

Product Name:	Chicken Pad Thai Christmas Parcels	Supplier:	Tesco Stores Ltd		
Overall Product Score:	46	Norm:	34	Max:	47
			Min:	19	CMR Reference: 141105

- Concept Appeal:** ●
- Product Appeal:** ●
- Sales Potential:** ●

This addition to Tesco's Christmas party food range presented a 'new and different' take on Thai food and is sure to catch attention in store.

These Parcels scored only slightly below the category maximum and succeeded in meeting testers high expectations post trial.

The attractive packaging and high quality gave this product strong potential for repeat sales and 4 in 10 would "definitely" buy post trial.



Fast Foodfax Verdict:

Part of the Tesco Christmas Party Food range is another successful product in the form of Chicken Pad Thai Christmas Parcels. These Parcels scored just below the current category maximum (47) with an overall score of 46 and the 'eye-catching packaging' immediately appealed. The 'good taste & texture' were well received and there was a sense of familiarity with this product, with some commenting on the 'filling tasted like Chinese spring rolls'. The 'delicious' taste was complemented by an unusual 'nutty flavour' and a 'crispy' texture that was also 'soft tender / easy to eat'. However, some felt the flavour was somewhat indistinct and that 'more Thai flavour was needed'. There were also varying levels of satisfaction with the amount of product, some felt there was 'a lot in the pack' while others claimed the Parcels needed 'extra filling'. Despite some minor reservations, many were very impressed overall and this is sure to be a favourite at Christmas parties. However, the appeal of this product was not limited only to parties as half of the group also thought this product appropriate when chilling out prompting a third to claim that they would buy at least fortnightly.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)																											
Pre Test Interest in Purchase	4.06	<i>Nutty flavour / soft, tender, easy to eat / good crunch / a lot in the pack / light / tasty / filling tasted like Chinese spring rolls / good party food / delicious / good taste & texture / new & different / eye-catching packaging / crispy.</i> <i>Extra filling needed / more Thai flavour needed / packaging average / pastry a bit too hard / smell like a fish & chip shop.</i>																											
Initial Appeal	4.54																												
Appearance	4.33																												
Smell	3.98																												
Taste	4.15																												
Texture	4.06																												
Packaging	4.15																												
Health	3.39																												
Value for Money	3.98																												
Overall Impression	3.98																												
Would Buy Intention	3.96	<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>50%</td> <td rowspan="2">Would Buy Intention</td> </tr> <tr> <td>For midweek</td> <td>24%</td> </tr> <tr> <td>I would recommend this product</td> <td>30%</td> <td rowspan="2">Product Tested</td> </tr> <tr> <td>Ideal when entertaining</td> <td>83%</td> </tr> <tr> <td>Weekend treat</td> <td>37%</td> <td>Definitely 41%</td> </tr> <tr> <td>Would buy on special offer</td> <td>6%</td> <td rowspan="2">Probably 26%</td> </tr> <tr> <td>For kids</td> <td>17%</td> </tr> <tr> <td>Not for me</td> <td>13%</td> <td></td> </tr> <tr> <td>A good standby</td> <td>15%</td> <td></td> </tr> </tbody> </table>		Description of Product %	Sales Potential	Ideal for chilling out	50%	Would Buy Intention	For midweek	24%	I would recommend this product	30%	Product Tested	Ideal when entertaining	83%	Weekend treat	37%	Definitely 41%	Would buy on special offer	6%	Probably 26%	For kids	17%	Not for me	13%		A good standby	15%	
Description of Product %	Sales Potential																												
Ideal for chilling out	50%	Would Buy Intention																											
For midweek	24%																												
I would recommend this product	30%	Product Tested																											
Ideal when entertaining	83%																												
Weekend treat	37%	Definitely 41%																											
Would buy on special offer	6%	Probably 26%																											
For kids	17%																												
Not for me	13%																												
A good standby	15%																												
Mean Total	40.52																												
Characteristics mean total	41																												
Weighting factor	5.5																												
Overall product score out of 50	46																												

Innovation / Relevance:	Overall rating: 20	Expected Purchase Frequency %
Top 2 boxes	(out of 20 including weighting)	
Pre trial Purchase	70%	Weekly 17%
Post trial Purchase	67%	Fortnightly 15%
Better than what's out there	50%	Monthly 17%
New & Different	87%	Occasionally 45%
		Never 6%

Test Details	Overall Sample Size: 54	Adults only	Preparation: Oven	Price: £2.00	Weight: 216g
	Norm Category: 76	Chilled/Frozen Party Finger Food/Starters	Research Date: Tues 21.10.14		