

<b>Product Name:</b>	<b>Balance For You Caribbean Jerk Chicken Soup</b>	<b>Supplier:</b>	<b>Marks &amp; Spencer Ltd</b>		
<b>Overall Product Score:</b>	<b>35</b>	<b>Norm:</b>	<b>34</b>	<b>Max:</b>	<b>50</b>
			<b>Min:</b>	<b>12</b>	<b>CMR Reference:</b> 150302

<b>Concept Appeal:</b>		The trusted M&S branding supported a good level of pre trial interest, with the balanced, healthier recipe a further bonus.
<b>Product Appeal:</b>		Product delivery polarised opinion, as the high levels of spiciness and quality of chicken disappointed some.
<b>Sales Potential:</b>		The premium price restricted frequency of purchase amongst those who could be tempted to consider buying.



**Fast Foodfax Verdict:**  
This convenient, microwaveable single serve format - which has been applied in other M&S soups - Ref:070103 Tomato & Basil Soup, score:45 - was adapted to this offer in the Balanced For You range, although the design, for some, was too understated and had the potential of being overlooked on shelf. After sampling, a degree of polarisation was noted across the sub sets - with this soup regarded as 'hearty, flavoursome' and with 'a nice kick to it' for some, whilst others, less impressed, responded with 'flavour too strong, didn't look appealing, too murky' and 'didn't like the look of the chicken'. These differences impacted on ratings across many key measures and limited the overall score to near norm levels. The premium price point, too, restricted potential for purchase, and although there was a marked increase in post trial purchase intent, the frequency was kept to more of an occasional basis, with over 40% claiming they would be more likely to buy if on special offer. Three quarters agreed that this had brought something new to the fixture, and, for many, was still regarded as a relevant alternative as a healthy, convenient soup option.

<b>Product Key Measures:</b>	<b>Mean Scores</b>	<b>Likes &amp; Dislikes:</b> (in their own words)																				
Pre Test Interest in Purchase	2.88	<p><i>Quick and easy to prepare / as good as Heinz/ has a nice kick to it / flavoursome / hearty / filling/ good mix of flavours / thick texture / not sloppy / plenty of variety in it/ versatile / healthy alternative/ balanced flavours.</i></p> <p><i>Boring pack design – wouldn't notice it / doesn't look appealing or appetising / too strong flavour / expensive / nothing special / murky / not spicy enough/ didn't look like chicken.</i></p>																				
Initial Appeal	3.94																					
Appearance	3.67																					
Smell	3.90																					
Taste	3.77																					
Texture	3.92																					
Packaging	3.53																					
Health	3.62																					
Value for Money	2.63																					
Overall Impression	3.59																					
Would Buy Intention	3.13	<table border="1"> <thead> <tr> <th><b>Description of Product %</b></th> <th><b>Sales Potential</b></th> </tr> </thead> <tbody> <tr> <td>Ideal for chilling out</td> <td><b>29%</b> Would Buy Intention</td> </tr> <tr> <td>For midweek</td> <td><b>33%</b></td> </tr> <tr> <td>I would recommend this product</td> <td><b>20%</b> Product Tested</td> </tr> <tr> <td>Ideal when entertaining</td> <td><b>6%</b></td> </tr> <tr> <td>Weekend treat</td> <td><b>24%</b> Definitely 10%</td> </tr> <tr> <td>Would buy on special offer</td> <td><b>41%</b></td> </tr> <tr> <td>For kids</td> <td><b>6%</b> Probably 31%</td> </tr> <tr> <td>Not for me</td> <td><b>20%</b></td> </tr> <tr> <td>A good standby</td> <td><b>39%</b></td> </tr> </tbody> </table>	<b>Description of Product %</b>	<b>Sales Potential</b>	Ideal for chilling out	<b>29%</b> Would Buy Intention	For midweek	<b>33%</b>	I would recommend this product	<b>20%</b> Product Tested	Ideal when entertaining	<b>6%</b>	Weekend treat	<b>24%</b> Definitely 10%	Would buy on special offer	<b>41%</b>	For kids	<b>6%</b> Probably 31%	Not for me	<b>20%</b>	A good standby	<b>39%</b>
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Mean Total	35.71																					
Characteristics mean total	36																					
Weighting factor	-1																					
Overall product score out of 50	35																					

<b>Innovation / Relevance:</b>	<b>Overall rating: 16</b>	<b>Expected Purchase Frequency %</b>
Top 2 boxes	(out of 20 including weighting)	
Pre trial Purchase	14%	Weekly
Post trial Purchase	40%	Fortnightly
Better than what's out there	44%	Monthly
New & Different	75%	Occasionally
		Never

<b>Test Details</b>	Overall Sample Size: 52	Adults only	Preparation: Microwave Price: £2.50	Weight: 250g
	Norm Category: 44	Ambient Liquid Soups	Research Date: Tues 04.03.14	