




Product Name:	Yorkshire Provender Meal Pots - Smoky Mediterranean Vegetable & Halloumi	Supplier:	The Yorkshire Provender
Overall Product Score:	37	Norm:	31
		Max:	43
		Min:	6
		CMR Reference:	140830

Concept Appeal:		Presented in 'eye-catching' packaging, this Meal Pot from Yorkshire Provender attracted a good level of engagement pre trial.
Product Appeal:		Many were impressed with product delivery after tasting and above norm ratings were achieved.
Sales Potential:		Convenient and healthy, this ready meal is well suited as a midweek lunch option or a snack when chilling out.

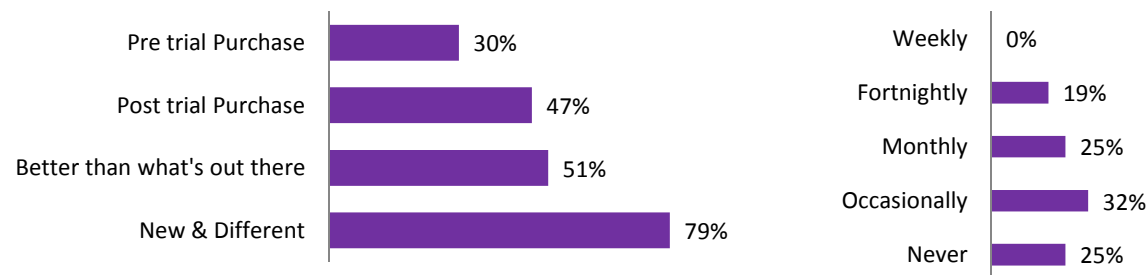


Fast Foodfax Verdict:

Originally under the Yorkshire Provender sub brand of 'Incredible!', these Meal Pots, now under the main branding, have recently been re-launched after several months absence from store. Initially exclusive to Waitrose, this 300g pot was attractively packed and presented, encouraging a good level of pre trial engagement and is unlikely to be missed in the chiller cabinet. The offer of 2 of our 5-a-day was another incentive to try, further adding to the interest. Can be served hot or cold, for the purpose of this assessment, this product was microwaved and eaten hot. Nearly 80% agreed that this recipe had brought something new to the fixture and that it was convenient and versatile. However, not everyone was in agreement when it came to product delivery, although there were more who were impressed than critics, with comments as varied as 'good combination of flavours' and 'looks nice' to 'too spicy' and 'average' noted. Overall high quality was reflected in a rise in post trial purchase intent (17% rise over the pre trial level) and 47% claiming that they would definitely / probably buy (32% category norm), as a good option when chilling out or as a quick and easy mid week meal solution.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)	Description of Product %	Sales Potential		
Pre Test Interest in Purchase	3.09	<i>Great packaging / looks nice / good standby / good for lunch / easy meal / eye-catching pack / nice texture / good combination of flavours / versatile/ convenient size</i> <i>Average flavour / expensive / fussy / too spicy / didn't look appealing</i>	Ideal for chilling out	45%	Would Buy Intention	
Initial Appeal	3.92		For midweek	45%		
Appearance	3.57		I would recommend this product	30%	Product Tested	
Smell	3.62		Ideal when entertaining	28%		
Taste	3.58		Weekend treat	21%	Definitely	17%
Texture	3.60		Would buy on special offer	21%	Probably	30%
Packaging	3.70		For kids	17%		
Health	3.77		Not for me	28%		
Value for Money	3.38		A good standby	30%		
Overall Impression	3.56					
Would Buy Intention	3.28					
Mean Total	35.98					
Characteristics mean total	36					
Weighting factor	1					
Overall product score out of 50	37					

Innovation / Relevance: **Overall rating: 18** (out of 20 including weighting) **Expected Purchase Frequency %**



Test Details	Overall Sample Size: 53	Adults only	Preparation: Microwave	Price: £2.46	Weight: 300g
	Norm Category: 65	Chilled Vegetarian Ready Meals/Meal Centres	Research Date: Thurs 14.08.14		