




<b>Product Name:</b>	<b>Mini Chocolate Custard Slices</b>	<b>Supplier:</b>	<b>Iceland Foods plc</b>		
<b>Overall Product Score:</b>	<b>39</b>	<b>Norm:</b>	<b>37</b>	<b>Max:</b>	<b>47</b>
			<b>Min:</b>	<b>23</b>	<b>CMR Reference:</b> 141211

<b>Concept Appeal:</b>		The competitive price was a key driver , helping to raise pre trial engagement in this frozen dessert.
<b>Product Appeal:</b>		The quality polarised opinions and impacted on ratings and overall score, which was close to the category norm.
<b>Sales Potential:</b>		Despite some reservations, this product was still an attractive proposition when looking for a viable party dessert option.

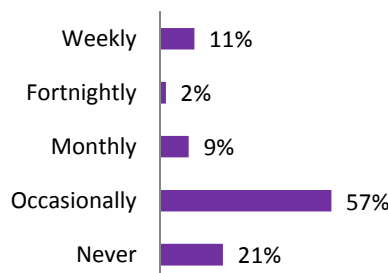
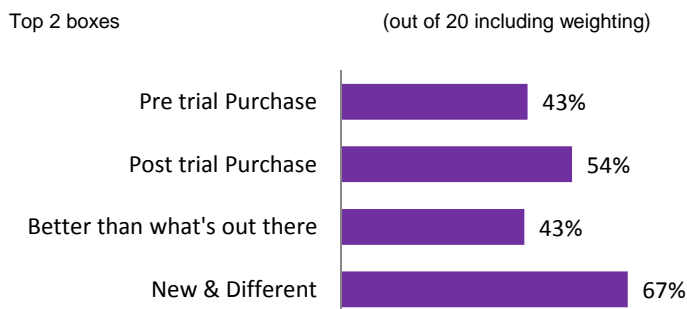


**Fast Foodfax Verdict:**

Part of Iceland's Party range - and available to co-incide with the festive season, this pack of 16 Mini Chocolate Custard Slices was an attractive proposition pre trial, especially when taking into consideration the competitive £1.00 price point. However, along with the price point came associated quality concerns, with many of the group accepting that the quality may not be of a high standard, taking the 'get what you pay for approach'. This indeed was the case for some, who found these frozen, bite sized slices to be 'soggy', with 'chewy pastry' and 'too squidgy - difficult to eat' after sampling, although significantly, there were an almost equal number who were less concerned, appreciating the 'smooth, creamy custard' , ideal size and attractive appearance. Regionally, Northerners were more receptive (score:45) than their Southern counterparts (score: 32), with a near norm overall score of 39 achieved as a result. Relevant when looking for a convenient and economical option to included on buffets or at parties, these Custard Slices understandably attracted mainly occasional purchases.

<b>Product Key Measures:</b>	<b>Mean Scores</b>	<b>Likes &amp; Dislikes:</b> (in their own words)	<b>Description of Product %</b>	<b>Sales Potential</b>	
Pre Test Interest in Purchase	3.49	<i>Price is good for quality / colourful box / good amount / lovely bite sized / good for Xmas / good size party cake / smooth &amp; creamy custard / the picture looks just like the product / amazing how they get 16 in the box / better than Tesco. Soggy / not a lot of taste / pastry chewy like cardboard / squidges out everywhere – difficult to eat / a bit sticky / chocolate flavouring bitter.</i>	Ideal for chilling out	39%	
Initial Appeal	4.09		For midweek	26%	
Appearance	3.91		I would recommend this product	22%	Product Tested
Smell	3.70		Ideal when entertaining	54%	
Taste	3.56		Weekend treat	37%	Definitely 19%
Texture	3.52		Would buy on special offer	2%	
Packaging	3.76		For kids	28%	Probably 35%
Health	2.89		Not for me	26%	
Value for Money	3.94		A good standby	15%	
Overall Impression	3.54				
Would Buy Intention	3.28				
Mean Total	36.19				
Characteristics mean total	36				
Weighting factor	2.5				
Overall product score out of 50	39				

**Innovation / Relevance:** **Overall rating: 17** (out of 20 including weighting) **Expected Purchase Frequency %**



<b>Test Details</b>	Overall Sample Size: 54	Adults only	Preparation: RTE	Price: £1.00	Weight: 220g
	Norm Category: 83	Frozen Cold Eating Desserts/Puddings	Research Date: Tues 18.11.14		