



Product Name: Asian Fusion Herb Battered Hake Supplier: Waitrose Ltd

Overall Product Score: 36 Norm: 38 Max: 49 Min: 26 CMR Reference: 140828

Concept Appeal:

Product Appeal:

Sales Potential:

An unusual recipe, but one which is in danger of being overlooked in the chiller cabinet due to the 'bland' looking pack design.

Polarisation of views regarding product delivery kept key measure ratings close to the category norm.

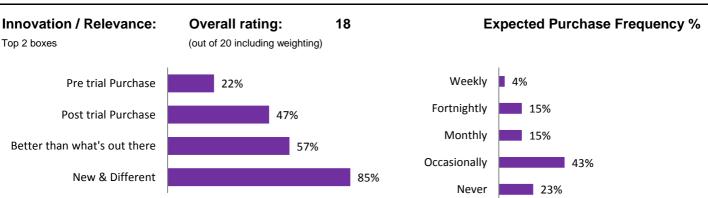
For those who enjoyed the offer, regular purchase intent was indicated, although over one in five still maintained that this recipe was not for them.



Fast Foodfax Verdict:

A new addition to the Waitrose Asian Fusion range, this Herb Battered Hake offered 'fried battered marinated hake fillet with a sweet ginger and lemon grass dressing, mixed peppers and mage tout'. Oven cooked in 15 minutes, this meal centre, (pack serves 2), had limited pre trial appeal, with the muted, 'bland' pack design failing to stand out or fully promote what was on offer. Views were polarising after sampling, with almost equal numbers either enjoying the 'crispy' coating, 'wonderful' aroma and spiciness of the dish. Others were less impressed - 'fish too dark', ' too many bits in it', with the hake -'too dry with too many bones'. Differences in opinions impacted on and were reflected in ratings for many key measures - which lay close to the category norm - with consumer subs sets consistent in their views . Slightly more acceptable amongst ABC1's and the over 55's, this dish, did however, impress enough testers to prompt an increase in post trial purchase intent and had a healthy degree of relevance for them. One in five claimed they would buy regularly as a welcome change, with a similar number, albeit less impressed, maintaining that this dish simply wasn't for them.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)				
Pre Test Interest in Purchase	3.06	Lovely / different texture / crispy topping / good mix of flavours / attractive to look at / smelt wonderful / lots of spices / good quality fish / very pleasant / crispy coating / lovely sauce Pack too bland — wouldn't notice it / fish too dark / nasty aftertaste / too many dark bits in it / too many bones/				
Initial Appeal	3.85					
Appearance	3.83					
Smell	3.77					
Taste	3.75	expensive / fish a bit dry				
Texture	3.64	Description of Produc	ct %	Sale	Sales Potential	
Packaging	3.55	Ideal for chilling out	25%	Would Buy Intention		
Health	3.51	For midweek	33%			
Value for Money	2.96	I would recommend this product	31%		Product Tested	
Overall Impression	3.60	Ideal when entertaining	21%		rested	
Would Buy Intention	3.28	Weekend treat	33%	Definitely	19%	
Mean Total	35.75	Would buy on special offer	31%			
Characteristics mean total	36	For kids	6%	Probably	28%	
Weighting factor	0	Not for me	23%			
Overall product score out of 50	36	A good standby	21%			



Overall Sample Size: 53 Adults only Preparation: Oven Price: £3.99 Weight: 300g

Norm Category: 63 Chilled Crumbed/Coated Fish Products Research Date: Thurs 14.08.14