



Product **Rustlers Chip Shop Curry Noodles** Rustlers Supplier: Name:

Overall Product Score: 26 Norm: 28 Max: 42 Min: 11 CMR Reference: 140632

Concept Appeal:

Sales Potential:

The recognisable Rustlers brand ensured that product stood out in the chiller cabinet and encouraged pre trial interest.

Over processed, this product polarised opinion, with a strong **Product Appeal:** North / South divide.

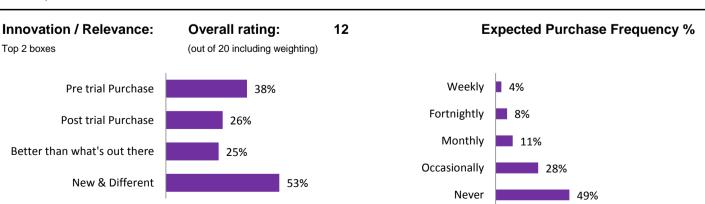
> Half claimed they would never buy, with the other half purchasing as a quick and convenient light meal / snack.



Fast Foodfax Verdict:

This latest addition to the chilled Rustlers Noodles range - this Chip Shop Curry variant was presented in the typical bright packaging and was unlikley to go unnoticed in store. Prepared in the microwave and ready to eat in under 5 minutes, this convenient option, as with other similar products attracted above / hate relationship, and whilst the majority recognised a place for this type of product in the market place, amongst this group of non-targeted respondents, this product offered restricted appeal from the onset. The most noticeable differences in opinion were noted regionally, with Northerners (score: 44) loving the 'soft noodles and thick sauce' and appreciating this product as 'good, quick handy snack'. Those in the South, on the other hand were much more critical (score: 15) and disliked the over processed nature of the product along with 'sloppy texture and soggy noodles'. Not to everyone's' taste, this type of product had restricted relevacne, with half claiming that would never buy. Amongst those looking for and convenient snack however, this was a good option and there was likelihood of purchase.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)				
Pre Test Interest in Purchase	2.94	Appealing/convenient/good quick handy snack/great value/lovely soft noodles/nice packaging, informative/thick				
Initial Appeal	3.51	sauce/good sized pot.				
Appearance	3.25	Flavour/texture/doughy/size/expensive/looked disgusting				
Smell	3.32	/tasted over processed /cheap looking packaging/salty				
Taste	2.89	sloppy/poor value/more meat needed/soggy noodles/fiery aftertaste/no flavour/bitty /stodgy.				
Texture	3.04	Description of Produ	Sales Potential			
Packaging	3.77	Ideal for chilling out	g out 19%		Would Buy Intention	
Health	2.66	For midweek	25%			
Value for Money	2.64	I would recommend this product	8%		Product Tested	
Overall Impression	2.74	Ideal when entertaining	9%		resteu	
Would Buy Intention	2.34	Weekend treat	13%	Definitely	6%	
Mean Total	30.15	Would buy on special offer	15%			
Characteristics mean total	30	For kids	0%	Probably	21%	
Weighting factor	-4	Not for me	60%			
Overall product score out of 50	26	A good standby	11%			



Test Details	Overall Sample Size:	53	Adults only	reparation: Microwav Price: £2.2	Weight: 300g
	Norm Category:	5	Hot Savoury Hand Held S	nacks Research Date: Th	Research Date: Thurs 12.06.14