

Product Name: **Melting Mature Cheddar And Rice Stuffed Peppers**

Supplier: **Wm Morrisons Supermarkets Ltd**

**OVERALL SCORE: 46**

Norm: 33

Max: 45

Min: 16

Price: £2.00

Size: 300g

**Concept Appeal:**



The visible in pack quality and vibrancy of the product helped generate a high level of pre trial interest.

**Product Appeal:**



Despite not being highly appreciated in the North, overall, this product set a new category maximum score.

**Sales Potential:**



As a healthy mid week meal or as an offer to guests, the majority would consider buying, with above norm levels of at least monthly purchases indicated.



**Fast Foodfax Verdict:**

A Morrisons Market Street product, this pack of two red pepper halves, stuffed with rice and cheese was an attractive pre trial offer, with the attractiveness and visible quality of the peppers and competitive price key drivers. Prepared as directed in the oven, the resulting dish impressed overall - and even in the lower scoring North, their ratings and score were still above the category norm. As a group, and with many positive in their responses after sampling above norm ratings were indicated across all key measures - contributing to high overall score which set a new category maximum by one point. A simple concept, but one which was well executed, the maximum rating for Innovation / Relevance was also awarded - with quality of delivery contributing to a rise in post trial purchase intent and two thirds agreeing that it was not only 'new and different', but also better than similar products on the market. A viable option when entertaining or as a healthy, light mid week meal, above norm levels of at least monthly purchases were indicated with only one in ten claiming they would never buy.

**Product Key Measures:**

**Comparison vs. Category Norm:**

	Mean Scores	0.0	0.5	1.0	1.5
Initial Appeal	4.31				
Appearance	4.12				
Smell	4.17				
Taste	4.25				
Texture	4.25				
Packaging	3.65				
Health	3.96				
Value for Money	3.92				
Overall Impression	4.17				
Would Buy Intention	4.00				
Characteristics mean total	41				
Weighting factor	5				
<b>Overall product score (out of 50)</b>	<b>46</b>				

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

**Likes:** Tasty & easy to cook / Goes with anything / Easier than doing it yourself / Crunchy topping / Rice has a good bite / Quite filling / Good size pepper / Well filled / Sweet pepper / Seasoned well / Looks rustic / Light / Crunchy / Fresh; **Dislikes:** Expensive / Watery / Cheap tasting / Poor, sloppy appearance / Bit tasteless / Couldn't taste cheese / Oily taste to cheese.

**Fit of Product %\***

<b>Top 3</b>	
Ideal when entertaining	<b>48%</b>
For midweek	<b>44%</b>
I would recommend this product	<b>38%</b>
<b>Bottom 3</b>	
A good standby	<b>17%</b>
For kids	<b>10%</b>
Not for me / us	<b>8%</b>

\* From 9 options

**Innovation / Relevance:**

**20**

	Definitely	Probably	Agree	(scores out of 20 including weighting)
Pre trial Purchase	23%	35%		58%
Post trial Purchase	40%	37%		77%
Better than what's out there	65%			
New & Different	69%			

**Expected Purchase Frequency %**

	Above Average	Below Average
Weekly 8%		
Fortnightly 31%		
Monthly 15%		
Occasionally 37%		
Never 10%		

**Test Details**

Overall Sample Size:	52	Adults only	Preparation: Oven	Research Date: 15-02-18
Norm Category:	65	Chilled Vegetarian Products		CMR Reference: 180208