



Product Name: Choc Chip Muffin Cheesecake Supplier: Asda Stores Ltd

Overall Product Score: 38 Norm: 39 Max: 49 Min: 22 CMR Reference: 140710

Concept Appeal:

Product Appeal:

Sales Potential:

A new twist on an established dessert and presented in bright, bold packaging, encouraging a good level of pre trial interest.

Opinions were polarised by this novel format, leading to slightly below norm ratings for product delivery.

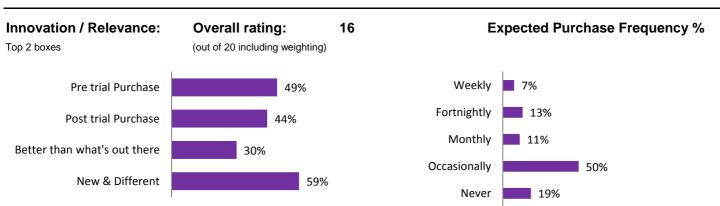
An affordable weekend treat, this more unusual dessert attracted claims of regular purchase intent amongst one in five, stimulated by a *good value* price point.



Fast Foodfax Verdict:

The' bright, cheerful' packaging, typical of Asda and the competitive price of £1.50 - (equating to 30p per portion), helped to stimulate a good level of pre trial interest in this more unusual cheesecake. Ready to serve after a 2-3 hour defrost, this dessert was , as is often the case within this category, eagerly anticipated. However, after tasting, for some, there was a degree of disappointment and the product failed to meet expectations (mainly in the Midlands). It was within this region that comments of 'synthetic , dry and sickly' originated, but by the same token, in the North, where ratings were consistently higher, there was a greater appreciation and comments of 'marvellous, different lovely textures, rich and creamy'. This polarisation of opinion impacted on the overall score, which lay close to the norm within this very competitive category. Nearly 60% agreed that the recipe was novel and different and post trial purchase interest was sustained after trial, indicating that this cheesecake was still relevant, with 20% claiming regular (at least fortnightly) for a wide range of purchase occasions.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)			
Pre Test Interest in Purchase	3.43	Good/marvellous/lovely/different lovely textures/chocolately			
Initial Appeal Appearance	4.06 3.74	tasting crunchy base/good value/good size/pack nice and bright, cheerful/ rich and creamy			
Smell	3.74	Synthetic/soft/not very healthy/ very dry / quite disappointing / artificial tasting/ not really a cheesecake/			
Taste	3.67	base didn't hold together/ sickly			
Texture	3.46	Description of Produc	•		es Potential
Packaging	3.81	Ideal for chilling out	30%	Would	d Buy Intention
Health	2.67	For midweek	20%		
Value for Money	3.72	I would recommend this product	19%		Product
Overall Impression	3.48	Ideal when entertaining	37%		Tested
Would Buy Intention	3.26	Weekend treat	33%	Definitely	20%
Mean Total	35.61	Would buy on special offer	9%		
Characteristics mean total	36	For kids	28%	Probably	24%
Weighting factor	2	Not for me	26%		
Overall product score out of 50	38	A good standby	20%		



Overall Sample Size: 54 Adults only Preparation: RTE Price: £1.50 Weight: 355g

Test Details

Norm Category: 89 Chilled/Frozen Cheesecakes Research Date: Tues 01.07.14