

Morrisons 'The Best' Sticky Toffee Ice Cream

Hill Station plc

Norm:41 Max:50 Min:26

Overall Score: 50

PRE TEST: From the outset, this Sticky Toffee Ice Cream from Morrisons 'The Best' range looked like a premium product – the use of Rodda's Cornish clotted cream, the "classy" looking pack and the "expensive" price point all raised respondents' expectations.

POST TEST: Achieving a maximum overall score of 50, this Sticky Toffee Ice Cream from Morrisons outscored their Clotted Cream Ice Cream (46) which was assessed for the 2006 Grocer Own Label Excellence Awards, and was a match for some of the best brands.

The ice cream itself was "smooth", "rich" and "creamy", whilst the toffee sauce which was swirled through it had a good, sweet toffee taste without being overpowering or excessive. The result was a good balance of flavours, and an overall flavour profile which was refreshingly "rich without being too sickly".

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*Brilliant taste / One of the best ice creams ever /
 Gorgeous / Couldn't be faulted / Exceptional
 Really smooth and creamy and rich
 A special treat / luxurious / Really creamy, decadent
 ice cream, just the right amount of toffee sauce
 Fresh tasting / Refreshing
 Good toffee and not too much of it
 Toffee not too overpowering or sickly*
 ”

If the price had been a slight barrier to purchase pre-trial, the exceptional taste and quality made this premium quality ice cream well worth the £2.49 price point, and post-trial, two-thirds of the sample said they would buy it on at least a monthly basis. It would be an ideal freezer standby, for use on a variety of 'indulgent' occasions.

THE CONSUMER VERDICT: A well balanced, premium quality ice cream, which was indulgent without being too rich or sickly, this was ranked alongside some of the best branded ice cream products on the market.

MEAN SCORES

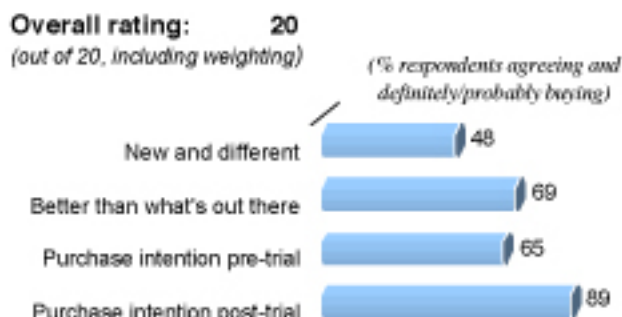
FFx Norm			
3.49		Pre-Test Interest in Purchase*	3.83
		Characteristics *	
4.37		Initial Appeal.....	4.26
4.11		Appearance.....	3.83
3.77		Smell	4.09
4.18		Taste	4.46
4.15		Texture.....	4.43
3.88		Packaging	4.00
3.00		Health.....	3.02
3.27		Value for Money.....	4.52
3.93		Overall Impression.....	4.35
3.55		Would-Buy Intention.....	4.35
		MEAN TOTAL.....	41.31
		(* Mean Scores out of 5)	

Overall Product Score: 50
 (out of 50, including weighting)

CLAIMED FREQUENCY OF PURCHASE

Weekly.....	26%
Fortnightly	13%
Monthly	24%
Occasionally.....	37%
Never.....	0%

Innovation / Relevance



A maximum 20 Innovation / Relevance rating is based on excellent product performance in the face of stiff competition. An indulgent treat which would make a welcome addition to respondents' current ice cream repertoire.

Test details

Norm Category: 90:Family size ice creams / sorbets / frozen yogurts
 Sample: 54 adults
 Price: £2.49
 Weight: 500ml
 A / C / F: Frozen
 Preparation: None
 Test date w/c: 8 January 2007
 Ref: CMR-0611 / FFSW-091

