

Product Name:	Cheese Twists	Supplier:	Tesco Stores Ltd		
Overall Product Score:	41	Norm:	38	Max:	50
				Min:	12
				CMR Reference:	140907

Concept Appeal:	
Product Appeal:	
Sales Potential:	

Presented in a more novel snack presentation, these Cheese twists from Tesco attracted a good level of pre trial interest.

Above norm ratings were achieved for product delivery key measures, with the 'fresh, crunchy' attributes well received.

Although not an everyday item, this s product was still relevant, especially when looking for an offer for guests, family and friends.



Fast Foodfax Verdict:

These Cheese Twists, 'flaky pastry mini twists with Gruyere cheese', were presented in a waxed cup style container and were purchased for £1.19 / 72g pack. The more unusual pack format was an initial attraction, prompting a good level pre trial interest and desire to try, with the colourful design unlikely to go unnoticed on shelf. High expectations were met for the majority after tasting, with many commenting on the 'crunchy' texture and the 'fresh, flavoursome' taste. 'Handy and versatile' also added value to the overall product perception. For a few, however, this product was 'a bit dry' and 'not cheesy enough', although these criticisms failed to make much of an impact on key measure ratings, which for the majority were above the category norm. Only the key measure of 'health' was significantly below the norm, but viewed more as an occasional indulgence, this was not an apparent issue for this group. There was the indication that the product was better received amongst the C2DE and non-working sub sets (both score:50) and in the North (50) - with those in the Midlands- (35)- less so. Nearly two thirds claimed occasional purchase intent - as a snack when chilling out or when entertaining.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)																										
Pre Test Interest in Purchase	3.36	<p><i>Nice / crunchy / good cheesy flavour / nice bite / easy to open pack/ fresh/ versatile / handy to have around/ better than breadsticks/ full of flavour / great for buffets / more-ish</i></p> <p><i>Not cheesy enough / nothing special/ a bit dry</i></p>																										
Initial Appeal	3.88																											
Appearance	4.04																											
Smell	3.72																											
Taste	3.98																											
Texture	4.02																											
Packaging	3.72																											
Health	2.90																											
Value for Money	3.52																											
Overall Impression	3.80																											
Would Buy Intention	3.59	<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>56%</td> </tr> <tr> <td>For midweek</td> <td>16%</td> </tr> <tr> <td>I would recommend this product</td> <td>14%</td> </tr> <tr> <td>Product Tested</td> <td></td> </tr> <tr> <td>Ideal when entertaining</td> <td>72%</td> </tr> <tr> <td>Weekend treat</td> <td>36%</td> </tr> <tr> <td>Definitely</td> <td>14%</td> </tr> <tr> <td>Would buy on special offer</td> <td>12%</td> </tr> <tr> <td>Probably</td> <td>43%</td> </tr> <tr> <td>For kids</td> <td>32%</td> </tr> <tr> <td>Not for me</td> <td>6%</td> </tr> <tr> <td>A good standby</td> <td>26%</td> </tr> </tbody> </table>	Description of Product %	Sales Potential	Ideal for chilling out	56%	For midweek	16%	I would recommend this product	14%	Product Tested		Ideal when entertaining	72%	Weekend treat	36%	Definitely	14%	Would buy on special offer	12%	Probably	43%	For kids	32%	Not for me	6%	A good standby	26%
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Mean Total	37.17																											
Characteristics mean total	37																											
Weighting factor	3.5																											
Overall product score out of 50	41																											

Innovation / Relevance:	Overall rating:	18	Expected Purchase Frequency %
Top 2 boxes	(out of 20 including weighting)		
Pre trial Purchase	48%	Weekly	2%
Post trial Purchase	57%	Fortnightly	16%
Better than what's out there	43%	Monthly	18%
New & Different	57%	Occasionally	63%
		Never	2%

Test Details	Overall Sample Size: 51	Adults only	Preparation: RTE	Price: £1.19	Weight: 72g
	Norm Category: 95	Savoury Biscuits/Crackers	Research Date: Tues 26.08.14		