

Product Name:	<b>Cadbury Chocolate Mousse &amp; Almond Cake</b>	Supplier:	<b>Almondy</b>
Overall Product Score:	<b>46</b>	Norm:	<b>39</b>
		Max:	<b>49</b>
		Min:	<b>22</b>
		CMR Reference:	<b>140509</b>

**Concept Appeal:**



This innovative frozen dessert was an appetising proposition, with the distinctive Cadbury's branding enhancing its initial appeal.

**Product Appeal:**



Product delivery exceeded expectations and outperformed competitors. A perfect combination of creamy mousse, crisp, nutty base and chocolate coating.

**Sales Potential:**



A premium quality introduction to the frozen desserts sector with a high level of mainstream relevance and strong sales potential.



**Fast Foodfax Verdict:**

Respondents needed no persuasion to try this new frozen Chocolate Mousse and Almond Cake, an exciting and innovative introduction to the sector. Even though the Swedish bakery Almondy was an unknown name, the Cadbury's branding, appetising pack-shot and promise of the 'chocolatiest cake experience' raised their expectations pre-trial and prompted a high level of purchase interest. The defrosted dessert looked as appetising as they had hoped, and continued to impress on tasting, with only a few individuals complaining of excessive sweetness. Almonds added flavour and texture to the 'crunchy' base, which was topped with a 'rich', 'creamy', 'malty' mousse and covered with just the right amount of good quality milk chocolate. Above norm mean scores for key measures reflect respondents' approval of this 'luxurious' dessert, with 'excellent' ratings for taste and texture of 42% and 40% respectively. A 'definite' purchase for 42% post-trial (norm 23), and good value at £2.00 from Tesco, this would be the perfect weekend treat or finishing touch to a dinner party, rated better than similar offerings by almost two-thirds.

**Product Key Measures:**

Mean Scores

Pre Test Interest in Purchase	3.83
Initial Appeal	4.55
Appearance	4.34
Smell	4.04
Taste	4.21
Texture	4.25
Packaging	4.29
Health	2.56
Value for Money	3.94
Overall Impression	4.20
Would Buy Intention	3.96
Mean Total	40.32
Characteristics mean total	40
Weighting factor	5.5
Overall product score out of 50	46

**Likes & Dislikes:** (in their own words)

*Almonds nice /filling like Milky Way /malty base, combination of textures /gluten free /good price /good standby /recognisable packaging – typical Cadbury /not too chocolate-y /light /luxurious /rich & creamy /crunchy base /bright, colourful, eye-catching pack. Cloying /sticky texture /couldn't eat much /more almond flavour may balance sweetness /almonds too small /mis-match with packaging/needs more chocolate/ hard base..*

**Description of Product %**

**Sales Potential**

Ideal for chilling out	<b>34%</b>	Would Buy Intention	
For midweek	<b>15%</b>		
I would recommend this product	<b>42%</b>	Product Tested	
Ideal when entertaining	<b>57%</b>		
Weekend treat	<b>70%</b>	Definitely	42%
Would buy on special offer	<b>13%</b>		
For kids	<b>32%</b>	Probably	29%
Not for me	<b>9%</b>		
A good standby	<b>23%</b>		

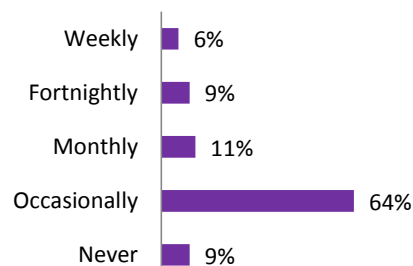
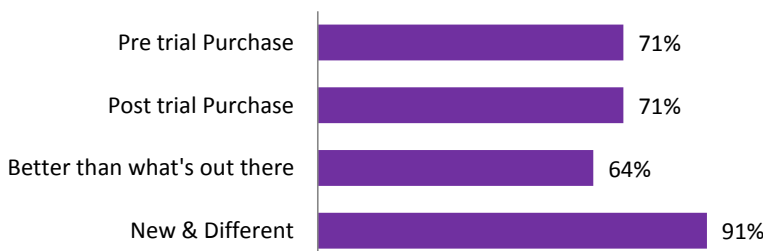
**Innovation / Relevance:**

**Overall rating: 20**

**Expected Purchase Frequency %**

Top 2 boxes

(out of 20 including weighting)



**Test Details**

Overall Sample Size:	53	Adults only	Preparation: Other	Price: £2.00	Weight: 380g
Norm Category:	89	Chilled/Frozen Cheesecakes	Research Date: Tues 06.05.14		