

<b>Product Name:</b>	<b>Florette Yoghurt &amp; Mint Slaw</b>	<b>Supplier:</b>	<b>Florette</b>
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<b>OVERALL SCORE: 46</b>	Norm: 38	Max: 49	Min: 16	Price: £1.00	Size: 255g
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**Concept Appeal:**



The Florette brand put an interesting twist on the classic salad in a bag and generated a good level of pre-trial interest with its practical eye catching packaging with recipe suggestions.

**Product Appeal:**



Flavoursome, refreshing and eye catching. Out scored other salad products on the market.

**Sales Potential:**



Strong potential sales, especially in the over 34 year olds, looking for convenient tasteful salad. Offered good value for money.



**Fast Foodfax Verdict:**

Florette has introduced a new range of bagged Slaws with the innovation in the dressing which is contained separately in a sachet. The company has launched two slaws, 'Thai sweet chilli' and 'Yoghurt & Mint' Slaw and was seen as a convenient slaw, taking away the hassle of buying separate ingredients. The idea was inspired by street foods, with Florette wanting to bring it into the mainstream. The colourful packaging appealed to consumers, 73% stated they would notice this product in the supermarket, especially in the over 55+ age group, but with universal appeal within the regions. The pre-trial purchase score of 63% increased to 72% after tasting the product. Above average mean scores were awarded across key product measures, with the Slaw being rated as 'good/excellent' by over 80% for Taste and Texture. Overall a good value for money product listed in Sainsbury at a price of £1.00, each bag contained two servings. It was seen as an option for use midweek and ideal for entertaining. Over half would recommend this produce to a friend, as being 'crisp, colourful and refreshingly tasty'.

**Product Key Measures:**

Mean Scores **Comparison vs. Category Norm:**

	Mean Scores	0.0	0.2	0.4	0.6	0.8
Initial Appeal	4.32					
Appearance	3.87					
Smell	3.72					
Taste	4.02					
Texture	4.08					
Packaging	3.87					
Health	4.04					
Value for Money	4.09					
Overall Impression	4.06					
Would Buy Intention	3.92					
Characteristics mean total	40					
Weighting factor	6					
<b>Overall product score (out of 50)</b>	<b>46</b>					

**Likes & Dislikes:** (in their own words)

*Fresh / Different / Colourful ? Crunchy / Refreshing / Really nice / Not too much sauce / Good flavour / Practical pack design / Has recipe suggestion / Typical Florette/ Eye-catching.*  
*Not enough dressing / Too dry / Quite bland / More minty flavour needed/ Can't see the dressing in the pack.*

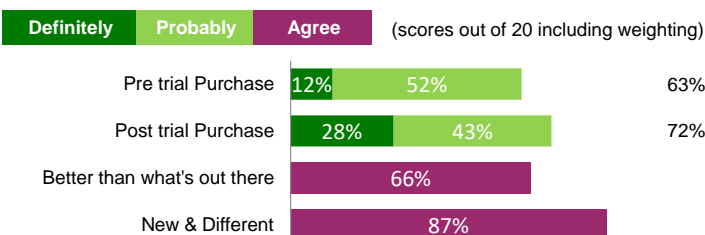
**Fit of Product %\***

<b>Top 3</b>	
For midweek	<b>62%</b>
I would recommend this product	<b>53%</b>
Ideal when entertaining	<b>38%</b>
<b>Bottom 3</b>	
Not for me / us	<b>9%</b>
For kids	<b>9%</b>
Would only buy on special offer	<b>4%</b>

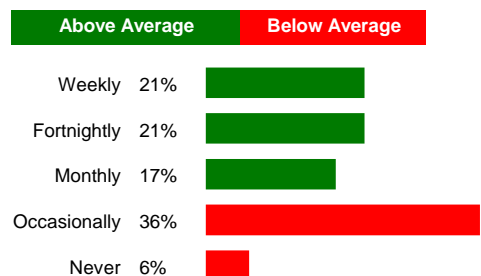
\* From 9 options

**Innovation / Relevance:**

**20**



**Expected Purchase Frequency %**



<b>Test Details</b>	Overall Sample Size: 53	Adults only	Preparation: Other	Research Date: Thurs10.08.17
	Norm Category: 23	Chilled Prepared Salads		CMR Reference: 170814