

Pie Minister Henny Penny Pie

Pie Minister



Overall Score: 37

Norm:34 Min:20 Max:49

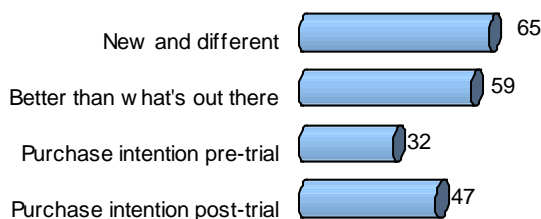
THE CONCEPT: The Pie Minister brand first appeared in 2003 as a revamp of the traditional pie and mash shop, and has now branched out into retail. This pie is filled with free range British chicken, mushrooms, white wine, cream and herbs in a rich pastry. Purchased from Sainsburys for £2.99.

THE PRODUCT: This product was firmly identified by respondents as an occasional, special treat, and very few were willing to purchase it on any other occasion. The product delivery was of the highest quality, as reflected in the scores achieved for taste and texture. Both the pastry and the filling were excellent, with the well executed flavour combination of chicken, mushrooms and creamy white wine sauce really appealing to consumers taste buds. Despite 59% claiming that this was a better product than what was already out there, 'would buy intention' was not particularly high pre test. This was due poor 'value for money' perceptions generated by a premium price point and a small portion size. This product would not feed more than one person, and some felt that this was only suitable for a lunch rather than a main dinner. As a result, there were fewer occasions when many would buy, as it simply did not fit into their weekly repertoire at this price. 37% claimed that they would only buy if the product was on special offer, but with 85% claiming that they would buy at some stage, this product had universal appeal as a tasty treat.

“ *Excellent / a luxury product / fantastic / like home made / can taste all the flavours / really good quality / generous amount of filling*
Too expensive / its such a small pie / too expensive to consider buying ”

INNOVATION / RELEVANCE:

Overall rating: 17
 (out of 20, including weighting) (% respondents agreeing and definitely/probably buying)



FAST FOODFAX VERDICT: An excellent quality pie with considerable appeal, but the price point will limit purchase frequency to occasionally or if the product is on offer.

MEAN SCORES

Norm	Characteristic	Score
3.10	Pre-Test Interest in Purchase*	3.08
3.82	Characteristics *	
3.73	Initial Appeal	4.14
3.75	Appearance	4.04
3.71	Smell	3.96
3.67	Taste	4.24
3.55	Texture	4.14
2.75	Packaging.....	3.80
3.14	Health.....	2.88
3.46	Value for Money.....	2.67
3.01	Overall Impression	3.70
	Would-Buy Intention	3.33
	MEAN TOTAL	36.89

(* Mean Scores out of 5)

Characteristics Mean Total: 37
Weighting Factor: 0
Overall Product Score out of 50: 37

CLAIMED FREQUENCY OF PURCHASE

3%	Weekly.....	0%
11%	Fortnightly.....	2%
17%	Monthly.....	20%
45%	Occasionally	62%
24%	Never.....	16%

TEST DETAILS

Norm Category: 35: Hot Eating Savoury Pastry Products
 Sample: Adults:
 Fieldwork w/c: 15.02.10
 Price: £2.99
 Weight: 270g
 Preparation: Oven

