




Product Name:	Asian Fusion Herb Battered Hake	Supplier:	Waitrose Ltd		
Overall Product Score:	36	Norm:	38	Max:	49
			Min:	26	CMR Reference: 140828

Concept Appeal:		An unusual recipe, but one which is in danger of being overlooked in the chiller cabinet due to the 'bland' looking pack design.
Product Appeal:		Polarisation of views regarding product delivery kept key measure ratings close to the category norm.
Sales Potential:		For those who enjoyed the offer, regular purchase intent was indicated, although over one in five still maintained that this recipe was not for them.



Fast Foodfax Verdict:

A new addition to the Waitrose Asian Fusion range, this Herb Battered Hake offered 'fried battered marinated hake fillet with a sweet ginger and lemon grass dressing, mixed peppers and mage tout'. Oven cooked in 15 minutes, this meal centre, (pack serves 2), had limited pre trial appeal, with the muted, 'bland' pack design failing to stand out or fully promote what was on offer. Views were polarising after sampling, with almost equal numbers either enjoying the 'crispy' coating, 'wonderful' aroma and spiciness of the dish. Others were less impressed - 'fish too dark', 'too many bits in it', with the hake -'too dry with too many bones'. Differences in opinions impacted on and were reflected in ratings for many key measures - which lay close to the category norm - with consumer subs sets consistent in their views. Slightly more acceptable amongst ABC1's and the over 55's, this dish, did however, impress enough testers to prompt an increase in post trial purchase intent and had a healthy degree of relevance for them. One in five claimed they would buy regularly as a welcome change, with a similar number, albeit less impressed, maintaining that this dish simply wasn't for them.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)	Description of Product %	Sales Potential
Pre Test Interest in Purchase	3.06	<i>Lovely / different texture / crispy topping / good mix of flavours / attractive to look at / smelt wonderful / lots of spices / good quality fish / very pleasant / crispy coating / lovely sauce</i> <i>Pack too bland – wouldn't notice it / fish too dark / nasty aftertaste / too many dark bits in it / too many bones/ expensive / fish a bit dry</i>	Ideal for chilling out 25% For midweek 33% I would recommend this product 31% Ideal when entertaining 21% Weekend treat 33% Would buy on special offer 31% For kids 6% Not for me 23% A good standby 21%	Would Buy Intention Product Tested Definitely 19% Probably 28%
Initial Appeal	3.85			
Appearance	3.83			
Smell	3.77			
Taste	3.75			
Texture	3.64			
Packaging	3.55			
Health	3.51			
Value for Money	2.96			
Overall Impression	3.60			
Would Buy Intention	3.28			
Mean Total	35.75			
Characteristics mean total	36			
Weighting factor	0			
Overall product score out of 50	36			

Innovation / Relevance:	Overall rating: 18	Expected Purchase Frequency %
Top 2 boxes	(out of 20 including weighting)	
Pre trial Purchase	22%	Weekly 4%
Post trial Purchase	47%	Fortnightly 15%
Better than what's out there	57%	Monthly 15%
New & Different	85%	Occasionally 43%
		Never 23%

Test Details	Overall Sample Size: 53	Adults only	Preparation: Oven	Price: £3.99	Weight: 300g
	Norm Category: 63	Chilled Crumbed/Coated Fish Products	Research Date: Thurs 14.08.14		