

Product Name:	Rustlers Chip Shop Curry Noodles	Supplier:	Rustlers
Overall Product Score: 26	Norm: 28	Max: 42	Min: 11
			CMR Reference: 140632

Concept Appeal:		The recognisable Rustlers brand ensured that product stood out in the chiller cabinet and encouraged pre trial interest.
Product Appeal:		Over processed, this product polarised opinion, with a strong North / South divide.
Sales Potential:		Half claimed they would never buy, with the other half purchasing as a quick and convenient light meal / snack.



Fast Foodfax Verdict:

This latest addition to the chilled Rustlers Noodles range - this Chip Shop Curry variant was presented in the typical bright packaging and was unlikely to go unnoticed in store. Prepared in the microwave and ready to eat in under 5 minutes, this convenient option, as with other similar products attracted above / hate relationship, and whilst the majority recognised a place for this type of product in the market place, amongst this group of non-targeted respondents, this product offered restricted appeal from the onset. The most noticeable differences in opinion were noted regionally, with Northerners (score: 44) loving the 'soft noodles and thick sauce' and appreciating this product as 'good, quick handy snack'. Those in the South, on the other hand were much more critical (score: 15) and disliked the over processed nature of the product along with 'sloppy texture and soggy noodles'. Not to everyone's taste, this type of product had restricted relevance, with half claiming that would never buy. Amongst those looking for and convenient snack however, this was a good option and there was likelihood of purchase.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)	Sales Potential
Pre Test Interest in Purchase	2.94	<i>Appealing/convenient/good quick handy snack/great value/lovely soft noodles/nice packaging, informative/thick sauce/good sized pot.</i>	Would Buy Intention
Initial Appeal	3.51	<i>Flavour/texture/doughy/size/cheap looking packaging/salty</i>	
Appearance	3.25	<i>tasted over processed /cheap looking packaging/salty</i>	Product Tested
Smell	3.32	<i>sloppy/poor value/more meat needed/soggy noodles/fiery</i>	
Taste	2.89	<i>aftertaste/no flavour/bitty /stodgy.</i>	Definitely 6%
Texture	3.04		
Packaging	3.77	Description of Product %	Probably 21%
Health	2.66	Ideal for chilling out 19%	
Value for Money	2.64	For midweek 25%	60%
Overall Impression	2.74	I would recommend this product 8%	
Would Buy Intention	2.34	Ideal when entertaining 9%	11%
Mean Total	30.15	Weekend treat 13%	
Characteristics mean total	30	Would buy on special offer 15%	
Weighting factor	-4	For kids 0%	
Overall product score out of 50	26	Not for me 60%	
		A good standby 11%	

Innovation / Relevance:	Overall rating: 12	Expected Purchase Frequency %
Top 2 boxes	(out of 20 including weighting)	
Pre trial Purchase	38%	Weekly 4%
Post trial Purchase	26%	Fortnightly 8%
Better than what's out there	25%	Monthly 11%
New & Different	53%	Occasionally 28%
		Never 49%

Test Details	Overall Sample Size: 53	Adults only	Preparation: Microwave	Price: £2.2	Weight: 300g
	Norm Category: 5	Hot Savoury Hand Held Snacks	Research Date: Thurs 12.06.14		