

## WHAT IS FAST FOODFAX?

- Fast Foodfax is a subscriber service offering dedicated product pick-up and consumer assessments of new products continuously since 1983.
- Fast Foodfax was the first service of its type and remains the only one to use fully trained Store Monitors that shop for innovations across the trade as they appear on shelf and to provide product assessments based upon original consumer research.
- The system has evolved over time, but the core quantitative assessment remains unchanged, allowing valid comparisons with products from our database over the last 30 years.
- This database of over 17,000 New Product assessments spans more than 116 food and non-alcoholic drink categories, including fresh produce.

## IMPARTIAL & INDEPENDENT:

- Fast Foodfax information is objective, impartial and totally independent.
- Unlike other new product screening services, Fast Foodfax uses original consumer feedback drawn from a range of locations across Great Britain, and does not base its assessment on information from panels of company employees.

## HOW IT WORKS:

- Virtually every week of the year our specially trained monitors are picking up new product introductions as they hit the shelves. Up to 1,500 new products pass over our desks drawn from every level of the food and drink trade.
- Coverage includes all key multiples, Co-ops, garage forecourt shops, Chemists, Health Food shops, Convenience outlets, through to Garden Centre and Farm Shops.
- All new products are forwarded to Head Office for listing and screening where we select a range of the most innovative for consumer testing. Around 500 new products per annum are tested through Fast Foodfax.

## TEST METHODOLOGY:

- As most of the products tested are intended for in-home consumption or preparation, we use our own unique in-home research technique, The Cambridge Home Test.
- The packaging is shown to respondents, followed by the prepared food products, cooked / served as directed on pack. The price is known by testers.
- A standardised questionnaire covers key measures of product performance including pre and post likelihood to buy and frequency of purchase.
- Each product is assessed on its own. Similar products are not tested together and comparisons are not made. Silence is maintained whilst the questionnaires are completed to ensure that individual views are established. Hosts then hold a short open discussion to explore spontaneous consumer reactions to the product.

## WHO TESTS THE PRODUCTS?

- For each test, groups of up to 9 respondents are convened in 6 locations across Great Britain through our Neighbourhood Net. Location choices vary to ensure regional coverage.
- They are a representative cross section of the GB population who are all solely or jointly responsible for grocery shopping at a cross section of the major multiples. A sample of c50 consumers is complemented by a panel of Junior respondents aged 7-14, on relevant products.
- Respondents are used a maximum of 12 times in any one year with a proportion of fresh respondents included in each panel.
- We have a set of different questionnaires for different product types, including Fresh Produce, Hot Beverages and Soft Drinks

## RESULTS

- An overall score out of 50 is calculated for each product. Each is assessed on a 5 (excellent) to 1 (very poor) scale. The score is then weighted on ratings for the critical measures of pre-test purchase interest, value for money and post-test likelihood to purchase. This weighting factor ranges from -13 to +9.5.

## NORMATIVE DATA

- Total product scores and norm scores (average levels of ratings achieved by all products tested in that category) on each key product characteristic are used to benchmark and interpret the ratings achieved on each new product. This provides both a market context and a guideline as to how the new entrant is likely to perform against key competitors.
- Norms now include claimed frequency of purchase, to understand fit in repertoire and likely levels of product pick-up compared with competitors.
- Norm data is updated every 6 months with the results of recent tests in each category.

## INNOVATION & RELEVANCE:

- A weighted rating score out of a potential maximum of 20 that looks to not only quantify how new and different a product is perceived, but also how likely it is to find a place in the repertoire compared with existing products in the sector.

## CATEGORY ENGAGEMENT:

- The adjustment of overall scores to reflect differing levels of consumer interest and engagement with different product categories. Ratings in Chocolate Biscuits, for example, are always much higher than Frozen Meat Based Ready Meals. This weighting factor is derived from key measures from our database and is used when overall hurdles on measures such as Liking and Would-Buy Intention are applied.