




Product Name:	Cadbury Fingers - Salted Peanut Caramel	Supplier:	Burtons Foods		
Overall Product Score:	44	Norm:	41	Max:	50
			Min:	21	CMR Reference:
					150422

Concept Appeal:		Typical Fingers box and a flavour that 9 in 10 rated 'new and different'.
Product Appeal:		A subtle taste of salt helped to cut through the sweetness of the chocolate. Crunchy biscuit but only a nut flavouring used.
Sales Potential:		An above norm score with many tempted to buy for a variety of eating occasions. An affordable family treat.



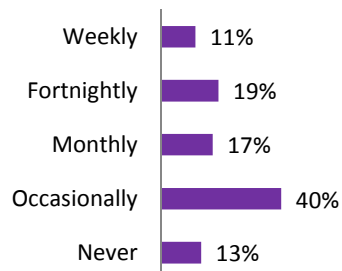
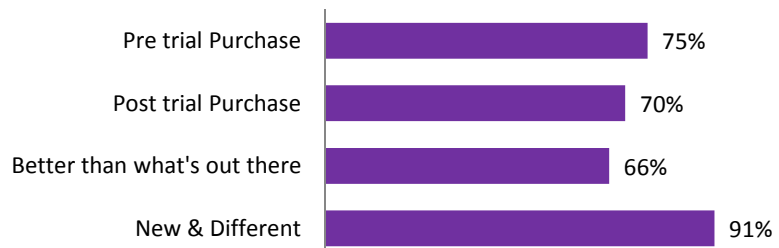
Fast Foodfax Verdict:

Launched along with a Salted Caramel Crunch, this Salted Peanut Crunch comes in a 92g pack and was tested at the Asda price of 92p. The last new Finger tested through Fast Foodfax was in 2008 when Toffee Crunch was given a rating of 42. The Toffee Crunch had been rated just 3.08 for Value as the product was tested at £1.25 albeit for a larger pack size(125g). This 92g pack was rated 'good' or 'excellent' value by 65% and many were tempted to buy before tasting for a family treat. Purchase interest was sustained after trial as the taste lived up to expectations and this was sufficiently different to standard Cadbury's Fingers to be bought as a change. Despite a suspicious lack of peanuts in the ingredients list, there was at least an aroma of peanuts when the pack was opened and the crunchy biscuit was often mistaken for "crunchy peanut". In fact the biscuits are peanut flavoured and 'may contain nuts' only due to the production method. This failed to deter most testers; 40% of whom were 'definite' buyers and this looks like being a popular addition to the range.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)																																								
Pre Test Interest in Purchase	3.90	<i>Good crunchy texture / liked the combination of flavours / bright packaging – would stand out/ crunchy peanut / quality chocolate / new and different / good overall / lovely flavour / not too sweet or salty/ moreish / rich</i> <i>Standard Cadbury Fingers better/ didn't like the flavour combinations / disappointing for Cadbury/ would be better with plain chocolate/ strange aftertaste / pack may not stand out</i>																																								
Initial Appeal	4.38																																									
Appearance	4.11																																									
Smell	3.96																																									
Taste	3.96																																									
Texture	4.04																																									
Packaging	4.09																																									
Health	2.77																																									
Value for Money	3.81																																									
Overall Impression	3.88																																									
Would Buy Intention	3.81	<table border="0"> <tr> <th colspan="2">Description of Product %</th> <th colspan="2">Sales Potential</th> </tr> <tr> <td>Ideal for chilling out</td> <td>62%</td> <td colspan="2">Would Buy Intention</td> </tr> <tr> <td>For midweek</td> <td>45%</td> <td></td> <td></td> </tr> <tr> <td>I would recommend this product</td> <td>40%</td> <td>Product Tested</td> <td></td> </tr> <tr> <td>Ideal when entertaining</td> <td>36%</td> <td></td> <td></td> </tr> <tr> <td>Weekend treat</td> <td>53%</td> <td>Definitely</td> <td>40%</td> </tr> <tr> <td>Would buy on special offer</td> <td>8%</td> <td></td> <td></td> </tr> <tr> <td>For kids</td> <td>43%</td> <td>Probably</td> <td>30%</td> </tr> <tr> <td>Not for me</td> <td>15%</td> <td></td> <td></td> </tr> <tr> <td>A good standby</td> <td>19%</td> <td></td> <td></td> </tr> </table>	Description of Product %		Sales Potential		Ideal for chilling out	62%	Would Buy Intention		For midweek	45%			I would recommend this product	40%	Product Tested		Ideal when entertaining	36%			Weekend treat	53%	Definitely	40%	Would buy on special offer	8%			For kids	43%	Probably	30%	Not for me	15%			A good standby	19%		
Description of Product %		Sales Potential																																								
Ideal for chilling out	62%	Would Buy Intention																																								
For midweek	45%																																									
I would recommend this product	40%	Product Tested																																								
Ideal when entertaining	36%																																									
Weekend treat	53%	Definitely	40%																																							
Would buy on special offer	8%																																									
For kids	43%	Probably	30%																																							
Not for me	15%																																									
A good standby	19%																																									
Mean Total	38.82																																									
Characteristics mean total	39																																									
Weighting factor	5.5																																									
Overall product score out of 50	44																																									

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

Expected Purchase Frequency %



Test Details	Overall Sample Size: 53	Adults only	Preparation: RTE	Price: £0.92	Weight: 92g
	Norm Category: 94B	Sweet Biscuits And Cookies - Chocolate	Research Date: Thurs 03.04.14		