




Product Name:	Mushroom Stroganoff with Basmati & Wild Rice	Supplier:	Marks & Spencer Ltd
Overall Product Score: 36	Norm: 31	Max: 43	Min: 6
			CMR Reference: 141032

Concept Appeal:		There was a high level of pre trial interest, prompted and supported by the trusted M&S brand.
Product Appeal:		Above norm ratings were achieved, with the aroma of the product particularly appreciated.
Sales Potential:		A good standby as a mid week meal, just under half claimed they would buy albeit occasionally, especially in the North.

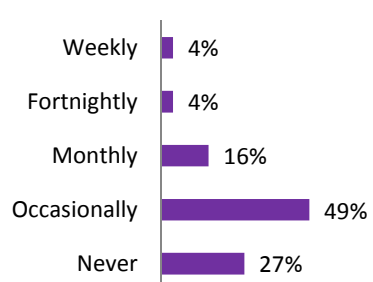
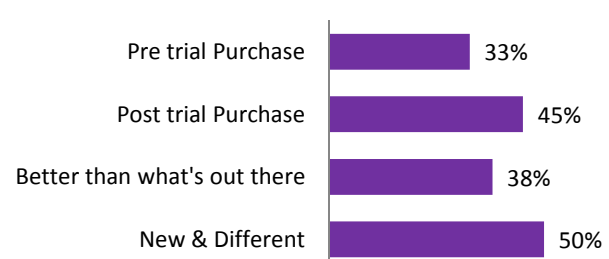


Fast Foodfax Verdict:

Part of Marks & Spencer's Vegetarian range, this Mushroom Stroganoff with Basmati & Wild Rice was a good pre trial proposition, supported by the strong and trusted M&S branding. Priced at £2.25 for 390g, this microwaveable ready meal was a convenient option and despite some commenting on the 'dull' pack design, 79% claimed they would notice this product in the chiller cabinet. A high desire to try (71%) was justified after tasting, with many appreciating and praising the 'fluffy' rice, 'creamy' sauce and the good combination of flavours and textures. A few were less impressed, and thought that overall, this product had failed to live up to the standard expected from M&S. However, the positives outweighed the negatives, as this dish achieved a good overall score of 36, with greater acceptance in the North (score: 44) than in the South(31). These regional differences were also indicated in post trial purchase intent, with Southerners less likely to consider purchase -23% probably / definitely buy - compared to 66% in the North.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)	Sales Potential
Pre Test Interest in Purchase	3.21	<p><i>Tasty dish / fluffy rice / product looks like pack shot / great veggie option / lovely flavours / creamy texture to sauce / flavours and textures combine well together / really nice for a ready meal / good portion size / lots of mushrooms / quite low in calories – healthy / pleasant aroma / rice nice flavour & texture.</i></p> <p><i>Taste not strong enough/ greasy / packaging looks dull / odd fishy taste/ a bit bland / too many mushrooms / not up to the M&S standard / smells better than it tastes / consistency of sauce.</i></p>	<p>Would Buy Intention</p> <p>Product Tested</p> <p>Definitely 18%</p> <p>Probably 27%</p>
Initial Appeal	3.90		
Appearance	3.84		
Smell	3.90		
Taste	3.58		
Texture	3.77		
Packaging	3.69		
Health	3.13		
Value for Money	3.40		
Overall Impression	3.49		
Would Buy Intention	3.20	<p>Description of Product %</p> <p>Ideal for chilling out 28%</p> <p>For midweek 24%</p> <p>I would recommend this product 18%</p> <p>Ideal when entertaining 16%</p> <p>Weekend treat 18%</p> <p>Would buy on special offer 14%</p> <p>For kids 4%</p> <p>Not for me 30%</p> <p>A good standby 36%</p>	
Mean Total	35.91		
Characteristics mean total	36		
Weighting factor	0.5		
Overall product score out of 50	36		

Innovation / Relevance: **Overall rating: 15** (out of 20 including weighting) **Expected Purchase Frequency %**



Test Details	Overall Sample Size: 52	Adults only	Preparation: Microwave	Price: £2.25	Weight: 390g
	Norm Category: 65	Chilled Vegetarian Ready Meals/Meal Centres	Research Date: Thurs 09.10.14		