




Product Name:	Butterkist Pop 'n' Pour Chocolate Microwave Popcorn	Supplier:	Tangerine Confectionery
Overall Product Score:	39	Norm:	33
		Max:	47
		Min:	15
		CMR Reference:	140809

Concept Appeal:		The pack design did little to encourage pre trial interest, which was limited.
Product Appeal:		Although the overall product delivery was good, there were concerns about the 'messy' nature of the sauce.
Sales Potential:		Despite some reservations, just over half claimed they would buy occasionally as a treat when relaxing at the weekend.

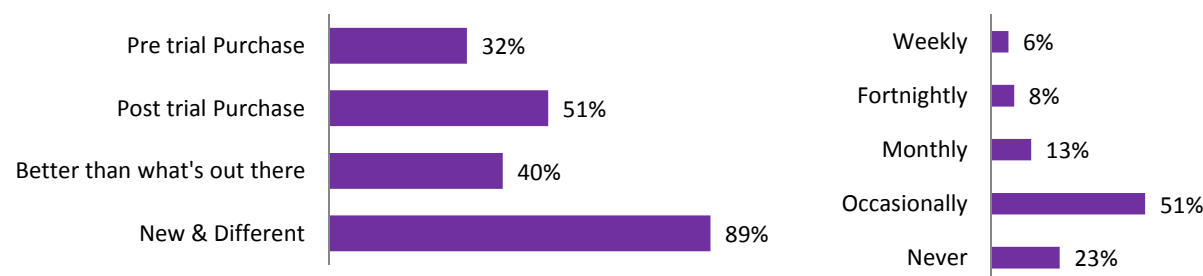


Fast Foodfax Verdict:

Launched in May, 2014 and listed in Asda, this pack contained two portions each of microwaveable popcorn and chocolate sauce, (with a Chocolate Orange variant also available). Pre trial, the pack, described by some as 'boring' was in danger of failing to stand out on shelf and being overlooked, although the well know Butterkist branding helped to boost interest. The on pack claim of 64 calories per serving was a dominant feature, but this aspect was generally overlooked with the rating for the key measure of 'health' lying just below the category norm. The majority were looking forward to tasting (75% had a strong desire to try), and although the overall product delivery was good, there were concerns expressed over the 'messy' nature of the chocolate sauce, which many found a distraction. Despite these reservations, a good overall score (39) was achieved - higher in the North (43) compared to the Midlands (30) and more popular amongst younger adults (43) than the over 55's (32). The maximum rating of 20 was also awarded for 'innovation and relevance', as over half the group claimed they would definitely / probably buy as an occasional treat when chilling out at the weekend.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)																				
Pre Test Interest in Purchase	3.26	<p><i>Good quality chocolate / convenient / good balance of flavours / good for all the family / good value/ different as a treat / wasn't too sickly/ lovely flavour</i></p> <p><i>Chocolate very messy / not a pleasant flavour / average tasting / disappointing / messy / boring pack / not all the corn had popped/ too sweet</i></p>																				
Initial Appeal	4.08																					
Appearance	3.79																					
Smell	3.89																					
Taste	3.77																					
Texture	3.66																					
Packaging	3.83																					
Health	3.15																					
Value for Money	3.63																					
Overall Impression	3.60																					
Would Buy Intention	3.17	<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>53%</td> </tr> <tr> <td>For midweek</td> <td>19%</td> </tr> <tr> <td>I would recommend this product</td> <td>19%</td> </tr> <tr> <td>Ideal when entertaining</td> <td>32%</td> </tr> <tr> <td>Weekend treat</td> <td>51%</td> </tr> <tr> <td>Would buy on special offer</td> <td>6%</td> </tr> <tr> <td>For kids</td> <td>36%</td> </tr> <tr> <td>Not for me</td> <td>23%</td> </tr> <tr> <td>A good standby</td> <td>13%</td> </tr> </tbody> </table>	Description of Product %	Sales Potential	Ideal for chilling out	53%	For midweek	19%	I would recommend this product	19%	Ideal when entertaining	32%	Weekend treat	51%	Would buy on special offer	6%	For kids	36%	Not for me	23%	A good standby	13%
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Characteristics mean total	37																					
Weighting factor	2																					
Overall product score out of 50	39																					

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



Test Details	Overall Sample Size: 53	Adults only	reparation: Microwav	Price: £1.50	Weight: 2 x 50g
	Norm Category: 6	Hot/Cold Sweet Hand Held Snacks		Research Date: Tues 29.07.14	