

Product Name:	Katsu Curry Meal Kit	Supplier:	Tesco Stores Ltd		
Overall Product Score:	37	Norm:	30	Max:	49
			Min:	9	CMR Reference: 140831

Concept Appeal:	
Product Appeal:	
Sales Potential:	

An interesting concept , attractively packaged, which encouraged a high level of pre trial interest.

The resulting dish impressed, with many appreciating the differing flavours and textures.

Nearly one half claimed they would definitely / probably buy, to be enjoyed a variety of eating occasions.



Fast Foodfax Verdict:

This Katsu Curry Meal Kit from Tesco, prepared in 20 minutes, included a sachet of cooked rice, katsu curry sauce and panko breadcrumbs, with the addition of chicken, an egg , 'a dusting of flour and a splash of oil' required to complete the dish. From the onset, many were impressed with the pack presentation, with this, along with the more unusual offer a pre trial attraction. A similar kit was tested through Foodfax in 2009 -Ref:090808 Blue Dragon Japanese Katsu Curry Meal Kit, score:27 - and after preparation and testing, this own label version was considered to be a better option , achieving an overall score 10 points higher at 37. There was consistency of opinion across the sub sets, as many appreciated the 'lovely, fluffy' rice, 'nice mix of and good strength of flavours'. Not all were taken by what was put in front of them, with a few expressing concerns of the lack of spiciness and the 'strange aftertaste'. Despite these reservations, this kit impressed sufficiently for 47% to claim that they would definitely / probably buy (c/w 30% norm), to enjoy at a number of eating occasions - from chilling out throughout the week or to offer to guests.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)																				
Pre Test Interest in Purchase	3.34	<i>Tasty / easy to prepare/ very good / rice lovely & fluffy / good strength of flavour / attractive packaging – informative / nice mix of flavours / nice flavours/ good portion size / tasty Sauce not great / strange aftertaste / expensive / flavours not strong enough- needs more spice/ didn't like the colour of the sauce</i>																				
Initial Appeal	3.87																					
Appearance	3.62																					
Smell	3.81																					
Taste	3.66																					
Texture	3.85																					
Packaging	3.72																					
Health	3.21																					
Value for Money	3.32																					
Overall Impression	3.53																					
Would Buy Intention	3.23	<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>32%</td> </tr> <tr> <td>For midweek</td> <td>30%</td> </tr> <tr> <td>I would recommend this product</td> <td>21%</td> </tr> <tr> <td>Ideal when entertaining</td> <td>34%</td> </tr> <tr> <td>Weekend treat</td> <td>32%</td> </tr> <tr> <td>Would buy on special offer</td> <td>17%</td> </tr> <tr> <td>For kids</td> <td>8%</td> </tr> <tr> <td>Not for me</td> <td>25%</td> </tr> <tr> <td>A good standby</td> <td>38%</td> </tr> </tbody> </table>	Description of Product %	Sales Potential	Ideal for chilling out	32%	For midweek	30%	I would recommend this product	21%	Ideal when entertaining	34%	Weekend treat	32%	Would buy on special offer	17%	For kids	8%	Not for me	25%	A good standby	38%
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Characteristics mean total	36																					
Weighting factor	1																					
Overall product score out of 50	37																					

Innovation / Relevance:	Overall rating:	16	Expected Purchase Frequency %
Top 2 boxes	(out of 20 including weighting)		
Pre trial Purchase		45%	Weekly
Post trial Purchase		47%	Fortnightly
Better than what's out there		36%	Monthly
New & Different		68%	Occasionally
			Never

Test Details	Overall Sample Size: 53	Adults only	Preparation: Hob	Price: £2.49	Weight: 440g
	Norm Category: 41	Ambient Ready Meals/Meal Centres	Research Date: Thurs 14.08.14		