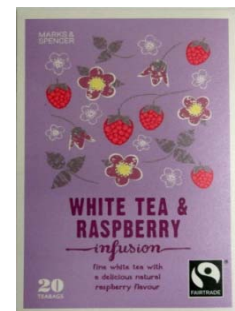


Product Name: **White Tea & Raspberry Infusion** Supplier: **Marks & Spencer Ltd**

Overall Product Score: **27** Norm: **28** Max: **42** Min: **15** CMR Reference: **140812**

- Concept Appeal:** ● The 'very pretty' pack design, along with the support from the M&S brand, helped increase pre trial interest.
- Product Appeal:** ● A polarising product, drawing comments from 'subtle and refreshing' to 'bland and tasteless'.
- Sales Potential:** ● An acquired taste, however, amongst the significant minority who liked this infusion, regular purchase intent was indicated.



**Fast Foodfax Verdict:**

Blended and created exclusively for M&S, this White Tea & Raspberry Infusion was purchased for £1.00 / box of 20 teabags. Pre trial, the pack design was a good bonus and was considered 'attractive', increasing engagement and desire to try. Prepared by adding hot water (just off the boil) and drunk without the inclusion of milk, as directed on pack, this infusion polarised opinion after sampling. Those in the North - (score: 41) - were very impressed with the 'subtle flavours' and 'fruity aroma', whilst in other regions this drink was criticised for being 'bland and tasteless', with 'no raspberry flavour'. These differences impacted on the resulting overall score, which at 27, was close to the category norm. An acquired taste, also impacted on the degree of relevance, which was muted as close to 70% claimed that this simply was not for them and that they would never buy. Compared against another, similar variant in the range - Ref: 130124 M&S Strawberry & Raspberry Infusion, score:42 - this White Tea and Raspberry variant lacked mainstream appeal and only appealed to a select few, who would however, still be tempted to buy regularly.

**Product Key Measures:**

Mean Scores

Pre Test Interest in Purchase	2.91
Initial Appeal	3.79
Appearance	3.86
Taste	2.43
Aftertaste	2.38
Refreshment	2.57
Strength of Flavour	2.67
Packaging	4.06
Value for Money	3.43
Overall Impression	2.53
Would Buy Intention	2.09
Mean Total	29.82
Characteristics mean total	30
Weighting factor	-3
Overall product score out of 50	27

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

*Subtle flavours / nice combination / quite refreshing / lovely smell / good value / something different / fruity aroma / can taste the raspberry/ lovely looking box*  
*Not keen on flavour / bland and tasteless/ medicinal / not as good as Twinning's/ bitter / not fruity enough/ not too sure/ no raspberry flavour*

**Description of Product %**

**Sales Potential**

Ideal for chilling out	<b>19%</b>	Would Buy Intention	
For midweek	<b>12%</b>		
I would recommend this product	<b>8%</b>	Product Tested	
Ideal when entertaining	<b>10%</b>		
Weekend treat	<b>8%</b>	Definitely	15%
Would buy on special offer	<b>0%</b>		
For kids	<b>4%</b>	Probably	6%
Not for me	<b>71%</b>		
A good standby	<b>6%</b>		

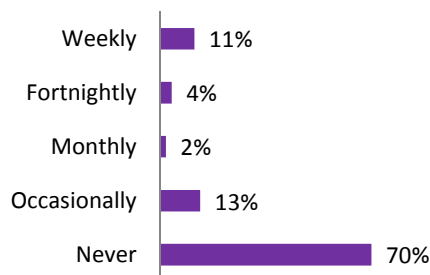
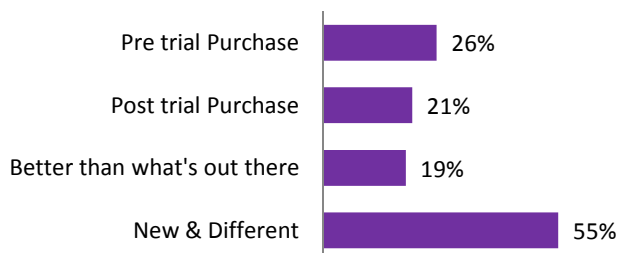
**Innovation / Relevance:**

**Overall rating: 12**

Top 2 boxes

(out of 20 including weighting)

**Expected Purchase Frequency %**



**Test Details**

Overall Sample Size: 53 Adults only Preparation: Other Price: £1.00 Weight: 50g  
 Norm Category: 108D Hot Drinks - Speciality Tea Research Date: Tues 29.07.14