




Product Name:	<b>Nacho Cheese Dipping Sauce</b>	Supplier:	<b>Sainsbury's Supermarkets Ltd</b>		
<b>Overall Product Score: 29</b>	<b>Norm: 37</b>	<b>Max: 47</b>	<b>Min: 15</b>	<b>CMR Reference: 141015</b>	

<b>Concept Appeal:</b>		A convenient idea, especially when sold alongside Tortilla Chips in the same range.
<b>Product Appeal:</b>		For many, this dip was 'too processed, gloopy and spicy', impacting on ratings, which were well below the category norm.
<b>Sales Potential:</b>		Poorly received, limited relevance and sales potential, with 40% claiming they currently would never buy.

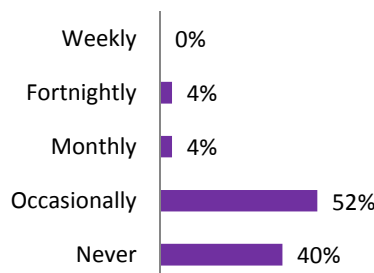
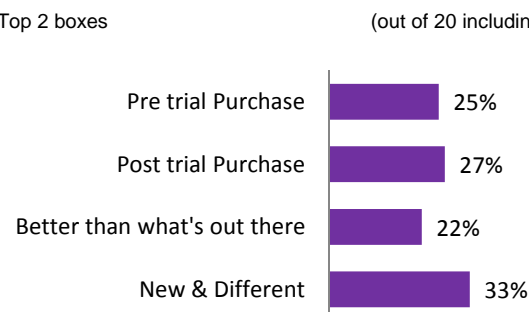


**Fast Foodfax Verdict:**

Launched to accompany the Sainsbury's range of Tortilla Chips, this ambient Nacho Cheese Dipping Sauce was conveniently presented in a longer shelf life format (although once opened has a 3 day shelf if kept in the fridge). This convenient storage and attractive presentation contributed to a good level of interest, with 58% expressing a high desire to try. Served with Sainsbury's Tortilla Chips (Ref:141014), there was marked polarisation amongst the sub sets, with many disappointed with what was on offer. The main areas of concern - taste and texture - drew comments of 'too spicy, processed, gloopy and thick', whilst those less critical considered this dip to be 'tangy- had a kick, creamy and thick'. With a greater level of criticism indicated, ratings for all key measures were relatively disappointing, resulting in an overall score of 29 - 8 eight points below the current norm. With better alternatives readily available, either ambient or chilled, half claimed that this dip was simply not for them, with 40% of the group claiming they would never consider buying, leaving largely occasional sales indicated amongst those more receptive.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)																				
Pre Test Interest in Purchase	3.02	<p><i>Delicious / pleasant surprise / had a kick / tangy / good thickness &amp; texture / good price / the packaging matched the tortilla chips / creamy, not too cheesy / not too runny / better than Doritos, not as processed.</i></p> <p><i>Too spicy / tasted soapy / no cheese taste, just pepper / gloopy / too tangy / very thick / average packaging / looks odd, like a melted processed cheese slice / vinegary taste / curry powder taste.</i></p>																				
Initial Appeal	3.52																					
Appearance	3.10																					
Smell	3.23																					
Taste	2.98																					
Texture	3.10																					
Packaging	3.15																					
Health	2.71																					
Value for Money	3.23																					
Overall Impression	3.00																					
Would Buy Intention	2.56	<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>31%</td> </tr> <tr> <td>For midweek</td> <td>8%</td> </tr> <tr> <td>I would recommend this product</td> <td>10%</td> </tr> <tr> <td>Ideal when entertaining</td> <td>38%</td> </tr> <tr> <td>Weekend treat</td> <td>19%</td> </tr> <tr> <td>Would buy on special offer</td> <td>0%</td> </tr> <tr> <td>For kids</td> <td>6%</td> </tr> <tr> <td>Not for me</td> <td>50%</td> </tr> <tr> <td>A good standby</td> <td>15%</td> </tr> </tbody> </table>	Description of Product %	Sales Potential	Ideal for chilling out	31%	For midweek	8%	I would recommend this product	10%	Ideal when entertaining	38%	Weekend treat	19%	Would buy on special offer	0%	For kids	6%	Not for me	50%	A good standby	15%
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Characteristics mean total	31																					
Weighting factor	-1.5																					
Overall product score out of 50	29																					

**Innovation / Relevance:** **Overall rating: 12** (out of 20 including weighting) **Expected Purchase Frequency %**



<b>Test Details</b>	Overall Sample Size: 52	Adults only	Preparation: RTE	Price: £1.10	Weight: 150g
	Norm Category: 25	Ambient/Chilled Dips	Research Date: Thurs 02.10.14		