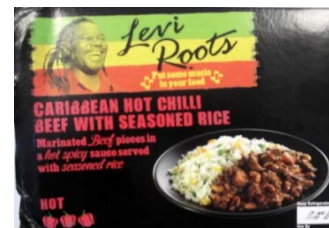


<b>Product Name:</b>	<b>Levi Roots Caribbean Hot Chilli Beef &amp; Seasoned Rice</b>	<b>Supplier:</b>	<b>Kerry Foods (UK) Ltd</b>
<b>Overall Product Score:</b>	<b>43</b>	<b>Norm:</b>	<b>32</b>
		<b>Max:</b>	<b>41</b>
		<b>Min:</b>	<b>23</b>
		<b>CMR Reference:</b>	<b>140844</b>

- Concept Appeal:** ● Presented in typical Levi Roots packaging, this chilled ready meal attracted a high degree of pre trial interest.
- Product Appeal:** ● Many enjoyed the 'chunky, tender' beef and 'fluffy' rice - with many ratings setting new category maximums.
- Sales Potential:** ● Very relevant, over 60% claimed they would definitely / probably buy as an authentic tasting, convenient mid week meal solution.

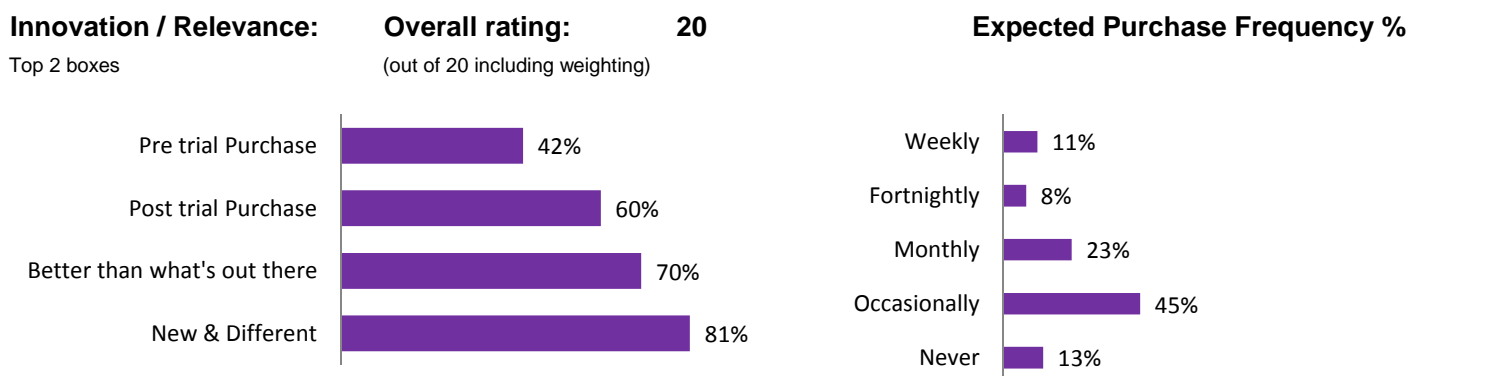


**Fast Foodfax Verdict:**  
Produced by Kerry Foods, this chilled ready meal under the Levi Roots brand was presented in an easily recognisable pack design, which helped attract a greater level of pre trial engagement. Offering a Caribbean twist on a South American favourite, this Hot Chilli Beef with Seasoned Rice has recently been re-listed (June 2014) in Tesco after an 18 month absence - after their own label alternatives failed to impress customers (- as quoted from the Grocer website). Suitable for freezing, this microwaveable recipe was well liked after tasting, so much so, that the resulting overall score (43) set a new category maximum by 2 points. Unsurprisingly, this good delivery and overall impression also prompted a good level of purchase intent and would buy intention. Over 60% claimed they would definitely / probably buy - almost double the norm, (34%), with one in five suggesting that they would buy in a regular basis. The achievement of the maximum rating of 20 for 'Innovation and relevance' was driven by a large proportion agreeing that this product was not only better than the competition, but also a novel addition to the fixture.

<b>Product Key Measures:</b>	<b>Mean Scores</b>	<b>Likes &amp; Dislikes:</b> (in their own words)
Pre Test Interest in Purchase	3.50	Lovely / spicy / typical Levi Root product/ better than Asda / tender / lovely flavour/ good overall impression / authentic taste / fluffy rice / colourful / appealing / chunky & tender beef
Initial Appeal	4.34	Gristle / not hot enough / expensive/ too hot / meat a little tough / not enough beef / overpriced for what is was
Appearance	4.23	
Smell	4.43	
Taste	4.34	
Texture	4.17	
Packaging	4.17	
Health	3.51	
Value for Money	3.19	
Overall Impression	4.02	
Would Buy Intention	3.64	
Mean Total	40.04	
Characteristics mean total	40	
Weighting factor	2.5	
Overall product score out of 50	43	

<b>Description of Product %</b>	<b>Sales Potential</b>
Ideal for chilling out	40%
For midweek	47%
I would recommend this product	36%
Ideal when entertaining	23%
Weekend treat	36%
Would buy on special offer	40%
For kids	0%
Not for me	19%
A good standby	26%



<b>Test Details</b>	Overall Sample Size: 53	Adults only	Preparation: Microwave Price: £3.30	Weight: 450g
	Norm Category: 58	Chilled Ethnic Recipe Meals (Including Vegetables)	Research Date: Tues 26.08.14	