

Product Name: **Marshmallow Making Kit** Supplier: **Sainsbury's Supermarkets Ltd**

Overall Product Score: **28** Norm: **38** Max: **49** Min: **24** CMR Reference: **150434**

- Concept Appeal:** ● Not exactly a 'must buy' but could be tempting for a change, particularly for those keen to encourage their kids to cook.
- Product Appeal:** ● Difficult to emulate an authentic marshmallow. The result was often too squidgy/sticky in the centre and very very sweet.
- Sales Potential:** ● Many baulked at the sugar content and preparation time required to make these sweets, but it could be something bought occasionally for kids.



**Fast Foodfax Verdict:**

Parents of older children were the most attracted by this Making Kit from Sainsbury's and it was generally seen as a kid's product. Interviewers made up the pack and reported no difficulty in following the instructions, although they were left with plenty of washing up. The response to the finished sweets was mixed, but the general consensus was that these were not as good as a 'bought' version. In fact purchase intention fell slightly from its small base, as most were left wondering "why would you bother?", especially given the quality and affordability of other brands, like the recently tested Chosen by You Luxury Marshmallows from Asda, ref 4780, 41. When making this product, the mixture has to be whisked for 8-10 minutes and it is clearly difficult to achieve the very aerated fluffiness of a ready made marshmallow. The majority managed a product that was "quite light" and "very sweet", but there were complaints it was more like nougat than marshmallow, with a consistency that was "very sticky"/ "tacky" making it messy to eat. A fun idea but one that most parents would be happy to avoid.

Product Key Measures:	Mean Scores
Pre Test Interest in Purchase	2.88
Initial Appeal	3.87
Appearance	3.54
Smell	3.44
Taste	3.64
Texture	3.53
Packaging	3.40
Health	2.40
Value for Money	2.70
Overall Impression	3.06
Would Buy Intention	2.49
Mean Total	32.06
Characteristics mean total	32
Weighting factor	-4
Overall product score out of 50	28

**Likes & Dislikes:** (in their own words)

*Good value/way better than bought marshmallows/convenient/light/lovely sweet & gooey/firm/eye-catching/lots of information on pack/attractive packaging/fun for kids to eat & make/sweetness*  
*High sugar content/too sweet/easier to buy ready prepared/looks like nougat rather than marshmallow/dull/boring/worse than ready made why would you bother/quite expensive/rather fiddly/too tacky/did not like texture/poor overall impression/sticky and far too sweet/messy/plain*

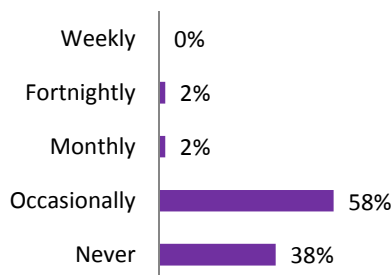
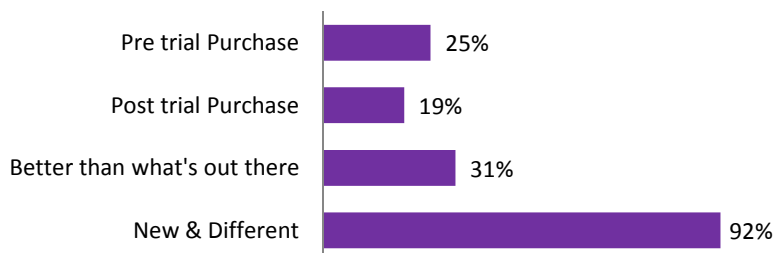
**Description of Product %**

**Sales Potential**

Description of Product %	Sales Potential
Ideal for chilling out	8%
For midweek	6%
I would recommend this product	9%
Ideal when entertaining	13%
Weekend treat	23%
Would buy on special offer	9%
For kids	64%
Not for me	38%
A good standby	4%

**Innovation / Relevance:** Overall rating: **17**  
Top 2 boxes (out of 20 including weighting)

**Expected Purchase Frequency %**



Test Details	Overall Sample Size: 53	Adults only	Preparation: Hob	Price: £2.50	Weight: 469g
	Norm Category: 101	Confectionery (Sugar)		Research Date:	