




Product Name:	Gu Salted Caramel Flavour Hot Chocolate	Supplier:	Gu
Overall Product Score:	36	Norm:	31
		Max:	38
		Min:	21
		CMR Reference:	150124

Concept Appeal:		The strong branding and novel concept intrigued, helping to generate high levels of pre trial interest.
Product Appeal:		Despite a few not totally won over, this Hot Chocolate impressed most, as the quality expected from the Gu brand had been delivered.
Sales Potential:		Over 40% claimed they would definitely / probably buy to enjoy as an indulgent week end treat.

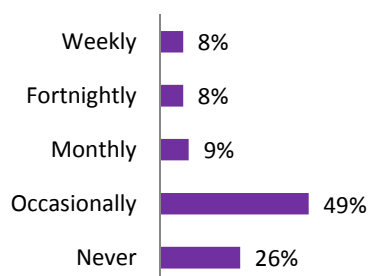
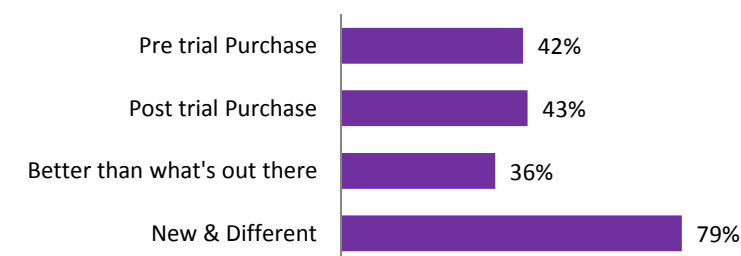


Fast Foodfax Verdict:

A range extension from Gu, better known for their premium, indulgent desserts, this Caramel Flavour Hot Chocolate was purchased in Waitrose for £1.49 per 750ml carton. Served after heating in the microwave as instructed, the resulting hot chocolate drink met with the quality expectations of most, prompting positive responses of 'creamy, smooth, rich' and 'indulgent'. A few were less impressed - mainly in the Midlands - and had anticipated a stronger caramel flavour, considering this to be 'just like normal hot chocolate'. The premium positioning was reflected in the price point, yet for many, this price was worth paying for the quality on offer, with the key measure of 'Value for money', along with other key measures achieving above norm ratings. An innovative twist on an established favourite, this example prompted 43% to claim that they would definitely / probably buy (c/w 28% norm), although the majority of purchases were restricted to an occasional basis.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)	Description of Product %	Sales Potential		
Pre Test Interest in Purchase	3.38	<i>Different / good brand / appealing carton / creamy / smooth / very drinkable / good combo/ rich / not too expensive for a Gu product/ smelt lovely / really thick / creamy / filling/ something a little out of the ordinary- indulgent</i> <i>Needs more caramel/ little salted caramel taste / just like normal hot chocolate – expected more</i>	Ideal for chilling out	42%	Would Buy Intention	
Initial Appeal	4.15		For midweek	19%		
Appearance	3.96		I would recommend this product	19%	Product Tested	
Taste	3.47		Ideal when entertaining	15%		
Aftertaste	3.36		Weekend treat	35%	Definitely	11%
Refreshment	3.09		Would buy on special offer	10%	Probably	32%
Strength of Flavour	3.55		For kids	31%		
Packaging	3.92		Not for me	31%		
Value for Money	3.25		A good standby	31%		
Overall Impression	3.34					
Would Buy Intention	3.02					
Mean Total	35.11					
Characteristics mean total	35					
Weighting factor	1					
Overall product score out of 50	36					

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



Test Details	Overall Sample Size: 53	Adults only	Preparation: Microwave	Price: £1.49	Weight: 750ml
	Norm Category: 108C	Hot Drinks - Chocolate & Dairy	Research Date: Thurs 09.01.14		