




Product Name:	Twinnings Plummy Earl Grey Flavour Loose Leaf Tea	Supplier:	Twinnings Ltd
Overall Product Score:	26	Norm:	29
		Max:	45
		Min:	15
		CMR Reference:	150212

Concept Appeal:		The strong and trusted branding and offer of something out of the ordinary helped to generate a good level of pre trial engagement.
Product Appeal:		Both the flavour and aroma were too much of a distraction for many, limiting the overall score to a level just below the category norm.
Sales Potential:		Relevant as an occasional change or when entertaining, this tea would be a greater attraction if on special offer.

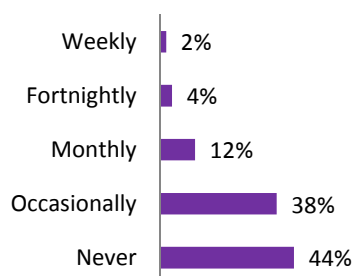
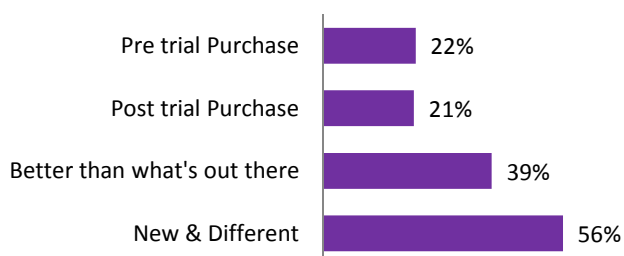


Fast Foodfax Verdict:

This pouch of loose leaf Earl Grey tea, infused with plum and star anise from Twinnings was purchased from Waitrose for £4.99. Although the premium price point was restrictive pre trial, the strong and trusted branding, along with a novel presentation helped to maintain a good level of interest and engagement. Brewed as directed on pack, for some the resulting tea was a disappointment, as the aniseed flavours were found to be too dominating and the aroma 'too perfumed'. Although others offered a different opinion, commenting on the refreshing nature and fruitiness of flavour, the polarisation impacted on key measure ratings and restricted the overall score to a level three points below the category norm. It was the price, however, which had the greatest impact, prompting one quarter to claim that they would only consider purchase if on special offer. At the current price point, over 40% said that they would not buy, with mainly occasional sales indicated amongst those who could be tempted, as an indulgence when chilling out or to offer to guests.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)
Pre Test Interest in Purchase	2.63	<i>Attractive pack / good brand / refreshing / nice after taste / rich colour / fruitiness / different</i> <i>Strange product / poor flavours / tasted too soapy / expensive / prefer to have tea bags / aniseed / fragrance too perfumed / acquired taste</i>
Initial Appeal	3.35	
Appearance	3.71	
Taste	3.10	
Aftertaste	3.08	
Refreshment	3.12	Description of Product %
Strength of Flavour	3.23	
Packaging	3.98	Sales Potential
Value for Money	2.35	Would Buy Intention
Overall Impression	2.87	Product Tested
Would Buy Intention	2.42	Definitely 10%
Mean Total	31.19	Probably 12%
Characteristics mean total	31	
Weighting factor	-5	
Overall product score out of 50	26	

Innovation / Relevance:	Overall rating:	12	Expected Purchase Frequency %
Top 2 boxes	(out of 20 including weighting)		



Test Details	Overall Sample Size: 52	Adults only	Preparation: Other	Price: £4.99	Weight: 110g
	Norm Category: 108D	Hot Drinks - Speciality Tea	Research Date: Thurs 30.01.14		