

Product Name:	Mini Belgian Chocolate Ice Creams	Supplier:	Waitrose Ltd
Overall Product Score: 40	Norm: 42	Max: 50	Min: 26
			CMR Reference: 140410

Concept Appeal:		The product descriptor was appealing, and expectations of an up-market, premium quality ice cream selection were high.
Product Appeal:		A tasty combination of different chocolate coatings and creamy ice cream, but disappointingly not outstanding compared with branded and own label competitors.
Sales Potential:		Within a highly competitive sector, the product has good sales potential, particularly during the summer months.



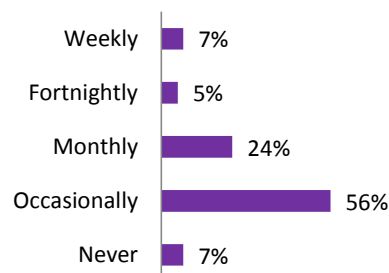
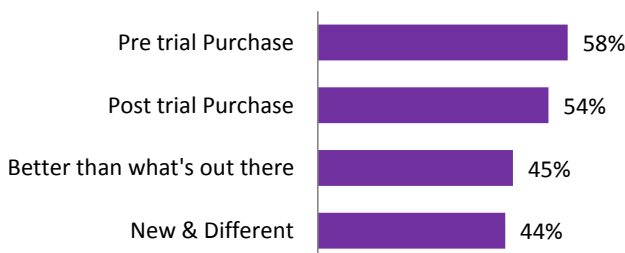
Fast Foodfax Verdict:

There was plenty of pre-trial interest in this selection of Mini Belgian Chocolate Ice Creams, with the 'eye-catching' packaging and Waitrose branding promising an indulgent treat. The assorted coatings of Belgian milk chocolate, white chocolate and chocolate with almonds appealed to sweet-toothed respondents, whilst the 'mini' size made them handy for children as well as adults. The ice creams achieved good mean scores for taste and texture, with 'thick', 'sweet' chocolate surrounding 'creamy' ice cream centres, although within a high scoring category, these fell slightly below the norm. Some complained of a lack of vanilla flavour to the ice cream, or a 'bitter' aftertaste, describing this product as 'nothing special' compared with similar branded and own label equivalents and 'disappointing' for a Waitrose product. The pattern of scoring for post-trial purchase intention remained fairly consistent with pre-trial levels, with below average value for money ratings impacting on buying frequency, particularly amongst Southern groups. A tasty weekend treat from the freezer, but not the luxurious indulgence many had expected.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)	Description of Product %	Sales Potential
Pre Test Interest in Purchase	3.73	Light tasting /indulgent /rich /good sized treat /value /good selection /clear attractive pack/quality brand name/excellent overall impression /creamy & sweet /nice thick chocolate /eye-catching packaging /handy size.	47%	Would Buy Intention
Initial Appeal	4.33	Boring cheap looking pack /ice-Cream not as good as Aldi or Magnum /expect better from Waitrose /bitter aftertaste /more expensive than other supermarkets /ice cream should be more vanilla.	22%	Product Tested
Appearance	3.96		16%	Definitely 22%
Smell	3.49		22%	Probably 31%
Taste	4.07		60%	
Texture	4.07		20%	
Packaging	3.89		53%	
Health	2.64		7%	
Value for Money	3.36		22%	
Overall Impression	3.86			
Would Buy Intention	3.65			
Mean Total	37.33			
Characteristics mean total	37			
Weighting factor	3			
Overall product score out of 50	40			

Innovation / Relevance: Overall rating: 17 Expected Purchase Frequency %

Top 2 boxes (out of 20 including weighting)



Test Details	Overall Sample Size: 55	Adults only	Preparation: RTE	Price: £2.5	Weight: 8 x 50ml
	Norm Category: 91	Individual/Hand Held Ice Creams	Research Date: Tues 01.04.14		