

Product Name: Ocado Chicken Style Broccoli & Cheese Kiev	Supplier: Ocado
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OVERALL SCORE: 44	Norm: 35	Max: 48	Min: 22	Price: £1.75	Size: 250g
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- Concept Appeal:** ● A simply but attractively presented frozen vegetarian offer, which generated a good level of interest pre trial.
- Product Appeal:** ● Across the sub sets there was praise for the quality of delivery, with only a few distracted by the texture of the cooked product.
- Sales Potential:** ● A good freezer standby as part of a mid week meal, this was a relevant option for vegetarians and non- vegetarians alike.



Fast Foodfax Verdict:

Part of Ocado's Vegetarian range, this 250g pack of two Chicken Style Broccoli & Cheese Kiev's were competitively priced at £1.75. The colourful pack design and concept were an attractive pre trial proposition and unlikely to be overlooked when searching online. Oven baked as directed the resulting Kiev's impressed many across the sub sets, as reflected by above norm ratings across all key measures and the resulting overall score which was only 4 points below the current category maximum. A few questioned the high fat content and the 'soft' texture, but the majority considered it to be a 'refreshing change to chicken' and a 'good balance of textures'. Exceeding expectations, this offer had mainstream appeal, not just for vegetarians, with the concept 'exciting' for over 70% and better than the competition for 80% - all factors which contributed to the achievement of the maximum rating for Innovation and relevance. A good freezer standby as part of a mid week meal, there was a high potential for repeat purchases.

Product Key Measures:	Mean Scores	Comparison vs. Category Norm:					Likes & Dislikes: (in their own words)
		0.0	0.2	0.4	0.6	0.8	
Initial Appeal	4.00						Likes: <i>Crispy coating & soft centre / Cheesy / Herby / Lots of broccoli / Refreshing change to chicken / Good balance of textures / Meat free / Looked appealing / Filling was tasty / Great alternative / Creamy.</i> Dislikes: <i>Very high in fat / Too soft compared to a chicken Kiev / Did not like the cheese with the broccoli / Lacks broccoli / Texture of meat alternative.</i>
Appearance	4.02						
Smell	4.02						
Taste	4.16						
Texture	4.02						
Packaging	3.76						
Health	3.80						
Value for Money	3.93						
Overall Impression	4.13						
Would Buy Intention	3.89						
Characteristics mean total	40						
Weighting factor	5						
Overall product score (out of 50)	44						

Fit of Product %*	
Top 3	
A good standby	69%
For midweek	56%
Ideal for chilling out	44%
Bottom 3	
Would only buy on special offer	11%
For special occasions	9%
Not for me / us	7%

* From 9 options

Innovation / Relevance:		20
Definitely	Probably	Agree
(scores out of 20 including weighting)		
Pre trial Purchase	16%	27%
Post trial Purchase	29%	44%
Better than what's out there	80%	
Exciting new idea	71%	

Category Purchase Frequency %	
Above Average	Below Average
Weekly 5%	
Fortnightly 11%	
Monthly 15%	
Occasionally 42%	
Never 27%	

Test Details	Overall Sample Size: 45	Adults only	Preparation: Oven	Research Date: 15-03-18
	Norm Category: 67	Coated Vegetarian Products		CMR Reference: 180316