

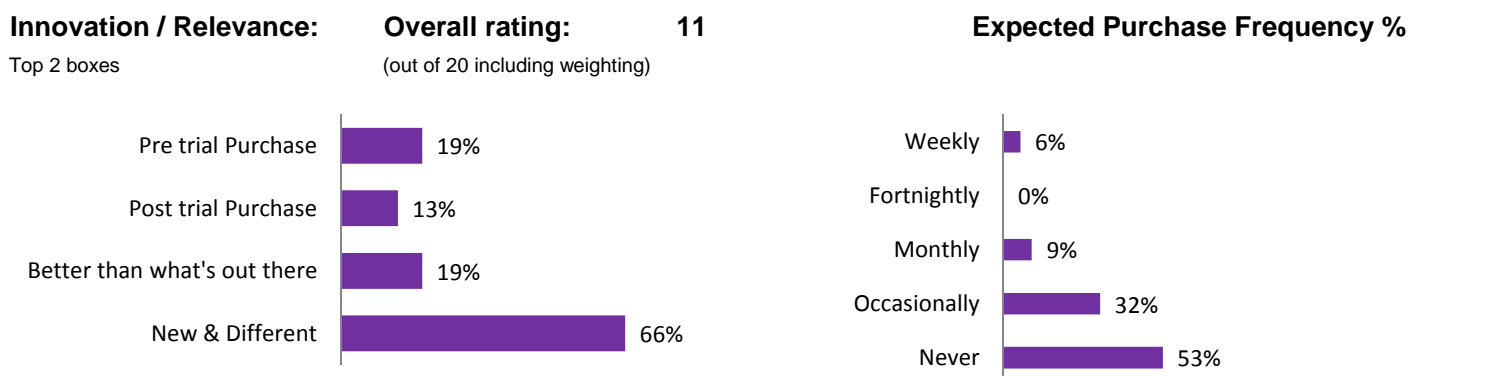
Product Name:	<b>Chosen by You Orange &amp; Carrot Juice</b>	Supplier:	<b>Asda Stores Ltd</b>
Overall Product Score: 26	Norm: 38	Max: 50	Min: 18
			CMR Reference: 150111

- Concept Appeal:** ● Despite the competitive price, the concept of a fruit and vegetable juice blend failed to inspire pre trial.
- Product Appeal:** ● The unbalanced flavour attracted most of the criticism, with overall impression poor.
- Sales Potential:** ● Disappointed with the offer, two thirds claimed that this juice was simply not for them and over one half would never buy.



**Fast Foodfax Verdict:**  
Blends of fruit and vegetable juices are becoming increasingly more available with many branded products on the market, although there is still some resistance to mainstream appeal. This blend of Orange and Carrot Juice, new to Asda's mid tier Chosen By You range, tapped into this innovative category, but for this group, failed to inspire pre trial. After sampling, this juice continued to disappoint, with the 'unbalanced' flavours, dominated by the carrot juice, prompting criticisms and lower than norm ratings, with agreement across all sub sets. An already low pre trial purchase intent was further depressed post trial as a result, and although two thirds agreed that this juice had offered something to the fixture, relevance was limited. Disappointing delivery also impacted on sales potential, with over half claiming that they would never buy and amongst those who could be tempted, mainly occasional purchases were indicated. A continuing lack of mainstream appeal was evident, but amongst more established brands, there is an indication that this is slowly increasing.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)	Description of Product %	Sales Potential
Pre Test Interest in Purchase	2.66	<i>Great price/ good orange taste / nice colour / one of your five-a-day/ eye-catching pack</i>	Ideal for chilling out <b>9%</b>	Would Buy Intention
Initial Appeal	3.30	<i>Poor combination of flavours didn't work well / quite a strong flavour – not very refreshing/ not very nice / funny after taste – lingers for a long time / disappointing / strong smell of carrot / unbalanced flavours/ standard pack design/ horrible</i>	For midweek <b>19%</b>	
Appearance	3.47		I would recommend this product <b>4%</b>	Product Tested
Taste	2.75		Ideal when entertaining <b>4%</b>	
Aftertaste	2.43		Weekend treat <b>6%</b>	Definitely 2%
Refreshment	2.87		Would buy on special offer <b>11%</b>	
Ease of Drinking	2.92		For kids <b>9%</b>	Probably 11%
Packaging	3.49		Not for me <b>66%</b>	
Value for Money	3.21		A good standby <b>4%</b>	
Overall Impression	2.75			
Would Buy Intention	2.13			
Mean Total	29.34			
Characteristics mean total	29			
Weighting factor	-3			
Overall product score out of 50	26			



<b>Test Details</b>	Overall Sample Size: 53	Adults only	Preparation: RTD	Price: £1.10	Weight: 1 litre
	Norm Category: 103	Ambient Fruit Juice Drinks (RTD)	Research Date: Thurs 11.12.14		