

<b>Product Name:</b>	<b>Vegetarian Red Pepper &amp; Chick Pea Brazilian Grills</b>	<b>Supplier:</b>	<b>Asda Stores Ltd</b>
<b>Overall Product Score:</b>	<b>38</b>	<b>Norm:</b>	<b>31</b>
		<b>Max:</b>	<b>43</b>
		<b>Min:</b>	<b>20</b>
		<b>CMR Reference:</b>	<b>140804</b>

<b>Concept Appeal:</b>		Pre trial interest, although good was slightly muted, with the competitive price point a key driver.
<b>Product Appeal:</b>		The balanced flavours and differing textures surprised many, encouraging above norm ratings.
<b>Sales Potential:</b>		A good freezer standby, these grills attracted at least fortnightly purchase amongst one in five of the group.



**Fast Foodfax Verdict:**

This pack of two grills, on sale at £1.58 under the Asda Chosen By You Vegetarian range, offered something a little out of the ordinary. Over 80% claimed this product appeared 'new and different', and along with the competitive price encouraged a good level of pre trial interest. Tested amongst a non-targeted sample, many were impressed with these Grills after tasting, with the 'lovely, crunchy coating', 'excellent vegetarian dish' and 'spicy' flavours a hit. Above norm ratings were achieved across all key measures and all sub sets - resulting in an overall score some seven points above the norm. There were a few who were less impressed - 'too spicy, not keen on sauce, bland' - but these more negative responses were in the minority and had limited impact on the ratings. Post trial purchase intent increased by 20% over the pre trial level, another indication on the positive reaction to these grills, which in turn prompted one in five to claim that they would consider buying at least fortnightly - as a good freezer standby or to enjoy as part of a mid week meal solution.

<b>Product Key Measures:</b>	<b>Mean Scores</b>	<b>Likes &amp; Dislikes:</b> (in their own words)																				
Pre Test Interest in Purchase	2.98	<i>Excellent / really nice / tasty / lovely coating / excellent vegetarian dish / really very tasty / very pleasant / spicy / good size and value / different/ crunchy coating / informative pack/ grill looks like the pack shot</i> <i>Too spicy / unappetising / boring pack / not much flavour / bland / not keen on sauce</i>																				
Initial Appeal	3.85																					
Appearance	3.79																					
Smell	4.04																					
Taste	3.79																					
Texture	3.87																					
Packaging	3.74																					
Health	3.38																					
Value for Money	3.79																					
Overall Impression	3.64																					
Would Buy Intention	3.21	<table border="1"> <thead> <tr> <th><b>Description of Product %</b></th> <th><b>Sales Potential</b></th> </tr> </thead> <tbody> <tr> <td>Ideal for chilling out</td> <td><b>28%</b></td> </tr> <tr> <td>For midweek</td> <td><b>40%</b></td> </tr> <tr> <td>I would recommend this product</td> <td><b>34%</b></td> </tr> <tr> <td>Ideal when entertaining</td> <td><b>28%</b></td> </tr> <tr> <td>Weekend treat</td> <td><b>15%</b></td> </tr> <tr> <td>Would buy on special offer</td> <td><b>4%</b></td> </tr> <tr> <td>For kids</td> <td><b>4%</b></td> </tr> <tr> <td>Not for me</td> <td><b>32%</b></td> </tr> <tr> <td>A good standby</td> <td><b>32%</b></td> </tr> </tbody> </table>	<b>Description of Product %</b>	<b>Sales Potential</b>	Ideal for chilling out	<b>28%</b>	For midweek	<b>40%</b>	I would recommend this product	<b>34%</b>	Ideal when entertaining	<b>28%</b>	Weekend treat	<b>15%</b>	Would buy on special offer	<b>4%</b>	For kids	<b>4%</b>	Not for me	<b>32%</b>	A good standby	<b>32%</b>
<b>Description of Product %</b>	<b>Sales Potential</b>																					
Ideal for chilling out	<b>28%</b>																					
For midweek	<b>40%</b>																					
I would recommend this product	<b>34%</b>																					
Ideal when entertaining	<b>28%</b>																					
Weekend treat	<b>15%</b>																					
Would buy on special offer	<b>4%</b>																					
For kids	<b>4%</b>																					
Not for me	<b>32%</b>																					
A good standby	<b>32%</b>																					
Mean Total	37.09	<table border="1"> <thead> <tr> <th colspan="2"><b>Sales Potential</b></th> </tr> <tr> <th></th> <th><b>Would Buy Intention</b></th> </tr> </thead> <tbody> <tr> <td>Product Tested</td> <td></td> </tr> <tr> <td>Definitely</td> <td>19%</td> </tr> <tr> <td>Probably</td> <td>30%</td> </tr> </tbody> </table>	<b>Sales Potential</b>			<b>Would Buy Intention</b>	Product Tested		Definitely	19%	Probably	30%										
<b>Sales Potential</b>																						
	<b>Would Buy Intention</b>																					
Product Tested																						
Definitely	19%																					
Probably	30%																					
Characteristics mean total	37																					
Weighting factor	1																					
Overall product score out of 50	38																					

<b>Innovation / Relevance:</b>	<b>Overall rating:</b>	<b>16</b>	<b>Expected Purchase Frequency %</b>
Top 2 boxes	(out of 20 including weighting)		
Pre trial Purchase		29%	Weekly
Post trial Purchase		49%	Fortnightly
Better than what's out there		47%	Monthly
New & Different		83%	Occasionally
			Never

<b>Test Details</b>	Overall Sample Size: 53	Adults only	Preparation: Oven	Price: £1.58	Weight: 240g
	Norm Category: 66	Frozen Vegetarian Ready Meals/Meal Centres	Research Date: Tues 29.07.14		