

Product Name:	Gluten Free Cornflakes	Supplier:	Nestlé
Overall Product Score: 40	Norm: 37	Max: 47	Min: 15
CMR Reference: 141201			

Concept Appeal:		Bold packaging and the trusted Nestle branding helped generate a good level of pre trial interest .
Product Appeal:		Little differences could be made when comparing 'standard' Cornflakes and this 'gluten free' variant.
Sales Potential:		There was a good indication that this cereal had mainstream relevance, not just amongst those who need to cater for the wheat / gluten intolerant.



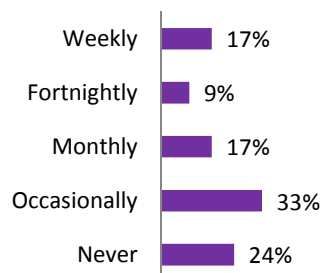
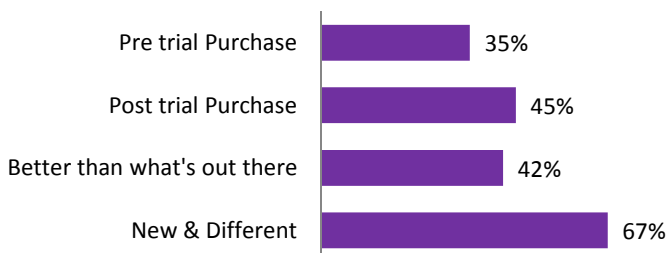
Fast Foodfax Verdict:

There is a growing populous who are intolerant to gluten or simply want to avoid it in their diet, with the Gluten free sector becoming ever larger across a range of products. Although gluten is more commonly found in wheat, rye, barley & oats, with maize and corn unaffected, Nestle have emphasised this 'gluten free' point whilst promoting this cereal. Tested amongst a non-targeted sample, some of whom may have been unaware of this fact, little differences were noted between this cereal and the 'standard' variants which many were more likely to be accustomed to, with many key delivery measures, as well as the overall score, lying close to the category norm. Opinions were consistent across the subsets, with many enjoying this alternative and indicating that they would consider buying, (more if on offer), as a viable option to their current brands, with 4 out of 10 claiming that this variant was better than the competition. Despite there still being a significant core (24%) who claimed that they would never buy, there was a similar proportion who claimed that they would consider buying at least fortnightly.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)	Sales Potential																			
Pre Test Interest in Purchase	3.06	<i>Ideal for gluten free buyers / good taste & texture / good price / no different from normal cornflakes / large box / felt a bit lighter, quite nice, not too heavy / thin & crispy / lovely & crunchy / you wouldn't know that they are gluten free / lovely golden colour / the box is colourful & stands out / the word 'gluten free' stands out / better than normal Kellogg's cornflakes.</i>	Would Buy Intention Product Tested Definitely 15% Probably 30%																			
Initial Appeal	3.74																					
Appearance	3.98																					
Smell	3.33																					
Taste	3.83																					
Texture	3.93																					
Packaging	3.87																					
Health	4.17																					
Value for Money	3.74																					
Overall Impression	3.85																					
Would Buy Intention	3.28	<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>21%</td> </tr> <tr> <td>For midweek</td> <td>40%</td> </tr> <tr> <td>I would recommend this product</td> <td>30%</td> </tr> <tr> <td>Ideal when entertaining</td> <td>0%</td> </tr> <tr> <td>Weekend treat</td> <td>0%</td> </tr> <tr> <td>Would buy on special offer</td> <td>21%</td> </tr> <tr> <td>For kids</td> <td>30%</td> </tr> <tr> <td>Not for me</td> <td>19%</td> </tr> <tr> <td>A good standby</td> <td>32%</td> </tr> </tbody> </table>	Description of Product %	Sales Potential	Ideal for chilling out	21%	For midweek	40%	I would recommend this product	30%	Ideal when entertaining	0%	Weekend treat	0%	Would buy on special offer	21%	For kids	30%	Not for me	19%	A good standby	32%
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Mean Total	37.72																					
Characteristics mean total	38																					
Weighting factor	2																					
Overall product score out of 50	40																					

Innovation / Relevance: Overall rating: **17** (out of 20 including weighting)

Top 2 boxes



Test Details	Overall Sample Size: 54	Adults only	Preparation: RTE	Price: £1.99	Weight: 500g
	Norm Category: 11	Cereal (Not Muesli)	Research Date: Tues 18.11.14		