

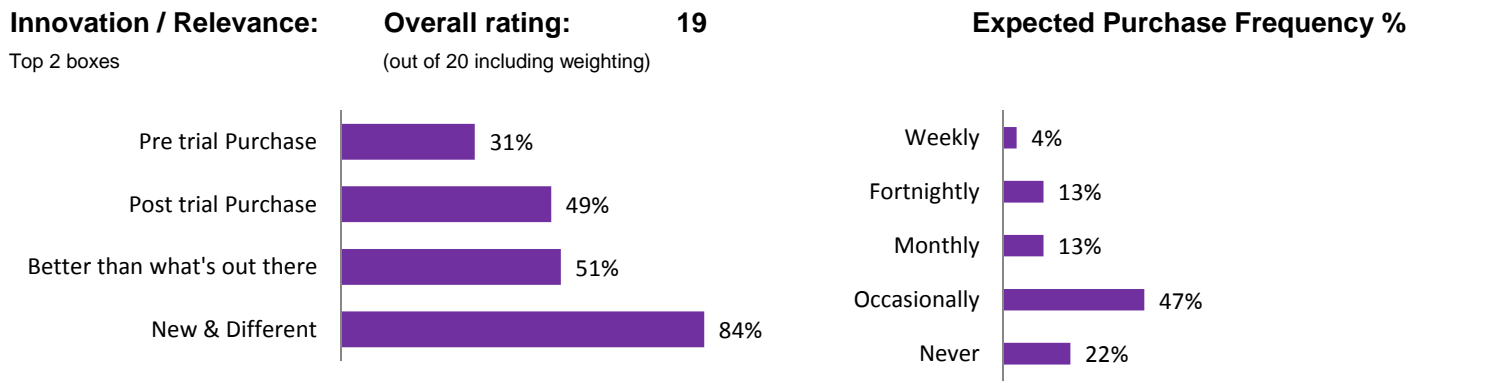
<b>Product Name:</b>	<b>Love Life Beef Feijoada Soup</b>	<b>Supplier:</b>	<b>Waitrose Ltd</b>
<b>Overall Product Score:</b>	<b>39</b>	<b>Norm:</b>	<b>35</b>
		<b>Max:</b>	<b>45</b>
		<b>Min:</b>	<b>19</b>
		<b>CMR Reference:</b>	<b>141227</b>

<b>Concept Appeal:</b>		This more unusual soup attracted a good level of pre trial interest, despite the pack and price point failing to fully promote the product.
<b>Product Appeal:</b>		Spicy, substantial and warming, this soup achieved above norm ratings for many key measures.
<b>Sales Potential:</b>		An innovative recipe, this was a viable, albeit occasional option for mid week, although more frequent purchase was likely if on special offer.



**Fast Foodfax Verdict:**  
Part of the Waitrose Love life sub brand, this Beef Feijoada Soup attracted a good level of pre trial interest, although the subtle pack design was in danger of being overlooked in the chiller cabinet, with only 39% claiming they would probably or definitely notice in store. Heated in the microwave, this chilled soup impressed after sampling and despite a few concerns over a perceived lack of beef and too many beans, was considered, on the whole, to be substantial, spicy, warming and pleasant - especially over the winter months. The result of which was above norm ratings for key product delivery measures, with only 'Value for money' limiting the overall score, which at 39 was still above the current category norm. Offering something new and innovative to the fixture, this soup had a high degree of relevance to the group and although nearly 30% claimed they would only buy if on special offer, the same percentage claimed they would buy at least monthly as part of a mid week meal solution.

<b>Product Key Measures:</b>	<b>Mean Scores</b>	<b>Likes &amp; Dislikes:</b> (in their own words)																										
Pre Test Interest in Purchase	3.13	<i>Has a nice taste /pleasant after taste / a bit of a kick to it / quite substantial/ quite unusual/ spicy / pleasant tangy taste/ creamy/ warming, great for the winter months/ good sized chunks of veg / a little different</i> <i>Pricey/ not enough beef / odd texture/ too many beans</i>																										
Initial Appeal	4.16																											
Appearance	3.98																											
Smell	4.16																											
Taste	3.86																											
Texture	4.04																											
Packaging	3.58																											
Health	3.67																											
Value for Money	3.13																											
Overall Impression	3.67																											
Would Buy Intention	3.27	<table border="1"> <thead> <tr> <th><b>Description of Product %</b></th> <th><b>Sales Potential</b></th> </tr> </thead> <tbody> <tr> <td>Ideal for chilling out</td> <td><b>33%</b></td> </tr> <tr> <td>For midweek</td> <td><b>40%</b></td> </tr> <tr> <td>I would recommend this product</td> <td><b>27%</b></td> </tr> <tr> <td>Product Tested</td> <td></td> </tr> <tr> <td>Definitely</td> <td>13%</td> </tr> <tr> <td>Ideal when entertaining</td> <td><b>22%</b></td> </tr> <tr> <td>Probably</td> <td>36%</td> </tr> <tr> <td>Weekend treat</td> <td><b>20%</b></td> </tr> <tr> <td>Would buy on special offer</td> <td><b>29%</b></td> </tr> <tr> <td>For kids</td> <td><b>0%</b></td> </tr> <tr> <td>Not for me</td> <td><b>22%</b></td> </tr> <tr> <td>A good standby</td> <td><b>31%</b></td> </tr> </tbody> </table>	<b>Description of Product %</b>	<b>Sales Potential</b>	Ideal for chilling out	<b>33%</b>	For midweek	<b>40%</b>	I would recommend this product	<b>27%</b>	Product Tested		Definitely	13%	Ideal when entertaining	<b>22%</b>	Probably	36%	Weekend treat	<b>20%</b>	Would buy on special offer	<b>29%</b>	For kids	<b>0%</b>	Not for me	<b>22%</b>	A good standby	<b>31%</b>
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Mean Total	37.51																											
Characteristics mean total	38																											
Weighting factor	1																											
Overall product score out of 50	39																											



<b>Test Details</b>	Overall Sample Size: 45	Adults only	Preparation: Microwave Price: £2.79	Weight: 600g
	Norm Category: 45	Chilled Soups	Research Date: Thurs 04.12.14	