




Product Name:	Cinnamon Kitchen Kerala Curry Sauce	Supplier:	Greencore
Overall Product Score: 37	Norm: 35	Max: 48	Min: 23
			CMR Reference: 150219

Concept Appeal:		There was a good level of pre trial interest in this chilled and more unusual curry sauce recipe.
Product Appeal:		The product delivery polarised opinion, with the level of heat a key driver.
Sales Potential:		Despite some reservations, amongst those who were impressed with this product, there was the potential for sales.



Fast Foodfax Verdict:
Purchased in Waitrose for £2.29, this chilled Kerala Curry Sauce was presented in a distinctive pack design prompting many to claim that they would notice it in the chiller cabinet. Even greater pre trial engagement was limited by the premium price point, with some suggesting that it was 'quite expensive for just a sauce'. Within this competitive category, a high quality standard is required in order to stand out from the crowd, and after tasting, there was a sharp regional division on whether or not this had been the case. A maximum score of 50 was achieved amongst Northern groups, whilst in other regions (score: 31) there was less appreciation. The major concern was the level of heat, too strong and overpowering for many, which limited many key measure ratings and ultimately the overall score to near norm levels. Also factoring in the premium price and positioning, this product had limited relevance, prompting one in five to claim they would only buy if on special offer. However, there was still a significant number who could be tempted to buy and enjoy as part of a mid week meal solution.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)																				
Pre Test Interest in Purchase	3.28	<p><i>Authentic / heat-lovers liked it / spicy with a lovely after kick / fiery flavour / you can see the spices in it / good flavour / aromatic / coconut / tastes like a curry sauce / very tasty / rich and creamy / good looking pack / very affordable / easy to make / better than other curries.</i></p> <p><i>Too hot, it overtakes the real taste of it / no tomato or coconut flavour / too runny / not a great texture / boring packaging – looks like houmous or dip packaging / quite expensive for just a sauce / not as good as similar products / worse than Patak's.</i></p>																				
Initial Appeal	3.89																					
Appearance	3.69																					
Smell	3.81																					
Taste	3.74																					
Texture	3.65																					
Packaging	3.54																					
Health	3.28																					
Value for Money	3.31																					
Overall Impression	3.52																					
Would Buy Intention	3.26	<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>17%</td> </tr> <tr> <td>For midweek</td> <td>29%</td> </tr> <tr> <td>I would recommend this product</td> <td>15%</td> </tr> <tr> <td>Ideal when entertaining</td> <td>19%</td> </tr> <tr> <td>Weekend treat</td> <td>12%</td> </tr> <tr> <td>Would buy on special offer</td> <td>21%</td> </tr> <tr> <td>For kids</td> <td>2%</td> </tr> <tr> <td>Not for me</td> <td>29%</td> </tr> <tr> <td>A good standby</td> <td>13%</td> </tr> </tbody> </table>	Description of Product %	Sales Potential	Ideal for chilling out	17%	For midweek	29%	I would recommend this product	15%	Ideal when entertaining	19%	Weekend treat	12%	Would buy on special offer	21%	For kids	2%	Not for me	29%	A good standby	13%
Description of Product %	Sales Potential																					
Ideal for chilling out	17%																					
For midweek	29%																					
I would recommend this product	15%																					
Ideal when entertaining	19%																					
Weekend treat	12%																					
Would buy on special offer	21%																					
For kids	2%																					
Not for me	29%																					
A good standby	13%																					
Mean Total	35.69	<table border="1"> <thead> <tr> <th colspan="2">Sales Potential</th> </tr> <tr> <th colspan="2">Would Buy Intention</th> </tr> </thead> <tbody> <tr> <td>Product Tested</td> <td></td> </tr> <tr> <td>Definitely</td> <td>20%</td> </tr> <tr> <td>Probably</td> <td>20%</td> </tr> </tbody> </table>	Sales Potential		Would Buy Intention		Product Tested		Definitely	20%	Probably	20%										
Sales Potential																						
Would Buy Intention																						
Product Tested																						
Definitely	20%																					
Probably	20%																					
Characteristics mean total	36																					
Weighting factor	1																					
Overall product score out of 50	37																					

Innovation / Relevance:	Overall rating: 16	Expected Purchase Frequency %
Top 2 boxes	(out of 20 including weighting)	
Pre trial Purchase	35%	Weekly
Post trial Purchase	41%	Fortnightly
Better than what's out there	34%	Monthly
New & Different	59%	Occasionally
		Never

Test Details	Overall Sample Size: 54	Adults only	Preparation: Hob	Price: £2.29	Weight: 30g
	Norm Category: 29A	Chilled Liquid Cooking Sauces	Research Date: Thurs 13.02.14		