




Product Name:	Sunbites Crackers & Caramelised Red Onion Chutney	Supplier:	Walkers Snack Foods Ltd
Overall Product Score:	39	Norm:	34
		Max:	50
		Min:	16
		CMR Reference:	150402

Concept Appeal:		Strong branding and attractive presentation prompted a high level of pre trial interest.
Product Appeal:		Overall product delivery met with expectations, although a few had concerns over the ratio of crackers to chutney.
Sales Potential:		Relevant as a novel snack option, the majority would consider buying, albeit largely on an occasional basis.

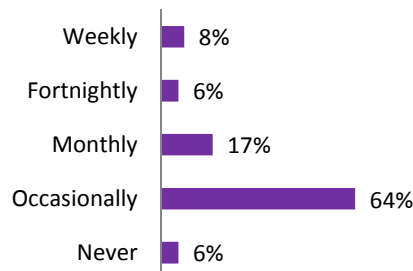


Fast Foodfax Verdict:

Purchased from Waitrose for £1.49, this pack contained a 80g tub of Caramelised Red Onion Chutney and a 36g pack of Slightly Salted Sunbite Crackers. The attractive presentation and the trusted Walkers branding helped generate high levels of pre trial interest and engagement and from the onset, with nearly 80% agreeing that this snack option had brought something 'new and different' to the fixture. After testing, high expectations were met, with many appreciating the 'crunchy, crispy' crackers and the 'lovely flavoured' chutney. Only a few considered that the chutney was 'a little too sweet' and that there was 'too much dip, not enough crackers', but despite these concerns, the impact on key measure ratings was minimal and an above norm overall score was achieved. Although more popular in the North (score : 43 c/w 36 South), the majority of the group would still consider buying as a novel snack option, albeit mainly on an occasional basis.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)	Sales Potential		
Pre Test Interest in Purchase	3.42	<i>Crunchy crackers / sweet chutney / smart packaging / tasty / good idea / strong flavours / innovative / handy / tasty / crispy crackers / chutney has a lovely flavour / good value / pack looks attractive/ nice and tasty / great for snacking/ lovely idea.</i> <i>Chutney a little too sweet/ too much dip, not enough crackers / expensive/ bit small for one portion.</i>	Would Buy Intention Product Tested		
Initial Appeal	4.21				
Appearance	4.00				
Smell	3.85				
Taste	4.19				
Texture	4.19				
Packaging	4.11				
Health	2.89				
Value for Money	3.08				
Overall Impression	3.74				
Would Buy Intention	3.43	Description of Product %	Sales Potential		
Mean Total	37.68	Ideal for chilling out	57%	Definitely	11%
Characteristics mean total	38	For midweek	19%	Probably	34%
Weighting factor	1.5	I would recommend this product	25%		
Overall product score out of 50	39	Ideal when entertaining	38%		
		Weekend treat	23%		
		Would buy on special offer	38%		
		For kids	13%		
		Not for me	6%		
		A good standby	13%		

Innovation / Relevance: **Overall rating: 19** (out of 20 including weighting) **Expected Purchase Frequency %**



Test Details	Overall Sample Size: 53	Adults only	Preparation: RTE	Price: £1.49	Weight: 116g
	Norm Category: 4	Cold Savoury Hand Held Snacks	Research Date: Tues 01.04.14		