



Product **Pepper & Chorizo Tartlets** Waitrose Ltd Supplier: Name:

Overall Product Score: 41 Norm: 35 Max: 49 Min: 18 CMR Reference: 140817

Concept Appeal:

The average presentation did little to promote these tartlets, limiting pre trial interest and engagement.

Product Appeal:

Sales Potential:

Overall delivery was of the standard expected from Waitrose and was highly rated.

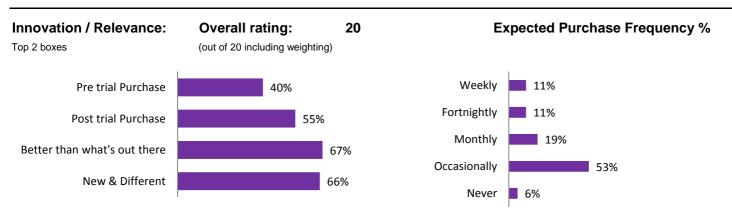
Still a little too expensive to encourage more frequent consideration, this product was more likely an occasional purchase.



Fast Foodfax Verdict:

These Pepper and Chorizo Tartlets with a 'crisp butter enriched pastry' were purchased for £2.60 / x2 units. The dark coloured pack design, for some, looked 'cheap' and failed to fully promote this product and limited pre trial appeal. Although can be eaten cold, for the purpose of this assessment these tartlets were warmed in the oven as per pack instruction before serving. After tasting the majority were of the opinion they were of a high quality standard, matching expectations from the Waitrose brand - reflected in high ratings across many key measures. Only 'Value for Money' lay below the category norm, resulting in a good overall score of 41 - with views consistent across the sub sets. The maximum rating of 20 was also achieved for 'Innovation and relevance', driven by a 15% rise in post trial purchase intent and the general agreement that this product was novel and better than the competition. Post trial 30% claimed they would definitely buy, well above the category average, albeit frequency is likley to be on an occasional basis These tartlets were viewed as a good standby - (can be frozen), with many having the confidence in the quality to consider offering to guests.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)			
Pre Test Interest in Purchase	3.26	Delicious / good firm tart / plenty of filling / very tasty / good portion size / good price / eye-catching box / colour/ appealing /			
Initial Appeal	4.12	good value / nice quality / filling / tasty / crisp pasty / strong,			
Appearance	3.98	balanced flavours / good combination of flavours / buttery			
Smell	4.00	pastry			
Taste	4.21	A little too soggy / could do with more filling / expensive / pack			
Texture	4.02	looks cheap. Description of Product %		Sales Potential	
Packaging	3.92	Ideal for chilling out	42%	Woul	d Buy Intention
Health	3.11	For midweek	51%		
Value for Money	3.08	I would recommend this product	34%		Product
Overall Impression	3.88	Ideal when entertaining	47%		Tested
Would Buy Intention	3.68	Weekend treat	43%	Definitely	30%
Mean Total	38.00	Would buy on special offer	32%		
Characteristics mean total	38	For kids	8%	Probably	25%
Weighting factor	2.5	Not for me	9%		
Overall product score out of 50	41	A good standby	40%		



Overall Sample Size: Adults only Preparation: Oven Price: £2.60 **Test Details** Hot Eating Savoury Pastry Products Research Date: Thurs 07.08.14 35 Norm Category: