



Product Vegetarian Red Pepper & Chick Pea

Name: Brazilian Grills

Supplier:

Asda Stores Ltd

Overall Product Score: 38 Norm: 31 Max: 43 Min: 20 CMR Reference: 140804

Concept Appeal:

Product Appeal:

Sales Potential:

Pre trial interest, although good was slightly muted, with the competitive price point a key driver.

The balanced flavours and differing textures surprised many, encouraging above norm ratings.

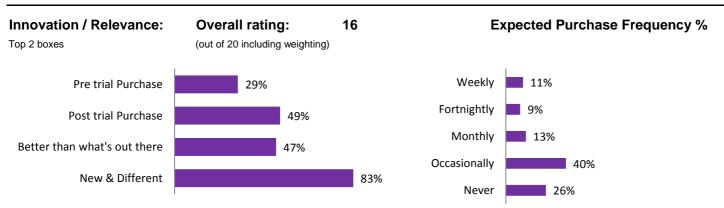
A good freezer standby, these grills attracted at least fortnightly purchase amongst one in five of the group.



Fast Foodfax Verdict:

This pack of two grills, on sale at £1.58 under the Asda Chosen By You Vegetarian range, offered something a little out of the ordinary. Over 80% claimed this product appeared 'new and different', and along with the competitive price encouraged a good level of pre trial interest. Tested amongst a non-targeted sample, many were impressed with these Grills after tasting, with the 'lovely, crunchy coating', 'excellent vegetarian dish' and 'spicy' flavours a hit. Above norm ratings were achieved across all key measures and all sub sets - resulting in an overall score some seven points above the norm. There were a few who were less impressed - 'too spicy, not keen on sauce, bland'- but these more negative responses were in the minority and had limited impact on the ratings. Post trial purchase intent increased by 20% over the pre trial level, another indication on the positive reaction to these grills, which in turn prompted one in five to claim that they would consider buying at least fortnightly - as a good freezer standby or to enjoy as part of a mid week meal solution.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)			
Pre Test Interest in Purchase	2.98	Excellent / really nice / tasty / lovely coating / excellent vegetarian dish / really very tasty / very pleasant / spicy / good size and value / different/ crunchy coating / informative pack/ grill looks like the pack shot			
Initial Appeal Appearance	3.85 3.79				
Smell	4.04	Too spicy / unappetising / boring pack / not much flavour			
Taste	3.79	/ bland / not keen on sauce			
Texture	3.87	Description of Produc		Sales Potential	
Packaging	3.74	Ideal for chilling out	28%	Would Buy Intention	
Health	3.38	For midweek	40%		
Value for Money	3.79	I would recommend this product	34%		Product Tested
Overall Impression	3.64	Ideal when entertaining	28%		rested
Would Buy Intention	3.21	Weekend treat	15%	Definitely	19%
Mean Total	37.09	Would buy on special offer	4%		
Characteristics mean total	37	For kids	4%	Probably	30%
Weighting factor	1	Not for me	32%		
Overall product score out of 50	38	A good standby	32%		



Overall Sample Size: 53 Adults only Preparation: Oven Price: £1.58 Weight: 240g

Test Details

Norm Category: 66 Frozen Vegetarian Ready Meals/Meal Centres Research Date: Tues 29.07.14