




Product Name:	Pink Salmon Alaska Pollock & Cherry Tomato Bake	Supplier:	Young's
Overall Product Score:	37	Norm:	33
		Max:	43
		Min:	19
		CMR Reference:	150305

Concept Appeal:		Strong branding helped to generate a good level of pre trial interest.
Product Appeal:		Near norm ratings were achieved across many key measures, with the quality of delivery disappointing some.
Sales Potential:		Potential sales were limited as nearly two thirds agreed that better examples were currently on the market.

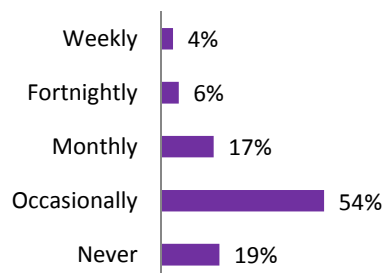


Fast Foodfax Verdict:

Supported by a strong and trusted brand and part of their premium positioned Gastro range - offering 'a range of restaurant quality meals for one' - this latest addition, launched at the end of 2014, was one of three new recipes. There was a good level of pre trial interest, and after sampling, there was a generally good overall impression - across all sub sets, but there were still a few concerns over the unbalanced quantity of ingredients - 'no fish, all potato', 'not enough tomato' and the 'sloppy' texture and lack of seasoning. Despite these reservations, an above norm overall score was still achieved and two thirds considered this product to have added something 'new and different' to the category. However an almost equal number also agreed that there were similar but better premium fish ready meals currently on the market, restricting relevance and limiting would buy intention amongst definite / probable buyers, with the majority of those who could be tempted to buy doing so on an occasional basis as a good freezer standby.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)																				
Pre Test Interest in Purchase	3.18	<p><i>Classy, posh looking pack / appealing / nice amount of info on pack / nice sauce- adds interest / creamy texture sauce / good amount of salmon – tasted fresh / good value for money/ better than some brands/ well seasoned topping.</i></p> <p><i>No fish, all potato / not enough tomato / unbalanced / disappointing/ needs more seasoning/ poor aftertaste/ strong fishy smell/ sauce too runny/ sloppy/ dry.</i></p>																				
Initial Appeal	4.02																					
Appearance	3.73																					
Smell	3.63																					
Taste	3.54																					
Texture	3.58																					
Packaging	3.88																					
Health	3.19																					
Value for Money	3.73																					
Overall Impression	3.44																					
Would Buy Intention	3.08	<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>24%</td> </tr> <tr> <td>For midweek</td> <td>51%</td> </tr> <tr> <td>I would recommend this product</td> <td>16%</td> </tr> <tr> <td>Ideal when entertaining</td> <td>16%</td> </tr> <tr> <td>Weekend treat</td> <td>20%</td> </tr> <tr> <td>Would buy on special offer</td> <td>10%</td> </tr> <tr> <td>For kids</td> <td>10%</td> </tr> <tr> <td>Not for me</td> <td>20%</td> </tr> <tr> <td>A good standby</td> <td>45%</td> </tr> </tbody> </table>	Description of Product %	Sales Potential	Ideal for chilling out	24%	For midweek	51%	I would recommend this product	16%	Ideal when entertaining	16%	Weekend treat	20%	Would buy on special offer	10%	For kids	10%	Not for me	20%	A good standby	45%
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Characteristics mean total	36																					
Weighting factor	1.5																					
Overall product score out of 50	37																					

Innovation / Relevance: **Overall rating: 16** (out of 20 including weighting)



Test Details	Overall Sample Size: 52	Adults only	reparation: Microwav	Price: £1.89	Weight: 380g
	Norm Category: 62A	Frozen Fish Based Ready Meals	Research Date: Tues 04.03.14		