



Product Maggi So Stir Fry - Singapore Curry Chicken Noodle

Supplier:

Nestlé

Overall Product Score: 38 Norm: 33 Max: 48 Min: 13 CMR Reference: 150206

**Concept Appeal:** 

The bright packaging and convenience were key to pre trial engagement.

**Product Appeal:** 

Sales Potential:



Delivering better than expected for many, this had a good flavour delivery and was, for some, better than the competition.

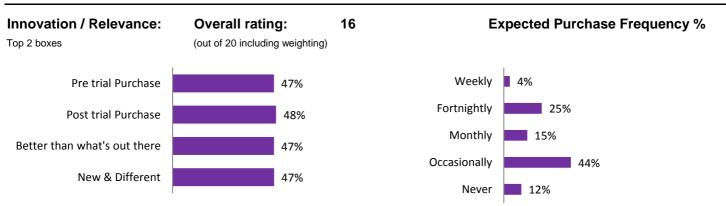
Considered as a good standby as abase for a relatively quick meal solution, increased relevance and sales potential.



## Fast Foodfax Verdict:

There are many dried noodle based products on the market, with this Singapore Curry Chicken variant a new addition to the Maggi So Stir Fry range. Purchased in Tesco for £1.49, this pack was used as a base along with chicken and vegetables to prepare a stir fry meal for 4 in under 30 minutes. Overall, there was a good impression with the resulting dish, with the noodles considered to have added value, and prompted many to claim that it was 'better than expected'. A few claimed that it needed more flavour, especially the curry element, and that they were expecting a more instant result, which had some impact on ratings and overall score. However, with post trial purchase intent remaining at the pre trial level, and with nearly half agreeing that this was a better, different option to the competition, there was still some relevance to the group as a good standby, to be enjoyed as part of mid week meal solution.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)				
Pre Test Interest in Purchase	3.35	Very good taste / good standby / convenient to have in				
Initial Appeal	3.87	the cupboard/ bright packaging / nice aftertaste/ nice noodles / good concept/ better than expected				
Appearance	3.77	Too long to cook / not a quick meal / flavour too mild /				
Smell	3.79	expensive/ no curry taste / needs more chicken flavour/				
Taste	3.73	just like any other noodles				
Texture	3.76	Description of Produc	Product %		Sales Potential	
Packaging	3.65	Ideal for chilling out	24%	Would Buy Intention		
Health	3.25	For midweek	57%			
Value for Money	3.46	I would recommend this product	12%		Product	
Overall Impression	3.44	Ideal when entertaining	14%		Tested	
Would Buy Intention	3.35	Weekend treat	4%	Definitely	13%	
Mean Total	36.08	Would buy on special offer	6%			
Characteristics mean total	36	For kids	29%	Probably	35%	
Weighting factor	1.5	Not for me	18%			
Overall product score out of 50	38	A good standby	43%			



Overall Sample Size: 53 Adults only Preparation: Hob Price: £1.49 Weight: 185g

Norm Category: 40 Packet Rice, Noodles & Grains Research Date: Thurs 30.01.14