




Product Name:	Snacks di Parmigiano Reggiano	Supplier:	Parmareggio S.P.A.		
Overall Product Score: 29	Norm: 35	Max: 44	Min: 25	CMR Reference: 150317	

Concept Appeal:		The bright packaging helped to attract a good level of interest, but the premium price deterred further engagement.
Product Appeal:		Not to everyone's taste, these snack sized pieces had limited appeal, as reflected in below norm ratings across many key measures.
Sales Potential:		Poor delivery and premium pricing prompted one third to claim that they would never buy, with many of those who would buy, doing so on an occasional basis.



Fast Foodfax Verdict:
Produced in Italy, this pack of five individually wrapped snack sized pieces of Parmigiano Reggiano, presented in 'bright, attractive' packaging prompted a good level of appeal pre trial, although from the onset the premium price was deemed to be 'expensive'. Purchased from Waitrose for £2.99, this was a more unusual snacking option, with over 90% agreeing that this product was 'new and different', but enthusiasm waned after sampling with many disappointed with overall delivery, with key measures of 'Taste' and 'Texture' attracting some criticism - 'too strong', 'too dry'. The acquired taste, with limited appeal, along with the premium price positioning, had an impact on potential sales, with over one third claiming that this was simply not for them and that they would never buy. With better more mainstream options currently available, amongst those who could be tempted to buy, frequency of purchase was limited to a more occasional basis, as a novel snack option or offer to family & friends.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)																				
Pre Test Interest in Purchase	2.78	<i>Good flavour / individual pieces / lovely with biscuits / easy portion control / quite good calorie wise / good source of calcium / strong tasting / good accompaniment to fruit / packaging very continental / smooth texture / strong nutty taste / leaves a pleasant aftertaste / packaging bright & eye-catching .</i> <i>Not many in packet / expensive / too strong / not for children / looks like a packet of crisps / too dry.</i>																				
Initial Appeal	3.62																					
Appearance	3.81																					
Smell	3.81																					
Taste	3.67																					
Texture	3.50																					
Packaging	4.00																					
Health	3.00																					
Value for Money	2.38																					
Overall Impression	3.14																					
Would Buy Intention	2.55	<table border="1"> <thead> <tr> <th>Description of Product %</th> <th>Sales Potential</th> </tr> </thead> <tbody> <tr> <td>Ideal for chilling out</td> <td>12%</td> </tr> <tr> <td>For midweek</td> <td>15%</td> </tr> <tr> <td>I would recommend this product</td> <td>12%</td> </tr> <tr> <td>Ideal when entertaining</td> <td>29%</td> </tr> <tr> <td>Weekend treat</td> <td>12%</td> </tr> <tr> <td>Would buy on special offer</td> <td>24%</td> </tr> <tr> <td>For kids</td> <td>17%</td> </tr> <tr> <td>Not for me</td> <td>32%</td> </tr> <tr> <td>A good standby</td> <td>22%</td> </tr> </tbody> </table>	Description of Product %	Sales Potential	Ideal for chilling out	12%	For midweek	15%	I would recommend this product	12%	Ideal when entertaining	29%	Weekend treat	12%	Would buy on special offer	24%	For kids	17%	Not for me	32%	A good standby	22%
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Weighting factor	-4																					
Overall product score out of 50	29																					

Innovation / Relevance:	Overall rating: 16	Expected Purchase Frequency %
Top 2 boxes	(out of 20 including weighting)	
Pre trial Purchase	15%	Weekly
Post trial Purchase	17%	Fortnightly
Better than what's out there	26%	Monthly
New & Different	93%	Occasionally
		Never

Test Details	Overall Sample Size: 42	Adults only	Preparation: RTE	Price: £2.99	Weight: 100g
	Norm Category: 21C	Hard Cheeses - Continental	Research Date: Thurs 13.03.14		