

|                      |   |                  |                                |
|----------------------|---|------------------|--------------------------------|
| <b>Product Name:</b> | <b>Made Without Wheat Pork Sausages</b> | <b>Supplier:</b> | <b>Marks &amp; Spencer plc</b> |
|----------------------|---|------------------|--------------------------------|

|                          |          |         |         |              |            |
|--------------------------|----------|---------|---------|--------------|------------|
| <b>OVERALL SCORE: 47</b> | Norm: 39 | Max: 49 | Min: 18 | Price: £2.30 | Size: 454g |
|--------------------------|----------|---------|---------|--------------|------------|

**Concept Appeal:**



The trusted M&S brand and gluten free option both helped generate pre trial interest in these Pork Sausages.

**Product Appeal:**



The quality on offer impressed, as reflected in the high overall score, which lay close to the category maximum.

**Sales Potential:**



One third claimed they would buy at least fortnightly, a level above the category norm, to enjoy as part of a mid week meal solution.



**Fast Foodfax Verdict:**

Part of the M&S Made without Wheat ( Gluten Free) range of products, these Pork Sausages, presented in brightly coloured packaging attracted above norm levels of initial appeal and prompted three quarters to claim they would be noticed in the chiller cabinet. Tested amongst a national representative group with no dietary restrictions / non-Coeliacs, the cooked sausages (prepared by grilling as directed on pack) were found to be of a high quality standard, with many positive comments received - 'good flavour, high meat content, succulent, thick' with some suggesting that 'you couldn't tell they were gluten free'. Widespread appeal contributed to above norm ratings across all key measures and impacted on the overall score, which at 47, was only 2 points below the current category maximum. The good delivery helped drive up post trial purchase intent, with this, along with over 70% agreeing they were better than the competition, helped the achievement of a maximum rating of 20 for 'Innovation and relevance'. A good value and high quality offer prompted over 90% to claim they would consider buying, despite not being in the target audience. An above norm level claimed at least fortnightly purchases (34% c/w 23% norm), to enjoy as part of a mid week meal solution.

**Product Key Measures:**

**Comparison vs. Category Norm:**

|  | Mean Scores | 0.0 | 0.2 | 0.4 | 0.6 | 0.8 |
|--|-------------|-----|-----|-----|-----|-----|
| Initial Appeal                           | 4.20        |     |     |     |     |     |
| Appearance                               | 4.22        |     |     |     |     |     |
| Smell                                    | 4.22        |     |     |     |     |     |
| Taste                                    | 4.42        |     |     |     |     |     |
| Texture                                  | 4.36        |     |     |     |     |     |
| Packaging                                | 3.98        |     |     |     |     |     |
| Health                                   | 3.34        |     |     |     |     |     |
| Value for Money                          | 3.74        |     |     |     |     |     |
| Overall Impression                       | 4.22        |     |     |     |     |     |
| Would Buy Intention                      | 4.18        |     |     |     |     |     |
| Characteristics mean total               | 41          |     |     |     |     |     |
| Weighting factor                         | 7           |     |     |     |     |     |
| <b>Overall product score (out of 50)</b> | <b>47</b>   |     |     |     |     |     |

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

**Good price / good flavour / nice skin / high meat content / not fatty / Thick / Chunky / Cannot tell that they are wheat free / Succulent / Well seasoned / Packaging - Noticeable colour / Clear details / Fits well in fridge**  
**Not spicy enough / Skins are too chewy / Dry / No aroma**

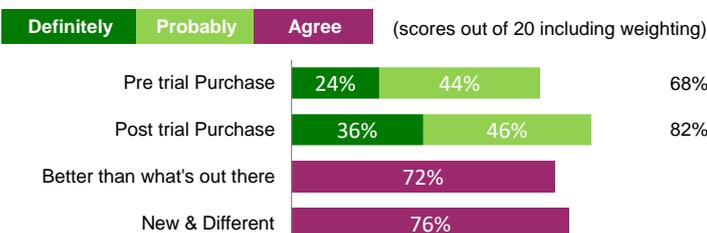
**Fit of Product %\***

|                                |            |
|--------------------------------|------------|
| <b>Top 3</b>                   |            |
| For midweek                    | <b>55%</b> |
| I would recommend this product | <b>41%</b> |
| A good standby                 | <b>39%</b> |
| <b>Bottom 3</b>                |            |
| For kids                       | <b>18%</b> |
| Ideal when entertaining        | <b>18%</b> |
| Not for me / us                | <b>6%</b>  |

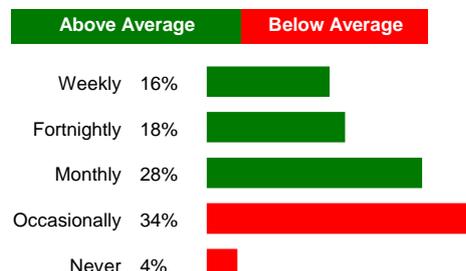
\* From 9 options

**Innovation / Relevance:**

**20**



**Expected Purchase Frequency %**



|                     |                         |             |                       |                               |
|---------------------|-------------------------|-------------|-----------------------|-------------------------------|
| <b>Test Details</b> | Overall Sample Size: 50 | Adults only | Preparation: Hob      | Research Date: Thurs 27.04.17 |
|                     | Norm Category: 56       | Sausages    | CMR Reference: 170430 |                               |