



Hot Chilli Crisps



SUPPLIER: V.O.L.Cano Ltd

OVERALL SCORE

	Price	37		Reviewer Rating	3.40
	£1.00			Fans Rating	4.10
	Size	Max 47		ratings out of 5	
40g	Norm 34				
	Min 19				

VERDICT

- Launched at the start of this year, this new Chilli crisp flavour comes in 40g and 150g sharing bags. The 40g bag was tested at £1, a price that proved to be the main talking point at the start of the test.
- 68% agreed this unusual flavour was 'new and exciting' and the strong flavour is in line with the current trend for global and fusion flavours among younger crisp consumers.
- The spicy flavour was inevitably polarising and this was reflected in the response to Taste. 64% loved the fact these were 'very spicy' with a strong chilli hit, rating Taste as 'excellent' / 'good', while 1 in 4 rated it 'poor' / 'very poor' as they found the flavour 'far too hot' and felt the chilli totally masked any taste of Potato.
- Although described as a 'great new taste', even those who embraced the spicy flavour were reluctant to pay this premium for such a small bag. The sharing bag may fare better for those prepared to pay a bit extra when buying for a social gathering or evening treat.
- Only 4% were committed to buying after trial despite 1 in 4 giving this a 5 star review.

Concept Appeal	Product Appeal	Sales Potential
A well respected brand name, novel flavour and stylish pack but too small a bag for £1. This restricted pre-trial purchase intention despite a reasonable level of initial appeal for such an unusual flavour.	Crunchy and fresh with a generous coating of flavouring, this was a crisp with a strong flavour hit. Fair price for many but ideal for lovers of jalapeno chilies.	A new category minimum score but signs of potential among adventurous crisp buyers - particularly C2DE's. This 40g bag will need a price promotion to encourage sales, although usually sold through non mainstream outlets, where the premium is acceptable.

KEY MEASURES	COMPARISON vs CATEGORY NORM	BRAND APPEAL
Initial Appeal: 3.85		3.78
Appearance: 3.71		
Aroma: 3.67		
Taste: 3.90		
Texture: 3.75		
Packaging: 3.69		
Health: 2.96		
Value for Money: 3.65		
Overall Quality: 3.63		
Would Buy Intention: 3.12		
Characteristics mean total: 3.12		
Weighting factor: 1.00		
Overall product score (out of 50)	37	

INNOVATION	
out of 20 includes weighting	8
Pre trial Purchase	6% (35%)
Post trial Purchase	8% (35%)
Better than what's out there	42%
Exciting new idea	44%

PURCHASE INTENTION	FIT OF PRODUCT	EXPECTED PURCHASE FREQUENCY																						
<p>Before tasting: 50% Off</p> <p>After tasting: 50% Off</p>	<table border="1"> <tr> <th>TOP 3</th> <th>BOTTOM 3</th> </tr> <tr> <td>For kids: 52%</td> <td>To share with friends / family: 10%</td> </tr> <tr> <td>A good standby: 46%</td> <td>For on the move: 6%</td> </tr> <tr> <td>For midweek: 38%</td> <td>For special occasions: 4%</td> </tr> </table>	TOP 3	BOTTOM 3	For kids: 52%	To share with friends / family: 10%	A good standby: 46%	For on the move: 6%	For midweek: 38%	For special occasions: 4%	<table border="1"> <tr> <td>Weekly</td> <td>6%</td> </tr> <tr> <td>Fortnightly</td> <td>17%</td> </tr> <tr> <td>Monthly</td> <td>19%</td> </tr> <tr> <td>2-3 months</td> <td>17%</td> </tr> <tr> <td>4-6 months</td> <td>10%</td> </tr> <tr> <td>7 months plus</td> <td>4%</td> </tr> <tr> <td>Never</td> <td>27%</td> </tr> </table>	Weekly	6%	Fortnightly	17%	Monthly	19%	2-3 months	17%	4-6 months	10%	7 months plus	4%	Never	27%
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STAR RATING	% WHO RATED	REVIEWER COMMENTS
★★★★★	21%	Excellent quality, lovely flavour, will be looking out for them in the shops
★★★★☆	31%	I liked these, they were very spicy. Would be great at a party as nibbles with alcohol
★★★☆☆	25%	Nice idea. Deceptive flavour - there's a delay before the flavour hits your tongue. They're deceptively spicy. Lovely idea but too expensive to be viable I think.
★★☆☆☆	13%	Very spicy and dill leaves a strange overall flavour
★☆☆☆☆	10%	A good brand. The Flavour is far too hot and overpowering. They smell musty

Test Details	Norm Category: 2	Adults Only	Potato Snacks	Preparation: RTE	Research Date: 19-09-19
	Overall Sample Size: 52				CMR Reference: 4200



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Star Rating	Reviewer Comments*
5	Excellent quality , lovely flavour , will be looking out for them in the shops
5	Good for a snack
5	Not for me Price is way too much
5	Very tasty but expensive
5	As a good kick to them
5	a very good new product but was too hot for me. would buy if I was having friends round.
5	They taste fresh and crispy, have a nice strong spice too
4	I liked these, they were very spicy. Would be great at a party as nibbles with alcohol
4	Tasty but quite expensive!
4	Tasty, crispy but very strong on the chilli
4	Really like the taste, very spicy but still wanting you to have more, quite expensive though. Wouldn't pay that price for a small packet of crisps
4	Nice but expensive.. bigger packets would be most appealing.
4	Extremely hot, but nice
4	A nice spicy kick
4	tasted average is just a different shape attract children
4	Would enjoy with a cider
4	Lovely taste, expensive
4	Good flavour, good heat/spice, leaves spicy feel in mouth, crunchy
4	Nice idea. Deceptive flavour - there's a delay before the flavour hits your tongue. They're deceptively spicy. Lovely idea but too expensive to be viable I think.
4	Good strong taste with plenty of heat. Would be good with a dip. Very little aroma.
4	Decent product but far too hot for me
4	Not for me ,too hot and quite expensive
3	Very strong. My other half would like these
3	Too expensive but great new taste
3	I think the quality is good, they're just too hot for me. But I could taste the chill through the chilli and think they would appeal to people who like spicy food.
3	Good brand and really eye catching packaging. Spicy but let down by smell. Very strong aftertaste best suited to eat with something like cheese. An acquired taste.
3	Nice an crispy good flavour but to hot
3	Very tasty packaging looks appealing but very hot need a drink to go with these. A little bag for £1
3	It's a good product but I don't like really spicy things, nice and fresh though
3	Very spicy and dill leaves a strange overall flavour
3	For someone who likes hot and spicy food they would love it. Very hot strong taste
3	Could not taste the dill
3	Far to expensive To spend money on something to taste anything else Quite plain packaging
2	Very deceiving as there is no smell or crunch. But they have very strong taste. In fact uncomfortable when eating left my mouth feeling very spicy and hot
2	Too spicy
2	A good brand. The Flavour is a bit too hot and overpowering. They smell musty
2	Far too spicy in flavour. I can't taste anything other than jalapeño. Not many in a packet.
2	Poor aroma and too spicy. Not for me.
2	Far too strong
2	Overwhelmingly peppery taste. Can't taste dill. Unpleasant aftertaste
1	Normally like Pipers. Very strange taste. Seemed stale. Good crunch though.
1	Too spicy for me Maybe perfect with a dip
1	Bad to spicy
1	Would be too spicy for my partner so I couldn't buy them to share. Also, an unusual taste combination.
1	No aroma Too spicy Too expensive
1	To tangy and spicy
1	Bit too spicy
1	Far to spicy for me!

*Reviews reported verbatim