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|---|----------|---------|---------------------|--------------|------------|
| Product Name: Gü Mousse Fusions Chocolate And Toffee Moussees With Silky Chocolate Crème | | | Supplier: Gü | | |
| OVERALL SCORE: 48 | Norm: 39 | Max: 50 | Min: 10 | Price: £1.95 | Size: 140g |

- Concept Appeal:** ● Another strikingly presented dessert from the GU range, which helped to generate high levels of pre trial interest.
- Product Appeal:** ● Across the sub sets many agreed that this dessert had met with expectations and the indulgence associated with the brand.
- Sales Potential:** ● As a weekend treat or to enjoy at special occasions, this product attracted above norm levels of at least monthly purchase intent.



Fast Foodfax Verdict:

A new range of three indulgent desserts from Gu, these Mousse Fusions attracted a high level of pre trial interest. Listed in Tesco, Waitrose and online from Ocado, this 140g, twin individual pot serving was purchased for £1.95. The Chocolate & Toffee variant was tested here, with the other variants being Strawberry and Mango. Across the sub sets there was a high level of desire to try, with the brand often associated for the high quality products. In the past, one of the attractions has been the ceramic or glass ramekins the desserts were presented in, but for this example, the pots were plastic - although this shift failed to prompt any negative responses. The delivery of the desserts themselves was positively and enthusiastically received across the sub sets, with the achievement of a perfect overall score of 50 only being marred by a few considering the delivery to be 'too sickly, creamy and fattening'. Not an everyday consideration, this was still a relevant and viable option for many as a weekend indulgence or an offer on special occasions. Nearly all claimed they would buy, with above norm levels of at least monthly purchases indicated.

| Product Key Measures: | Mean Scores | Comparison vs. Category Norm: | | | | |
|--|-------------|--|-----|-----|-----|-----|
| | | 0.0 | 0.2 | 0.4 | 0.6 | 0.8 |
| Initial Appeal | 4.48 | <div style="width: 56%; background-color: green;"></div> | | | | |
| Appearance | 4.31 | <div style="width: 54%; background-color: green;"></div> | | | | |
| Smell | 4.04 | <div style="width: 51%; background-color: green;"></div> | | | | |
| Taste | 4.54 | <div style="width: 57%; background-color: green;"></div> | | | | |
| Texture | 4.50 | <div style="width: 56%; background-color: green;"></div> | | | | |
| Packaging | 4.29 | <div style="width: 54%; background-color: green;"></div> | | | | |
| Health | 3.08 | <div style="width: 39%; background-color: green;"></div> | | | | |
| Value for Money | 3.69 | <div style="width: 46%; background-color: green;"></div> | | | | |
| Overall Impression | 4.29 | <div style="width: 54%; background-color: green;"></div> | | | | |
| Would Buy Intention | 4.13 | <div style="width: 52%; background-color: green;"></div> | | | | |
| Characteristics mean total | 41 | | | | | |
| Weighting factor | 7 | | | | | |
| Overall product score (out of 50) | 48 | | | | | |

Likes & Dislikes: (in their own words)

Likes: *Excellent flavour / Silky / Creamy / Smooth / Colours are great / Layers are delicious / Not too fattening / Great for a treat / Indulgent / Rich / Filling / Top quality / Light texture / Good flavour combi / Chocolatey / Nice toffee flavour / Lovely mouthfeel / Creamy.*

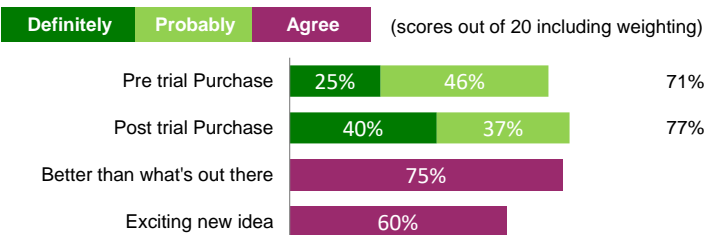
Dislikes: *A bit sickly / Too creamy / Too fattening / Not healthy.*

Fit of Product %*

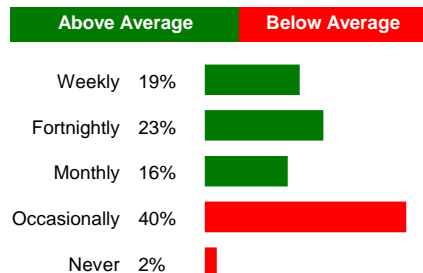
| | |
|------------------------|------------|
| Top 3 | |
| Weekend treat | 63% |
| For special occasions | 50% |
| Ideal for chilling out | 40% |
| Bottom 3 | |
| A good standby | 13% |
| For midweek | 12% |
| Not for me / us | 0% |

* From 9 options

Innovation / Relevance: 20



Expected Purchase Frequency %



| | | | | |
|---------------------|-------------------------|---------------------------------|------------------|-------------------------|
| Test Details | Overall Sample Size: 52 | Adults only | Preparation: RTE | Research Date: 12-04-18 |
| | Norm Category: 86 | Chilled Individual Pot Desserts | | CMR Reference: 180410 |