

Product Name:	Finest Ultimate Beef Burger Kit with Pulled Pork	Supplier:	Tesco Stores Ltd
Overall Product Score:	35	Norm:	31
		Max:	44
		Min:	9
		CMR Reference:	150519

Concept Appeal:		A novel option, generally considered as being well presented, this burger kit generated high levels of interest pre trial.
Product Appeal:		For many the quality of delivery met with expectations, despite a few concerns for some over the greasiness and chewiness of the product.
Sales Potential:		An expensive option, frequency of purchase was limited to an occasional basis, to enjoy as a treat at the weekend.



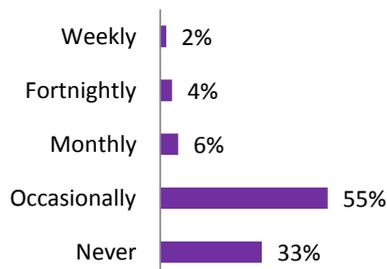
Fast Foodfax Verdict:

Positioned in the premium Finest range, this Kit contained Beef Burgers along with Pulled Pork, cheese topping and buns. A novel option (83% agreed it was 'new and a different') and recognising the continuing trend for pulled pork products, this kit generated high levels of pre trial interest, although the premium price inhibited greater engagement. After preparing as directed on pack, the resulting burgers were generally well received and across many key measures, achieved above norm ratings. With ratings consistent across the sub sets, there was the opinion that the burgers were 'appealing and flavoursome', yet despite this praise, for a few they were also regarded as 'chewy and greasy'. However, as reflected by key measures of 'Health' and 'Value for Money' lying below the category norm, this product was not for everyone, with one quarter claiming they were not for them, and health issues also impacting on the frequency of purchase amongst those who would buy, limiting purchases to an occasional basis as a treat for the weekend.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)																	
Pre Test Interest in Purchase	3.30	<p><i>Tasted better than it looks / burgers look appealing thick size/ lovely pack design / soft rolls / meaty / good flavours/ succulent / good informative pack / reasonable price/ flavoursome/ good combination of flavours.</i></p> <p><i>Poor presentation/ fatty / tastes processed / cheap tasting / worse than other burger kits/ cheese too strong/ a bit chewy/ too greasy/ cheap cut of pork/ too fiddly/ prefer to make from scratch</i></p>																	
Initial Appeal	4.02																		
Appearance	3.79																		
Smell	3.60																		
Taste	3.87																		
Texture	3.85																		
Packaging	3.83																		
Health	2.58																		
Value for Money	2.96																		
Overall Impression	3.47																		
Would Buy Intention	3.12	<table border="1"> <thead> <tr> <th>Description of Product %</th> <th>Sales Potential</th> </tr> </thead> <tbody> <tr> <td>Ideal for chilling out 33%</td> <td rowspan="2">Would Buy Intention</td> </tr> <tr> <td>For midweek 8%</td> </tr> <tr> <td>I would recommend this product 21%</td> <td rowspan="2">Product Tested</td> </tr> <tr> <td>Ideal when entertaining 29%</td> </tr> <tr> <td>Weekend treat 48%</td> <td>Definitely 12%</td> </tr> <tr> <td>Would buy on special offer 33%</td> <td rowspan="2">Probably 29%</td> </tr> <tr> <td>For kids 6%</td> </tr> <tr> <td>Not for me 25%</td> <td></td> </tr> <tr> <td>A good standby 13%</td> <td></td> </tr> </tbody> </table>	Description of Product %	Sales Potential	Ideal for chilling out 33%	Would Buy Intention	For midweek 8%	I would recommend this product 21%	Product Tested	Ideal when entertaining 29%	Weekend treat 48%	Definitely 12%	Would buy on special offer 33%	Probably 29%	For kids 6%	Not for me 25%		A good standby 13%	
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Mean Total	35.07																		
Characteristics mean total	35																		
Weighting factor	0																		
Overall product score out of 50	35																		

Innovation / Relevance: **Overall rating: 18** (out of 20 including weighting)

Expected Purchase Frequency %



Test Details	Overall Sample Size: 52	Adults only	Preparation: Grill	Price: £5.00	Weight: 605g
	Norm Category: 75	lled/Frozen Complete Fast Food Meals/DIY I	Research Date: Thurs 08.05.14		