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| Product Name: | Summer of Flavour - Still Blackcurrant & Hibiscus Lemonade | Supplier: | Marks & Spencer Ltd |
| Overall Product Score: | 41 | Norm: | 37 |
| | | Max: | 50 |
| | | Min: | 9 |
| | | CMR Reference: | 140723 |



Concept Appeal: The striking bottle design helped a generate a good level of engagement pre trial.

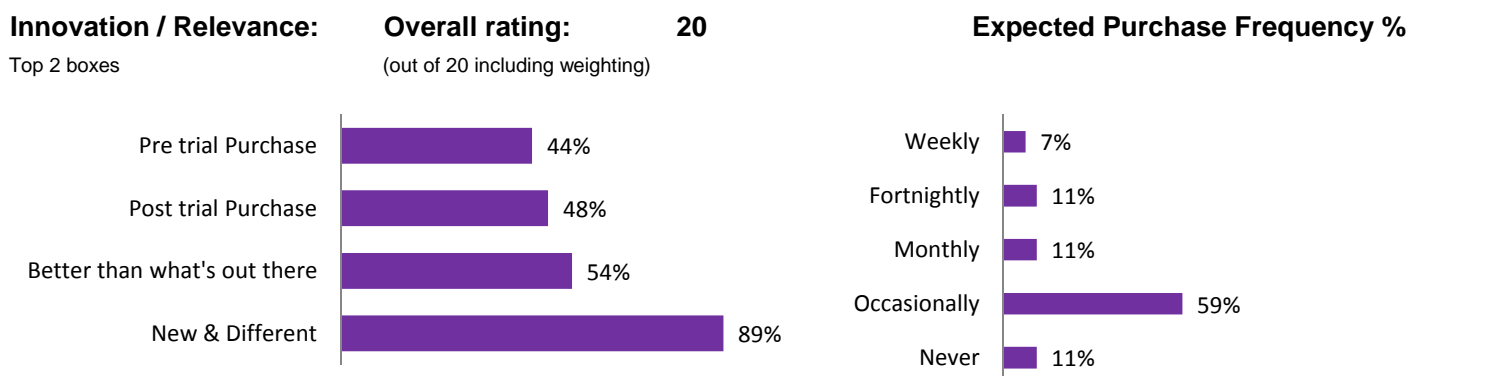
Product Appeal: Balanced flavours and a refreshing delivery helped this drink achieve higher than norm ratings for many key measures.

Sales Potential: Nearly one third would consider monthly purchase, especially during the warmer summer months.



Fast Foodfax Verdict:
Part of Marks & Spencer's 2014 summer campaign - Summer of Flavour - this chilled drink - Still Blackcurrant & Hibiscus Lemonade, was presented in a brightly coloured, 'eye-catching' bottle, which , for nearly two thirds, would definitely stand out on shelf. Serve chilled, this drink was generally well liked, with many appreciating the light, refreshing qualities and the more unusual flavour combinations. Described as a 'quality' product, it was of a standard associated with the M&S brand and achieved above norm scores across all key measures. Midland based panels were a little less enthusiastic and considered this drink to be 'too sweet and a bit on the thick side'. However, other sub sets were more forgiving - especially Southerners (score; 50) - where ratings were comparatively high. With the majority of the group agreeing that this drink offered something new to the fixture (89% agreed), the maximum rating of 20 was achieved for 'Innovation and relevance', with nearly one third claiming they would buy regularly - as part of the M&S meal deal option or as a refreshing mid week drink option.

| Product Key Measures: | Mean Scores | Likes & Dislikes: (in their own words) | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---------------------------------|------------------------|--|---------------------------------|------------------------|------------------------|------------|-------------|------------|--------------------------------|------------|----------------|--|-------------------------|------------|---------------|------------|------------|------------|----------------------------|------------|----------|------------|----------|------------|------------|------------|----------------|------------|
| Pre Test Interest in Purchase | 3.48 | <i>Very unusual flavours / not too sweet / plenty of bits of lemon / eye-catching bottle – lovely colour / quality product / refreshing / good price for an M&S product / new / unusual/ fresh tasting</i> <i>Not very refreshing / a bit on the thick side/ too lemony/ too sweet</i> | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Initial Appeal | 4.15 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Appearance | 4.06 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Taste | 3.87 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Aftertaste | 3.70 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Refreshment | 3.81 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Ease of Drinking | 3.77 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Packaging | 4.11 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Value for Money | 3.89 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Overall Impression | 3.76 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Would Buy Intention | 3.48 | <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>37%</td> </tr> <tr> <td>For midweek</td> <td>44%</td> </tr> <tr> <td>I would recommend this product</td> <td>35%</td> </tr> <tr> <td>Product Tested</td> <td></td> </tr> <tr> <td>Ideal when entertaining</td> <td>10%</td> </tr> <tr> <td>Weekend treat</td> <td>33%</td> </tr> <tr> <td>Definitely</td> <td>20%</td> </tr> <tr> <td>Would buy on special offer</td> <td>10%</td> </tr> <tr> <td>Probably</td> <td>28%</td> </tr> <tr> <td>For kids</td> <td>17%</td> </tr> <tr> <td>Not for me</td> <td>19%</td> </tr> <tr> <td>A good standby</td> <td>10%</td> </tr> </tbody> </table> | Description of Product % | Sales Potential | Ideal for chilling out | 37% | For midweek | 44% | I would recommend this product | 35% | Product Tested | | Ideal when entertaining | 10% | Weekend treat | 33% | Definitely | 20% | Would buy on special offer | 10% | Probably | 28% | For kids | 17% | Not for me | 19% | A good standby | 10% |
| Description of Product % | Sales Potential | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Ideal for chilling out | 37% | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| For midweek | 44% | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| I would recommend this product | 35% | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Product Tested | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Ideal when entertaining | 10% | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Weekend treat | 33% | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Definitely | 20% | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Would buy on special offer | 10% | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Probably | 28% | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| For kids | 17% | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| A good standby | 10% | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Mean Total | 38.61 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Characteristics mean total | 39 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Weighting factor | 2.5 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Overall product score out of 50 | 41 | | | | | | | | | | | | | | | | | | | | | | | | | | | |



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| Test Details | Overall Sample Size: 54 | Adults only | Preparation: RTD | Price: £1.00 | Weight: 500ml |
| | Norm Category: 104 | Chilled Fruit Juice Drinks (RTD) | Research Date: Thurs 10.07.14 | | |