

Product Name:	Favourite Desserts - Split Pots	Supplier:	Asda Stores Ltd		
Overall Product Score:	39	Norm:	42	Max:	50
			Min:	21	CMR Reference: 141023

Concept Appeal:	
Product Appeal:	
Sales Potential:	

The competitive price encouraged a good level of pre trial interest, with two thirds claiming this chilled dessert would stand out in store.

Overall, there was some disappointment with the delivery, with achieved key measure ratings below the category norm.

Despite some reservations, this product was still considered to be a viable option when looking for a family midweek dessert, with 27% claiming regular purchase intent.



Fast Foodfax Verdict:

Part of Asda's Chosen By You range, this pack of 6 individual split pot yogurt based desserts contained 3 pots each of Lemon Meringue and Black Forest variants. The Lemon Meringue variety consisted of a vanilla yogurt and lemon sauce with meringue drops and Black Forest was a vanilla yogurt topped a cherry compote and chocolate flakes. A novel idea, competitively priced (each pot was the equivalent to £0.30), prompting a good level of pre trial interest, with two thirds claiming that they would notice this product in store. After tasting, however, there was some disappointment in the quality of the pot desserts, especially in the Midlands & South, with comments of the texture being 'watery'. Some also commented on the lemon flavour being 'too sweet and artificial', with the Black Forest variant needing more fruit and the chocolate flakes 'bitter'. Failing to meet with expectations, this product achieved an overall score close but below the category norm. Despite these reservations, this was still a viable option, especially in the North, as a midweek treat for all the family, with 27% claiming at least fortnightly purchase consideration.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)																																								
Pre Test Interest in Purchase	3.30	<i>The fact it's really sweet, so less like yogurt, more like dessert / excellent value / creamy yogurt / tasty / good price / great packaging / very lemony & crunchy meringue / good sized cherries / comparable to Muller, but cheaper / packaging makes it look bigger than Muller pots. Lemon very sweet & artificial flavour / not yogurt/ watery / bits too small / meringue a little too sweet / choc a bit bitter / black forest needs a bit more fruit / worse than Muller corners.</i>																																								
Initial Appeal	3.93																																									
Appearance	3.80																																									
Smell	3.68																																									
Taste	3.86																																									
Texture	3.89																																									
Packaging	3.66																																									
Health	2.84																																									
Value for Money	3.75																																									
Overall Impression	3.66																																									
Would Buy Intention	3.48	<table border="1"> <thead> <tr> <th colspan="2">Description of Product %</th> <th colspan="2">Sales Potential</th> </tr> </thead> <tbody> <tr> <td>Ideal for chilling out</td> <td>27%</td> <td colspan="2">Would Buy Intention</td> </tr> <tr> <td>For midweek</td> <td>45%</td> <td></td> <td></td> </tr> <tr> <td>I would recommend this product</td> <td>23%</td> <td></td> <td>Product Tested</td> </tr> <tr> <td>Ideal when entertaining</td> <td>14%</td> <td></td> <td></td> </tr> <tr> <td>Weekend treat</td> <td>20%</td> <td>Definitely</td> <td>23%</td> </tr> <tr> <td>Would buy on special offer</td> <td>20%</td> <td></td> <td></td> </tr> <tr> <td>For kids</td> <td>30%</td> <td>Probably</td> <td>36%</td> </tr> <tr> <td>Not for me</td> <td>18%</td> <td></td> <td></td> </tr> <tr> <td>A good standby</td> <td>16%</td> <td></td> <td></td> </tr> </tbody> </table>	Description of Product %		Sales Potential		Ideal for chilling out	27%	Would Buy Intention		For midweek	45%			I would recommend this product	23%		Product Tested	Ideal when entertaining	14%			Weekend treat	20%	Definitely	23%	Would buy on special offer	20%			For kids	30%	Probably	36%	Not for me	18%			A good standby	16%		
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Mean Total	36.54																																									
Characteristics mean total	37																																									
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Overall product score out of 50	39																																									

Innovation / Relevance:	Overall rating: 17	Expected Purchase Frequency %
Top 2 boxes	(out of 20 including weighting)	
Pre trial Purchase	50%	Weekly 7%
Post trial Purchase	59%	Fortnightly 20%
Better than what's out there	48%	Monthly 18%
New & Different	60%	Occasionally 39%
		Never 16%

Test Details	Overall Sample Size: 44	Adults only	Preparation: RTE	Price: £1.80	Weight: 6 x 135g
	Norm Category: 85B	Flavoured Yogurts/Fromage Frais	Research Date: Thurs 02.10.14		