



Product Supplier: Tesco Stores Ltd

Overall Product Score: 41 Norm: 38 Max: 50 Min: 12 CMR Reference: 140907

Concept Appeal:

Product Appeal:

Presented in a more novel snack presentation, these Cheese twists from Tesco attracted a good level of pre trial interest.

Above norm ratings were achieved for product delivery key measures, with the 'fresh, crunchy' attributes well received.

Sales Potential:



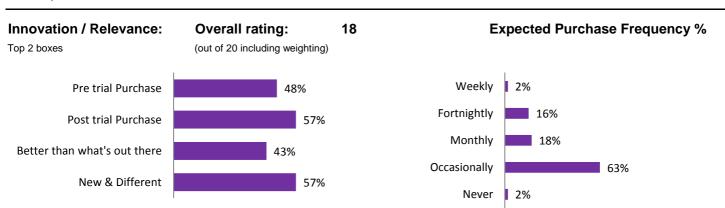
Although not an everyday item, this s product was still relevant, especially when looking for an offer for guests, family and friends.



Fast Foodfax Verdict:

These Cheese Twists, 'flaky pastry mini twists with Gruyere cheese', were presented in a waxed cup style container and were purchased for £1.19 / 72g pack. The more unusual pack format was an initial attraction, prompting a good level pre trial interest and desire to try, with the colourful design unlikely to go unnoticed on shelf. High expectations were met for the majority after tasting, with many commenting on the 'crunchy' texture and the 'fresh, flavoursome' taste. 'Handy and versatile' also added value to the overall product perception. For a few, however, this product was 'a bit dry' and 'not cheesy enough', although these criticisms failed to make much of an impact on key measure ratings, which for the majority were above the category norm. Only the key measure of 'health' was significantly below the norm, but viewed more as an occasional indulgence, this was not an apparent issue for this group. There was the indication that the product was better received amongst the C2DE and non-working sub sets (both score:50) and in the North (50) - with those in the Midlands- (35)- less so. Nearly two thirds claimed occasional purchase intent - as a snack when chilling out or when entertaining.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)				
Pre Test Interest in Purchase	3.36	Nice / crunchy / good cheesy flavour / nice bite / easy to				
Initial Appeal	3.88	open pack/ fresh/ versatile / handy to have around/ better				
Appearance	4.04	than breadsticks/ full of flavour / great for buffets / more-ish Not cheesy enough / nothing special/ a bit dry				
Smell	3.72					
Taste	3.98					
Texture	4.02	Description of Product %		Sal	Sales Potential	
Packaging	3.72	Ideal for chilling out 56% Would Bu		d Buy Intention		
Health	2.90	For midweek	16%			
Value for Money	3.52	I would recommend this product	14%		Product Tested	
Overall Impression	3.80	Ideal when entertaining	72 %		rested	
Would Buy Intention	3.59	Weekend treat	36%	Definitely	14%	
Mean Total	37.17	Would buy on special offer	12%			
Characteristics mean total	37	For kids	32%	Probably	43%	
Weighting factor	3.5	Not for me	6%			
Overall product score out of 50	41	A good standby	26%			



Test Details	Overall Sample Size:	51	Adults only	Preparation: RTE Price: £1.19 Weight: 72g
	Norm Category:	95	Savoury Biscuits/Cracke	rs Research Date: Tues 26.08.14