

Reading The Grocer Own-Label Accreditation Short Reports

Product details from information given at the time of entry.

Logo present if product has achieved accreditation.

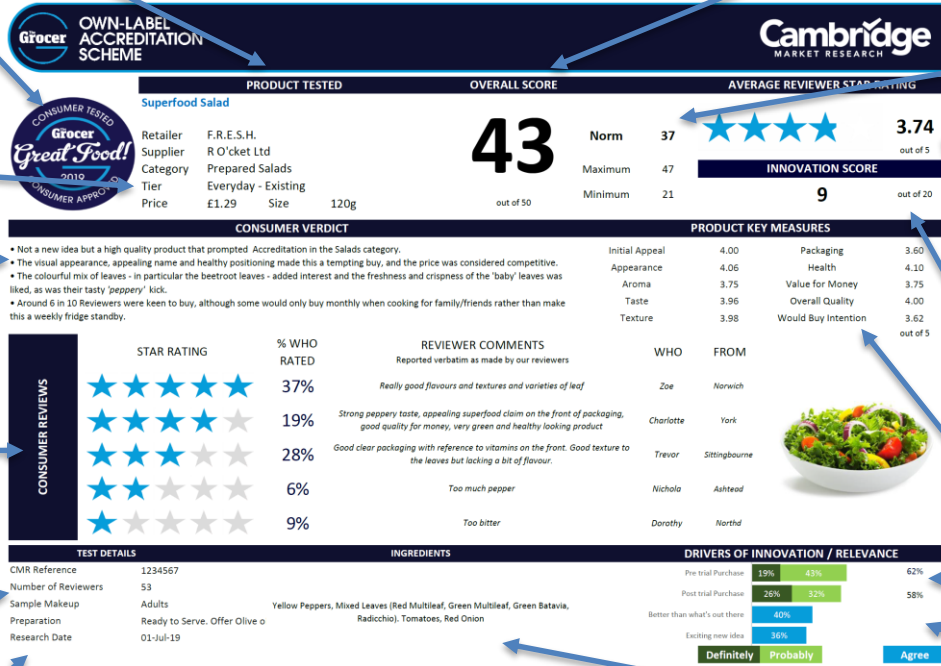
Different criteria for Accreditation apply if a product is an established line rather than a new variety or format.

A concise consumer verdict summarising key reasons for the Accreditation status.

% of consumers who gave 1-5 stars with one example comment per star rating reported verbatim (as made, unedited copy). Verbatim comments can be used in promo comms.

Number and age demographic of consumers who tested the product. This may be a more specific panel e.g. gluten free / vegan.

How prepared and when the product was tested.



The Overall Score (max 50) from 10 key measures, weighted by value for money and purchase intention to reflect product excellence and consumer relevance.

Current category norm, max and min scores from CMR's extensive Foodfax database.

The overall Star Rating from consumers on a 5 point 'Excellent' - 'Very Poor' scale.

The Innovation Score (max 20) is based on whether the product is considered 'new and exciting'. This score is also influenced by overall performance in its category context.

The 10 key ratings that form the basis of the Overall Score.

Dark green shows the % of 'definite' buyers, light green 'probable' buyers.

Blue depicts the % of consumers who agree with these statements.

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