

Product Name: **Chupa Chups Candy Pizza** Supplier: **Perfetti Van Melle UK**

Overall Product Score: **38** Norm: **38** Max: **49** Min: **24** CMR Reference: **141022**

- Concept Appeal:** ● A novel, intriguing yet, for some, an initially confusing concept, over 80% claimed a high desire to try.
- Product Appeal:** ● The actual sweets were very average, with ratings for these key measures close to the norm.
- Sales Potential:** ● A fun gift idea, or a centre piece at kids parties, 81% claimed occasional purchase intent.



**Fast Foodfax Verdict:**

Presented in a packaging reminiscent of a take away pizza, this Candy Pizza under Perfetti's Chupa Chups brand was fun, novel and intriguing. Although a few suggested that a window in the box in order to view the product might have been a good idea to eliminate any initial confusion surrounding exactly what was on offer, the pack design was still, nonetheless, highly rated. 86% of this adult panel claimed a high desire to try, but once the product was tasted many were of the opinion that the sweets included to make up this Candy Pizza were good, but nothing special and no different to what's currently available / sold separately. Appealing more to those in the North (score:42) and amongst younger adults with younger kids (45), this product achieved an overall score which matched the category norm. However, with 96% agreeing it was 'new and different', this product was still relevant to the group, especially when looking for a fun, novel gift idea for kids or as a centre piece at a kids party, with 81% claiming they would consider occasional purchase.

Product Key Measures:	Mean Scores
Pre Test Interest in Purchase	3.29
Initial Appeal	4.21
Appearance	4.44
Smell	3.71
Taste	3.94
Texture	3.88
Packaging	4.06
Health	1.94
Value for Money	3.17
Overall Impression	3.84
Would Buy Intention	3.50
Mean Total	36.71
Characteristics mean total	37
Weighting factor	1.5
Overall product score out of 50	38

**Likes & Dislikes:** (in their own words)

*Concept superb / liked packaging, but can't see product / lovely idea / not too expensive / excellent for kids parties / good choice of sweets / fruity and mouth-watering / lots of colour / fun & interesting / novel / economical for a group of children to share / chewy.*  
*Buy it once as a present – all sweets cheaper separately / expensive / I would have liked an edible, possibly biscuit base / packaging deceiving, as no mention of sweets on front of box.*

**Description of Product %**      **Sales Potential**

Description of Product %	Sales Potential
Ideal for chilling out	12%
For midweek	4%
I would recommend this product	25%
Ideal when entertaining	38%
Weekend treat	25%
Would buy on special offer	13%
For kids	90%
Not for me	8%
A good standby	0%

Would Buy Intention

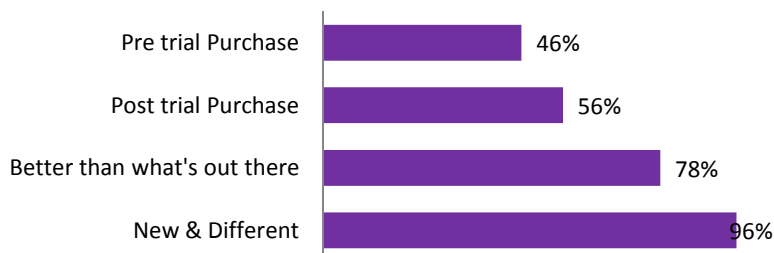
Product Tested

Definitely 21%

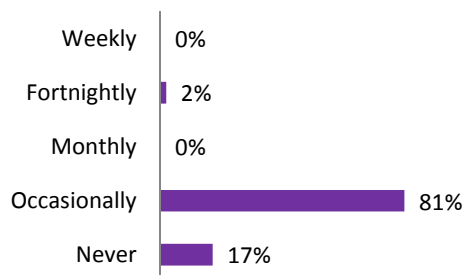
Probably 35%

**Innovation / Relevance:**      **Overall rating: 20**

Top 2 boxes (out of 20 including weighting)



**Expected Purchase Frequency %**



**Test Details**

Overall Sample Size: 52      Adults only      Preparation: RTE      Price: £3.00      Weight: 43g  
 Norm Category: 101      Confectionery (Sugar)      Research Date: Thurs 02.10.14