




Product Name:	Green Giant Express Sweetcorn	Supplier:	General Mills		
Overall Product Score:	47	Norm:	32	Max:	49
			Min:	8	CMR Reference: 150128

Concept Appeal:		Presented in a format, different from the more well established can, and with strong branding, this product generated high levels of engagement.
Product Appeal:		The quality standard was good, with this Sweetcorn meeting with high expectations.
Sales Potential:		Convenient, versatile and relevant, this product attracted regular purchase intent amongst over half the group.



Fast Foodfax Verdict:

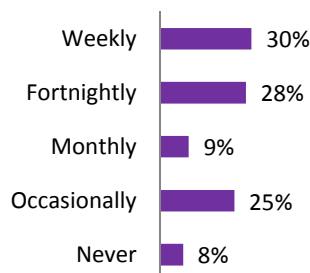
Under the well established and trusted Green Giant branding, this microwaveable pouch of Sweetcorn, was a novel format and interesting pre trial proposition. Listed in Sainsbury's and purchased for £1.00, this example delivered to a quality standard expected and associated with the more familiar canned format with agreement across all sub sets. Many praised the 'fresh, sweet buttery' taste and 'juicy, succulent' textures, and with the only downside being that this was a little more expensive means of buying processed Sweetcorn, sale potential was high, with over 50% claiming that they would be regular purchasers. Over 70% claimed they would definitely / probably buy (c/w 33% norm) - a further indication of how relevant this product was, with the convenience and versatility also contributing factors. Better than the competition, this product achieved a high overall score - just two points off the current category maximum and a perfect rating of 20 for 'Innovation / relevance'

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)																				
Pre Test Interest in Purchase	3.65	<i>Excellent / firm kernels / tastes fresh / sweet and buttery / good value for money / brightly coloured packaging / lovely / juicy / succulent / good colour / good brand – can't beat it/ plump kernels / informative pack / good idea – easy to store / right amount in pack .</i> <i>Can't re-cycle packet/ more expensive than cans</i>																				
Initial Appeal	4.26																					
Appearance	4.28																					
Smell	4.17																					
Taste	4.47																					
Texture	4.45																					
Packaging	4.30																					
Health	4.17																					
Value for Money	3.70																					
Overall Impression	4.19																					
Would Buy Intention	3.94	<table border="1"> <thead> <tr> <th>Description of Product %</th> <th>Sales Potential</th> </tr> </thead> <tbody> <tr> <td>Ideal for chilling out</td> <td>34%</td> </tr> <tr> <td>For midweek</td> <td>68%</td> </tr> <tr> <td>I would recommend this product</td> <td>32%</td> </tr> <tr> <td>Ideal when entertaining</td> <td>15%</td> </tr> <tr> <td>Weekend treat</td> <td>25%</td> </tr> <tr> <td>Would buy on special offer</td> <td>19%</td> </tr> <tr> <td>For kids</td> <td>43%</td> </tr> <tr> <td>Not for me</td> <td>6%</td> </tr> <tr> <td>A good standby</td> <td>45%</td> </tr> </tbody> </table>	Description of Product %	Sales Potential	Ideal for chilling out	34%	For midweek	68%	I would recommend this product	32%	Ideal when entertaining	15%	Weekend treat	25%	Would buy on special offer	19%	For kids	43%	Not for me	6%	A good standby	45%
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Characteristics mean total	42																					
Weighting factor	5																					
Overall product score out of 50	47																					

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



Expected Purchase Frequency %



Test Details	Overall Sample Size: 53	Adults only	Preparation: Microwave Price: £1.00	Weight: 205g
	Norm Category: 39	Ambient Vegetables, Pasta, Beans & Pulses (All Forms)		Research Date: Thurs 23.01.14