

Product Name: Tetley Super Infusions Berry Boost 850MI	Supplier: Tata Global Beverages
---	--

OVERALL SCORE: 45	Norm: 36	Max: 49	Min: 18	Price: £2.20	Size: 850ml
--------------------------	----------	---------	---------	--------------	-------------

Concept Appeal:



A distinct berry label which is bright and eye-catching with the contrasting Tetley blue logo and screw top, this product had good initial appeal.

Product Appeal:



This refreshing, fruity, easy to drink "Super Squash", outperformed the category in all areas.

Sales Potential:



Strong potential sales, considered by 83% of consumers to be 'new and different' as it has an excellent taste, it is refreshing and is easy to drink.



Fast Foodfax Verdict:

Tetley have launched a new range of "Super Squash" consisting of three flavours, Berry Burst With Boost with Vitamin B6 which helps to reduce tiredness and fatigue, Orange & Peach sunshine with Vitamin D for strong bones and teeth and Lime & Elderflower Immune with Vitamin C. The squash is diluted 1 part concentrate to 4 parts water and is packaged in an interesting shaped bottle, 850ml priced at £2.20. Initial appeal was high, and after sampling 78% stated they would probably buy this product and with the same number claiming it was 'better than what's out there', with the North and Midlands regions showing a strong appeal to this product. This contributed to the award of the maximum score for 'innovation and relevance'. The squash was considered by over a third of consumers as 'ideal to chill out / recommend this product', with nearly two thirds of consumers considering this product for 'midweek'. It performed well in all categories but particularly in taste, after-taste, refreshment and ease of drinking, which resulted in over half of consumers claiming they would purchase this product monthly. This resulted in a score of 45, equalling the category maximum.

Product Key Measures:

Comparison vs. Category Norm:
Mean Scores 0.0 0.2 0.4 0.6 0.8 1.0

Measure	Mean Score	Comparison vs. Category Norm (0.0 to 1.0)
Initial Appeal	4.24	0.42
Appearance	4.13	0.41
Taste	4.17	0.43
Aftertaste	4.04	0.41
Refreshment	4.06	0.41
Ease of Drinking	4.13	0.41
Packaging	4.04	0.41
Value for Money	3.65	0.37
Overall Impression	4.06	0.41
Would Buy Intention	3.94	0.39
Characteristics mean total	40	
Weighting factor	5	
Overall product score (out of 50)	45	

Likes & Dislikes: (in their own words)

Likes: Refreshing / Nice mouthfeel / Fruity / Pleasant aftertaste / For a change / Light / Colourful / Berry colour / Aroma / Refreshing / Easy to prepare / Flavoursome / Feel good factor / Economical / It's made by Tetley / It's tasty / Something sweet and different.

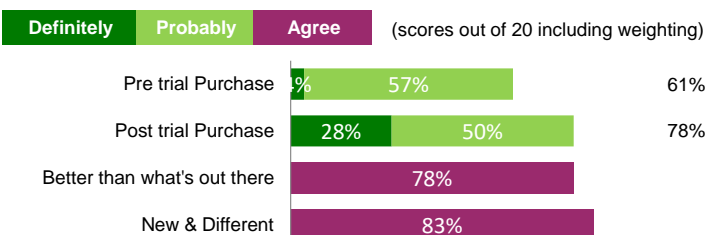
A dist

Top 3	
For midweek	63%
Ideal for chilling out	41%
I would recommend this product	39%
Bottom 3	
Weekend treat	15%
Would only buy on special offer	13%
Not for me / us	6%

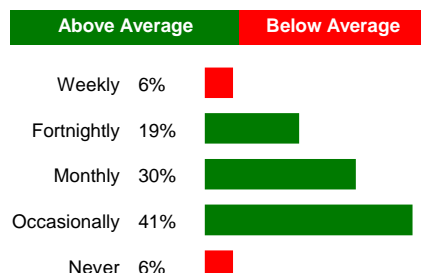
* From 9 options

Innovation / Relevance:

20



Expected Purchase Frequency %



Test Details	Overall Sample Size: 54	Adults only	Preparation: Add Boiling water	Research Date: 11-01-18
	Norm Category: 102	Squashes/Cordials		CMR Reference: 180111