

Product Name:	Warburtons Pulses & Seeds Batch Loaf	Supplier:	Warburtons Ltd
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OVERALL SCORE: 50	Norm: 45	Max: 50	Min: 26	Price: £1.14	Size: 400g
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- Concept Appeal:** ● Attractive, stand out colours of the Warburtons brand. This product had good initial appeal.
- Product Appeal:** ● The tasty, fresh bread had just the right amount of seeds and pulses, outscoring other savoury speciality breads on the market.
- Sales Potential:** ● Strong potential sales, healthy and good value for money. Three quarters stated that they would purchase this product at least fortnightly.



Fast Foodfax Verdict:

This sliced bread is baked with a blend of eleven different pulses, seeds and grains, and is suitable for toasting, eating as a sandwich or on its own. It is available in a 400g loaf in a plastic bag decorated in the distinct Warburton brand and attractive colours and wheat sheaves and is unlikely to go unnoticed on the shelf. Priced at £1.14 for this handy sized loaf which is suitable for freezing was considered for 'chilling out/sharing with family', with over half of consumers using this bread midweek. There was interest in this product pre-trial but after sampling (42%) stated they would definitely purchase this product. Over two thirds agreed that this variant was 'better than what was out there', with it appealing slightly more to the North and Midlands regions. This contributed to the award of the maximum score for 'innovation/relevance'. This tasty, moist, good sized slices, outscored in all key measures, with healthiness being particularly strong. This resulted in expected purchase frequency statements that over 70% of consumers would purchase this product fortnightly. Warburtons Pulses & Seeds Batch Loaf equalled the category maximum score of 50.

Product Key Measures:	Mean Scores	Comparison vs. Category Norm:					Likes & Dislikes: (in their own words)
		-0.2	0.0	0.2	0.4	0.6	
Initial Appeal	4.23						Gorgeous / Tasty / Fresh /Tastes homemade / Right amount of seeds / Nutty / Nice texture / Moist / Good size slices / Like the pulse and seeds / Good quality / Good value / Informative packaging / Can see the bread / Better than Hovis
Appearance	4.23						
Smell	4.12						
Taste	4.44						
Texture	4.44						
Packaging	4.06						
Health	4.08						
Value for Money	3.88						
Overall Impression	4.29						
Would Buy Intention	4.29						
Characteristics mean total	42						
Weighting factor	8						
Overall product score (out of 50)	50						

Fit of Product %*	
Top 3	
For midweek	60%
To share with family / friends	35%
Ideal for chilling out	31%
Bottom 3	
Would only buy on special offer	13%
For special occasions	8%
Not for me / us	0%

* From 9 options

Innovation / Relevance:	20	
	Definitely	Probably
(scores out of 20 including weighting)	Agree	
Pre trial Purchase	19%	54%
Post trial Purchase	42%	48%
Better than what's out there	60%	
Exciting new idea	50%	

Expected Purchase Frequency %	
	Above Average
Weekly	40%
Fortnightly	35%
Monthly	10%
Occasionally	13%
Never	2%

Test Details	Overall Sample Size:	52	Adults only	Preparation: RTE	Research Date: 17-05-18
	Norm Category:	7B	Bread Loaves		CMR Reference: 180501