




<b>Product Name:</b>	<b>BBQ Pulled Pork Bites</b>	<b>Supplier:</b>	<b>Tesco Stores Ltd</b>		
<b>Overall Product Score: 28</b>	<b>Norm: 34</b>	<b>Max: 47</b>	<b>Min: 13</b>	<b>CMR Reference: 150408</b>	

<b>Concept Appeal:</b>		Some intrigue with this offer, prompting an average level of pre trial interest.
<b>Product Appeal:</b>		Disappointment in the overall product delivery, reflected in the below norm overall score and low key measure ratings.
<b>Sales Potential:</b>		Sales potential was restricted by low firm commitment and 40% claiming that they would never buy.

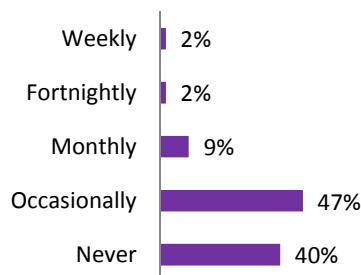
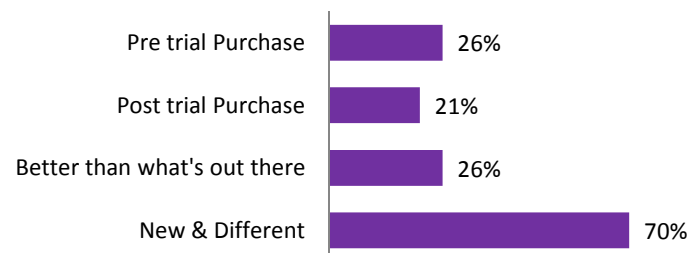


**Fast Foodfax Verdict:**

Part of Tesco's frozen party food range, these BBQ Pulled Pork Bites, offering 'pulled pork mixed with barbecue sauce and red onion in a crispy breadcrumb coating', attracted a fair level of pre trial interest. Oven cooked, there was disappointment after sampling, with some commenting that the texture was 'mushy', the pork 'sour tasting' and there was 'too much BBQ sauce'. Most of the criticism came from the Midlands, but even in the South, where this product was better received, the overall score failed to exceed the category norm. Despite 70% agreeing that this product brought something 'new and different' to the fixture and had drawn on the increasingly popular use of pulled pork as an ingredient, the poor overall impression impacted on post trial purchase intent and sale potential. Limited relevance was reflected by over 40% claiming that this product was simply not for them. Amongst those who could be tempted to buy, mainly occasional purchase were indicated, as a good freezer stand by to enjoy when entertaining.

<b>Product Key Measures:</b>	<b>Mean Scores</b>	<b>Likes &amp; Dislikes:</b> (in their own words)	<b>Sales Potential</b>
Pre Test Interest in Purchase	2.96	Eye-catching box / convenient / good size / tasty / better for kids/ crispy coating/ coating really nice / party or snack food / new and different flavour / interesting	Would Buy Intention
Initial Appeal	3.83	Mushy / expensive / disappointing/ funny aftertaste / boring pack design / pork too pasty / soft inside/ pork sour tasting / more like chicken nuggets/ disappointing / too much BBQ sauce/ awful	
Appearance	3.37		Product Tested
Smell	3.43		
Taste	3.11		Definitely 6%
Texture	2.98		
Packaging	3.44	<b>Description of Product %</b>	Probably 15%
Health	2.58	Ideal for chilling out <b>21%</b>	
Value for Money	2.87	For midweek <b>13%</b>	Never 40%
Overall Impression	3.04	I would recommend this product <b>8%</b>	
Would Buy Intention	2.52	Ideal when entertaining <b>31%</b>	
Mean Total	31.18	Weekend treat <b>17%</b>	
Characteristics mean total	31	Would buy on special offer <b>8%</b>	
Weighting factor	-3	For kids <b>17%</b>	
Overall product score out of 50	28	Not for me <b>44%</b>	
		A good standby <b>21%</b>	

**Innovation / Relevance:** **Overall rating: 13** (out of 20 including weighting) **Expected Purchase Frequency %**



<b>Test Details</b>	Overall Sample Size: 53	Adults only	Preparation: Oven	Price: £2.00	Weight: 215g
	Norm Category: 53	Frozen Meat Based - Meal Centres	Research Date: Tues 01.04.14		