

Product Name:	Pepper & Chorizo Tartlets	Supplier:	Waitrose Ltd
Overall Product Score:	41	Norm:	35
		Max:	49
		Min:	18
		CMR Reference:	140817

Concept Appeal:		The average presentation did little to promote these tartlets, limiting pre trial interest and engagement.
Product Appeal:		Overall delivery was of the standard expected from Waitrose and was highly rated.
Sales Potential:		Still a little too expensive to encourage more frequent consideration, this product was more likely an occasional purchase.



Fast Foodfax Verdict:

These Pepper and Chorizo Tartlets with a 'crisp butter enriched pastry' were purchased for £2.60 / x2 units. The dark coloured pack design, for some, looked 'cheap' and failed to fully promote this product and limited pre trial appeal. Although can be eaten cold, for the purpose of this assessment these tartlets were warmed in the oven as per pack instruction before serving. After tasting the majority were of the opinion they were of a high quality standard, matching expectations from the Waitrose brand - reflected in high ratings across many key measures. Only 'Value for Money' lay below the category norm, resulting in a good overall score of 41 - with views consistent across the sub sets. The maximum rating of 20 was also achieved for 'Innovation and relevance', driven by a 15% rise in post trial purchase intent and the general agreement that this product was novel and better than the competition. Post trial 30% claimed they would definitely buy, well above the category average, albeit frequency is likely to be on an occasional basis These tartlets were viewed as a good standby - (can be frozen), with many having the confidence in the quality to consider offering to guests.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)
Pre Test Interest in Purchase	3.26	<p><i>Delicious / good firm tart / plenty of filling / very tasty / good portion size / good price / eye-catching box / colour/ appealing / good value / nice quality / filling / tasty / crisp pastry / strong, balanced flavours / good combination of flavours / buttery pastry</i></p> <p><i>A little too soggy / could do with more filling / expensive / pack looks cheap</i></p>
Initial Appeal	4.12	
Appearance	3.98	
Smell	4.00	
Taste	4.21	
Texture	4.02	
Packaging	3.92	
Health	3.11	
Value for Money	3.08	
Overall Impression	3.88	
Would Buy Intention	3.68	<p>Description of Product %</p> <p>Ideal for chilling out 42%</p> <p>For midweek 51%</p> <p>I would recommend this product 34%</p> <p>Ideal when entertaining 47%</p> <p>Weekend treat 43%</p> <p>Would buy on special offer 32%</p> <p>For kids 8%</p> <p>Not for me 9%</p> <p>A good standby 40%</p>
Mean Total	38.00	<p>Sales Potential</p> <p>Would Buy Intention</p> <p>Product Tested</p> <p>Definitely 30%</p> <p>Probably 25%</p>
Characteristics mean total	38	
Weighting factor	2.5	
Overall product score out of 50	41	

Innovation / Relevance:	Overall rating: 20	Expected Purchase Frequency %
Top 2 boxes	(out of 20 including weighting)	
Pre trial Purchase	40%	Weekly 11%
Post trial Purchase	55%	Fortnightly 11%
Better than what's out there	67%	Monthly 19%
New & Different	66%	Occasionally 53%
		Never 6%

Test Details	Overall Sample Size: 53	Adults only	Preparation: Oven	Price: £2.60	Weight: 279g
	Norm Category: 35	Hot Eating Savoury Pastry Products	Research Date: Thurs 07.08.14		