

Product Name: **Lattice - Tantalising Sweet Chilli Crisps** Supplier: **Seabrook Crisps Ltd**

Overall Product Score: **44** Norm: **39** Max: **49** Min: **20** CMR Reference: **140731**

- Concept Appeal:** ● Competitively priced and in attractive looking packaging, helped generate a good level of pre trial interest in these crisps.
- Product Appeal:** ● Both the taste & texture were highly rated and appreciated across all sub sets, with many enjoying the balance of flavours.
- Sales Potential:** ● Offering quality, affordability and relevance, two thirds of the group claimed they would definitely / probably buy.



Fast Foodfax Verdict:

Launched in May 2014, this Lattice range of crisps from Seabrooks is claimed to currently be the only lattice shaped crisp on the market. Available in a further four flavours, this Sweet Chilli variant is currently exclusive to Asda, where this 120g bag was purchased for £1.00. The simple, yet effective packaging helped generate a good level of pre trial interest in what is a crowded and competitive sector. For the majority, after sampling these crisps were of high quality and had met with expectations. They were considered to be 'crunchy, crispy, not too oily' with 'balanced flavours and a bit of a kick'. Ticking all the boxes and being highly rated, accumulated in a good overall score off 44 being achieved. A significant minority claimed that they were 'too small' and that when the pack was initially opened it appeared to be 'half empty' - although overall these negatives failed to significantly impact on the end result. Relevant and affordable, the quality was good enough for many to consider to offer to friends and family, while the competitive price also encouraged regular purchases to enjoy when chilling out.

Product Key Measures:

Mean Scores

Pre Test Interest in Purchase	3.66
Initial Appeal	4.17
Appearance	3.83
Smell	3.68
Taste	3.94
Texture	4.04
Packaging	3.89
Health	2.89
Value for Money	4.08
Overall Impression	3.92
Would Buy Intention	3.81
Mean Total	38.25
Characteristics mean total	38
Weighting factor	6
Overall product score out of 50	44

Likes & Dislikes: (in their own words)

Lovely / crunchy / good price / lovely packaging – simple but effective/ not too oily/ as a bit of a kick/ crispy/ good balanced flavours / great value/ very tasty/ looks upmarket
Too small / strange aftertaste / too sweet/ pack looks half empty when opened

Description of Product %

Sales Potential

Ideal for chilling out	85%	Would Buy Intention	
For midweek	36%		
I would recommend this product	25%	Product Tested	
Ideal when entertaining	53%		
Weekend treat	45%	Definitely	21%
Would buy on special offer	2%		
For kids	15%	Probably	45%
Not for me	6%		
A good standby	17%		

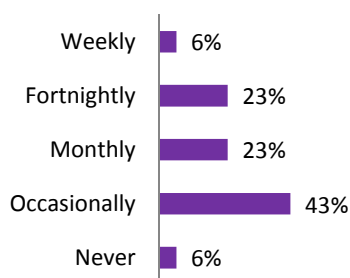
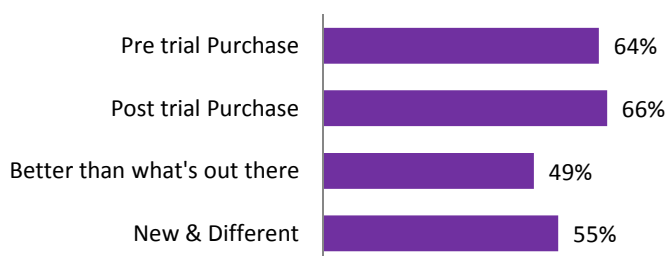
Innovation / Relevance:

Overall rating: 19

Top 2 boxes

(out of 20 including weighting)

Expected Purchase Frequency %



Test Details

Overall Sample Size: 53 Adults only Preparation: RTE Price: £1.00 Weight: 120g
 Norm Category: 2 Potato Crisps/Snacks Research Date: Thurs 17.07.14