



Product Name: Burt's Lentil Waves - Slightly Salted Supplier: Burts Chip

Overall Product Score: 42 Norm: 39 Max: 50 Min: 19 CMR Reference: 141002

Concept Appeal:

Product Appeal:

Sales Potential:

An interesting concept, which attracted a good level of pre trial engagement, with the pack design promoting this innovative snack.

The texture was well received, although the flavour was a little to bland for some.

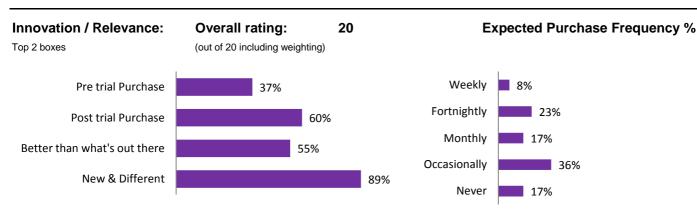
High overall impression prompted over one third to claim regular purchase as a healthier snack option when chilling out.



Fast Foodfax Verdict:

Burts, a well established artisan snack brand, launched these Lentil Waves in July 2014, with listings secured in Waitrose, where this pack was purchased for £1.99 / 6 x 20g pack. Part of a range, other flavours available currently are Sour Cream & Chive and Thai Sweet Chilli. Promoted as a healthier option, with each 20g pack containing 99 calories (40% less than traditional potato crisps), these Lentil based snacks were considered an interesting concept pre trial. After tasting many continued to be impressed by what was on offer, with the 'crisp, crunchy' texture particularly singled out for praise. Although some considered the flavour to be lacking - 'a bit bland' - they were thought of as being a dip accompaniment and are likely to be enjoyed when chilling out or with friends and family. Nearly 90% agreed that these Lentil waves had brought something new to the fixture and that the delivery was good enough to prompt a significant increase in post trial purchase intent. Reasonably priced and a healthier option, nearly one third claimed they would consider buying on a regular, at least fortnightly basis.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)				
Pre Test Interest in Purchase	3.35	Crunchy / packaging classy / curly shape slows down the rate of eating / new to all / 'to die for'' / not too salty / more-ish /				
Initial Appeal	4.28	would go lovely on top of salads, meals / great to dip as they are				
Appearance	4.04	firm / eye catching / plenty of info / better than Walkers / taste				
Smell	3.30	like poppadoms / healthy / nice size.				
Taste	3.70	Need a little more flavour / too oily / a bit bland / needs more				
Texture	4.23	salt /no aroma / too light in colour. Description of Product %			Sales Potential	
Packaging	3.94	Ideal for chilling out	Ideal for chilling out 46%		Would Buy Intention	
Health	3.72	For midweek	29%			
Value for Money	3.64	I would recommend this product	44%		Product	
Overall Impression	3.88	Ideal when entertaining	38%		Tested	
Would Buy Intention	3.68	Weekend treat	35%	Definitely	36%	
Mean Total	38.41	Would buy on special offer	8%			
Characteristics mean total	38	For kids	31%	Probably	25%	
Weighting factor	3.5	Not for me	21%			
Overall product score out of 50	42	A good standby	40%			



Test Details	Overall Sample Size:	53	Adults only	Preparation: RTE	Price: £1.99	Weight: 6 x 20g
	Norm Category:	1	Savoury Snacks (Not pota	ato) Res	search Date: T	ues 23.09.14