

<b>Product Name:</b>	<b>Chicken with Cheese and Ham Sauce inside</b>	<b>Supplier:</b>	<b>Birds Eye Ltd</b>
<b>Overall Product Score:</b>	<b>40</b>	<b>Norm:</b>	<b>35</b>
		<b>Max:</b>	<b>46</b>
		<b>Min:</b>	<b>15</b>
		<b>CMR Reference:</b>	<b>140505</b>

<b>Concept Appeal:</b>		This new introduction to the Birds Eye range was an appealing concept with particular relevance for family buyers.
<b>Product Appeal:</b>		The product performed well within the sector, combining good quality chicken with creamy sauce and crisp coating.
<b>Sales Potential:</b>		Brand expectations and product quality should ensure regular sales amongst a mainstream audience.



**Fast Foodfax Verdict:**  
A new introduction to the frozen foods sector, these Chicken Inspirations filled with Cheese & Ham Sauce attracted a good level of pre-trial purchase interest, and would be noticed in-store for their characteristic Birds Eye packaging. The classic combination of flavours was not particularly innovative, but the familiar Birds Eye brand and on-pack quality assurances promised a reliable family meal solution, which offered good value for money at £2.00 from Tesco. Cooked from frozen, the chicken proved to be 'moist', 'tender' and 'succulent', whilst respondents enjoyed the 'smooth' cheese and ham sauce and 'crispy' coating, which both added flavour and texture to the overall eat. Above norm mean scores were awarded for key measures of taste and texture, and with over half the sample rating this product 'better than what's out there', positive purchase intention ratings increased to 57% post-trial (norm 41%). Easy to cook as well as to eat, the Chicken Inspirations would be a good freezer standby for children as well as adults, proving most relevant amongst working Northern groups.

<b>Product Key Measures:</b>	<b>Mean Scores</b>	<b>Likes &amp; Dislikes:</b> (in their own words)	
Pre Test Interest in Purchase	3.27	<i>Crispy coating /moist chicken /tender /good value /good standby /not too oily /tasty /convenient /not processed chicken /eye-catching pack, typical Birds Eye /healthy option /good for kids /succulent, tasty chicken /smooth cheese &amp; ham sauce /pleasant aftertaste /attractive, informative pack.</i>	
Initial Appeal	3.74	<i>Bland /not much sauce /dull looking /no ham /no cheesy taste /dry /not British chicken /boring box /filling didn't run all the way through.</i>	
Appearance	3.92	<b>Description of Product %</b>	<b>Sales Potential</b>
Smell	3.77	Ideal for chilling out	25% Would Buy Intention
Taste	3.92	For midweek	60%
Texture	3.83	I would recommend this product	26% Product Tested
Packaging	3.72	Ideal when entertaining	13%
Health	3.02	Weekend treat	13% Definitely 15%
Value for Money	3.72	Would buy on special offer	11%
Overall Impression	3.75	For kids	34% Probably 42%
Would Buy Intention	3.53	Not for me	17%
Mean Total	36.92	A good standby	47%
Characteristics mean total	37		
Weighting factor	3.5		
Overall product score out of 50	40		

<b>Innovation / Relevance:</b>	<b>Overall rating:</b>	<b>17</b>	<b>Expected Purchase Frequency %</b>
Top 2 boxes	(out of 20 including weighting)		
Pre trial Purchase		43%	Weekly
Post trial Purchase		57%	Fortnightly
Better than what's out there		51%	Monthly
New & Different		40%	Occasionally
			Never

<b>Test Details</b>	Overall Sample Size: 53	Adults only	Preparation: Oven	Price: £2.00	Weight: 240g
	Norm Category: 48	zen Poultry Based Meal Centres & Ready M	Research Date: Tues 06.05.14		