

<b>Product Name:</b>	<b>Apricot Marzipan Bars</b>	<b>Supplier:</b>	<b>Marks &amp; Spencer Ltd</b>		
<b>Overall Product Score:</b>	<b>37</b>	<b>Norm:</b>	<b>32</b>	<b>Max:</b>	<b>49</b>
				<b>Min:</b>	<b>15</b>
				<b>CMR Reference:</b>	<b>150322</b>

<b>Concept Appeal:</b>		The eye-catching presentation helped to generate a good level of pre trial interest.
<b>Product Appeal:</b>		Despite being a little too sweet for a few, overall, this product was considered to have delivered to a high quality standard.
<b>Sales Potential:</b>		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.

<b>Product Key Measures:</b>	<b>Mean Scores</b>	<b>Likes &amp; Dislikes:</b> (in their own words)																				
Pre Test Interest in Purchase	3.24	<p><i>Strong taste of apricot / filling / chocolate creamy / smooth chocolate / marzipan soft &amp; 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 &amp; S / little taste from marzipan / small / more marzipan needed / too soft.</i></p>																				
Initial Appeal	3.86																					
Appearance	4.00																					
Smell	3.81																					
Taste	3.79																					
Texture	3.86																					
Packaging	3.71																					
Health	3.00																					
Value for Money	3.21																					
Overall Impression	3.55																					
Would Buy Intention	3.21	<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><b>24%</b></td> </tr> <tr> <td>For midweek</td> <td><b>24%</b></td> </tr> <tr> <td>I would recommend this product</td> <td><b>31%</b></td> </tr> <tr> <td>Ideal when entertaining</td> <td><b>17%</b></td> </tr> <tr> <td>Weekend treat</td> <td><b>40%</b></td> </tr> <tr> <td>Would buy on special offer</td> <td><b>10%</b></td> </tr> <tr> <td>For kids</td> <td><b>26%</b></td> </tr> <tr> <td>Not for me</td> <td><b>21%</b></td> </tr> <tr> <td>A good standby</td> <td><b>19%</b></td> </tr> </tbody> </table>	<b>Description of Product %</b>	<b>Sales Potential</b>	Ideal for chilling out	<b>24%</b>	For midweek	<b>24%</b>	I would recommend this product	<b>31%</b>	Ideal when entertaining	<b>17%</b>	Weekend treat	<b>40%</b>	Would buy on special offer	<b>10%</b>	For kids	<b>26%</b>	Not for me	<b>21%</b>	A good standby	<b>19%</b>
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Weighting factor	0.5																					
Overall product score out of 50	37																					

<b>Innovation / Relevance:</b>	<b>Overall rating:</b>	<b>18</b>	<b>Expected Purchase Frequency %</b>
Top 2 boxes	(out of 20 including weighting)		
Pre trial Purchase		36%	Weekly
Post trial Purchase		48%	Fortnightly
Better than what's out there		55%	Monthly
New & Different		81%	Occasionally
			Never

<b>Test Details</b>	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		