



Product Name: Branston Caramelised Onion Chutney Supplier: Mizkan

Overall Product Score: 47 Norm: 36 Max: 50 Min: 15 CMR Reference: 150204

Concept Appeal:

The strong branding and competitive price helped to generate a high level of pre trial interest and engagement.

Product Appeal:

For the majority this was a high quality offer, with only a few raising concerns of the vinegary aftertaste.

Sales Potential:



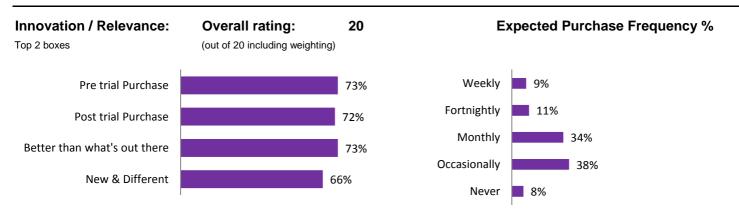
Novel and better than the competition, three quarters claimed they would definitely / probably buy.



Fast Foodfax Verdict:

This Caramelised Onion variant of the well established and well liked Branston Chutney was a logical extension to the range, with strong brand appeal and the competitive £1.00 price point helped to generate high levels of pre trial interest. High expectations were met with or exceeded after sampling, with the vast majority commenting on and praising the 'lovely, tangy' flavours and the 'chunky' texture. Despite a few suggesting that the 'vinegary aftertaste' was a distraction, there was limited impact on key measure ratings, which were all above the category norm, and resulting overall score, which at 47, was only three points off the maximum. Many agreed that this variant had brought something new to the fixture, and along with it being considered to be better than the competition, this chutney was well respected and highly relevant, as a quality accompaniment to meats and cheese. 73% claimed they would definitely / probably buy (c/w 47% norm), although the nature of the product limited frequency of purchase, with 72% indicating that they would buy monthly / occasionally.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)			
Pre Test Interest in Purchase	3.94	Nice flavour / sharp tang / tasty / chunky / good value /			
Initial Appeal	4.09	really enjoyed / good with meats and cheeses / better than some alternatives / sweet aroma / caramelised			
Appearance	4.04	flavours / excellent value/ could tell it was Branston /			
Smell	4.06	delicious / good value			
Taste	4.17	Quite vinegary / vinegary after taste			
Texture	4.19	Description of Product % Sales Potentia			es Potential
Packaging	3.91	Ideal for chilling out	60%	Woul	d Buy Intention
Health	3.42	For midweek	45%		
Value for Money	4.29	I would recommend this product	36%		Product
Overall Impression	4.08	Ideal when entertaining	57%		Tested
Would Buy Intention	3.91	Weekend treat	23%	Definitely	38%
Mean Total	40.15	Would buy on special offer	2%		
Characteristics mean total	40	For kids	11%	Probably	34%
Weighting factor	6.5	Not for me	15%		
Overall product score out of 50	47	A good standby	15%		



Test Details

Overall Sample Size: 53

Norm Category: 26

Adults only

Preparation: RTE Price: £1.00 Weight: 290g

Ketchups/Pickles/Relishes

Research Date: Thurs 30.01.14