



Product Name: Chicken with Cheese and Ham Sauce inside Supplier:

Birds Eye Ltd

Overall Product Score: 40 Norm: 35 Max: 46 Min: 15 CMR Reference: 140505

Concept Appeal:

This new introduction to the Birds Eye range was an appealing concept with particular relevance for family buyers.

Product Appeal:

The product performed well within the sector, combining good quality chicken with creamy sauce and crisp coating.

Sales Potential:



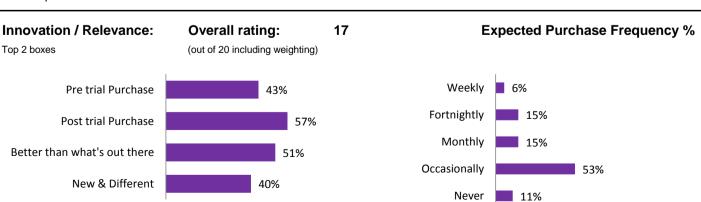
Brand expectations and product quality should ensure regular sales amongst a mainstream audience.



Fast Foodfax Verdict:

A new introduction to the frozen foods sector, these Chicken Inspirations filled with Cheese & Ham Sauce attracted a good level of pre-trial purchase interest, and would be noticed in-store for their characteristic Birds Eye packaging. The classic combination of flavours was not particularly innovative, but the familiar Birds Eye brand and on-pack quality assurances promised a reliable family meal solution, which offered good value for money at £2.00 from Tesco. Cooked from frozen, the chicken proved to be 'moist', 'tender' and 'succulent', whilst respondents enjoyed the 'smooth' cheese and ham sauce and 'crispy' coating, which both added flavour and texture to the overall eat. Above norm mean scores were awarded for key measures of taste and texture, and with over half the sample rating this product 'better than what's out there', positive purchase intention ratings increased to 57% post-trial (norm 41%). Easy to cook as well as to eat, the Chicken Inspirations would be a good freezer standby for children as well as adults, proving most relevant amongst working Northern groups.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)	
Pre Test Interest in Purchase	3.27	Crispy coating /moist chicken /tender /good value /good standby /not too oily /tasty /convenient /not processed chicken /eye-catching pack,	
Initial Appeal	3.74	typical Birds Eye /healthy option /good for kids /succulent, tasty	
Appearance	3.92	chicken /smooth cheese & ham sauce /pleasant aftertaste /attractive,	
Smell	3.77	informative pack.	
Taste	3.92	Bland /not much sauce /dull looking /no ham /no cheesy taste /dry /not British chicken /boring box /filling didn't run all the way through.	
Texture	3.83	Description of Product % Sales Potential	
Packaging	3.72	Ideal for chilling out 25% Would Buy Intention	
Health	3.02	For midweek 60%	
Value for Money	3.72	I would recommend this product 26% Product Tested	
Overall Impression	3.75	Ideal when entertaining 13%	
Would Buy Intention	3.53	Weekend treat 13% Definitely 15%	
Mean Total	36.92	Would buy on special offer 11%	
Characteristics mean total	37	For kids 34% Probably 42%	
Weighting factor	3.5	Not for me 17%	
Overall product score out of 50	40	A good standby 47%	



Test Details

Overall Sample Size: 53 Adults only Preparation: Oven Price: £2.00 Weight: 240g

Norm Category: 48 zen Poultry Based Meal Centres & Ready M Research Date: Tues 06.05.14