

Product Name: **Made Without Wheat - Quiche Lorraine** Supplier: **Marks & Spencer Ltd**

Overall Product Score: **36** Norm: **35** Max: **49** Min: **18** CMR Reference: **140717**

- Concept Appeal:** ● The strong M&S branding was key to initial pre trial engagement in this Wheat & Gluten Free Quiche Lorraine.
- Product Appeal:** ● The pastry was better than the filling, a pleasant surprise considering the gluten free credentials.
- Sales Potential:** ● Nearly two thirds claimed they would buy occasionally, regardless of whether or not there is a need for a gluten free option.



Fast Foodfax Verdict:

New to M&S and part of their 'Made Without' range, this Wheat & Gluten Free Quiche Lorraine, although presented in understated packaging, still attracted a good level of pre trial interest, with the M&S branding a strong incentive. The Wheat / Gluten Free sector is expanding quickly - as new and better technology and production can compete alongside the non-gluten free alternatives. Tested amongst a non-targeted sample, this quiche surprised many after tasting - warmed in the oven (although can also be enjoyed cold). The pastry was described as '*crisp and light*', with the filling attracting most of the criticism - '*texture like scrambled egg, a bit too dry*'. At £3.00, this was not considered as expensive as expected, but still not competitive compared to non-gluten free options, impacting on 'Value for Money' ratings and curbing frequency of purchase. A near norm overall score was achieved, with agreement across the subsets and with a significant rise in post trial purchase intent indicating a robust degree of relevance amongst the group. However, mostly occasional purchases were indicated, to offer to family and friends, safe in the knowledge of mainstream appeal and not just for those with special dietary needs.

Product Key Measures:	Mean Scores
Pre Test Interest in Purchase	2.96
Initial Appeal	3.74
Appearance	3.76
Smell	3.94
Taste	4.26
Texture	4.07
Packaging	3.57
Health	3.17
Value for Money	2.98
Overall Impression	3.85
Would Buy Intention	3.43
Mean Total	36.78
Characteristics mean total	37
Weighting factor	-0.5
Overall product score out of 50	36

Likes & Dislikes: (in their own words)

Lovely crisp pastry / wouldn't know it was 'free from' / cheesy / excellent / a real winner / as good as non gluten free products / tasty / pastry just the right thickness/ good quality / not expensive/ better than expected
Texture liked scrambled egg/ a bit too dry

Description of Product %

Sales Potential

Description of Product %	Sales Potential
Ideal for chilling out	24%
For midweek	33%
I would recommend this product	44%
Ideal when entertaining	39%
Weekend treat	24%
Would buy on special offer	26%
For kids	9%
Not for me	15%
A good standby	19%

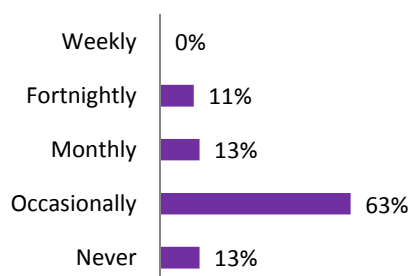
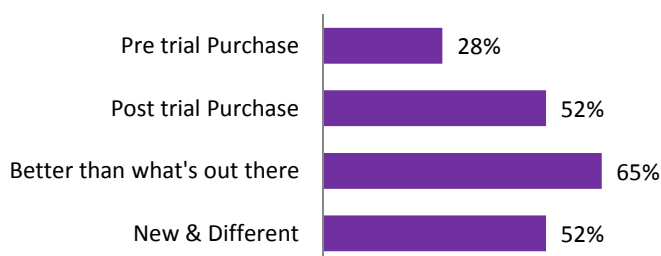
Would Buy Intention

Product Tested

Definitely 13%
Probably 39%

Innovation / Relevance: **Overall rating: 15**
(out of 20 including weighting)

Expected Purchase Frequency %



Test Details

Overall Sample Size: 54 Adults only Preparation: Oven Price: £3.00 Weight: 400g
 Norm Category: 35 Hot Eating Savoury Pastry Products Research Date: Thurs 10.07.14