




Product Name:	<b>Sweet Potato, Paneer &amp; Spinach Bakes</b>	Supplier:	<b>Tesco Stores Ltd</b>
Overall Product Score: 42	Norm: 29	Max: 44	Min: 12
			CMR Reference: 140504

<b>Concept Appeal:</b>		Attractive presentation and an unusual new twist on a tried and tested meat-free format gave these Sweet Potato, Paneer & Spinach Bakes strong pre-trial appeal.
<b>Product Appeal:</b>		The well-balanced spicy flavour and contrasting textures of soft centre and crunchy crumb coating outperformed similar products within the category.
<b>Sales Potential:</b>		With widespread mainstream relevance extending beyond its core vegetarian target audience, this product has potential to achieve high volume sales.



**Fast Foodfax Verdict:**

These Sweet Potato, Paneer & Spinach Bakes were an unusual new twist on conventional vegetarian burgers, their Indian-inspired combination of ingredients earning them a high innovation rating of 89%. The 'eye-catching' pack would be noticed in the freezer, and whilst the nutritional information clearly signalled the product's healthy positioning, the appetising pack-shot focused attention on flavours rather than health. Respondents were not disappointed on tasting, as the rice-based bakes were packed with flavour, the 'moist', 'well seasoned' vegetables filling encased in a 'crunchy', 'spicy' crumb coating. Mean scores for taste and texture were well above average, and together with good value for money ratings at £1.75 gave an overall product score of 42, just two points below the Foodfax category maximum. Even non-vegetarians in this cross-section of respondents were keen to buy these Bakes after tasting, with almost three-quarters claiming they would 'probably / definitely' buy (norm 33%). A tasty mid-week option that left similar meat free offerings in the shade, 27% could see a regular role for this innovative addition to the sector.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)																				
Pre Test Interest in Purchase	3.32	<p><i>Quite nice/spicy /very good vegetarian option /well seasoned / crunchy coating /retro looking pack /moist /relatively healthy / good standby /delicious /good crust /lots of vegetables /tasty /surprisingly good /healthy choice /eye-catching pack /crispy texture /good mix of spices.</i></p> <p><i>Inside too soft / sweet potato too hard – didn't taste cooked /where's the spinach?</i></p>																				
Initial Appeal	4.11																					
Appearance	3.72																					
Smell	4.06																					
Taste	4.15																					
Texture	4.13																					
Packaging	3.62																					
Health	3.33																					
Value for Money	3.51																					
Overall Impression	3.92																					
Would Buy Intention	3.85	<table border="1"> <thead> <tr> <th>Description of Product %</th> <th>Sales Potential</th> </tr> </thead> <tbody> <tr> <td>Ideal for chilling out</td> <td>38%</td> </tr> <tr> <td>For midweek</td> <td>58%</td> </tr> <tr> <td>I would recommend this product</td> <td>46%</td> </tr> <tr> <td>Ideal when entertaining</td> <td>21%</td> </tr> <tr> <td>Weekend treat</td> <td>17%</td> </tr> <tr> <td>Would buy on special offer</td> <td>15%</td> </tr> <tr> <td>For kids</td> <td>8%</td> </tr> <tr> <td>Not for me</td> <td>10%</td> </tr> <tr> <td>A good standby</td> <td>48%</td> </tr> </tbody> </table>	Description of Product %	Sales Potential	Ideal for chilling out	38%	For midweek	58%	I would recommend this product	46%	Ideal when entertaining	21%	Weekend treat	17%	Would buy on special offer	15%	For kids	8%	Not for me	10%	A good standby	48%
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Overall product score out of 50	42																					

<b>Innovation / Relevance:</b>	<b>Overall rating: 20</b>	<b>Expected Purchase Frequency %</b>
Top 2 boxes	(out of 20 including weighting)	
Pre trial Purchase	42%	Weekly 8%
Post trial Purchase	74%	Fortnightly 19%
Better than what's out there	72%	Monthly 19%
New & Different	89%	Occasionally 49%
		Never 6%

<b>Test Details</b>	Overall Sample Size: 53	Adults only	Preparation: Oven	Price: £1.75	Weight: 220g
	Norm Category: 67	ad/Frozen Crumbed/Coated Vegetarian Pro	Research Date: Tues 06.05.14		