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|---------------|--------------------------|--|--|-----------|-----------------|--|
| Product Name: | Asian Nasi Goreng | | | Supplier: | Waitrose | |
|---------------|--------------------------|--|--|-----------|-----------------|--|

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|--------------------------|----------|---------|---------|--------------|------------|
| OVERALL SCORE: 45 | Norm: 36 | Max: 47 | Min: 22 | Price: £4.00 | Size: 390g |
|--------------------------|----------|---------|---------|--------------|------------|

- Concept Appeal:** ● An attractive presentation which two thirds would notice in the chiller cabinet prompted high level of interest.
- Product Appeal:** ● Despite some regional polarisation, a good overall score was achieved as this dish was praised for its authenticity and flavoursome delivery.
- Sales Potential:** ● A good option as a mid week meal or weekend treat, over 60% claimed they would buy at least monthly - a level above the category norm.



Fast Foodfax Verdict:

Part of Waitrose's Asian range of chilled ready meals, this microwaveable 390g pack was purchased for £4.00. The Nasi Goreng recipe appealed pre trial, with interest further boosted by the attractive and informative pack, which two thirds claimed they would notice in the chiller cabinet. Prepared as directed on pack, the resulting dish polarised opinions regionally, with those in the North (score: 50) more impressed by the spiciness, 'flavoursome' delivery and use of 'good quality chicken and good mix of ingredients'. In the South (score:36), there was some concern about the recipe being 'too spicy' and 'strong aftertaste', but even here their overall score matched the category norm. With more positives than negatives, and above norm ratings across all key measures, a high overall score of 45 was achieved, just two points adrift of the category maximum. A maximum rating of 20 was also achieved for 'Innovation and relevance' as the majority agreed that this recipe had brought something new to the fixture and that it was 'better than what's out there', with the quality of delivery prompting a significant rise in post trial purchase intent. Nearly 90% claimed they would consider buying, as a weekend treat or a mid week meal solution, with above norm levels doing so on an at least monthly basis.

Product Key Measures:

Comparison vs. Category Norm:

| | Mean Scores | 0.0 | 0.2 | 0.4 | 0.6 | 0.8 |
|--|-------------|---------------------------------|-----|-----|-----|-----|
| Initial Appeal | 4.53 | <div style="width: 60%;"></div> | | | | |
| Appearance | 4.15 | <div style="width: 40%;"></div> | | | | |
| Smell | 4.30 | <div style="width: 50%;"></div> | | | | |
| Taste | 4.23 | <div style="width: 45%;"></div> | | | | |
| Texture | 4.34 | <div style="width: 50%;"></div> | | | | |
| Packaging | 4.00 | <div style="width: 35%;"></div> | | | | |
| Health | 3.89 | <div style="width: 30%;"></div> | | | | |
| Value for Money | 3.42 | <div style="width: 20%;"></div> | | | | |
| Overall Impression | 4.13 | <div style="width: 45%;"></div> | | | | |
| Would Buy Intention | 3.91 | <div style="width: 35%;"></div> | | | | |
| Characteristics mean total | 41 | | | | | |
| Weighting factor | 4 | | | | | |
| Overall product score (out of 50) | 45 | | | | | |

Likes & Dislikes: (in their own words)

*Good taste / Plenty of chicken / Hot and spicy / Smelt lovely / Flavoursome / Good mix of ingredients / Rice had a good texture / Tasty / Fresh / Good quality chicken/ Good packaging / Better than other own label offers.
Too spicy/ Strong aftertaste / Expensive / Too hot / Bland pack design, wouldn't stand out/ Not as good as made from scratch.*

Fit of Product %*

| | |
|--------------------------------|------------|
| Top 3 | |
| I would recommend this product | 42% |
| Weekend treat | 38% |
| For midweek | 38% |
| Bottom 3 | |
| Ideal when entertaining | 21% |
| Not for me / us | 10% |
| For kids | 6% |

* From 9 options

Innovation / Relevance:

20

| | Definitely | Probably | Agree | (scores out of 20 including weighting) |
|------------------------------|------------|----------|-------|--|
| Pre trial Purchase | 18% | 41% | | 59% |
| Post trial Purchase | 36% | 34% | | 70% |
| Better than what's out there | | | 69% | |
| New & Different | | | 83% | |

Expected Purchase Frequency %

| | Above Average | Below Average |
|--------------|---------------|---------------|
| Weekly | 13% | |
| Fortnightly | 17% | |
| Monthly | 32% | |
| Occasionally | 26% | |
| Never | 11% | |

| | | | | | |
|---------------------|----------------------|-----|------------------------|------------------|-------------------------|
| Test Details | Overall Sample Size: | 53 | Adults only | Preparation: RTD | Research Date: 13-09-17 |
| | Norm Category: | 580 | Chilled Oriental Foods | | CMR Reference: 170907 |