

Product Name: <b>Iceland Luxury Sourdough Crumpets</b>			Supplier: <b>Iceland Foods Ltd</b>		
<b>OVERALL SCORE: 45</b>	Norm: 40	Max: 50	Min: 27	Price: £1.00	Size: 6 pack

- Concept Appeal** ● Clear transparent packaging, allowed the sour dough crumpets to be seen, caused curiosity and a high pre-trial purchase.
- Product Appeal:** ● The fluffy texture and "seedy, nutty" taste resulted in a tasty crumpet which outscored similar offerings on the market.
- Sales Potential:** ● Strong potential sales, and seen as healthy within the market. Over 52% saw it as a midweek snack.



**Fast Foodfax Verdict:**

Iceland Luxury Sourdough Crumpets contained oat grain, sunflower and flax seeds. It was liked due to the clear film and the distinctive cardboard packaging, which would tempt 67% to buy pre-trial if they saw the Sourdough crumpets in Iceland, priced at £1.00 for six. The crumpets themselves were new, 'exciting' and 'different', as reflected in a high innovation score of 79% and with 58% seeing them as 'better than what's out there'. Served with unsalted butter, the taste and texture was considered by the majority to be very good and 'much nicer than standard crumpets'. Like regular crumpets they were quick and easy to grill, but with the addition of sunflower and flax seeds and using sourdough they were perceived as 'healthy'. The product was seen as being versatile and participants for use as midweek or a weekend treat, and across all regions and age groups over a half claiming the frequency of purchase would be monthly. The Sourdough Crumpets performed well compared to competitors within the sector, achieving an above average score of 45.

**Product Key Measures:**

**Comparison vs. Category Norm:**

	Mean Scores	0.0	0.2	0.4	0.6	0.8
Initial Appeal	4.33					
Appearance	3.96					
Smell	3.84					
Taste	4.12					
Texture	4.08					
Packaging	4.02					
Health	3.61					
Value for Money	3.98					
Overall Impression	4.08					
Would Buy Intention	3.85					
Characteristics mean total	40					
Weighting factor	5					
<b>Overall product score (out of 50)</b>	<b>45</b>					

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

Nice taste / Good value / Fluffy / Different / Like the seeds / Easy to eat / Sweet and creamy / Toasts well / Has a good texture / Soft / Much nicer than standard crumpets / Nutty taste / Pack looks premium / Clear to see product / Looks posh / Pretty pack design .  
Not different enough / Odd texture / too soft / Not really a sour dough / A bit chewy / Too thin / Not as good as regular crumpets.

**Fit of Product %\***

<b>Top 3</b>	
For midweek	<b>52%</b>
Weekend treat	<b>42%</b>
For kids	<b>35%</b>
<b>Bottom 3</b>	
Ideal when entertaining	<b>12%</b>
Not for me / us	<b>6%</b>
Would only buy on special offer	<b>6%</b>

\* From 9 options

**Innovation / Relevance:**

**20**

	Definitely	Probably	Agree	(scores out of 20 including weighting)
Pre trial Purchase	14%	53%		67%
Post trial Purchase	37%	31%		67%
Better than what's out there		58%		
New & Different		79%		

**Expected Purchase Frequency %**

	Above Average	Below Average
Weekly	13%	
Fortnightly	29%	
Monthly	17%	
Occasionally	33%	
Never	8%	

<b>Test Details</b>	Overall Sample Size: 52	Adults only	Preparation: Grill	Research Date: Thurs 12.10.17
	Norm Category: 9	Sweet Doughs	CMR Reference: 171102	