




Product Name:	Taste the Difference Lamb & Mint Quarter Pounder Burgers	Supplier:	Sainsbury's Supermarkets Ltd
Overall Product Score:	47	Norm:	37
		Max:	50
		Min:	20
		CMR Reference:	140905

Concept Appeal:		A different take on the beef variant, this premium positioned burger attracted a high level of pre trial interest.
Product Appeal:		Although the mint created some polarisation in response, generally there was a high approval of the quality, with above norm ratings achieved.
Sales Potential:		One third claimed regular purchase intention, to enjoy with friends or as part of a mid week meal solution.



Fast Foodfax Verdict:

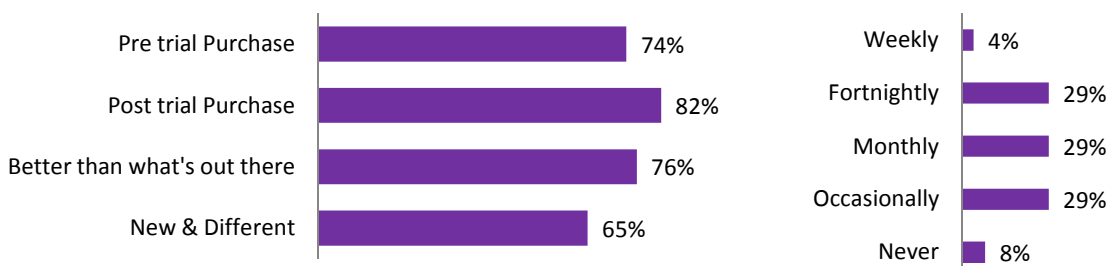
These frozen Lamb & Mint Quarter Pounder Burgers, in Sainsbury's premium Taste the Difference range, were made from 'New Zealand lamb with mint and seasoning - containing 97% lamb'. Distinctively presented, these burgers - a different twist on the more usual beef variant, prompted a high level of pre trial interest, with nearly three quarters claiming that they would notice them in the freezer. The use of lamb also helped to increase the 'desire to try' - with 88% looking forward to sampling. Grilled from frozen, these burgers continued to impress after tasting, although the inclusion of mint created some polarisation and that, for a few, the texture was 'too dry'. With a high overall impression - as reflected in high ratings across all key measures - a very good overall score (47), only three points adrift of the category maximum was achieved, with agreement across all subsets. Both innovative and relevant, the maximum rating of 20 was awarded for this measure, with quality, value and delivery prompting one third to claim regular, at least fortnightly, purchase to enjoy at a variety of eating occasions.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)	
Pre Test Interest in Purchase	3.78	<i>Really good texture / not at all greasy / pack stands out / lovely, thick burgers / lovely minty flavour / good colour and quality / good price / moist / succulent / a bit different from beef / tasty / convenient</i> <i>A little dry / not keen on mint</i>	
Initial Appeal	4.25		
Appearance	4.00		
Smell	4.18		
Taste	4.38		
Texture	4.28		
Packaging	4.04		
Health	3.34		
Value for Money	3.63		
Overall Impression	4.02		
Would Buy Intention	4.06		
Mean Total	40.18		
Characteristics mean total	40		
Weighting factor	6.5		
Overall product score out of 50	47		

Description of Product %		Sales Potential	
Ideal for chilling out	40%	Would Buy Intention	
For midweek	44%		
I would recommend this product	38%	Product Tested	
Ideal when entertaining	50%		
Weekend treat	36%	Definitely	37%
Would buy on special offer	16%		
For kids	18%	Probably	45%
Not for me	6%		
A good standby	42%		

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

Top 2 boxes



Test Details	Overall Sample Size: 51	Adults only	Preparation: Grill	Price: £3.00	Weight: 454g
	Norm Category: 55	Chilled/Frozen Meat Burgers/Grills/Crumbed/Coated Meat Products	Research Date: Tues 26.08.14		