



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.

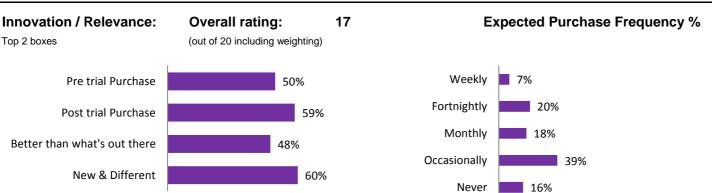
Despite some reservations, this product was still considered to be a viable option when looking for a family midweek dessert, with 27% claiming regular purchase intent.



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		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			
Initial Appeal	3.93	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,				
Appearance	3.80	, , , , ,	Muller, but cheaper / packaging makes it look bigger than Muller pots.			
Smell	3.68	,	Lemon very sweet & artificial flavour / not yogurt/ watery / bits too small / merinque a little too sweet / choc a bit bitter / black forest			
Taste	3.86	needs a bit more fruit / worse than Muller corners.				
Texture	3.89	Description of Produ	on of Product %		Sales Potential	
Packaging	3.66	Ideal for chilling out	27%	Would Buy Intention		
Health	2.84	For midweek	45%			
Value for Money	3.75	I would recommend this product	23%		Product Tested	
Overall Impression	3.66	Ideal when entertaining	14%		rested	
Would Buy Intention	3.48	Weekend treat	20%	Definitely	23%	
Mean Total	36.54	Would buy on special offer	20%			
Characteristics mean total	37	For kids	30%	Probably	36%	
Weighting factor	2.5	Not for me	18%			
Overall product score out of 50	39	A good standby	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