




Product Name:	Baru Our Most Fluffy Ever Marshmallows - with Sea Salt Caramel	Supplier:	Baru NV
Overall Product Score:	24	Norm:	36
		Max:	47
		Min:	16
		CMR Reference:	150107

Concept Appeal:		Premium positioning was reflected by the equally premium price, restricting pre trial interest.
Product Appeal:		Disappointment in overall delivery was reflected by lower than norm ratings across many key measures.
Sales Potential:		Poor delivery and the high price restricted sales potential, with over half claiming they would never buy.



Fast Foodfax Verdict:

Hand made in Belgium in small batches, these premium positioned and individually wrapped Marshmallows, were purchased in Waitrose for £2.99 per box of 4 and were considered by many to be 'too expensive' pre trial, restricting engagement. Despite the Belgian provenance and the elegant packaging, there was disappointment after sampling with the overall delivery, with the bitterness of the chocolate 'overpowering' and, for some, the marshmallow 'too hard and chewy'. Achieving below norm ratings across the sub sets and for most key measures (only 'Packaging' was above), a disappointing overall score of 24 was awarded - midway between the norm and category minimum. Despite offering something a little out of the ordinary, the premium price and poor delivery prompted nearly 60% to claim that they would never buy, especially as many also agreed that better alternatives were currently on the market. Even amongst those who were more appreciative, largely occasional sales were indicated as an indulgent weekend treat.

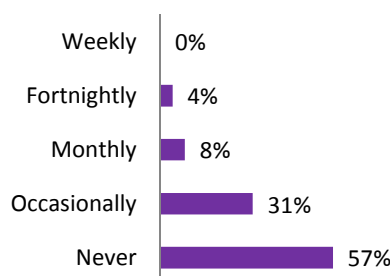
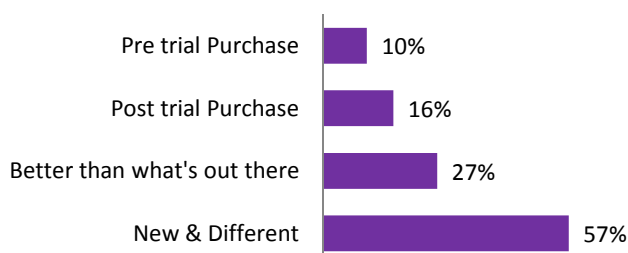
Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)
Pre Test Interest in Purchase	2.59	<i>Nice indulgence / loved the packaging / a little different / scrummy / lovely tasting chocolate/ sweet marshmallows/ nice and fluffy / liked they are individually wrapped/ trendy pack</i>
Initial Appeal	3.96	<i>A bit sweet / expensive/ marshmallow chewy and hard / poor after taste / disappointing / chocolate too overpowering / bitter taste</i>
Appearance	3.76	
Smell	3.41	
Taste	3.35	
Texture	3.41	
Packaging	3.67	
Health	2.57	
Value for Money	2.10	
Overall Impression	2.65	
Would Buy Intention	2.14	
Mean Total	31.02	
Characteristics mean total	31	
Weighting factor	-7	
Overall product score out of 50	24	

Description of Product %	Sales Potential
Ideal for chilling out	12%
For midweek	4%
I would recommend this product	0%
Ideal when entertaining	20%
Weekend treat	22%
Would buy on special offer	27%
For kids	6%
Not for me	45%
A good standby	4%

Would Buy Intention	Product Tested
Definitely	0%
Probably	16%

Innovation / Relevance: Overall rating: **11** (out of 20 including weighting)

Expected Purchase Frequency %



Test Details	Overall Sample Size: 53	Adults only	Preparation: RTE	Price: £2.99	Weight: 60g
	Norm Category: 96	Ambient Individual Cakes & Pastries	Research Date: Thurs 11.12.14		