



Product Name: Chicken Pad Thai Christmas Parcels Supplier: Tesco Stores Ltd

Overall Product Score: 46 Norm: 34 Max: 47 Min: 19 CMR Reference: 141105

**Concept Appeal:** 

**Product Appeal:** 

This addition to Tesco's Christmas party food range presented a 'new and different' take on Thai food and is sure to catch attention in store.

These Parcels scored only slightly below the category maximum and succeeded in meeting testers high expectations post trial.

Sales Potential:

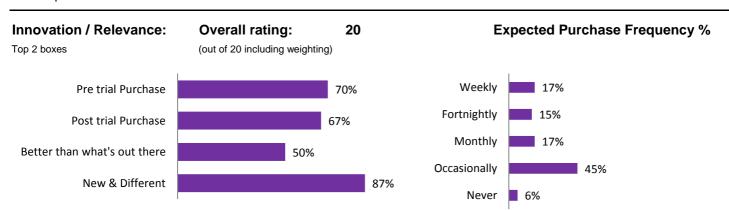
The attractive packaging and high quality gave this product strong potential for repeat sales and 4 in 10 would "definitely" buy post trial.



## Fast Foodfax Verdict:

Part of the Tesco Christmas Party Food range is another successful product in the form of Chicken Pad Thai Christmas Parcels. These Parcels scored just below the current category maximum (47) with an overall score of 46 and the 'eye-catching packaging' immediately appealed. The 'good taste & texture' were well received and there was a sense of familiarity with this product, with some commenting on the 'filling tasted like Chinese spring rolls'. The 'delicious' taste was complemented by an unusual 'nutty flavour' and a 'crispy' texture that was also 'soft tender / easy to eat'. However, some felt the flavour was somewhat indistinct and that 'more Thai flavour was needed'. There were also varying levels of satisfaction with the amount of product, some felt there was 'a lot in the pack' while others claimed the Parcels needed 'extra filling'. Despite some minor reservations, many were very impressed overall and this is sure to be a favourite at Christmas parties. However, the appeal of this product was not limited only to parties as half of the group also thought this product appropriate when chilling out prompting a third to claim that they would buy at least fortnightly.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)			
Pre Test Interest in Purchase	4.06	Nutty flavour / soft, tender, easy to eat / good crunch / a lot in the pack / light /tasty / filling tasted like Chinese spring rolls / good party food / delicious / good taste & texture / new & different / eye-catching packaging / crispy.  Extra filling needed / more Thai flavour needed /packaging average /pastry a bit too hard / smell like a fish & chip shop.			
Initial Appeal	4.54				
Appearance	4.33				
Smell	3.98				
Taste	4.15				
Texture	4.06	Description of Produc	ct %	Sales Potential	
Packaging	4.15	Ideal for chilling out	50%	Woul	d Buy Intention
Health	3.39	For midweek	24%		
Value for Money	3.98	I would recommend this product	30%		Product
Overall Impression	3.98	Ideal when entertaining	83%		Tested
Would Buy Intention	3.96	Weekend treat	37%	Definitely	41%
Mean Total	40.52	Would buy on special offer	6%		
Characteristics mean total	41	For kids	17%	Probably	26%
Weighting factor	5.5	Not for me	13%		
Overall product score out of 50	46	A good standby	15%		



Overall Sample Size: 54 Adults only Preparation: Oven Price: £2.00 Weight: 216g

Norm Category: 76 Chilled/Frozen Party Finger Food/Starters Research Date: Tues 21.10.14