




Product Name:	<b>Maggi So Stir Fry - Singapore Curry Chicken Noodle</b>	Supplier:	<b>Nestlé</b>
<b>Overall Product Score: 38</b>	<b>Norm: 33</b>	<b>Max: 48</b>	<b>Min: 13</b>
<b>CMR Reference: 150206</b>			

<b>Concept Appeal:</b>		The bright packaging and convenience were key to pre trial engagement.
<b>Product Appeal:</b>		Delivering better than expected for many, this had a good flavour delivery and was, for some, better than the competition.
<b>Sales Potential:</b>		Considered as a good standby as a base for a relatively quick meal solution, increased relevance and sales potential.



**Fast Foodfax Verdict:**  
 There are many dried noodle based products on the market, with this Singapore Curry Chicken variant a new addition to the Maggi So Stir Fry range. Purchased in Tesco for £1.49, this pack was used as a base along with chicken and vegetables to prepare a stir fry meal for 4 in under 30 minutes. Overall, there was a good impression with the resulting dish, with the noodles considered to have added value, and prompted many to claim that it was 'better than expected'. A few claimed that it needed more flavour, especially the curry element, and that they were expecting a more instant result, which had some impact on ratings and overall score. However, with post trial purchase intent remaining at the pre trial level, and with nearly half agreeing that this was a better, different option to the competition, there was still some relevance to the group as a good standby, to be enjoyed as part of mid week meal solution.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)	Sales Potential																																							
Pre Test Interest in Purchase	3.35	<i>Very good taste / good standby / convenient to have in the cupboard/ bright packaging / nice aftertaste/ nice noodles / good concept/ better than expected</i> <i>Too long to cook / not a quick meal / flavour too mild / expensive/ no curry taste / needs more chicken flavour/ just like any other noodles</i>	Would Buy Intention Product Tested																																							
Initial Appeal	3.87																																									
Appearance	3.77																																									
Smell	3.79																																									
Taste	3.73																																									
Texture	3.76																																									
Packaging	3.65																																									
Health	3.25																																									
Value for Money	3.46																																									
Overall Impression	3.44																																									
Would Buy Intention	3.35	<table border="0"> <tr> <th colspan="2">Description of Product %</th> <th></th> <th></th> </tr> <tr> <td>Ideal for chilling out</td> <td><b>24%</b></td> <td></td> <td></td> </tr> <tr> <td>For midweek</td> <td><b>57%</b></td> <td></td> <td></td> </tr> <tr> <td>I would recommend this product</td> <td><b>12%</b></td> <td></td> <td></td> </tr> <tr> <td>Ideal when entertaining</td> <td><b>14%</b></td> <td></td> <td></td> </tr> <tr> <td>Weekend treat</td> <td><b>4%</b></td> <td>Definitely</td> <td>13%</td> </tr> <tr> <td>Would buy on special offer</td> <td><b>6%</b></td> <td></td> <td></td> </tr> <tr> <td>For kids</td> <td><b>29%</b></td> <td>Probably</td> <td>35%</td> </tr> <tr> <td>Not for me</td> <td><b>18%</b></td> <td></td> <td></td> </tr> <tr> <td>A good standby</td> <td><b>43%</b></td> <td></td> <td></td> </tr> </table>	Description of Product %				Ideal for chilling out	<b>24%</b>			For midweek	<b>57%</b>			I would recommend this product	<b>12%</b>			Ideal when entertaining	<b>14%</b>			Weekend treat	<b>4%</b>	Definitely	13%	Would buy on special offer	<b>6%</b>			For kids	<b>29%</b>	Probably	35%	Not for me	<b>18%</b>			A good standby	<b>43%</b>		
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Mean Total	36.08																																									
Characteristics mean total	36																																									
Weighting factor	1.5																																									
Overall product score out of 50	38																																									

<b>Innovation / Relevance:</b>	<b>Overall rating: 16</b>	<b>Expected Purchase Frequency %</b>
Top 2 boxes	(out of 20 including weighting)	
Pre trial Purchase	47%	Weekly 4%
Post trial Purchase	48%	Fortnightly 25%
Better than what's out there	47%	Monthly 15%
New & Different	47%	Occasionally 44%
		Never 12%

<b>Test Details</b>	Overall Sample Size: 53	Adults only	Preparation: Hob	Price: £1.49	Weight: 185g
	Norm Category: 40	Packet Rice, Noodles & Grains	Research Date: Thurs 30.01.14		