

Product Name:	Strong Roots; Kale & Quinoa Burgers	Supplier:	Handy Foods Innovations
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OVERALL SCORE: 47	Norm: 33	Max: 47	Min: 15	Price: £2.99	Size: 450g
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- Concept Appeal:** ● Although the packaging was 'too plain' for some, the offer of a more unusual vegetarian option had higher pre trial appeal.
- Product Appeal:** ● The delivery exceeded expectations, resulting in an overall score which matched the category maximum.
- Sales Potential:** ● A good freezer standby or part of a mid week meal, above norm levels of regular purchase intent was indicated.



Fast Foodfax Verdict:

A relatively new brand, Strong Roots, based in Ireland, offers a range of frozen vegetable based products, with these Kale & Quinoa Burgers, purchased from Waitrose for £2.99, one from their range. The clean, fresh looking pack design was 'too plain' for some, who claimed they could easily overlook the product in the freezer, but the recipe concept was more exciting and helped generate a high level pre trial interest. Oven cooked, after sampling high expectations were met across the sub sets, prompting positive responses of 'totally amazing, crispy, crunchy, fresh, delicate taste and healthy', with only a small number concerned over the 'quite a strong kale aftertaste'. As a result above norm ratings across all key measures was indicated and an overall score which matched the current category maximum achieved. A maximum rating of 20 for 'Innovation and relevance' was also awarded, with post trial purchase intent recorded as being double that of the pre trial level, and along with over three quarters agreeing that these vegetarian burgers had brought something novel and better to the category contributing factors. Nearly all claimed they would buy, with above norm levels of regular purchase intent indicated, to keep as a good freezer standby or have as part of a mid week meal. Nearly half would also recommend to a friend.

Product Key Measures:	Mean Scores	Comparison vs. Category Norm:			
		0.0	0.5	1.0	1.5
Initial Appeal	4.10	<div style="width: 27%;"></div>			
Appearance	3.75	<div style="width: 25%;"></div>			
Smell	3.75	<div style="width: 25%;"></div>			
Taste	4.25	<div style="width: 71%;"></div>			
Texture	4.23	<div style="width: 70%;"></div>			
Packaging	3.70	<div style="width: 25%;"></div>			
Health	4.09	<div style="width: 68%;"></div>			
Value for Money	3.91	<div style="width: 64%;"></div>			
Overall Impression	4.19	<div style="width: 71%;"></div>			
Would Buy Intention	4.26	<div style="width: 73%;"></div>			
Characteristics mean total	40				
Weighting factor	7				
Overall product score (out of 50)	47				

Likes & Dislikes: (in their own words)
Tasty / Totally amazing / Not too strong / Delicate tasting / Crispy / Crunchy / Firm / Fresh / Whole beans not mushed up / Moist texture / Pleasant aftertaste / Healthy alternative / Trendy pack / Bright / High end / Quite a strong kale aftertaste / Prefer burgers to be in a box / Plain / Looks like a value product

Fit of Product %*

Top 3	
For midweek	57%
I would recommend this product	55%
A good standby	47%
Bottom 3	
Weekend treat	23%
Would only buy on special offer	15%
Not for me / us	4%

* From 9 options

Innovation / Relevance: 20

	Definitely	Probably	Agree	(scores out of 20 including weighting)
Pre trial Purchase	10%	31%		40%
Post trial Purchase	42%	47%		89%
Better than what's out there			79%	
New & Different			89%	

Expected Purchase Frequency %

	Above Average	Below Average
Weekly	12%	
Fortnightly	17%	
Monthly	31%	
Occasionally	37%	
Never	4%	

Test Details	Overall Sample Size:	53	Adults only	Preparation: Oven	Research Date: Thurs 18.05.17
	Norm Category:	67	Coated Vegetarian Products	CMR Reference: 170529	