

Product Name: Almond Dream Praline Crunch Ice Cream **Supplier:** Hains Celestial Ltd

Overall Product Score: 39 **Norm: 40** **Max: 50** **Min: 11** **CMR Reference: 150121**

- Concept Appeal:** The pack design was too restrained for some, who thought it may be missed in the freezer, impacting on pre trial interest.
- Product Appeal:** Near norm ratings were achieved for this product amongst this non-targeted group of testers.
- Sales Potential:** Price inhibited more frequent purchase, with nearly half claiming they would only buy if on special offer.



Fast Foodfax Verdict:

Purchased in Waitrose for £4.99 per 500ml pot, this non-dairy ice cream under the Almond Dream brand attracted a good level of pre trial interest, despite some claiming that the pack design could go un-noticed in the freezer cabinet. Tested amongst a non-targeted group, who didn't have a lactose intolerance, this product was still well received by many and was considered to be on par with dairy equivalents, with some going as far to comment that it was 'better than Ben & Jerry's'. Others however, considered it to lack creaminess and was 'very sweet', restricting many key measures to near norm levels. Offering something new to the fixture, this product was still a viable option for many, with only 15% claiming they would never buy - an indication of the mainstream appeal. The premium price point was, however, restrictive and nearly half claimed they would only buy if on special offer, but appreciated this was a good alternative for those who required a dairy free diet.

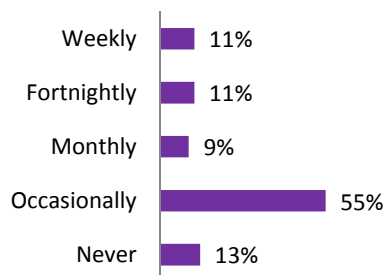
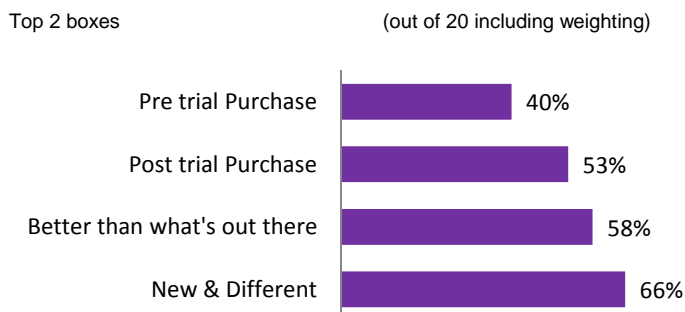
Product Key Measures:	Mean Scores
Pre Test Interest in Purchase	3.42
Initial Appeal	4.26
Appearance	3.94
Smell	3.89
Taste	4.23
Texture	4.28
Packaging	3.85
Health	3.21
Value for Money	2.77
Overall Impression	3.87
Would Buy Intention	3.53
Mean Total	37.83
Characteristics mean total	38
Weighting factor	1.5
Overall product score out of 50	39

Likes & Dislikes: (in their own words)
Liked the nuts / good for those lactose intolerant / good flavours/ lovely creamy / wouldn't know that it was dairy / luxury taste/ better than Ben & Jerry's/ very nice/ creamy / looked good/ rich
Pack wouldn't stand out / not very creamy / watery taste – like a cheap ice cream/ expensive/ not as outstanding as some other brands/ no crunchy praline/ very sweet

Description of Product %	Sales Potential
Ideal for chilling out	45%
For midweek	21%
I would recommend this product	25%
Ideal when entertaining	32%
Weekend treat	42%
Would buy on special offer	47%
For kids	19%
Not for me	15%
A good standby	23%

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

Expected Purchase Frequency %



Test Details Overall Sample Size: 53 Adults only Preparation: RTE Price: £4.99 Weight: 500ml
 Norm Category: 90 Family Sized Ice Creams / Frozen Yogurts Research Date: Thurs 09.01.14