




Product Name:	Shredded Salt Beef	Supplier:	Tesco Stores Ltd
Overall Product Score: 36	Norm: 37	Max: 50	Min: 11
			CMR Reference: 141029

Concept Appeal:		Pre trial interest was poor, with the 'boring' pack failing to fully promote both concept and product.
Product Appeal:		Ratings for key product delivery measures were close to the category norm, but overall it was still appreciated and had value.
Sales Potential:		Taking many by surprise, this versatile product generated a greater level of post trial purchase intent after sampling, albeit pick up was indicated as being mainly on an occasional basis.



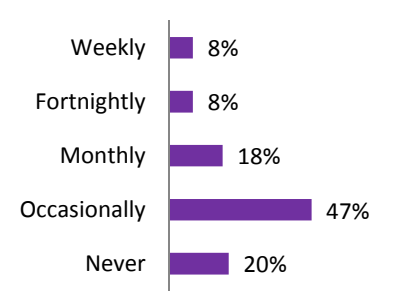
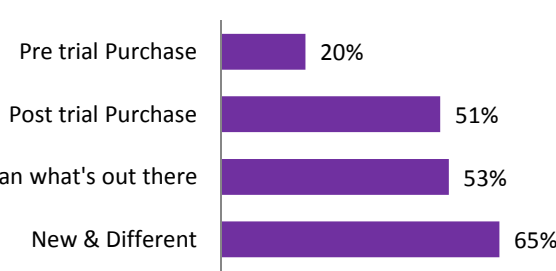
Fast Foodfax Verdict:

Shredded Beef and Pulled Pork are just a couple of lines aimed to livening up an otherwise stagnant category, where innovation is key. Although this 110g pack of Shredded Salted Beef was considered to be 'new and different' by nearly two thirds, initial reception to the product was muted, with pre trial interest in purchase below the category norm, with the 'boring' pack failing to attract the eye. Can be served either hot or cold, for the purpose of this assessment, it was served hot, heated in the microwave, as a sandwich filler, but could have also been used in a salad or as a recipe ingredient (Beef Hash suggested on pack). After tasting ratings for key product delivery measures were close to the norm as the saltiness divided opinion. However, the versatility impressed and for many, was a relevant option, with a significant rise in post trial purchase intent indicated over the pre trial level. Despite one in five still claiming that this product was not for them, nearly half claimed they would consider occasional purchase as a good standby.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)	Sales Potential
Pre Test Interest in Purchase	2.88	<i>Excellent idea / very versatile / much better than ham / good value for money / very tasty / not too salty / interesting recipe suggestions / tastes meaty / tasty / good quality/ low in fat / picture of bagel suggesting how to eat it.</i> <i>Too salty / boring pack / expensive / just looks like Corned Beef / smells and looks unappealing / chewy and tough / tasted too much like gammon or corned beef / soft texture.</i>	Would Buy Intention Product Tested Definitely 22% Probably 29%
Initial Appeal	3.67		
Appearance	3.39		
Smell	3.51		
Taste	3.73		
Texture	3.76		
Packaging	3.43		
Health	3.40		
Value for Money	3.18		
Overall Impression	3.63		
Would Buy Intention	3.31	Description of Product % Ideal for chilling out 34% For midweek 38% I would recommend this product 17% Ideal when entertaining 21% Weekend treat 13% Would buy on special offer 15% For kids 19% Not for me 21% A good standby 45%	
Mean Total	35.02		
Characteristics mean total	35		
Weighting factor	0.5		
Overall product score out of 50	36		

Innovation / Relevance: Overall rating: **16** (out of 20 including weighting)

Expected Purchase Frequency %



Test Details	Overall Sample Size: 51	Adults only	reparation: Microwav	Price: £2.00	Weight: 110g
	Norm Category: 52	Chilled Meat Based - Meal Centres	Research Date: Thurs 09.10.14		