




Product Name:	Walls Gingerbread Sandwich	Supplier:	Unilever UK		
Overall Product Score:	43	Norm:	42	Max:	50
			Min:	26	CMR Reference: 141135

Concept Appeal:		Although colourful, this pack of individual ice creams failed to stand out in the freezer , impacting on pre trial engagement.
Product Appeal:		Despite product delivery measures attracting near norm ratings, it was still considered by 60% to be better than the competition.
Sales Potential:		Over 40% claimed they would buy at least monthly as an affordable weekend treat for all the family.



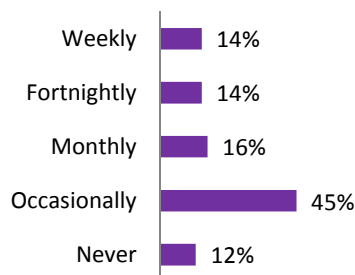
Fast Foodfax Verdict:

This Wall's Gingerbread Sandwich from Unilever , launched in September and specifically for winter, was purchased from Waitrose for £2.00 per pack of 4 x 400g bars. Within this high scoring and competitive category , successful products need the 'wow' factor to stand apart of the competition and become an attractive proposition. Although the pack design was understated and it ran the risk of being overlooked in the freezer, after tasting this hand held ice cream was considered to be not only better than the competition (61% agreed), but also offered something different in the category (88% agreed). The product was generally well received, with many commenting on the 'good amount of ginger', 'lovely combination of flavours and textures' and the 'taste of Christmas'. Also offering good value for money, this product, (despite only achieving a near norm overall score), achieved the maximum of 20 for 'Innovation and relevance' - with a significant rise in post trial purchase intent indicated. Over 40% claimed that they would consider buying at least monthly, as an affordable indulgent weekend treat for all family.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)	Description of Product %	Sales Potential
Pre Test Interest in Purchase	3.39	<i>Tastes like Christmas / good amount of ginger / appealing / large in size / like the concept / love the combination of tastes / creamy ice-cream / like the biscuit / excellent price / chunky ginger flavoured sweet biscuit / tastes of clotted cream / unusual / delicious / refreshing / contrasting textures / value for money.</i> <i>Should look a bit more like a gingerbread man / / too much ginger / soggy biscuit / packaging looks cheap / sickly / odd floral aftertaste.</i>	Ideal for chilling out 49% For midweek 31% I would recommend this product 43% Ideal when entertaining 39% Weekend treat 59% Would buy on special offer 14% For kids 51% Not for me 16% A good standby 16%	Would Buy Intention Product Tested Definitely 33% Probably 35%
Initial Appeal	4.10			
Appearance	4.04			
Smell	4.00			
Taste	4.10			
Texture	3.79			
Packaging	3.87			
Health	2.88			
Value for Money	3.79			
Overall Impression	3.90			
Would Buy Intention	3.80			
Mean Total	38.27			
Characteristics mean total	38			
Weighting factor	4.5			
Overall product score out of 50	43			

Innovation / Relevance: **Overall rating: 20** (out of 20 including weighting)

Expected Purchase Frequency %



Test Details	Overall Sample Size: 52	Adults only	Preparation: RTE	Price: £2.00	Weight: 4 x 400g
	Norm Category: 91	Individual/Hand Held Ice Creams	Research Date: Thurs 06.11.14		