

Product Name:	Nice & Nobbly Granola Bars - Dark Choc Chips	Supplier:	Natures Path Organic UK		
Overall Product Score:	38	Norm:	35	Max:	46
			Min:	15	CMR Reference: 140709

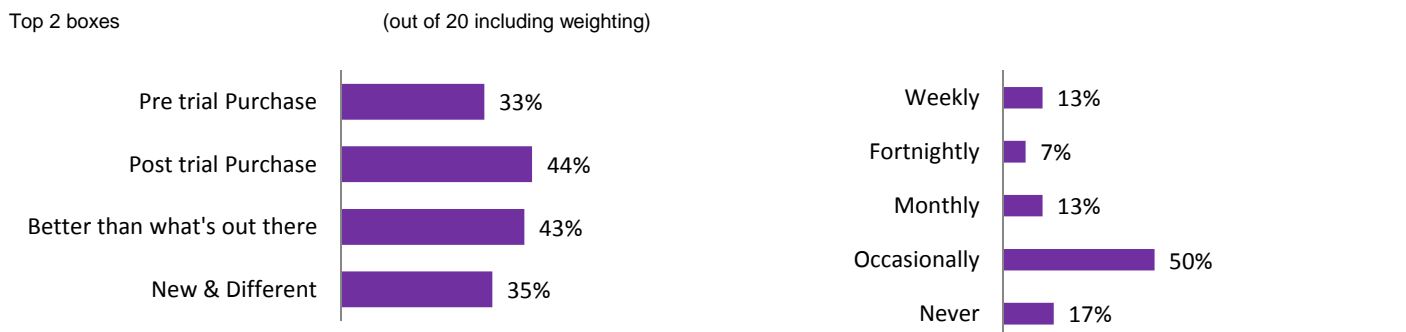
Concept Appeal:		The attractive pack stood out, but the premium price inhibited further pre trial interest.
Product Appeal:		A well rounded delivery prompted above norm ratings across many key delivery measures.
Sales Potential:		Appreciated more in the North, where more frequent purchases were indicated, this product had broader appeal, not just restricted to those looking for Gluten Free options.



Fast Foodfax Verdict:
 These dark Choc Chip Granola Bars from Nature's Path offered a gluten free option in the cereal bar / snacking category and were purchased in Waitrose for £1.99 for 5 x35g bars. The bright colourful pack ensured that they would not go unnoticed on shelf and encouraged a good level of pre trial interest. Tested amongst a non-targeted group of adults, who didn't have the need for gluten free products in their diet (and hence not the target audience), failed to have much impact on product delivery perceptions, with these bars achieving good all round delivery and mainstream appeal. Although the bars were considered to be a little pale in colour by a few, the taste and texture exceeded expectations and were rated above the norm. Regionally, there was some polarisation, with those in the North (score:46) considering them as a good option, 'good for a gluten free product' and 'quite healthy', whilst more critical Southerners (score: 33), claimed that these bars were 'too sweet', pale in colour and needed more chocolate chips. A viable option for those catering for family members who are gluten intolerant, these bars also had enough mainstream appeal for one third to consider purchase on an at least monthly basis.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)	Description of Product %	Sales Potential		
Pre Test Interest in Purchase	3.20	<i>Very nice/good option/nice/sticky, chewy/like crispy bakes/quite healthy/good for sugar fix/good value/pack bright, colourful/ dry, but in a good way/ good that its gluten free</i> <i>Pack could get lost/too sweet and cardboardy/pale colour/not many choc chips</i>	Ideal for chilling out	35%	Would Buy Intention	
Initial Appeal	3.87		For midweek	37%		
Appearance	3.83		I would recommend this product	28%	Product Tested	
Smell	3.72		Ideal when entertaining	7%		
Taste	3.80		Weekend treat	24%	Definitely	13%
Texture	3.89		Would buy on special offer	13%	Probably	31%
Packaging	3.76		For kids	39%		
Health	3.41		Not for me	22%		
Value for Money	3.46		A good standby	35%		
Overall Impression	3.74					
Would Buy Intention	3.28					
Mean Total	36.76					
Characteristics mean total	37					
Weighting factor	1					
Overall product score out of 50	38					

Innovation / Relevance: **Overall rating: 15** (out of 20 including weighting) **Expected Purchase Frequency %**



Test Details	Overall Sample Size: 54	Adults only	Preparation: RTE	Price: £1.99	Weight: 5 x 35g
	Norm Category: 13	Cereal Style Snacks (Bars Etc.)	Research Date: Tues 01.07.14		