




Product Name:	Finest Handmade Tandoori Roti Rolls	Supplier:	Tesco Stores Ltd		
Overall Product Score:	41	Norm:	34	Max:	48
				Min:	12
				CMR Reference:	150119

Concept Appeal:		The distinctive pack design and competitive price for a premium positioned product encourage a high level of pre trial interest.
Product Appeal:		Many were impressed with the quality of delivery, with the dips complimentary and adding value.
Sales Potential:		Offering quality and value, this more unusual product was innovative and relevant as an offer to guests or to enjoy when chilling out.

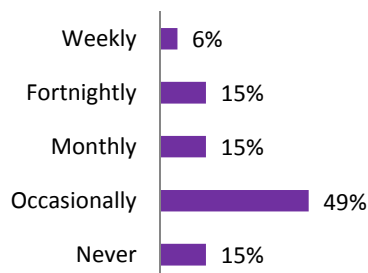


Fast Foodfax Verdict:

These frozen Tandoori Roti Rolls with dips were an attractive pre trial proposition, attracting a high degree of interest and engagement. Prepared in the oven this product was well received after tasting, especially in the South (overall score: 47 c/w 33 Midlands), with comments of 'tasty', 'good level of spiciness' and 'tastes home-made' received. Despite some claiming that there weren't enough in the box and that they were 'expensive', there was minimal impact on both key measure ratings and ultimately, the overall score, which at 41, lay between the current norm and maximum. Innovative - 85% agreed they were 'new and different' - this product was a relevant and viable option as an offer to guests or to simply enjoy when chilling out. 63% claimed they would definitely / probably buy (c/w 40% norm) - a further indication of relevance. and how impressed this group was with this product.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)																				
Pre Test Interest in Purchase	3.49	<i>Noticeable pack / good sized pieces / crunchy / good level of spiciness / tasty / good quality / something different / not too expensive / dips really made it / lovely / had a bit of a kick / chunky/ would go well with an Indian meal/ good for Tesco/ homemade / classy looking box</i> <i>More needed in a box/ large box for product inside/ expensive</i>																				
Initial Appeal	4.13																					
Appearance	4.00																					
Smell	3.98																					
Taste	3.89																					
Texture	3.92																					
Packaging	4.04																					
Health	2.89																					
Value for Money	3.55																					
Overall Impression	3.75																					
Would Buy Intention	3.57	<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>58%</td> </tr> <tr> <td>For midweek</td> <td>28%</td> </tr> <tr> <td>I would recommend this product</td> <td>42%</td> </tr> <tr> <td>Ideal when entertaining</td> <td>62%</td> </tr> <tr> <td>Weekend treat</td> <td>42%</td> </tr> <tr> <td>Would buy on special offer</td> <td>9%</td> </tr> <tr> <td>For kids</td> <td>0%</td> </tr> <tr> <td>Not for me</td> <td>15%</td> </tr> <tr> <td>A good standby</td> <td>30%</td> </tr> </tbody> </table>	Description of Product %	Sales Potential	Ideal for chilling out	58%	For midweek	28%	I would recommend this product	42%	Ideal when entertaining	62%	Weekend treat	42%	Would buy on special offer	9%	For kids	0%	Not for me	15%	A good standby	30%
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Characteristics mean total	38																					
Weighting factor	3.5																					
Overall product score out of 50	41																					

Innovation / Relevance: **Overall rating: 20** (out of 20 including weighting) **Expected Purchase Frequency %**



Test Details	Overall Sample Size: 53	Adults only	Preparation: Oven	Price: £2.25	Weight: 400g
	Norm Category: 59	Frozen Ethnic Recipe Meals (Including Vegetables)	Research Date: Thurs 09.01.14		