



CONSUMER TESTED		OVERALL SCORE	CATEGORY	AVERAGE REVIEWER RATING			
Product	Lidl Deluxe Smoky Bean Salad	44 out of 50	Maximum	49	★★★★☆ 4.20 out of 5		
Supplier	Lidl		Minimum	16			
Category	Chilled Prepared Salads		Norm	38	INNOVATION		
Tier	Premium				Innovation Score	16	out of 20
Price	£1.49						
Size	220g						

CONSUMER VERDICT

Achieving a top quartile rating, for many this salad tasted better than it looked as the beans were quite large and it looked a little oily in appearance. Once tried, reviewers were impressed with what turned out to be a fresh and well executed salad, delivering the expected smoky flavour. Considered by over half to be better than the competition, the good value price contributed to a steep rise in purchase intentions and a 4-Star Rating.

PRODUCT KEY MEASURES

Initial Appeal	4.09	Packaging	3.91
Appearance	3.91	Health	3.24
Aroma	3.80	Value for Money	2.57
Taste	3.93	Overall Quality	3.72
Texture	3.80	Would Buy Intention	2.56

CONSUMER REVIEWS	STAR RATING	% WHO RATED	CONSUMER COMMENTS	WHO	FROM
	★★★★★	28%	Eye catching as different to usual salads. Not overly sauced; Great flavour and texture.	Sue	Hartlepool
★★★★☆	31%	A good mix of beans, crunchy texture; good price.	Tim	Bath	
★★★☆☆	28%	Looks like an average bean salad. There was not enough flavour to the sauce. Nothing special.	Amrit	Solihull	
★★☆☆☆	6%	OK taste and texture.	Mark	Canterbury	
★☆☆☆☆	7%	It's not for me - a bit too vinegary.	Eloise	Exeter	



TEST DETAILS

CMR Reference	180775
Sample Size	54
Sample Makeup	Adults
Preparation	RTE
Research Date	19/07/2018

INGREDIENTS

24% Black Turtle Beans, 22% Butter Beans, 12% Red Kidney Beans, 12% Sweetcorn, 12% Vinaigrette, (Rape Oil, Water, Sugar, Spirit vinegar, , White Wine Vinegar, , Concentrated Lemon Juice, , Mustard Husk, Pimento, Tumeric. Salt. Cornflour. Garlic Puree. Black Pepper. Garlic flavouring. 6% Diced Red peppers. Tomato Sauce (Chopped tomato. Tomato Puree. Water. Sugar. Onion. White wine Vinegar. Rapeseed Oil. . Cornflour. Garlic Puree. Coriander. Salt. Cumin. Concentrated Lemon Juice. Smoke flavouring. Chilli Powder. Garlic Oil. 3% Red Onion. Tomato Paste. White Wine Vinegar. Rapeseed Oil. Coriander. Sugar. Smoked Paprika. Basil. Stabiliser: Xanthan Gum. Preservative: Potassium Sorbate

DRIVERS OF INNOVATION / RELEVANCE

Pre trial Purchase	7%	26%	33%
Post trial Purchase	9%	50%	56%
Better than what's out...	57%		
Exciting new idea	57%		

Legend: Definitely (Green), Probably (Purple), Agree (Pink)