

Product Name:	Choc Chip Muffin Cheesecake	Supplier:	Asda Stores Ltd		
Overall Product Score:	38	Norm:	39	Max:	49
			Min:	22	CMR Reference: 140710

- Concept Appeal:** ●
- Product Appeal:** ●
- Sales Potential:** ●

A new twist on an established dessert and presented in bright, bold packaging, encouraging a good level of pre trial interest.

Opinions were polarised by this novel format, leading to slightly below norm ratings for product delivery.

An affordable weekend treat, this more unusual dessert attracted claims of regular purchase intent amongst one in five, stimulated by a *good value* price point.



Fast Foodfax Verdict:

The 'bright, cheerful' packaging, typical of Asda and the competitive price of £1.50 - (equating to 30p per portion), helped to stimulate a good level of pre trial interest in this more unusual cheesecake. Ready to serve after a 2-3 hour defrost, this dessert was, as is often the case within this category, eagerly anticipated. However, after tasting, for some, there was a degree of disappointment and the product failed to meet expectations (mainly in the Midlands). It was within this region that comments of 'synthetic, dry and sickly' originated, but by the same token, in the North, where ratings were consistently higher, there was a greater appreciation and comments of 'marvellous, different lovely textures, rich and creamy'. This polarisation of opinion impacted on the overall score, which lay close to the norm within this very competitive category. Nearly 60% agreed that the recipe was novel and different and post trial purchase interest was sustained after trial, indicating that this cheesecake was still relevant, with 20% claiming regular (at least fortnightly) for a wide range of purchase occasions.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)	Description of Product %	Sales Potential
Pre Test Interest in Purchase	3.43	<i>Good/marvellous/lovely/different lovely textures/chocolately tasting crunchy base/good value/good size/pack nice and bright, cheerful/ rich and creamy</i> <i>Synthetic/soft/not very healthy/ very dry / quite disappointing / artificial tasting/ not really a cheesecake/ base didn't hold together/ sickly</i>	Ideal for chilling out 30% For midweek 20% I would recommend this product 19% Ideal when entertaining 37% Weekend treat 33% Would buy on special offer 9% For kids 28% Not for me 26% A good standby 20%	Would Buy Intention Product Tested Definitely 20% Probably 24%
Initial Appeal	4.06			
Appearance	3.74			
Smell	3.74			
Taste	3.67			
Texture	3.46			
Packaging	3.81			
Health	2.67			
Value for Money	3.72			
Overall Impression	3.48			
Would Buy Intention	3.26			
Mean Total	35.61			
Characteristics mean total	36			
Weighting factor	2			
Overall product score out of 50	38			

Innovation / Relevance:	Overall rating: 16	Expected Purchase Frequency %
Top 2 boxes	(out of 20 including weighting)	
Pre trial Purchase	49%	Weekly 7%
Post trial Purchase	44%	Fortnightly 13%
Better than what's out there	30%	Monthly 11%
New & Different	59%	Occasionally 50%
		Never 19%

Test Details	Overall Sample Size: 54	Adults only	Preparation: RTE	Price: £1.50	Weight: 355g
	Norm Category: 89	Chilled/Frozen Cheesecakes	Research Date: Tues 01.07.14		