




Product Name:	McVitie's Deli Choc The Big Crunch with Belgian White Chocolate	Supplier:	Montys Bakehouse
Overall Product Score:	37	Norm:	41
		Max:	50
		Min:	21
		CMR Reference:	150233

Concept Appeal:		The strong branding and tempting offer helped generate a good level of pre trial interest.
Product Appeal:		The use of white chocolate was a more novel twist, with the quality on offer a high standard.
Sales Potential:		Relevant as a family treat at the weekend, over one third claimed they would buy on a regular basis.

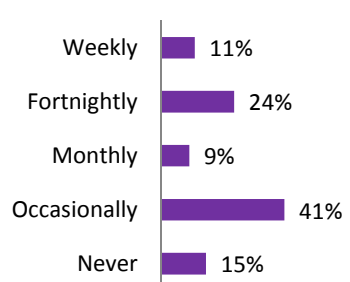


Fast Foodfax Verdict:

McVitie's have a strong and well established foothold in the biscuit category, with the trusted branding prompting a good level of pre trial interest for this latest addition to their portfolio. Purchased from Waitrose for £1.79 per 150g box (12 biscuits), high expectations were generally met after sampling, with the 'crispy, crunchy base' and the 'thick' layer of good quality chocolate combining to give a biscuit which was described as 'delicious'. However, there were still a significant number who said they would have preferred milk or plain chocolate, and the overall taste was 'too cheap' which impacted on ratings and kept the overall score to a level below the norm within this high scoring category. Similar ratings and comments were also noted for another McVitie's product tested through Foodfax, Ref: 110621 - McVitie's Belgian White Chocolate Temptations, score: 39. Despite some reservations, this newer variant were still regarded as a viable and relevant option as an affordable weekend treat for all the family

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)																				
Pre Test Interest in Purchase	3.48	<p><i>Creamy / moorish / thick chocolate / plenty of chocolate / white chocolate is a nice change / well known & loved brand / thin, crisp, crunchy biscuit / not too sweet / good combination / delicious / the box stands out & it catches your attention / better than 'Asda' & 'Lidl'. Would like a bigger box / white chocolate is not everyone's choice / chocolate too soft / biscuit too narrow / cheap tasting / continental exaggerated statement / milk chocolate ones better / could be cheaper / worse than 'Jacob's Club'</i></p>																				
Initial Appeal	4.24																					
Appearance	3.98																					
Smell	3.61																					
Taste	4.04																					
Texture	3.93																					
Packaging	3.96																					
Health	2.87																					
Value for Money	2.91																					
Overall Impression	3.69																					
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Overall product score out of 50	37																					

Innovation / Relevance: Overall rating: **19** (out of 20 including weighting)



Test Details	Overall Sample Size: 54	Adults only	Preparation: RTE	Price: £1.79	Weight: 150g
	Norm Category: 94B	Sweet Biscuits And Cookies - Chocolate	Research Date: Thurs 20.02.14		