



Product Name: Cinnamon Kitchen Kerala Curry Sauce Supplier: Greencore

Overall Product Score: 37 Norm: 35 Max: 48 Min: 23 CMR Reference: 150219

**Concept Appeal:** 

There was a good level of pre trial interest in this chilled and more unusual curry sauce recipe.

**Product Appeal:** 

Sales Potential:

The product delivery polarised opinion, with the level of heat a key driver.

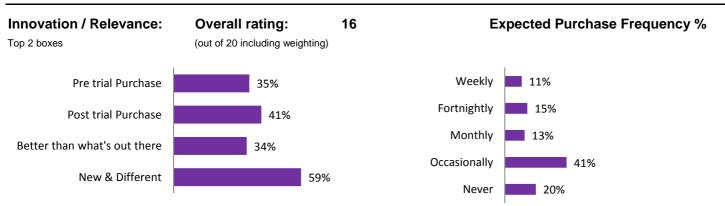
Despite some reservations, amongst those who were impressed with this product, there was the potential for sales.



## Fast Foodfax Verdict:

Purchased in Waitrose for £2.29, this chilled Kerala Curry Sauce was presented in a distinctive pack design prompting many to claim that they would notice it in the chiller cabinet. Even greater pre trial engagement was limited by the premium price point, with some suggesting that it was 'quite expensive for just a sauce'. Within this competitive category, a high quality standard is required in order to stand out from the crowd, and after tasting, there was a sharp regional division on whether or not this had been the case. A maximum score of 50 was achieved amongst Northern groups, whilst in other regions (score: 31) there was less appreciation. The major concern was the level of heat, too strong and overpowering for many, which limited many key measure ratings and ultimately the overall score to near norm levels. Also factoring in the premium price and positioning, this product had limited relevance, prompting one in five to claim they would only buy if on special offer. However, there was still a significant number who could be tempted to buy and enjoy as part of a mid week meal solution.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)				
Pre Test Interest in Purchase	3.28	Authentic / heat-lovers liked it / spicy with a lovely after kick / fiery flavour / you can see the spices in it / good flavour / aromatic / coconut / tastes like a curry sauce / very tasty / rich and creamy / good looking pack / very affordable / easy to make / better than other curries.  Too hot, it overtakes the real taste of it / no tomato or coconut flavour / too runny / not a great texture / boring packaging – looks like houmous or dip packaging / quite expensive for just a sauce / not as good as similar products / worse than Patak's.				
Initial Appeal	3.89					
Appearance	3.69					
Smell	3.81					
Taste	3.74					
Texture	3.65	Description of Produc	Description of Product %		Sales Potential	
Packaging	3.54	Ideal for chilling out	17%	Would	d Buy Intention	
Health	3.28	For midweek	29%			
Value for Money	3.31	I would recommend this product	15%		Product	
Overall Impression	3.52	Ideal when entertaining	19%		Tested	
Would Buy Intention	3.26	Weekend treat	12%	Definitely	20%	
Mean Total	35.69	Would buy on special offer	21%			
Characteristics mean total	36	For kids	2%	Probably	20%	
Weighting factor	1	Not for me	29%			
Overall product score out of 50	37	A good standby	13%			



Overall Sample Size: 54 Adults only Preparation: Hob Price: £2.29 Weight: 30g

Norm Category: 29A Chilled Liquid Cooking Sauces Research Date: Thurs 13.02.14