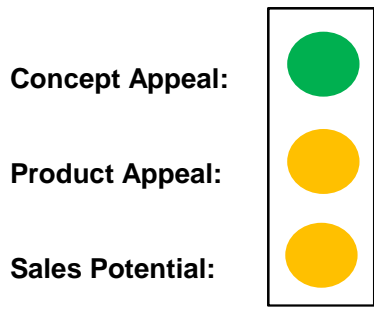


Product Name:	Heinz Rich Beef Broth with Smoky Paprika	Supplier:	HJ Heinz & Co Ltd		
Overall Product Score:	36	Norm:	34	Max:	50
			Min:	12	CMR Reference: 141126



The trusted Heinz branding and the distinctive black labelling helped generate a high level of pre trial interest in this soup.

Both 'Taste' and 'Texture' polarised opinions and for some, this soup failed to meet high expectations.

Despite the offer of a new variant, one quarter claimed they would never buy, with the majority of those who could be tempted doing so largely on an occasional basis.



Fast Foodfax Verdict:
Heinz claimed that this soup was aimed at 'adventurous soup lovers' will now have now produced a Lentil soup with Fragrant Indian Spices and Rich Beef Broth with Smokey Paprika, both available on shelf from 11 August, with the latter, tested here, being purchased from Tesco for £1.19. Heinz, keen to introduce new flavour combination to their range, without impacting on the more established variants have distinguished the two ranges by presenting the newer variants in 'black label' livery - which some described as 'bold'. High pre trial interest bolstered by the trusted Heinz branding, failed to be maintained after sampling, however, with both key measures of 'Taste' and 'Texture' attracting criticism. For some the paprika was overpowering and aftertaste 'bitter', whilst others commented on the texture being 'slimy, soft and soggy'. These factors prompted one quarter to claim that this soup was not for them and that they would never buy. Despite these comments key product delivery ratings were maintained at above the norm levels, although many thought that there were better, more affordable alternatives currently on the market and even amongst those who could be tempted, mainly occasional purchase consideration was indicated.

Product Key Measures:

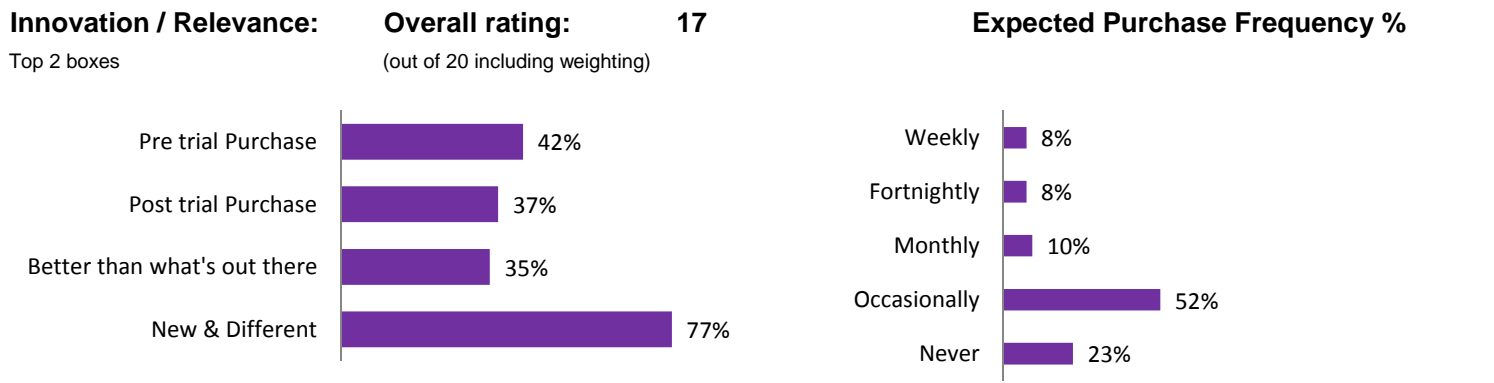
	Mean Scores
Pre Test Interest in Purchase	3.35
Initial Appeal	3.92
Appearance	3.92
Smell	4.02
Taste	3.85
Texture	3.85
Packaging	3.85
Health	3.58
Value for Money	2.88
Overall Impression	3.35
Would Buy Intention	3.00
Mean Total	36.21
Characteristics mean total	36
Weighting factor	0
Overall product score out of 50	36

Likes & Dislikes: (in their own words)

Looks appealing / good amount of veg & pulses / got a good kick to it / really tasty / lovely different soup / nice kick to it / beefy chunks / healthy / hot smokey flavour / thick / great winter warmer / a unique taste / bold packaging / good price / like size of vegetables & consistency

Overpowering of paprika / bits too soft & soggy / more of a curry taste / worse than other Heinz flavours / gloopy texture / bitter aftertaste / not much beef in it / hardly rich - could be chunkier / cannot taste smoked paprika / prefer big soup / slimy / can't tell it's beef / quite expensive

Description of Product %	Sales Potential
Ideal for chilling out 21%	Would Buy Intention
For midweek 44%	
I would recommend this product 17%	Product Tested
Ideal when entertaining 4%	
Weekend treat 19%	Definitely 10%
Would buy on special offer 37%	
For kids 8%	Probably 27%
Not for me 27%	
A good standby 46%	



Test Details

Overall Sample Size:	52	Adults only	Preparation: Hob	Price: £1.19	Weight: 400g
Norm Category:	44	Ambient Liquid Soups	Research Date: Thurs 06.11.14		