

<b>Product Name:</b>	<b>Gold from Flora</b>	<b>Supplier:</b>	<b>Unilever UK</b>		
<b>Overall Product Score: 46</b>	<b>Norm: 37</b>	<b>Max: 47</b>	<b>Min: 17</b>	<b>CMR Reference: 140815</b>	

- Concept Appeal:** ●
- Product Appeal:** ●
- Sales Potential:** ●

The distinctive gold coloured pack was noticeable, but for some, there was a need for prominence of the Flora name, restricting pre trial interest.

'Creamy and buttery', this spread was widely regarded as delivering to expectations.

Relevant and good alternative to some other spreads, over half claimed regular purchase intent.



**Fast Foodfax Verdict:**

Launched in the UK May 2014, but previously available in Europe prior to this date, this Gold from Flora - 'a blend of butter and Flora' - is a new offer from Unilever, to fill a market gap for those looking for a balance between the health credentials of sunflower oil and the taste of butter. The distinctive gold coloured tub is unlikely to be missed in store (70% definite / probably notice), but a few suggested that more could have been made of the Flora heritage and the brand wasn't prominent enough on the tub labelling. A similar product was tested in 2013 within the Grocer New Product Awards - Ref: 3196 - Bertolli Gold - a blend of butter and olive oil, score: 46, which, like this Flora option was very well received after sampling. Ratings for this Flora product were high, with all key measures lying above the category norm - some significantly so - accumulating in an overall score of 46, just one point below the current maximum. Regionally, there was more resistance in the South (39) - 'odd aroma' - with those in the Midlands (50) more appreciative. Overall, however, as a group, over three quarters claimed they would definitely / probably buy - a significant proportion on a regular basis, as a good quality, affordable option to their current spreads / butters.

**Product Key Measures:**

	Mean Scores
Pre Test Interest in Purchase	3.51
Initial Appeal	3.96
Appearance	4.12
Smell	3.77
Taste	4.19
Texture	4.15
Packaging	4.09
Health	3.45
Value for Money	4.13
Overall Impression	4.13
Would Buy Intention	4.00
Mean Total	40.00
Characteristics mean total	40
Weighting factor	5.5
Overall product score out of 50	46

**Likes & Dislikes:** (in their own words)

*Buttery taste / good value / better than other Flora's / really nice / tasty / quite healthy for a spread / good price / elegant pack / creamy / buttery / spreadable / just enough salt / looks good / better than expected / impressed*  
*Greasy / odd aroma / Name Flora doesn't stand out enough*

**Description of Product %**

**Sales Potential**

Description of Product %	Sales Potential
Ideal for chilling out	34%
For midweek	36%
I would recommend this product	47%
Ideal when entertaining	25%
Weekend treat	15%
Would buy on special offer	19%
For kids	21%
Not for me	9%
A good standby	34%

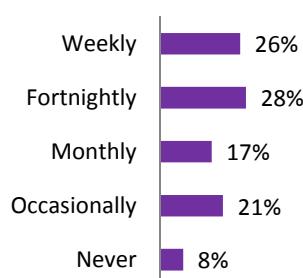
**Innovation / Relevance:**

**Overall rating: 19**

Top 2 boxes

(out of 20 including weighting)

**Expected Purchase Frequency %**



<b>Test Details</b>	Overall Sample Size: 53	Adults only	Preparation: RTE	Price: £1.24	Weight: 400g
	Norm Category: 18	All Yellow Fats/Spreads	Research Date: Thurs 07.08.14		