

Product Name:	Nissin Soba Classic: Noodles with Yakisoba Sauce	Supplier:	Nissin
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OVERALL SCORE: 42	Norm: 29	Max: 45	Min: 11	Price: £1.39	Size: 90g
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Concept Appeal:



A convenient, authentic sounding snack, noticeably presented and competitively priced.

Product Appeal:



Despite a few concerns in the Midlands, for the majority, this was better received, resulting in an overall score which was close to the category maximum.

Sales Potential:



A viable option as a mid week snack, to enjoy when chilling out or as good standby, two thirds claimed they would buy monthly or occasionally.



Fast Foodfax Verdict:

Purchased from Tesco and sold under the relatively unknown Nissin brand, this 90g pot of Soba Classic: Noodles with Yakisoba Sauce attracted a high level of pre trial interest, with some suggesting that the strong Japanese theme and connections gave this offer a degree of authenticity. Bought for £1.39, higher than other similarly formatted type of products, this was regarded as being 'like a posh Pot Noodle' and after preparing as directed, although 'a little more complicated' to make resulted in a more interesting and exciting product. As the high overall score suggested (42, only three points adrift of the current maximum), across many sub sets there were positive comments for the quality of delivery, with only a few in the Midlands expressing concerns over the healthiness - 'not very healthy, fatty'. The delivery prompted an increase in post trial purchase intent and in conjunction with the majority agreeing it had brought something novel to the category and was better than the competition, was awarded a near perfect rating of 19 for 'Innovation and relevance'. Over 80% claimed they would consider buying - a level well above the category norm - albeit mainly on a monthly or occasional basis - with this offer a viable option as a mid week snack or to be enjoyed when chilling out.

Product Key Measures:

Comparison vs. Category Norm:

	Mean Scores	0.0	0.5	1.0	1.5
Initial Appeal	4.02				
Appearance	3.89				
Smell	4.00				
Taste	4.19				
Texture	4.09				
Packaging	3.85				
Health	3.21				
Value for Money	3.56				
Overall Impression	3.83				
Would Buy Intention	3.60				
Characteristics mean total	38				
Weighting factor	4				
Overall product score (out of 50)	42				

Likes & Dislikes: (in their own words)

Easy to prepare / Excellent flavour / Good standby / Like a posh Pot Noodle / Easy snack / Yummy / Unusual and expensive looking / Drainage holes are a good idea / Very Japanese themed / Lovely packaging.
Not very healthy / A little complicated / Fatty / Basic looking.

Fit of Product %*

Top 3	
A good standby	42%
For midweek	38%
Ideal for chilling out	34%
Bottom 3	
For kids	11%
Ideal when entertaining	8%
Would only buy on special offer	6%

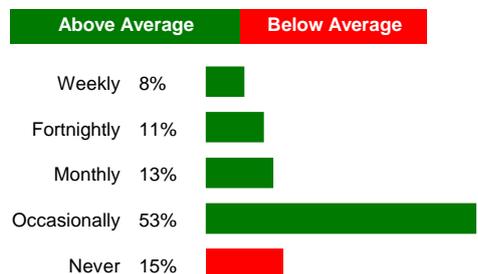
* From 9 options

Innovation / Relevance:

19



Expected Purchase Frequency %



Test Details	Overall Sample Size:	53	Adults only	Preparation: Other	Research Date: Thurs 25.05.17
	Norm Category:	5	Hot Savoury Hand Held Snacks	CMR Reference: 170606	