their own words)

*Impressed / 99% beef / kids would enjoy / appealing pack design / beefy/ tasty/ really lovely flavour / firm texture – not soft or sloppy*

**Junior:** *Good for snacking*

*Chewy / tough / not very keen / dry / too small*

**Junior:** *Too small / chewy*

**Description of Product %**

Ideal for chilling out	<b>25%</b>
For midweek	<b>36%</b>
I would recommend this product	<b>21%</b>
Ideal when entertaining	<b>30%</b>
Weekend treat	<b>15%</b>
Would buy on special offer	<b>15%</b>
For kids	<b>75%</b>
Not for me	<b>30%</b>
A good standby	<b>21%</b>

**Sales Potential**

	Product Tested
Would Buy Intention	
Definitely	18%
Probably	23%

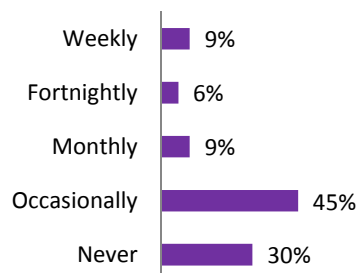
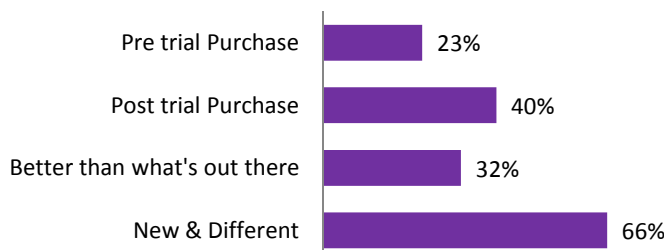
**Innovation / Relevance:**

**Overall rating: 15**

Top 2 boxes

(out of 20 including weighting)

**Expected Purchase Frequency %**



**Test Details**

Overall Sample Size: 62 53 Adults, 9 Children Preparation: Oven Price: £1.50 Weight: 180g  
Norm Category: 55 en Meat Burgers/Grills/Crumbed/Coated Me Research Date: Tues 29.07.14