




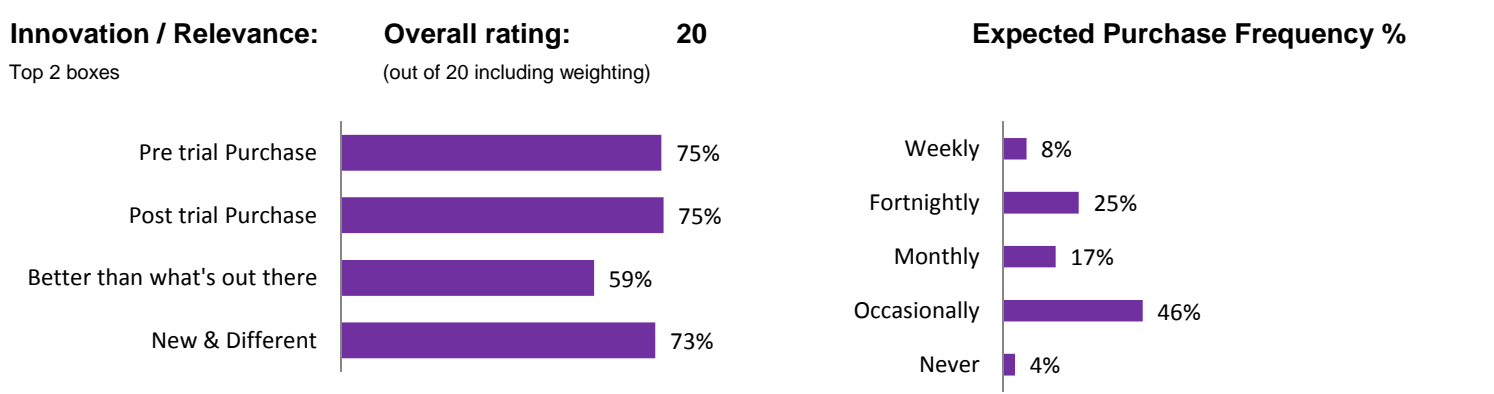
Product Name:	Philadelphia Duo Cremoso Garlic and Fine Herbs	Supplier:	Cadbury Ltd
Overall Product Score: 44	Norm: 34	Max: 49	Min: 9
			CMR Reference: 141131

Concept Appeal:		The practical presentation and well known branding helped generate a high level of pre trial interest in this soft cheese.
Product Appeal:		For the majority, this cheese exceeded expectations, although a few still maintained that the garlic was 'overpowering'.
Sales Potential:		Over one third claimed they would buy at least fortnightly, to add to the cheeseboard or to enjoy when simply chilling out.



Fast Foodfax Verdict:
Made using innovative technology, this 150g tub of Philadelphia Duo Cremoso - Garlic & Fine Herbs was purchased from Waitrose for £1.99. This soft cheese 'paper-wrapped, ready to lift out and serve at the table as an indulgent evening treat, whether sliced on its own or with crackers', was presented in an attractive pack design (77% claimed they would notice in store), and generated a high level of pre trial interest - further boosted by the well known brand. Served with crackers, high expectations were met after tasting, with many commenting on the 'rich, complimentary' flavours, 'smooth & creamy' texture and the versatility - 'good for filling chicken'. Despite a few suggesting that the garlic was 'overpowering', ratings for all key measures were above the category norm, resulting in a good overall score of 44, with agreement across the sub sets. Innovative and relevant, this product maintained the high level of pre trial purchase intent post trial and was considered to be better than the competition. Three quarters claimed they would 'definitely / probably' buy, with regular, at least fortnightly purchases indicated amongst a significant number.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)																				
Pre Test Interest in Purchase	3.92	<p><i>Lovely & rich / creamy, smooth / rich / garlic goes well with the cheese / good packing / easy to take out and put on a cheese board / better than Boursin / creamy / nice as a filling for chicken / nice garlic bit / light / good flavour / love the two flavours strong flavour / garlic & herb complimentary / good quality</i></p> <p><i>Garlic a bit overpowering / disappointed / / needs to be mixed together / lots of waste on paper / not enough in pot.</i></p>																				
Initial Appeal	4.31																					
Appearance	4.10																					
Smell	4.21																					
Taste	4.17																					
Texture	4.23																					
Packaging	4.12																					
Health	3.25																					
Value for Money	3.46																					
Overall Impression	3.98																					
Would Buy Intention	3.96	<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>56%</td> </tr> <tr> <td>For midweek</td> <td>37%</td> </tr> <tr> <td>I would recommend this product</td> <td>48%</td> </tr> <tr> <td>Ideal when entertaining</td> <td>67%</td> </tr> <tr> <td>Weekend treat</td> <td>48%</td> </tr> <tr> <td>Would buy on special offer</td> <td>29%</td> </tr> <tr> <td>For kids</td> <td>10%</td> </tr> <tr> <td>Not for me</td> <td>6%</td> </tr> <tr> <td>A good standby</td> <td>21%</td> </tr> </tbody> </table>	Description of Product %	Sales Potential	Ideal for chilling out	56%	For midweek	37%	I would recommend this product	48%	Ideal when entertaining	67%	Weekend treat	48%	Would buy on special offer	29%	For kids	10%	Not for me	6%	A good standby	21%
Description of Product %	Sales Potential																					
Ideal for chilling out	56%																					
For midweek	37%																					
I would recommend this product	48%																					
Ideal when entertaining	67%																					
Weekend treat	48%																					
Would buy on special offer	29%																					
For kids	10%																					
Not for me	6%																					
A good standby	21%																					
Mean Total	39.79	<table border="1"> <thead> <tr> <th colspan="2">Sales Potential</th> </tr> <tr> <th colspan="2">Would Buy Intention</th> </tr> </thead> <tbody> <tr> <td>Product Tested</td> <td></td> </tr> <tr> <td>Definitely</td> <td>31%</td> </tr> <tr> <td>Probably</td> <td>44%</td> </tr> </tbody> </table>	Sales Potential		Would Buy Intention		Product Tested		Definitely	31%	Probably	44%										
Sales Potential																						
Would Buy Intention																						
Product Tested																						
Definitely	31%																					
Probably	44%																					
Characteristics mean total	40																					
Weighting factor	4.5																					
Overall product score out of 50	44																					



Test Details	Overall Sample Size: 52	Adults only	Preparation: RTE	Price: £1.99	Weight: 150g
	Norm Category: 19A	Continental/Continental Type - Soft Cheese/Cheese Spread	Research Date: Thurs 06.11.14		