



How to interpret the Fast Foodfax reports:

Product name / Supplier / Price & Weight

Overall score / Category scores: The Overall score (maximum 50) is based on the response to ten key measures. This is weighted by value for money and purchase intention in order to reflect both product excellence and relevance to the consumer. Scores are placed in the context of the appropriate Fast Foodfax norms. Current category maximum, norm and minimum scores indicated.

The Traffic Lights:

Concept Appeal: Once the price, brand and packaging have been revealed. This measure identifies which products hold the most initial appeal and relevance to testers.

Green - if the scores are higher than average for the category- highlights those products that truly stand out to consumers.

Amber – indicates potential but only average appeal due to caution about the product, price or pack format

Red – suggests limited appeal in the concept.

Product Appeal: This is based on the Overall Score and is an indication of product performance.

Green – if scores are above the category average

Amber – for those that match the norm

Red – indicates disappointing product delivery.

Sales Potential: This is based on the link between would buy intention and purchase frequency.

Green - signifies a product that shows the strongest market potential

Amber - indicates average interest in buying compared to the category average. Could hint at potential amongst early adopters / more adventurous consumers

Red – very limited sales potential

Fast Foodfax Verdict: The ultimate verdict on the product. A summary of consumer product perception based on key measure ratings and spontaneous verbatims and placed in the context of similar products tested in the Foodfax & Grocer Food and Drink Awards.

Product Key Measures: Ratings, expressed as a mean score – out of 5 ('excellent' to 'very poor' scale). The bar charts show the scores in comparison with the category norms: **green** is above average, **red** is below average.

Description of product: Top and bottom three descriptors - from a standard selection of nine options.

Innovation & Relevance: The dark green bar is the % of 'definite' buyers with the lighter green depicting the percentage of 'probable' buyers. For the other measures, the dark green box is the percentage of 'Agree strongly', with the light green: 'Agree slightly'. The Overall rating is out of 20, based on a positive response to pre & post trial purchase intent, if the product is considered to be better than the competition & if it looks new / different.

Expected Purchase Frequency: Expression (as a %) of how often the group would consider purchase using a scale from 'weekly' to 'never'. The colours are triggered by a comparison with the category norms: **green** is above average, **red** is below average.

Test Details: Gives details of the number of testers, preparation method, research date, Foodfax category & title and CMR reference number.