




Product Name:	Branston Caramelised Onion Chutney	Supplier:	Mizkan		
Overall Product Score:	47	Norm:	36	Max:	50
				Min:	15
				CMR Reference:	150204

Concept Appeal:		The strong branding and competitive price helped to generate a high level of pre trial interest and engagement.
Product Appeal:		For the majority this was a high quality offer, with only a few raising concerns of the vinegary aftertaste.
Sales Potential:		Novel and better than the competition, three quarters claimed they would definitely / probably buy.



Fast Foodfax Verdict:

This Caramelised Onion variant of the well established and well liked Branston Chutney was a logical extension to the range, with strong brand appeal and the competitive £1.00 price point helped to generate high levels of pre trial interest. High expectations were met with or exceeded after sampling, with the vast majority commenting on and praising the 'lovely, tangy' flavours and the 'chunky' texture. Despite a few suggesting that the 'vinegary aftertaste' was a distraction, there was limited impact on key measure ratings, which were all above the category norm, and resulting overall score, which at 47, was only three points off the maximum. Many agreed that this variant had brought something new to the fixture, and along with it being considered to be better than the competition, this chutney was well respected and highly relevant, as a quality accompaniment to meats and cheese. 73% claimed they would definitely / probably buy (c/w 47% norm), although the nature of the product limited frequency of purchase, with 72% indicating that they would buy monthly / occasionally.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)	Sales Potential
Pre Test Interest in Purchase	3.94	<i>Nice flavour / sharp tang / tasty / chunky / good value / really enjoyed / good with meats and cheeses / better than some alternatives / sweet aroma / caramelised flavours / excellent value/ could tell it was Branston / delicious / good value</i> <i>Quite vinegary / vinegary after taste</i>	Would Buy Intention Product Tested Definitely 38% Probably 34%
Initial Appeal	4.09		
Appearance	4.04		
Smell	4.06		
Taste	4.17		
Texture	4.19		
Packaging	3.91		
Health	3.42		
Value for Money	4.29		
Overall Impression	4.08		
Would Buy Intention	3.91	Description of Product % Ideal for chilling out 60% For midweek 45% I would recommend this product 36% Ideal when entertaining 57% Weekend treat 23% Would buy on special offer 2% For kids 11% Not for me 15% A good standby 15%	
Mean Total	40.15		
Characteristics mean total	40		
Weighting factor	6.5		
Overall product score out of 50	47		

Innovation / Relevance:	Overall rating: 20	Expected Purchase Frequency %
Top 2 boxes	(out of 20 including weighting)	
Pre trial Purchase	73%	Weekly 9%
Post trial Purchase	72%	Fortnightly 11%
Better than what's out there	73%	Monthly 34%
New & Different	66%	Occasionally 38%
		Never 8%

Test Details	Overall Sample Size: 53	Adults only	Preparation: RTE	Price: £1.00	Weight: 290g
	Norm Category: 26	Ketchups/Pickles/Relishes	Research Date: Thurs 30.01.14		