




Product Name:	<b>Dark Chocolate Coated Corn Thins</b>	Supplier:	<b>Sainsbury's Supermarkets Ltd</b>
<b>Overall Product Score: 43</b>	<b>Norm: 33</b>	<b>Max: 47</b>	<b>Min: 15</b>
			<b>CMR Reference: 141008</b>

<b>Concept Appeal:</b>		Attractively packaged and reasonably priced, these Dark Chocolate Coated Corn Thins were an interesting pre trial proposition.
<b>Product Appeal:</b>		Exceeding expectations, these chocolate coated rice cakes were highly rated.
<b>Sales Potential:</b>		Offering quality and value, over two thirds claimed they would definitely/ probably buy this convenient snack.

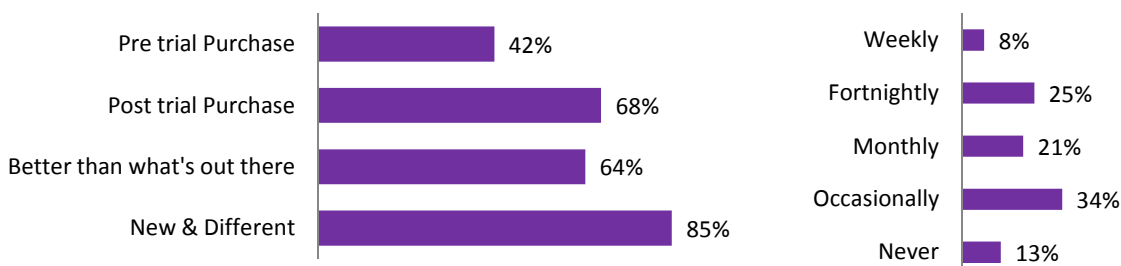


**Fast Foodfax Verdict:**

Sold in four packs of 2, these Dark Chocolate Coated Corn Thins from Sainsbury's are gluten free and contain 77 calories per thin. The attractively coloured pack design and the competitive and reasonable £1.20 price point both contributed to a high degree of pre trial interest and engagement, with many of the group eager to try. After tasting, the majority were not disappointed and on the whole, this conveniently packaged sweet snack met with or exceeded expectations. Three quarters were impressed by both the 'taste' and 'texture' of the product - rating them highly and as 'good or excellent', - and along with above norm ratings for all other key measures, a good overall score of 43 was achieved. However, regional differences were noted, with this snack more acceptable in the Midlands (score: 48) compared to the South (38). Despite these differences, as a group it was indicated that these Corn Thins offered good value and a healthy option and overall they were relevant and innovative ( 85% agreed they were 'new and different'). Two thirds claimed they would definitely / probably buy, many on a regular basis as a relatively guilt free snack option.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)	Sales Potential																																							
Pre Test Interest in Purchase	3.42	<p><i>Nice &amp; light / tastes better than looks / good price / easy to store / crunchy texture / nice taste of salt &amp; chocolate / attractive packaging, informative / dark chocolate is nice &amp; thick / good combination / packaging is really good / individual packs make it very user friendly / similar to Kallo rice cakes.</i></p> <p><i>Would like to see in milk chocolate / bit cardboard / chocolate is very brittle, could do with less chocolate / the pack doesn't relate to the product inside / quite high in calories / don't like mauve packaging.</i></p>	<p>Would Buy Intention</p> <p>Product Tested</p>																																							
Initial Appeal	4.17																																									
Appearance	4.04																																									
Smell	3.91																																									
Taste	3.96																																									
Texture	3.91																																									
Packaging	3.74																																									
Health	3.40																																									
Value for Money	3.87																																									
Overall Impression	3.79																																									
Would Buy Intention	3.81	<table border="1"> <thead> <tr> <th>Description of Product %</th> <th>Percentage</th> <th>Definitely</th> <th>Probably</th> </tr> </thead> <tbody> <tr> <td>Ideal for chilling out</td> <td>50%</td> <td></td> <td></td> </tr> <tr> <td>For midweek</td> <td>38%</td> <td></td> <td></td> </tr> <tr> <td>I would recommend this product</td> <td>35%</td> <td></td> <td></td> </tr> <tr> <td>Ideal when entertaining</td> <td>17%</td> <td></td> <td></td> </tr> <tr> <td>Weekend treat</td> <td>27%</td> <td>38%</td> <td></td> </tr> <tr> <td>Would buy on special offer</td> <td>2%</td> <td></td> <td></td> </tr> <tr> <td>For kids</td> <td>31%</td> <td></td> <td>30%</td> </tr> <tr> <td>Not for me</td> <td>13%</td> <td></td> <td></td> </tr> <tr> <td>A good standby</td> <td>42%</td> <td></td> <td></td> </tr> </tbody> </table>	Description of Product %	Percentage	Definitely	Probably	Ideal for chilling out	50%			For midweek	38%			I would recommend this product	35%			Ideal when entertaining	17%			Weekend treat	27%	38%		Would buy on special offer	2%			For kids	31%		30%	Not for me	13%			A good standby	42%		
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Mean Total	38.58																																									
Characteristics mean total	39																																									
Weighting factor	4.5																																									
Overall product score out of 50	43																																									

**Innovation / Relevance:** **Overall rating: 20** **Expected Purchase Frequency %**  
 Top 2 boxes (out of 20 including weighting)



<b>Test Details</b>	Overall Sample Size: 53	Adults only	Preparation: RTE	Price: £1.20	Weight: 130g
	Norm Category: 6	Hot/Cold Sweet Hand Held Snacks	Research Date: Tues 23.09.14		