




Product Name: Müller Light Fruitopolis - Strawberry **Supplier:** Müller Dairies (UK) Ltd

Overall Product Score: 47 **Norm: 42** **Max: 50** **Min: 21** **CMR Reference: 140822**

Concept Appeal:  The Strong Müller branding was a pre trial incentive, although the standard premium price, compared to some other yogurts, limited further engagement.

Product Appeal:  'Rich, creamy and tasty', albeit still a little 'too sweet' for a few, this Greek style fruit yogurt was well received.

Sales Potential:  A significant proportion would buy if on offer, although even at the current price point, over half still claimed regular purchase consideration.



Fast Foodfax Verdict:

Listed in Tesco from June, 2014 (other multiples after), this Greek themed Müller sub brand - Fruitopolis - is available in three fruit variants - Cherry, Peach & Passionfruit and Strawberry - the latter assessed here. Tapping into the expanding Greek -style yogurt market, these pots have a different presentation in as much as the fruit layer is on the top, rather than the bottom. The strong and trusted Müller branding was key to pre trial interest, although the premium price limited further engagement. The striking pack design prompted three quarters to claim that they would notice this pack in the chiller cabinet and there was a strong desire to try. For the majority, there was little disappointment after tasting, with the 'rich, creamy' texture and 'summery' taste praised across all sub sets. Offering a fat free option, some were still a little concerned health wise with the sugar (albeit fructose) content - 'loaded with sugar', although the overall rating for this key measure was still well above the category norm. Awarded a very good overall score of 47 and the maximum rating of 20 for 'Innovation and relevance', this yogurt could become a firm favourite, with over half currently claiming regular purchase consideration.

Product Key Measures:	Mean Scores
Pre Test Interest in Purchase	3.77
Initial Appeal	4.33
Appearance	4.04
Smell	4.19
Taste	4.38
Texture	4.30
Packaging	3.94
Health	4.04
Value for Money	3.62
Overall Impression	4.06
Would Buy Intention	4.10
Mean Total	40.99
Characteristics mean total	41
Weighting factor	6.5
Overall product score out of 50	47

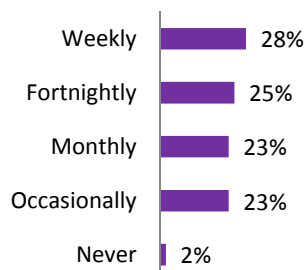
Likes & Dislikes: (in their own words)

Strong flavour / light yogurt / summery taste / fat free / very tasty / tempting / fruity / tasty / good flavour combination / rich / lovely sized fruit pieces / lovely consistency / creamy texture / better than Muller Corners
Loaded with sugar / a bit expensive – would buy on offer

Description of Product %	Sales Potential
Ideal for chilling out 34%	Would Buy Intention
For midweek 57%	
I would recommend this product 40%	Product Tested
Ideal when entertaining 17%	
Weekend treat 28%	Definitely 38%
Would buy on special offer 42%	
For kids 26%	Probably 38%
Not for me 6%	
A good standby 30%	

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

Expected Purchase Frequency %



Test Details

Overall Sample Size: 53 Adults only Preparation: RTE Price: £2.49 Weight: 4 x 130g
 Norm Category: 85B Flavoured Yogurts/Fromage Frais Research Date: Thurs 07.08.14