

Product Name:	Market Deli Tortilla Chips - Roasted Red Chilli with Mediterranean Tomato	Supplier:	Walkers Snack Foods Ltd
Overall Product Score: 44	Norm: 39	Max: 49	Min: 20
			CMR Reference: 140715



Concept Appeal: Simple, yet effective packaging helped to promote these new Tortilla Chips from Walkers.

Product Appeal: Many were impressed with the overall delivery, although for a significant minority, they could have been spicier.

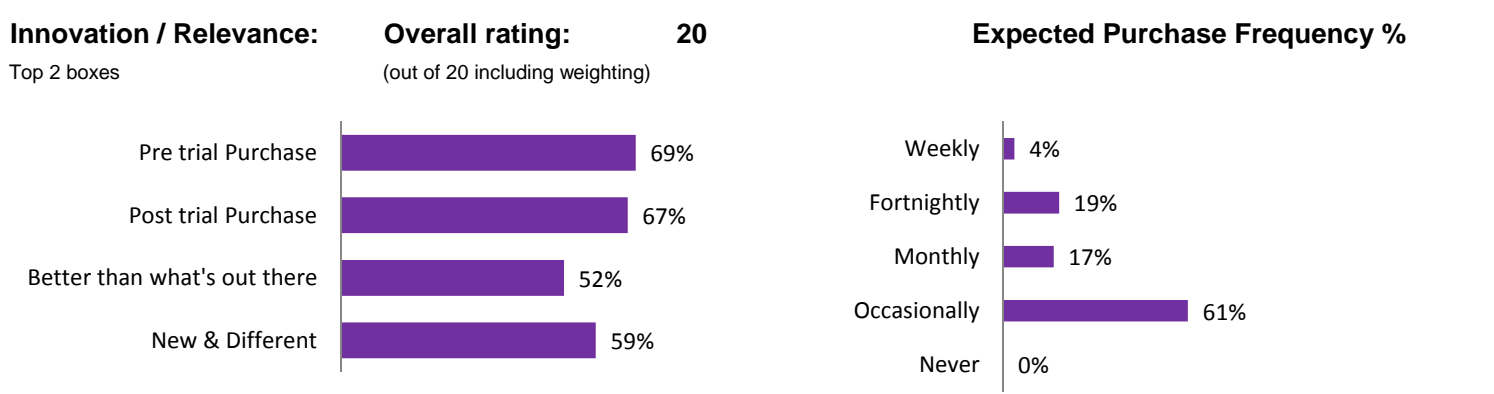
Sales Potential: Two thirds claimed they would definitely / probably buy - with these Tortilla Chips offering affordable quality.



Fast Foodfax Verdict:

Tortilla Chips have become a firm favourite amongst those looking for an accompaniment to dips at buffets or when simply chilling out, with both major snack manufactures and retailer own label offering an ever increasing range of variants. Walkers have entered the arena, under their Market Deli sub brand, with this Roasted Red Chilli with Mediterranean Sundried Tomato variant - currently listed in Asda for £1.50 / 165g bag. Expectations were high pre trial, with these Tortilla Chips presented in an 'eye-catching' pack and supported by the trusted Walkers branding. Only a few minor niggles were raised after tasting - 'could have been spicier / nothing new' - but for the majority, there was overall agreement that this product had offered a high standard, good quality all at an affordable price. High ratings across many key measures resulted in a good overall score of 44 - with a consistency achieved across all consumer sub sets. Other similar products tested through Foodfax - Ref 120913 Kettle Tortilla Chips - Sour Cream , score: 39 and Ref: 131203 Tesco Tortilla Chips - Nacho Cheese, score 42, were also appreciated, but this example had an edge and prompted nearly one third to claim they would definitely buy to enjoy when chilling out or to offer to guests.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)	Description of Product %	Sales Potential		
Pre Test Interest in Purchase	3.70	<i>Good thickness/ very light / just the right amount of spiciness / lovely aroma / eye-catching pack/ better than Doritos / simple presentation/ loved them / lovely taste/ great for entertaining / crunchy / great texture / more-ish / good aftertaste</i>	Ideal for chilling out	67%	Would Buy Intention	
Initial Appeal	4.20		For midweek	22%		
Appearance	4.07		I would recommend this product	33%	Product Tested	
Smell	3.74		Ideal when entertaining	78%	Definitely	31%
Taste	4.19		Weekend treat	65%	Probably	35%
Texture	4.20	Could have had more spices / nothing new	Would buy on special offer	11%	Never	0%
Packaging	4.04		For kids	15%		
Health	2.85		Not for me	0%		
Value for Money	3.57		A good standby	22%		
Overall Impression	4.02					
Would Buy Intention	3.94					
Mean Total	38.83					
Characteristics mean total	39					
Weighting factor	5					
Overall product score out of 50	44					



Test Details	Overall Sample Size: 54	Adults only	Preparation: RTE	Price: £1.50	Weight: 165g
	Norm Category: 2	Potato Crisps/Snacks	Research Date: Thurs 10.07.14		