




Product Name:	Hoki Fillets in lemon & herb butter	Supplier:	Tesco Stores Ltd		
Overall Product Score:	37	Norm:	38	Max:	50
			Min:	24	CMR Reference:
					140503

Concept Appeal:		There was an average level of pre-trial interest in this new frozen fish in sauce recipe from Tesco, particularly as it offered a convenient, easy to prepare meal option.
Product Appeal:		The lemon and herb flavours were a good complement to the firm, meaty fish, although the buttery nature of the sauce proved too oily for some.
Sales Potential:		The product has strong potential for repeat sales amongst buyers into the category, particularly in the North.



Fast Foodfax Verdict:

The convenience and ease of cooking of Tesco's 'Simply Bake from Frozen' offering helped to boost pre-trial interest in these frozen Hoki Fillets in Lemon & Herb Butter. The sauce made the dish slightly different from other fish based ready meals, as did the use of Hoki fillets rather than more familiar white fish varieties. Respondents enjoyed the 'firm', 'meaty' texture of the fish, which was complemented by aromatic herb and zesty lemon flavours. However, some felt the sauce made the overall eat excessively buttery, criticising its 'oily' mouthfeel or 'separated' appearance. Whilst positive ratings increased to 52% post-trial, purchase intention tended to be 'probable' rather than 'definite', with almost half the sample rating this product better than competitors, but no-one considering it really outstanding or special. Mean scores for key measures were just above the category norm, although below average health and value for money results held back the overall score. At £3.00, one third would only buy 'on special offer', whilst 17% described the product as 'not for me'. However, as a mid-week standby, it proved most relevant amongst Northern groups.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)	
Pre Test Interest in Purchase	3.25	<i>Good herby aroma /lemon-y /piquant /meaty fish /convenient /good price /good product /firm flesh /tasty /convenient /no mess /nice fillets /looks healthy /fresh white, flaky fish /lemon & herb butter /eye-catching attractive, informative pack.</i>	
Initial Appeal	3.73	<i>Oily mouthfeel /too mild /chewy – fibrous fish /sauce separated /poor sauce /unhealthy /fatty /sweet /no lemon in centre /didn't spread /expensive /different size portions /too much butter.</i>	
Appearance	3.76	Description of Product %	Sales Potential
Smell	3.73	Ideal for chilling out	13% Would Buy Intention
Taste	3.80	For midweek	44%
Texture	3.85	I would recommend this product	23% Product Tested
Packaging	3.78	Ideal when entertaining	8%
Health	3.31	Weekend treat	6% Definitely 10%
Value for Money	3.25	Would buy on special offer	33%
Overall Impression	3.65	For kids	15% Probably 42%
Would Buy Intention	3.40	Not for me	17%
Mean Total	36.26	A good standby	44%
Characteristics mean total	36		
Weighting factor	1		
Overall product score out of 50	37		

Innovation / Relevance:	Overall rating:	15	Expected Purchase Frequency %	
Top 2 boxes	(out of 20 including weighting)		Weekly	4%
Pre trial Purchase	37%		Fortnightly	12%
Post trial Purchase	52%		Monthly	23%
Better than what's out there	48%		Occasionally	44%
New & Different	52%		Never	17%

Test Details	Overall Sample Size:	52	Adults only	Preparation: Oven	Price: £3.00	Weight: 284g
	Norm Category:	62	Frozen Fish Based Meal Centres	Research Date: Tues 06.05.14		