

Product Name:	Oats So Simple Cuppa Porridge - Golden Syrup	Supplier:	Quaker Oats Ltd
Overall Product Score:	38	Norm:	35
		Max:	47
		Min:	16
		CMR Reference:	140813



Concept Appeal: The trusted Quaker oats branding helped generate a good level of pre trial engagement in this instant porridge.

Product Appeal: For the majority, the overall delivery met with expectations, although a few still considered the resulting porridge as 'average'.

Sales Potential: A convenient standby, one in five claimed regular purchase, with more likely to be tempted if on special offer.



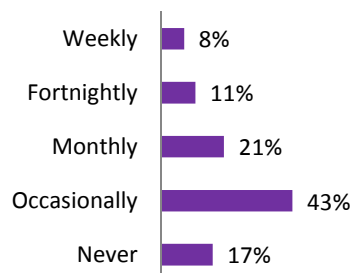
Fast Foodfax Verdict:

New to the Quaker Oats porridge range, this Oats So Simple Cuppa Porridge were purchased from Waitrose for £2.59 per 278g (5 sachet) box. The range currently consists of Original, Apple & Blueberry and Golden Syrup - tested here. Made by adding boiling water, much the same way as an instant cuppa soup, this convenient format, along with the trusted Quaker Oats brand helped generate a good level of interest pre trial. After sampling, many considered that the resulting porridge had met with expectations, with key product delivery ratings lying above the category norm. However, not all were impressed, with a significant minority, especially amongst the 18 - 34 year olds, considering the flavour 'watery - can't taste the golden syrup' and the overall delivery 'average'. The price point was also contentious, with 'value for money' below the norm and prompting one third to claim that they would only consider buying if on special offer. Still a viable and quality option for some, nearly one in five would consider regular, at least fortnightly, purchase, as a good stand by for all the family to enjoy.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)																				
Pre Test Interest in Purchase	3.23	<i>Lovely small pieces of oats / colourful packaging / stands out / nice flavour / tasty / great idea for work / good portion size / quick and easy / sweet / creamy / liked the golden syrup flavour</i> <i>Watery taste / can't taste the syrup / very expensive / not very appealing / average / poor consistency / stodgy / oats not big enough / too thick - needs more water</i>																				
Initial Appeal	3.96																					
Appearance	3.72																					
Smell	4.17																					
Taste	3.89																					
Texture	3.53																					
Packaging	3.83																					
Health	3.55																					
Value for Money	3.11																					
Overall Impression	3.66																					
Would Buy Intention	3.26	<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>13%</td> </tr> <tr> <td>For midweek</td> <td>34%</td> </tr> <tr> <td>I would recommend this product</td> <td>23%</td> </tr> <tr> <td>Ideal when entertaining</td> <td>2%</td> </tr> <tr> <td>Weekend treat</td> <td>6%</td> </tr> <tr> <td>Would buy on special offer</td> <td>34%</td> </tr> <tr> <td>For kids</td> <td>34%</td> </tr> <tr> <td>Not for me</td> <td>15%</td> </tr> <tr> <td>A good standby</td> <td>38%</td> </tr> </tbody> </table>	Description of Product %	Sales Potential	Ideal for chilling out	13%	For midweek	34%	I would recommend this product	23%	Ideal when entertaining	2%	Weekend treat	6%	Would buy on special offer	34%	For kids	34%	Not for me	15%	A good standby	38%
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Characteristics mean total	37																					
Weighting factor	1																					
Overall product score out of 50	38																					

Innovation / Relevance: Overall rating: **15**
(out of 20 including weighting)

Expected Purchase Frequency %



Test Details	Overall Sample Size: 53	Adults only	Preparation: Other	Price: £2.59	Weight: 278g
	Norm Category: 10	Cereal (Porridge)		Research Date: Thurs 07.08.14	