



| CONSUMER TESTED |                              | OVERALL SCORE          | CATEGORY |    | AVERAGE REVIEWER RATING                                   |  |
|-----------------|------------------------------|------------------------|----------|----|---|--|
| Product         | Lidl Deluxe Smoky Bean Salad | <b>44</b><br>out of 50 | Maximum  | 49 | ★★★★☆ 4.20<br>out of 5                                    |  |
| Supplier        | Lidl                         |                        | Minimum  | 16 | <b>INNOVATION</b><br>Innovation Score <b>16</b> out of 20 |  |
| Category        | Chilled Prepared Salads      |                        | Norm     | 38 |   |  |
| Tier            | Premium                      |                        |          |    |   |  |
| 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       | 5% 50% | 56% |
| Better than what's out... | 57%    |     |
| Exciting new idea         | 57%    |     |

Definitely Probably Agree