

Product Name:	Tropicana Essentials - Mango, Passionfruit & Pumpkin	Supplier:	Tropicana UK Ltd
Overall Product Score:	41	Norm:	36
		Max:	50
		Min:	9
		CMR Reference:	150435



Concept Appeal: Some caution pre trial but many were tempted to give this a try. Classy packaging and acceptable price for such a healthy option.

Product Appeal: A smooth colourful blend with a good balance of flavour. Just the right level of sweetness.

Sales Potential: Tropicana has produced a flavour combination that has mainstream potential especially at this price point.



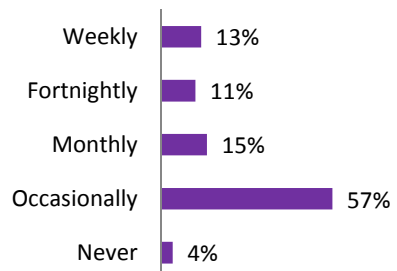
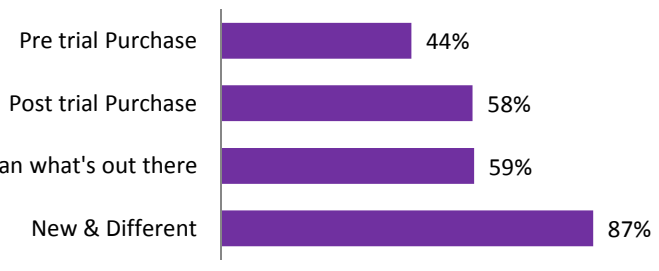
Fast Foodfax Verdict:

Any juices containing vegetables included in the chilled fruit juice norm have struggled to emulate the success of pure fruit versions but this Tropicana drink comes the closest yet. The Overall Score was 5 points higher than the norm and it achieved a top Innovation/relevance rating. Perhaps the key to its success was the choice of vegetable used. Pumpkin is known to have a sweet but quite subtle flavour and was a similar colour to the mango. The brand, pack and product description also made it look more tempting and mainstream compared to some of the other vegetable drinks in the database - for example Vegessentials Half Fruit, Half Veg drink- Cucumber, Pineapple and Spinach which was entered into last year's Grocer New Product Awards and scored just 18. Co-op's Fruit and Rooty Smoothie fared slightly better (27) when tested in 2014 as it was fruity and creamy but the vegetable content made it too thick and earthy. This Tropicana variant was "smooth" and thick, but remained "easy to drink" and "very refreshing". Nearly three quarters rated Taste above average but scores dipped slightly amongst 18-34 year olds, some of whom found the taste "too rooty"/ "artificial". For most this was better than expected and a third would happily recommend this product, keen to benefit from the high fibre, vitamin and mineral content.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)																				
Pre Test Interest in Purchase	3.23	<i>Smooth/colourful/good flavour/refreshing/good consistency/nice and bright/taste each flavour/good combination/you can see it's Tropicana but it stands out as being different/very good overall impression/nice thick consistency leaves a pleasant aftertaste/attractive bright packaging easily noticed/informative</i> <i>Tastes artificial/looks very much like pumpkin/average/worse than regular fruit juice, why mix fruit & veg/ very expensive/rooty aftertaste</i>																				
Initial Appeal	4.15																					
Appearance	4.00																					
Taste	4.08																					
Aftertaste	3.92																					
Refreshment	4.04																					
Ease of Drinking	4.13																					
Packaging	4.15																					
Value for Money	3.23																					
Overall Impression	4.00																					
Would Buy Intention	3.70	<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>37%</td> </tr> <tr> <td>For midweek</td> <td>37%</td> </tr> <tr> <td>I would recommend this product</td> <td>33%</td> </tr> <tr> <td>Ideal when entertaining</td> <td>23%</td> </tr> <tr> <td>Weekend treat</td> <td>31%</td> </tr> <tr> <td>Would buy on special offer</td> <td>48%</td> </tr> <tr> <td>For kids</td> <td>27%</td> </tr> <tr> <td>Not for me</td> <td>12%</td> </tr> <tr> <td>A good standby</td> <td>19%</td> </tr> </tbody> </table>	Description of Product %	Sales Potential	Ideal for chilling out	37%	For midweek	37%	I would recommend this product	33%	Ideal when entertaining	23%	Weekend treat	31%	Would buy on special offer	48%	For kids	27%	Not for me	12%	A good standby	19%
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Characteristics mean total	39																					
Weighting factor	2																					
Overall product score out of 50	41																					

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

Expected Purchase Frequency %



Test Details	Overall Sample Size: 53	Adults only	Preparation: RTD	Price: £2.20	Weight: 850ml
	Norm Category: 104	Chilled Fruit Juice Drinks (RTD)	Research Date:		