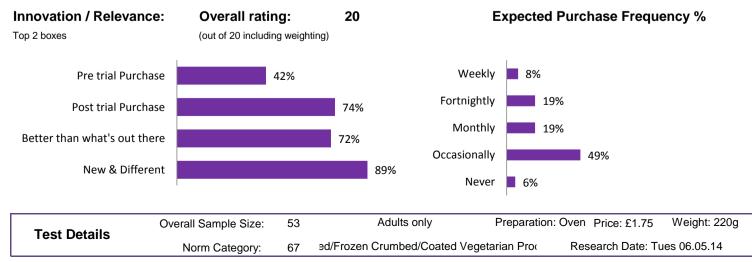




Fast Foodfax Verdict:

These Sweet Potato, Paneer & Spinach Bakes were an unusual new twist on conventional vegetarian burgers, their Indian-inspired combination of ingredients earning them a high innovation rating of 89%. The *'eye-catching'* pack would be noticed in the freezer, and whilst the nutritional information clearly signalled the product's healthy positioning, the appetising pack-shot focused attention on flavours rather than health. Respondents were not disappointed on tasting, as the rice-based bakes were packed with flavour, the *'moist', 'well seasoned'* vegetables filling encased in a *'crunchy', 'spicy'* crumb coating. Mean scores for taste and texture were well above average, and together with good value for money ratings at £1.75 gave an overall product score of 42, just two points below the Foodfax category maximum. Even non-vegetarians in this cross-section of respondents were keen to buy these Bakes after tasting, with almost three-quarters claiming they would 'probably / definitely' buy (norm 33%). A tasty mid-week option that left similar meat free offerings in the shade, 27% could see a regular role for this innovative addition to the sector.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)			
Pre Test Interest in Purchase	3.32	Quite nice/spicy /very good vegetarian option /well seasoned / crunchy coating /retro looking pack /moist /relatively healthy /			
Initial Appeal	4.11	good standby /delicious /good crust /lots of vegetables /tasty			
Appearance	3.72	/surprisingly good /healthy choice /eye-catching pack /crispy			
Smell	4.06	texture /good mix of spices.			
Taste	4.15	Inside too soft / sweet potato too hard – didn't taste cooked /where's the spinach?			
Texture	4.13				es Potential
Packaging	3.62	Ideal for chilling out	38%	Would Buy Intention	
Health	3.33	For midweek	58%		
Value for Money	3.51	I would recommend this product	46%		Product Tested
Overall Impression	3.92	Ideal when entertaining	21%		Testeu
Would Buy Intention	3.85	Weekend treat	17%	Definitely	23%
Mean Total	38.40	Would buy on special offer	15%		
Characteristics mean total	38	For kids	8%	Probably	51%
Weighting factor	3.5	Not for me	1 0%		
Overall product score out of 50	42	A good standby	48%		



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