



Product
Name:

Apricot Marzipan Bars

Supplier:

Marks & Spencer Ltd

Overall Product Score: 37 Norm: 32 Max: 49 Min: 15 CMR Reference: 150322

Concept Appeal:

The eye-catching presentation helped to generate a good level of pre trial interest.

Product Appeal:

Sales Potential:

Despite being a little too sweet for a few, overall, this product was considered to have delivered to a high quality standard.

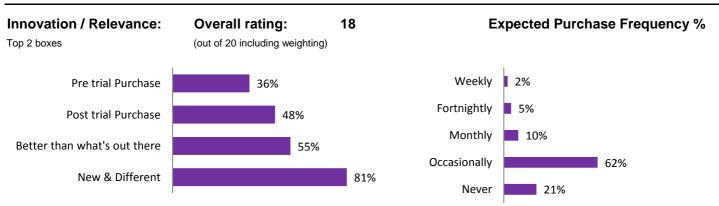
This good quality sweet snack was a viable option, prompting nearly half to claim they would definitely / probably buy as an occasional treat.



Fast Foodfax Verdict:

With only 118 calories per bar, these Apricot Marzipan Bars were promoted on pack as 'guilt free snacking', with this, along with the attractive pack design helped to promote a good level of pre trial interest and engagement. At £1.87 for a pack of 5 individually wrapped bars, the price of each bar was equivalent to many confectionery lines, making it an attractive proposition for many. For the majority, high expectations were met after tasting, with the high quality often associated with M&S in evidence, prompting comments of 'creamy chocolate, marzipan soft and sweet, nice chunks of apricots'. A few expressed concerns of the 'artificially sweet' nature, but the product delivery was still good, as reflected in the achievement of an above norm overall score. Nearly half claimed that they would definitely / probably buy (48% c/w 35% norm), with many regarding these bars as a viable, relevant option as an occasional and affordable weekend treat, albeit more for the adults in the household.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)			
Pre Test Interest in Purchase	3.24	Strong taste of apricot / filling / chocolate creamy / smooth chocolate / marzipan soft & sweet / lovely flavour of apricots / colourful, eye-catching packaging / different / apricot is lovely – nice chunks / more-ish / good balance / very moist / different. Artificially sweet / packaging very plain for M & S / little taste from marzipan / small / more marzipan needed / too soft.			
Initial Appeal	3.86				
Appearance	4.00				
Smell	3.81				
Taste	3.79				
Texture	3.86	Description of Produc	ct % Sales Potential		
Packaging	3.71	Ideal for chilling out	24%	Would Buy Intention	
Health	3.00	For midweek	24%		
Value for Money	3.21	I would recommend this product	31%		Product Tested
Overall Impression	3.55	Ideal when entertaining	17%		rested
Would Buy Intention	3.21	Weekend treat	40%	Definitely	17%
Mean Total	36.00	Would buy on special offer	10%		
Characteristics mean total	36	For kids	26%	Probably	31%
Weighting factor	0.5	Not for me	21%		
Overall product score out of 50	37	A good standby	19%		



Overall Sample Size: 42 Adults only Preparation: RTE Price: £1.87 Weight: 125g

Norm Category: 6 Hot/Cold Sweet Hand Held Snacks Research Date: Thurs 13.03.14