




Product Name:	Burt's Lentil Waves - Slightly Salted	Supplier:	Burts Chip
Overall Product Score: 42	Norm: 39	Max: 50	Min: 19
			CMR Reference: 141002

Concept Appeal:		An interesting concept, which attracted a good level of pre trial engagement, with the pack design promoting this innovative snack.
Product Appeal:		The texture was well received, although the flavour was a little to bland for some.
Sales Potential:		High overall impression prompted over one third to claim regular purchase as a healthier snack option when chilling out.



Fast Foodfax Verdict:
 Burts, a well established artisan snack brand, launched these Lentil Waves in July 2014, with listings secured in Waitrose, where this pack was purchased for £1.99 / 6 x 20g pack. Part of a range, other flavours available currently are Sour Cream & Chive and Thai Sweet Chilli. Promoted as a healthier option, with each 20g pack containing 99 calories (40% less than traditional potato crisps), these Lentil based snacks were considered an interesting concept pre trial. After tasting many continued to be impressed by what was on offer, with the 'crisp, crunchy' texture particularly singled out for praise. Although some considered the flavour to be lacking - 'a bit bland' - they were thought of as being a dip accompaniment and are likely to be enjoyed when chilling out or with friends and family. Nearly 90% agreed that these Lentil waves had brought something new to the fixture and that the delivery was good enough to prompt a significant increase in post trial purchase intent. Reasonably priced and a healthier option, nearly one third claimed they would consider buying on a regular, at least fortnightly basis.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)																																																																				
Pre Test Interest in Purchase	3.35	<i>Crunchy / packaging classy / curly shape slows down the rate of eating / new to all / 'to die for' / not too salty / more-ish / would go lovely on top of salads, meals / great to dip as they are firm / eye catching / plenty of info / better than Walkers / taste like poppadoms / healthy / nice size.</i>																																																																				
Initial Appeal	4.28	<i>Need a little more flavour / too oily / a bit bland / needs more salt / no aroma / too light in colour.</i>																																																																				
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Smell	3.30	<table border="1"> <tr> <td>Ideal for chilling out</td> <td>46%</td> <td rowspan="2">Sales Potential</td> </tr> <tr> <td>For midweek</td> <td>29%</td> </tr> <tr> <td>Taste</td> <td>3.70</td> <td>I would recommend this product</td> <td>44%</td> <td rowspan="2">Product Tested</td> </tr> <tr> <td>Texture</td> <td>4.23</td> <td>Ideal when entertaining</td> <td>38%</td> </tr> <tr> <td>Packaging</td> <td>3.94</td> <td>Weekend treat</td> <td>35%</td> <td>Definitely</td> <td>36%</td> </tr> <tr> <td>Health</td> <td>3.72</td> <td>Would buy on special offer</td> <td>8%</td> <td>Probably</td> <td>25%</td> </tr> <tr> <td>Value for Money</td> <td>3.64</td> <td>For kids</td> <td>31%</td> <td></td> <td></td> </tr> <tr> <td>Overall Impression</td> <td>3.88</td> <td>Not for me</td> <td>21%</td> <td></td> <td></td> </tr> <tr> <td>Would Buy Intention</td> <td>3.68</td> <td>A good standby</td> <td>40%</td> <td></td> <td></td> </tr> <tr> <td>Mean Total</td> <td>38.41</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Characteristics mean total</td> <td>38</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Weighting factor</td> <td>3.5</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Overall product score out of 50</td> <td>42</td> <td></td> <td></td> <td></td> <td></td> </tr> </table>	Ideal for chilling out	46%	Sales Potential	For midweek	29%	Taste	3.70	I would recommend this product	44%	Product Tested	Texture	4.23	Ideal when entertaining	38%	Packaging	3.94	Weekend treat	35%	Definitely	36%	Health	3.72	Would buy on special offer	8%	Probably	25%	Value for Money	3.64	For kids	31%			Overall Impression	3.88	Not for me	21%			Would Buy Intention	3.68	A good standby	40%			Mean Total	38.41					Characteristics mean total	38					Weighting factor	3.5					Overall product score out of 50	42				
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Innovation / Relevance:	Overall rating: 20	Expected Purchase Frequency %	
Top 2 boxes	(out of 20 including weighting)		
Pre trial Purchase	37%	Weekly	8%
Post trial Purchase	60%	Fortnightly	23%
Better than what's out there	55%	Monthly	17%
New & Different	89%	Occasionally	36%
		Never	17%

Test Details	Overall Sample Size: 53	Adults only	Preparation: RTE	Price: £1.99	Weight: 6 x 20g
	Norm Category: 1	Savoury Snacks (Not potato)	Research Date: Tues 23.09.14		