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| Product Name: | Moo & Brew Beef Steak & Craft Ale with a Herby Potato Top Pie Pot | Supplier: | Pie Minister |
| Overall Product Score: | 37 | Norm: | 36 |
| | | Max: | 50 |
| | | Min: | 11 |
| | | CMR Reference: | 150217 |

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|-------------------------|---|--|
| Concept Appeal: |  | A premium positioned product, attractively presented, which encouraged a good level of pre trial interest. |
| Product Appeal: |  | Key delivery ratings were kept to near norm levels driven by regional polarisation. |
| Sales Potential: |  | A little pricey, but still impressed enough testers, prompting 40% to claim that they would consider purchase at least monthly as a mid week meal. |

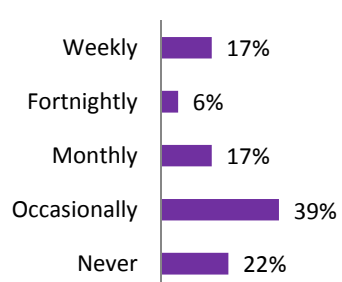


Fast Foodfax Verdict:

Purchased from Sainsbury's for £3.00 per 370g this single serve pie pot - a potato topped pie (no pastry) - was attractively presented, prompting two thirds to claim that they would notice in the chiller cabinet. Microwaveable, there was regional polarisation after sampling, with those in the North very impressed - score: 49, compared to both Midlands & South (both score: 32). Northerners praised the high quality standard, whereas those less appreciative commented on the 'lack of meat', which was 'tough' with the term 'pie' also mis-leading for a few, who had expected pastry. The premium price point was also a concern for some, with nearly one third claiming that they would only consider purchase if on special offer. However, this offer was considered to be novel (over 70% agreed it was 'new and different') and was a viable option as part of a mid week meal solution. 40% would consider buying at least monthly, although 22% still maintained that this product was simply not for them and that they would never buy.

| Product Key Measures: | Mean Scores | Likes & Dislikes: (in their own words) | | | | | | | | | | | | | | | | | | | | |
|---------------------------------|------------------------|---|---------------------------------|------------------------|------------------------|------------|-------------|------------|--------------------------------|------------|-------------------------|-----------|---------------|------------|----------------------------|------------|----------|-----------|------------|------------|----------------|------------|
| Pre Test Interest in Purchase | 3.33 | <p><i>A good concept, like that it's a full meal in a tub / like a beef casserole / tastes home-made / good kick / lovely flavour & texture / nice thick sauce / rich gravy / very tender meat / chunks of steak / strong ale / potatoes excellent, not too soft / herby potatoes / very good assortment of ingredients / lots of information / love the quirky packaging / better than Bird's Eye / will buy on offer.</i></p> <p><i>Lacks beef or any meat / tough / stodgy / too bland / not as good as home-made / very expensive for amount provided / misleading name and description, as is not a pie.</i></p> | | | | | | | | | | | | | | | | | | | | |
| Initial Appeal | 4.17 | | | | | | | | | | | | | | | | | | | | | |
| Appearance | 3.80 | | | | | | | | | | | | | | | | | | | | | |
| Smell | 3.96 | | | | | | | | | | | | | | | | | | | | | |
| Taste | 3.96 | | | | | | | | | | | | | | | | | | | | | |
| Texture | 3.94 | | | | | | | | | | | | | | | | | | | | | |
| Packaging | 3.94 | | | | | | | | | | | | | | | | | | | | | |
| Health | 3.48 | | | | | | | | | | | | | | | | | | | | | |
| Value for Money | 2.98 | | | | | | | | | | | | | | | | | | | | | |
| Overall Impression | 3.64 | | | | | | | | | | | | | | | | | | | | | |
| Would Buy Intention | 3.20 | <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>25%</td> </tr> <tr> <td>For midweek</td> <td>46%</td> </tr> <tr> <td>I would recommend this product</td> <td>29%</td> </tr> <tr> <td>Ideal when entertaining</td> <td>6%</td> </tr> <tr> <td>Weekend treat</td> <td>13%</td> </tr> <tr> <td>Would buy on special offer</td> <td>31%</td> </tr> <tr> <td>For kids</td> <td>4%</td> </tr> <tr> <td>Not for me</td> <td>19%</td> </tr> <tr> <td>A good standby</td> <td>19%</td> </tr> </tbody> </table> | Description of Product % | Sales Potential | Ideal for chilling out | 25% | For midweek | 46% | I would recommend this product | 29% | Ideal when entertaining | 6% | Weekend treat | 13% | Would buy on special offer | 31% | For kids | 4% | Not for me | 19% | A good standby | 19% |
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| Mean Total | 37.09 | <table border="1"> <thead> <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>28%</td> </tr> </tbody> </table> | Would Buy Intention | | Product Tested | | Definitely | 20% | Probably | 28% | | | | | | | | | | | | |
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| Characteristics mean total | 37 | | | | | | | | | | | | | | | | | | | | | |
| Weighting factor | 0 | | | | | | | | | | | | | | | | | | | | | |
| Overall product score out of 50 | 37 | | | | | | | | | | | | | | | | | | | | | |

Innovation / Relevance: **Overall rating: 18** (out of 20 including weighting)



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|---------------------|-------------------------|-----------------------------------|-------------------------------|--------------|--------------|
| Test Details | Overall Sample Size: 54 | Adults only | reparation: Microwav | Price: £3.00 | Weight: 370g |
| | Norm Category: 52 | Chilled Meat Based - Meal Centres | Research Date: Thurs 13.02.14 | | |