



Product Name:

Cadbury's Dairy Milk Marvellous Creations Banana Caramel Crisp

Supplier:

Kraft Foods Ltd/ Mondelez
UK

Overall Product Score: 37 Norm: 41 Max: 50 Min: 24 CMR Reference: 140722

Concept Appeal:

Product Appeal:

Sales Potential:

As with many other Cadbury Dairy Milk products, there was a good level of pre trial interest in this latest addition from this iconic brand.

Many were disappointed with what was on offer, with the banana flavour generating the most criticism.

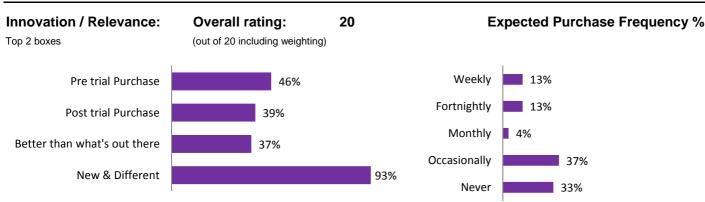
Polarising, almost equal numbers would either opt for another variant or buy this option on a regular basis.



Fast Foodfax Verdict:

The Cadbury Marvellous Creations sub brand has been a very successful addition to the Cadbury range of confectionery - injecting fun and novel flavours to a very crowded and competitive category. This latest addition to the range - Banana Caramel Crisp, maintained the same good level of pre trial interest generated by earlier variants, although even at this stage, the inclusion of banana was ploarising opinionos. Two other bars, tested through Fast Foodfax in 2013 - Ref: 130710 - Jelly Popping Candy Shells , score: 47 & Ref; 130934: Cola Pretzel Honeycomb, score; 42 - were better received and achieved higher ratings across all key measures, with this Banana Caramel Crisp variant struggling to achieve near norm ratings, despite achieving a perfect rating of 20 for *'Innovation and relevance'* - driven by over 90% agreeing it was a novel addition to the category. Those in the Midlands (score: 29) were particularly disappointed and considered that this bar was *'too sweet'*, with the banana flavour *'synthetic and overpowering'*. Not to everyone's taste, one third claimed that this bar simply wasn't for them and would never buy, whilst the Northern panels were more likely to buy regularly.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)			
Pre Test Interest in Purchase	3.48	Pieces not evenly distributed/ typical Cadbury/ milky			
Initial Appeal Appearance	4.17 4.09	tasting chocolate/ great combination of flavours/ great/ new and interesting flavour combination Didn't like the banana flavour / not as good as the popping candy variant/ too sweet / average / bananas too			
Smell Taste	3.87 3.76				
Texture	3.92	over powering Description of Product %		Sales Potential	
Packaging	4.06	Ideal for chilling out	39%	Woul	d Buy Intention
Health	2.44	For midweek	24%		
Value for Money	3.30	I would recommend this product	26%		Product
Overall Impression	3.42	Ideal when entertaining	28%		Tested
Would Buy Intention	3.04	Weekend treat	46%	Definitely	22%
Mean Total	36.06	Would buy on special offer	17%		
Characteristics mean total	36	For kids	35%	Probably	17%
Weighting factor	1	Not for me	31%		
Overall product score out of 50	37	A good standby	4%		



Overall Sample Size: 54 Adults only Preparation: RTE Price: £2.00 Weight: 200g

Norm Category: 100B Confectionery (Chocolate- block) Research Date: Thurs 10.07.14