




Product Name:	<b>Toffee Apple Bakes</b>	Supplier:	<b>Asda Stores Ltd</b>
Overall Product Score: 34	Norm: 37	Max: 50	Min: 12
			CMR Reference: 141222

<b>Concept Appeal:</b>		There was a good level of pre trial interest in this frozen dessert, with the £1.00 price point a key driver.
<b>Product Appeal:</b>		'Too much pastry and not enough filling' was the most commonly voiced concern, impacting on ratings and overall impression.
<b>Sales Potential:</b>		Despite some reservations, the competitive price point encouraged some to have in their freezers as a good standby.



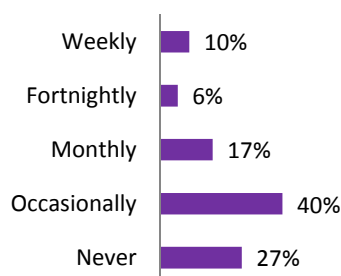
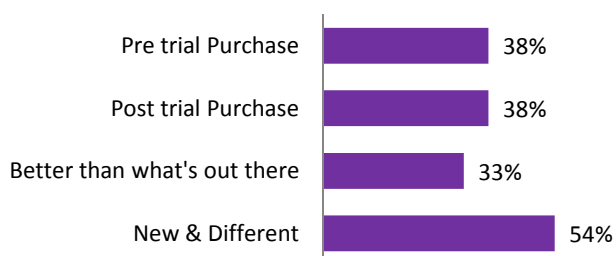
**Fast Foodfax Verdict:**

Serving 2, this frozen hot eating dessert was purchased for £1.00, with this keen price point a key driver pre trial - helping to maintain a good level of interest, and despite the 'boring box'. Oven cooked and ready in under 30 minutes, this dessert continued to fail to impress after sampling, with the main area of criticism levelled at 'too much pastry' / 'not enough filling'. The pastry was regarded by some as having a 'light, crispy texture', but this in itself failed to redeem the perception of overall product quality and resulting ratings were close to or below the norm. Only the key measure of 'Value for money' was above the category norm, but with the majority agreeing that there were better options available ( i.e. recently tested through Foodfax - Ref: 130423 Greggs Toffee Apple Lattice, score: 45) , relevance was limited - as reflected in over one quarter claiming they would never buy. However, despite reservations voiced, there was still the potential for sales, with purchases considered as a good freezer standby as a cheap family dessert

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)	Sales Potential																																							
Pre Test Interest in Purchase	3.04	<p><i>Not greasy / lovely pastry / well packaged / good price/ nice toffee apple flavour/ light pastry / convenient / good standby / great price / crisp pastry</i></p> <p><i>Not enough filling / not a great deal of flavour / could have been better/ too much pastry / boring box/ too sweet / strong toffee after taste / more apple needed</i></p>	<p>Would Buy Intention</p> <p>Product Tested</p>																																							
Initial Appeal	3.63																																									
Appearance	3.35																																									
Smell	3.50																																									
Taste	3.56																																									
Texture	3.44																																									
Packaging	3.19																																									
Health	2.67																																									
Value for Money	3.50																																									
Overall Impression	3.38																																									
Would Buy Intention	3.06	<table border="1"> <thead> <tr> <th>Description of Product %</th> <th>Percentage</th> <th>Definitely</th> <th>Probably</th> </tr> </thead> <tbody> <tr> <td>Ideal for chilling out</td> <td>31%</td> <td></td> <td></td> </tr> <tr> <td>For midweek</td> <td>23%</td> <td></td> <td></td> </tr> <tr> <td>I would recommend this product</td> <td>17%</td> <td></td> <td></td> </tr> <tr> <td>Ideal when entertaining</td> <td>27%</td> <td></td> <td></td> </tr> <tr> <td>Weekend treat</td> <td>27%</td> <td>10%</td> <td></td> </tr> <tr> <td>Would buy on special offer</td> <td>8%</td> <td></td> <td></td> </tr> <tr> <td>For kids</td> <td>29%</td> <td></td> <td>29%</td> </tr> <tr> <td>Not for me</td> <td>21%</td> <td></td> <td></td> </tr> <tr> <td>A good standby</td> <td>29%</td> <td></td> <td></td> </tr> </tbody> </table>	Description of Product %	Percentage	Definitely	Probably	Ideal for chilling out	31%			For midweek	23%			I would recommend this product	17%			Ideal when entertaining	27%			Weekend treat	27%	10%		Would buy on special offer	8%			For kids	29%		29%	Not for me	21%			A good standby	29%		
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**Innovation / Relevance:** Overall rating: **14** (out of 20 including weighting)

**Expected Purchase Frequency %**



<b>Test Details</b>	Overall Sample Size: 52	Adults only	Preparation: RTE	Price: £1.00	Weight: 200g
	Norm Category: 84	Frozen Hot Eating Desserts/Puddings	Research Date: Thurs 27.11.14		