

Product Name: **Sharwoods Spicy Szechuan Stir Fry Melts** Supplier: **Premier Ambient Products Ltd**

Overall Product Score: **40** Norm: **36** Max: **50** Min: **12** CMR Reference: **150420**

Concept Appeal:



A popular concept in handy individual portions. Good value at the promotional price of £1.19.

Product Appeal:



Quickly melted to add juice and flavour. A rich, tomato taste with a strong spicy kick.

Sales Potential:



Many were tempted to buy for a store cupboard standby. Good enough quality to use when entertaining and should sustain its final rrp of £1.59.



Fast Foodfax Verdict:

Sharwood's Stir Fry Melts are available in four flavours: Sweet Chilli, Chow Mein and Sweet & Sour as well as this Spicy Szechuan. The aim is to add flavour to stir fries while keeping the vegetables crispy. The launch has been supported by a £1.4m TV advertising campaign and the company hopes to encourage consumers who do not usually use bought sauces in their stir fries to opt for these Melts as a slightly lighter option. Tested with chicken and stir fry vegetables, this product achieved an above norm rating, as it provided plenty of flavour and had a smooth, rich texture. The flavour was as spicy as the name suggested and the convenience was a key attraction. Sold in two individual stock style pots, these Melts were easy to store and very quick and easy to use. The idea had strong appeal, whilst the distinctive Sharwood's branded helped to promote awareness and confidence in the product. Listed in Waitrose for £1.19, the Melts prompted positive pre trial interest amongst more than 4 in 10 testers, and nearly half were tempted to buy after trial given the depth of flavour provided by each spice pot.

Product Key Measures:

Mean Scores

Pre Test Interest in Purchase	3.35
Initial Appeal	4.09
Appearance	3.94
Smell	3.91
Taste	3.72
Texture	3.77
Packaging	3.87
Health	3.34
Value for Money	3.70
Overall Impression	3.72
Would Buy Intention	3.32
Mean Total	37.38
Characteristics mean total	37
Weighting factor	2.5
Overall product score out of 50	40

Likes & Dislikes: (in their own words)

Lovely pack design/ lovely / rich / spicy taste/ plenty of flavour/ makes a meal special/ easy to open/ good value / well known brand/ pots a good size / peppery / easy to use/ smells nice / tastes good / easy to store / very impressed / coated meat well/ eye-catching packaging
Very strong but no depth of flavour/ better options out there / chilli overpowerers

Description of Product %

Ideal for chilling out	32%
For midweek	38%
I would recommend this product	30%
Ideal when entertaining	42%
Weekend treat	13%
Would buy on special offer	11%
For kids	0%
Not for me	28%
A good standby	34%

Sales Potential

Would Buy Intention	
Product Tested	
Definitely	21%
Probably	26%

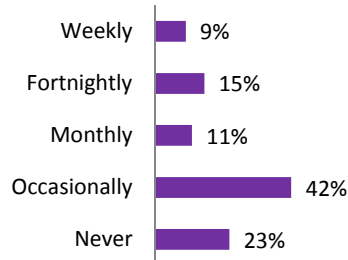
Innovation / Relevance:

Overall rating: 20

Top 2 boxes

(out of 20 including weighting)

Expected Purchase Frequency %



Test Details

Overall Sample Size: 53 Adults only Preparation: Hob Price: £1.19 Weight: 96g
 Norm Category: 290 Ambient Liquid Cooking Sauces - Oriental Research Date: Thurs 03.04.14