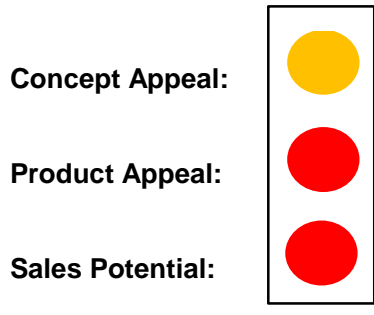


<b>Product Name:</b>	<b>The Hairy Dieters - Lamb Saag Curry</b>	<b>Supplier:</b>	<b>All About Food</b>		
<b>Overall Product Score:</b>	<b>37</b>	<b>Norm:</b>	<b>40</b>	<b>Max:</b>	<b>49</b>
			<b>Min:</b>	<b>30</b>	<b>CMR Reference:</b> 141019



**Concept Appeal:** An interesting concept, which attracted a high desire to try level - (over 80%) - pre trial.

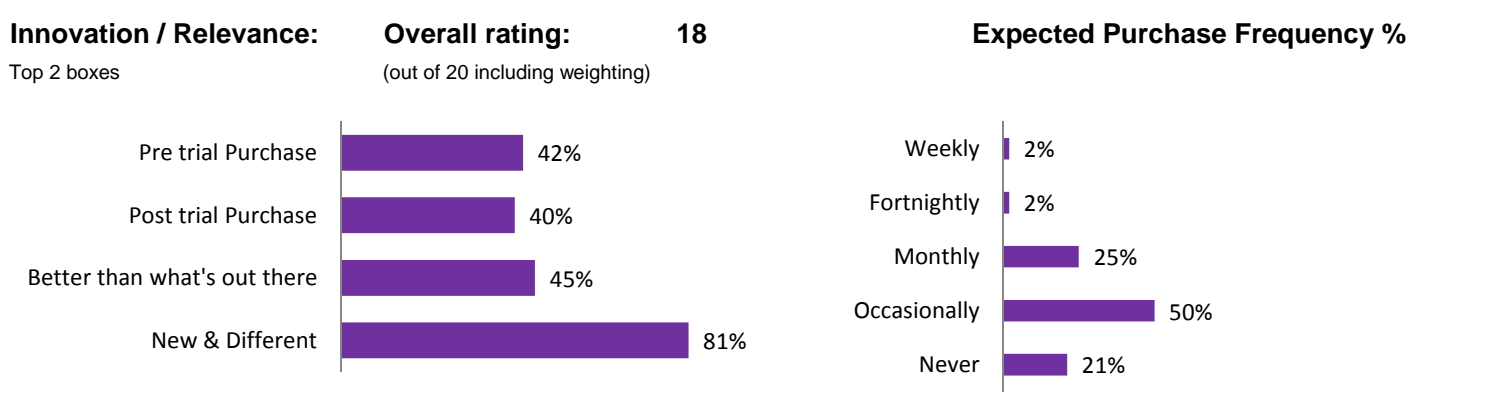
**Product Appeal:** Both taste ('too processed, sour') and texture ('too gloopy') disappointed, impacting on ratings.

**Sales Potential:** Too expensive, especially when costing in the need of lamb, one in five claimed they would never buy, commenting that there were better options available.



**Fast Foodfax Verdict:**  
In the summer of 2012, TV chefs Dave Myers & Si King, aka The Hairy Bikers, took on the challenge to lose 2½ stone in 3 months - which they both achieved. Following on from this success, a range of products under The Hairy Dieters brand was launched, of which this 275g pouch of Lamb Saag Curry is part. Pre trial, many considered this product to be interesting and intriguing, with the 'fun, bright' pack design further aiding engagement levels. Cooked with lamb as directed, the resulting dish was, however, a disappointment for many, with key measures of both 'taste' and 'texture' criticised for being 'too processed, tastes sour and too gloopy'. Although the concept was perceived as healthy and novel (81% agreed it was 'new and different'), there was limited relevance, with one in five claiming that they would never buy and even amongst those who could be tempted, mainly occasional purchases were indicated. Within this very competitive category, many were of the opinion that there were better options available, further restricting sales potential.

<b>Product Key Measures:</b>	<b>Mean Scores</b>	<b>Likes &amp; Dislikes:</b> (in their own words)																				
Pre Test Interest in Purchase	3.27	<i>Heat builds nicely / good after-taste / value for money / strong brand, bright, distinctive, fun, humorous / good alternative to take-away / ideal for camping / tastes like a saag / Handy packaging / good texture / good blend of spices / nice creamy coated lamb / low fat / tangy. Not as good as Sharwoods / texture of sauce was gloopy / couldn't taste spinach / instructions are difficult to read / very processed / tastes sour / not a lot in sachet / by time added lamb, very expensive.</i>																				
Initial Appeal	4.02																					
Appearance	3.77																					
Smell	3.87																					
Taste	3.62																					
Texture	3.63																					
Packaging	3.98																					
Health	3.65																					
Value for Money	3.27																					
Overall Impression	3.42																					
Would Buy Intention	3.12	<table border="1"> <thead> <tr> <th><b>Description of Product %</b></th> <th><b>Sales Potential</b></th> </tr> </thead> <tbody> <tr> <td>Ideal for chilling out</td> <td>27%</td> </tr> <tr> <td>For midweek</td> <td>37%</td> </tr> <tr> <td>I would recommend this product</td> <td>25%</td> </tr> <tr> <td>Ideal when entertaining</td> <td>20%</td> </tr> <tr> <td>Weekend treat</td> <td>18%</td> </tr> <tr> <td>Would buy on special offer</td> <td>12%</td> </tr> <tr> <td>For kids</td> <td>4%</td> </tr> <tr> <td>Not for me</td> <td>25%</td> </tr> <tr> <td>A good standby</td> <td>41%</td> </tr> </tbody> </table>	<b>Description of Product %</b>	<b>Sales Potential</b>	Ideal for chilling out	27%	For midweek	37%	I would recommend this product	25%	Ideal when entertaining	20%	Weekend treat	18%	Would buy on special offer	12%	For kids	4%	Not for me	25%	A good standby	41%
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Weighting factor	1																					
Overall product score out of 50	37																					



<b>Test Details</b>	Overall Sample Size: 52	Adults only	Preparation: Hob	Price: £1.99	Weight: 275g
	Norm Category: 291	Ambient Liquid Cooking Sauces - Indian	Research Date: Thurs 02.10.14		