

<b>Product Name:</b>	<b>Hovis Fruity Nibbles - Raisin</b>	<b>Supplier:</b>	<b>Premier Foods Group / Fox's Biscuits</b>		
<b>Overall Product Score: 44</b>	<b>Norm: 39</b>	<b>Max: 50</b>	<b>Min: 15</b>	<b>CMR Reference: 140909</b>	

<b>Concept Appeal:</b>		The competitive price and strong branding promoted a good level of pre trial engagement.
<b>Product Appeal:</b>		For the majority, these snack sized biscuits achieved a high standard, although for a few, there was a lack of fruit and a 'stale' taste.
<b>Sales Potential:</b>		A good option as a snack or lunch box addition, these biscuits attracted a high level of regular purchase intent.



**Fast Foodfax Verdict:**  
New from Premier Foods and under the Hovis banner, these bite sized wholegrain biscuits, 'made with oats, raisins and wheatgerm' were supported by the a trusted brand and presented in attractive packaging - with nearly two thirds claiming they would notice in store. Purchased from Tesco for £0.84 / 5x25g pack, (a promotional price, has since risen to £1.69), these biscuits achieved a good level of engagement pre trial. Many of the group were impressed with the offer and liked the flavour - 'tastes like an oatcake' and texture - 'crispy and crunchy' - although not everyone was as impressed, with a few suggesting the taste was a little 'stale' and that there was not enough fruit included. However, despite these negatives, there was general agreement that this product was novel, better than the competition and was relevant - with a maximum rating of 20 achieved for 'Innovation and relevance'. An above norm overall score (44) was also achieved, with regional differences noted - North 50 c/w Midlands 31, where product delivery was less well liked. Amongst those who liked these biscuits, nearly half claimed they would buy at least fortnightly as a standby, a snack when chilling out or inclusion into their kids lunchboxes

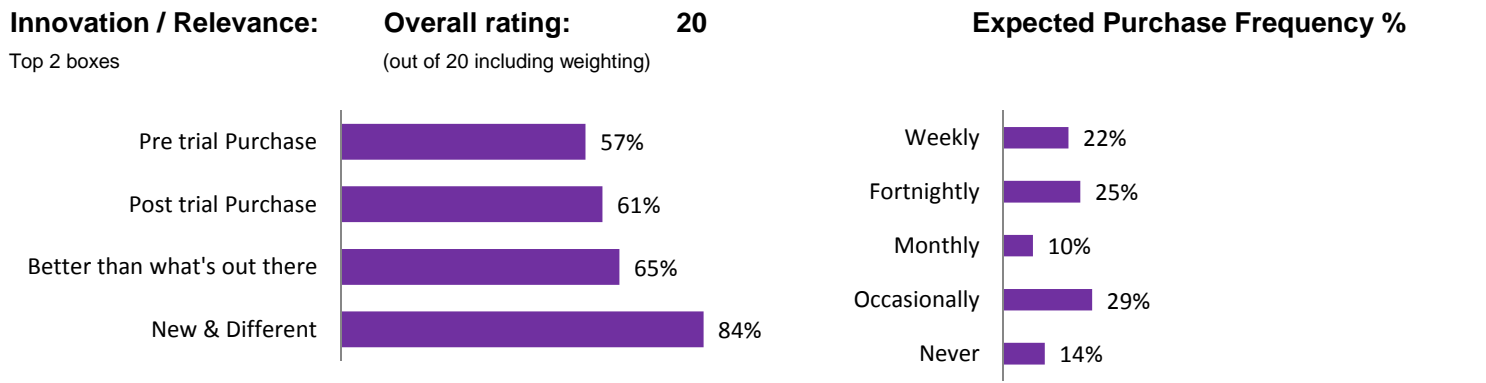
<b>Product Key Measures:</b>	<b>Mean Scores</b>	<b>Likes &amp; Dislikes:</b> (in their own words)
Pre Test Interest in Purchase	3.57	Nice texture/ a bit like an oatcake / convenient packaging/ fantastic / good for lunchboxes / terrific value / handy size / healthier snack- good for lunch boxes/ crisp and crunchy
Initial Appeal	3.96	Not enough fruit/ could have been crunchier/ stale/ disappointing/ thought that they had gone off
Appearance	4.02	
Smell	3.73	
Taste	3.96	
Texture	3.90	
Packaging	4.04	
Health	3.29	
Value for Money	4.14	
Overall Impression	3.90	
Would Buy Intention	3.63	
Mean Total	38.57	
Characteristics mean total	39	
Weighting factor	5	
Overall product score out of 50	44	

<b>Description of Product %</b>	<b>Sales Potential</b>
Ideal for chilling out	33%
For midweek	24%
I would recommend this product	22%
Ideal when entertaining	16%
Weekend treat	18%
Would buy on special offer	8%
For kids	69%
Not for me	14%
A good standby	35%

<b>Would Buy Intention</b>	
Product Tested	
Definitely	31%
Probably	29%



<b>Test Details</b>	Overall Sample Size: 51	Adults only	Preparation: RTE	Price: £1.69	Weight: 5 x 25g
	Norm Category: 94A	et Biscuits And Cookies (Excluding Chocol	Research Date: Tues 26.08.14		