

Product Name: **Rhubarb (Sweet) Tea** Supplier: **Taylor's of Harrogate**

Overall Product Score: **31** Norm: **27** Max: **42** Min: **15** CMR Reference: **140424**

Concept Appeal:



The presentation had all the hallmarks of a premium quality fruit tea, although there were some reservations about the unusual flavour.

Product Appeal:



A natural tasting, refreshing, subtly flavoured infusion, which avoided excessive sweetness or artificial fruit notes.

Sales Potential:



Good potential for repeat sales amongst core consumers of premium fruit and herbal teas.



Fast Foodfax Verdict:

This attractively presented Sweet Rhubarb Infusion is produced by Taylor's of Harrogate in partnership with the Royal Botanic Gardens, Kew, which gave an air of authenticity to the product, as well as a touch of class to the packaging. Respondents were initially cautious about buying such an unusual and unknown fruit tea, although pre-trial purchase interest was on a par with the norm in a low engagement category. When brewed, the tea was an attractive colour and had a 'sweet', 'fruity' aroma which some likened to 'rhubarb and custard'. On tasting, the slight astringency of the rhubarb countered any excessive sweetness, resulting in a 'refreshing', distinctively flavoured drink, that was 'fruity but not overpowering'. 44% rated this Sweet Rhubarb infusion better than other fruit teas, and even at the 'expensive' £2.99 price point from Tesco, 30% claimed they would 'probably / definitely' buy it post-trial (norm 22%), although it was rejected by a similar proportion. For buyers into the category, however, this tea would be a welcome and out of the ordinary addition to the range currently on offer.

Product Key Measures:

Mean Scores

Pre Test Interest in Purchase	2.69
Initial Appeal	3.56
Appearance	3.80
Taste	3.20
Aftertaste	3.28
Refreshment	3.25
Strength of Flavour	3.24
Packaging	3.89
Value for Money	2.66
Overall Impression	3.26
Would Buy Intention	2.80
Mean Total	32.94
Characteristics mean total	33
Weighting factor	-2
Overall product score out of 50	31

Likes & Dislikes: (in their own words)

Pleasantly surprised /fruity without being overpowering /lovely colour /good quality, refreshing/ nice smell/sweet /well known brand /packaging good colour, stands out / different /nice change /classy looking box /very good /smells like rhubarb & custard sweets / like hot fruit cordial.
Not much taste /expensive /taste doesn't match the smell /took ages to brew /very overpowering /flavour gets stronger as you drink.

Description of Product %

Sales Potential

Ideal for chilling out	33%	Would Buy Intention
For midweek	20%	
I would recommend this product	18%	Product Tested
Ideal when entertaining	9%	
Weekend treat	13%	Definitely 9%
Would buy on special offer	22%	
For kids	4%	Probably 20%
Not for me	40%	
A good standby	18%	

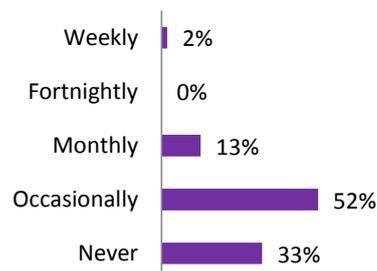
Innovation / Relevance:

Overall rating: 14

Expected Purchase Frequency %

Top 2 boxes

(out of 20 including weighting)



Test Details

Overall Sample Size: 55 Adults only Preparation: Other Price: £2.99 Weight: 40g
 Norm Category: 108d Hot Drinks - Speciality Tea Research Date: Thurs 03.04.14