

<b>Product Name:</b>	<b>Mini Sliders &amp; Hot Dogs</b>	<b>Supplier:</b>	<b>Tesco Stores Ltd</b>		
<b>Overall Product Score: 37</b>	<b>Norm: 34</b>	<b>Max: 47</b>	<b>Min: 19</b>	<b>CMR Reference: 141101</b>	

- Concept Appeal:** ● The 'eye catching packaging' and novelty approach to classic barbecue food generated a decent level of pre trial interest.
- Product Appeal:** ● The miniature size of the Hot Dogs and Burgers did not lower the quality and Taste and Texture scores were impressive.
- Sales Potential:** ● The £4 price point was off-putting for some. An occasional purchase, suitable for entertaining, ideal for the party season.



**Fast Foodfax Verdict:**  
Part of the Tesco Party Food range, these Mini Sliders & Hot Dogs were labelled "100% British Pork & Beef" to assure consumers of their quality. Although some were slightly apprehensive before trying, testers claimed they 'taste better than they look' with others praising the 'delicious' and 'full meaty flavour'. With a high innovation score of 18, most agreed this product was a 'new and different' approach to established barbecue party food favourites. However, testers could not help making comparisons with larger variants and some were disappointed claiming they were 'worse than fresh burgers/ hot dogs' or that they were 'far too small'. The £4 price point was also a bit too steep for some who considered it 'expensive for the size' and the Value for Money score was well below the category average. Nevertheless, this product is ideal as the occasional buy and two thirds agreed that it would be 'great for parties' or as a 'kids snacks' and potentially good value if it was ever on offer.

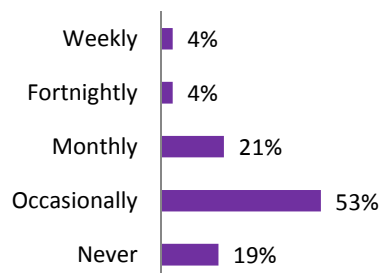
<b>Product Key Measures:</b>	Mean Scores	<b>Likes &amp; Dislikes:</b> (in their own words)																				
Pre Test Interest in Purchase	3.35	<p><i>Meaty texture / not too greasy / good amount of meat in burgers / full meaty flavour / new &amp; different / great for parties / savoury sausage / fresh beef burgers / fresh buns / great for kids snacks / eye-catching packaging / bread texture was good / delicious / convenient / not greasy / tastes better than they look.</i></p> <p><i>Bun was too hard / bread slightly dry / sausage needs to have flavour / expensive for quality / far too small / expensive for the size / would be good if they were 3 for £10 / very fiddly to prepare / worse than fresh burgers, hotdogs.</i></p>																				
Initial Appeal	4.19																					
Appearance	3.83																					
Smell	3.78																					
Taste	4.02																					
Texture	3.98																					
Packaging	3.93																					
Health	3.00																					
Value for Money	2.69																					
Overall Impression	3.61																					
Would Buy Intention	3.39	<table border="1"> <thead> <tr> <th>Description of Product %</th> <th>Sales Potential</th> </tr> </thead> <tbody> <tr> <td>Ideal for chilling out</td> <td>30%</td> </tr> <tr> <td>For midweek</td> <td>8%</td> </tr> <tr> <td>I would recommend this product</td> <td>19%</td> </tr> <tr> <td>Ideal when entertaining</td> <td>64%</td> </tr> <tr> <td>Weekend treat</td> <td>23%</td> </tr> <tr> <td>Would buy on special offer</td> <td>17%</td> </tr> <tr> <td>For kids</td> <td>66%</td> </tr> <tr> <td>Not for me</td> <td>13%</td> </tr> <tr> <td>A good standby</td> <td>21%</td> </tr> </tbody> </table>	Description of Product %	Sales Potential	Ideal for chilling out	30%	For midweek	8%	I would recommend this product	19%	Ideal when entertaining	64%	Weekend treat	23%	Would buy on special offer	17%	For kids	66%	Not for me	13%	A good standby	21%
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Characteristics mean total	36																					
Weighting factor	0.5																					
Overall product score out of 50	37																					

**Innovation / Relevance:** **Overall rating: 18** (out of 20 including weighting)

Top 2 boxes



**Expected Purchase Frequency %**



<b>Test Details</b>	Overall Sample Size: 54	Adults only	Preparation: Oven	Price: £4.00	Weight: 300g
	Norm Category: 76	Chilled/Frozen Party Finger Food/Starters	Research Date: Tues 21.10.14		