




Product Name:	Ambrosia Devon Custard Puds - Apple & Blackberry	Supplier:	Premier Foods
Overall Product Score:	45	Norm:	36
		Max:	50
		Min:	15
		CMR Reference:	140845

Concept Appeal:		Strong branding helped promote this dessert pre trial, encouraging a high level of pre trial interest.
Product Appeal:		'Sweet, creamy and fruity', this novel pot dessert attracted a lot of praise and achieved high ratings across all product delivery key measures.
Sales Potential:		An affordable treat for all the family, over one third claimed they would buy at least fortnightly.



Fast Foodfax Verdict:

Launched in July 2014 by Premier Foods, this ambient pot dessert, under the iconic Ambrosia brand, is positioned to challenge the strong growth within the chilled sector. Purchased in Asda for £0.69, this convenient product can be enjoyed either hot (prepared in the microwave) or cold - with it served cold for this assessment. Pre trial there was a high level of engagement and desire to try (90%). Tested amongst adults and juniors, there was almost universal praise for the product from both sets, with the dessert offering 'sweet, creamy, good combination of fruity flavours' - with pre trial high expectations met. A few adults suggested that the custard was too overpowering and that the fruit compote was 'too sweet', although there was limited impact on ratings, resulting in a good overall score of 45 within this high scoring and competitive category. More popular amongst younger adults (score: 50), compared to the over 55's (39), this dessert nonetheless was still highly relevant, prompting 69% to claim they would definitely / probably buy, many on a regular basis as a handy option and affordable family treat.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)	Description of Product %	Sales Potential	
Pre Test Interest in Purchase	3.69	<i>Very more-ish / lovely / fruity / creamy tastes / flavours go well together / attractive / colourful pack / nice flavour / fruit not too sugary / yummy / creamy / sweet / long shelf life / convenient / handy to have / lovely idea / makes a change from yogurt / rich. JUNIORS: Chunky fruit / sweet / nice mix Custard over-rides flavour / compote too sweet / too bitty / not enough fruit / tasted a little stale. JUNIORS: hard to open</i>	Ideal for chilling out	46%	Would Buy Intention
Initial Appeal	4.38		For midweek	44%	
Appearance	4.05		I would recommend this product	39%	Product Tested
Smell	3.95		Ideal when entertaining	13%	
Taste	4.19		Weekend treat	39%	Definitely 34%
Texture	4.22		Would buy on special offer	17%	
Packaging	4.14		For kids	72%	Probably 35%
Health	3.57		Not for me	7%	
Value for Money	3.78		A good standby	28%	
Overall Impression	4.08				
Would Buy Intention	3.85				
Mean Total	40.22				
Characteristics mean total	40				
Weighting factor	5				
Overall product score out of 50	45				

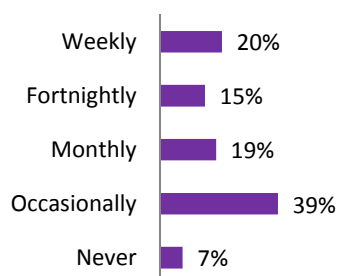
Innovation / Relevance: Overall rating: 20

Top 2 boxes

(out of 20 including weighting)



Expected Purchase Frequency %



Test Details	Overall Sample Size: 63	54 Adults, 9 Children	Preparation: RTE	Price: £0.69	Weight: 135g
	Norm Category: 81	Chilled/Ambient Cold Eating Desserts/Puddings	Research Date: Tues 26.08.14		