

Product Name:	Iceland Rainbow Fries	Supplier:	Iceland
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OVERALL SCORE: 44	Norm: 36	Max: 49	Min: 24	Price: £1.50	Size: 550g
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- Concept Appeal:** ● Bright stand out packaging, added to this interesting twist on the traditional fries, resulting in a very strong pre-trial score.
- Product Appeal:** ● The colourful, tasty fries were seen as fun and were well received, outperforming the category in all areas.
- Sales Potential:** ● Strong potential sales. Seen as new and different by 90% of respondents, as well as good value for money and healthier than potato chips.



Fast Foodfax Verdict:

Iceland Rainbow Fries contains carrot, beetroot and parsnip, cut into thin strips and were purchased for £1.50 for a 550g bag. The frozen vegetables were packaged in an eye-catching bright bag with a clear photograph of the product. Pre-trial purchase intent was good, with 65% claiming 'definite/ probable purchase'. This colourful product was high rated across all key measures, with many impressed and pleased with the 'lovely taste', 'variety of ingredients' and 'good idea for kids'. The only disappointment was the 'need to be crispier' and greasiness. This did not effect the post trial purchase which increased to 73%, with younger adults liking this concept best. Above nor key measure ratings contributed to a good overall score of 44, just five points adrift of the current category maximum. Nearly three quarters agreed that they were "better than what is out there", which along with 90% agreeing it as 'new and different', contributed to the achievement of a maximum 'Innovation/relevance' score of 20. Many envisaged the they would enjoy the product as part of a midweek meal or as a good standby, with some claiming they would recommend to a friend. Half claimed they would consider buying at least monthly and over 40% would do so occasionally.

Product Key Measures:	Mean Scores	Comparison vs. Category Norm:				
		0.0	0.2	0.4	0.6	0.8
Initial Appeal	4.27	<div style="width: 53.4%;"></div>				
Appearance	3.90	<div style="width: 48.8%;"></div>				
Smell	3.76	<div style="width: 46.9%;"></div>				
Taste	3.92	<div style="width: 49.3%;"></div>				
Texture	3.87	<div style="width: 48.4%;"></div>				
Packaging	3.88	<div style="width: 48.6%;"></div>				
Health	3.65	<div style="width: 45.6%;"></div>				
Value for Money	3.88	<div style="width: 48.6%;"></div>				
Overall Impression	3.92	<div style="width: 49.3%;"></div>				
Would Buy Intention	3.92	<div style="width: 49.3%;"></div>				
Characteristics mean total	39					
Weighting factor	5					
Overall product score (out of 50)	44					

Likes & Dislikes: (in their own words)
Lovely taste / Colourful / Variety of ingredients / Bright / Eye-catching / Healthy / Fun / Great way to get kids to eat sweet potato / Good idea for kids / Different / Bright packaging
Greasy / Boring / Gimmick / Prefer original fries / Need to be crispier

Fit of Product %*

Top 3	
For midweek	48%
I would recommend this product	46%
A good standby	42%
Bottom 3	
Weekend treat	17%
Not for me / us	13%
Would only buy on special offer	12%

Innovation / Relevance: 20

Definitely (green) | Probably (light green) | Agree (purple) (scores out of 20 including weighting)

Pre trial Purchase	18%	47%	65%
Post trial Purchase	38%	35%	73%
Better than what's out there	73%		
New & Different	90%		

Expected Purchase Frequency %

Above Average (green) | Below Average (red)

Weekly	8%	<div style="width: 8%;"></div>
Fortnightly	21%	<div style="width: 21%;"></div>
Monthly	21%	<div style="width: 21%;"></div>
Occasionally	42%	<div style="width: 42%;"></div>
Never	8%	<div style="width: 8%; background-color: red;"></div>

Test Details	Overall Sample Size: 52	Adults only	Preparation: Oven	Research Date: Thurs 21.09.17
	Norm Category: 72B	Frozen Vegetables	CMR Reference: 171005	