



Weetabix Gold

Weetabix Ltd

Norm:35 Max:24 Min:45

Overall Score: 44

PRE TEST: Weetabix Gold uses a special variety of white wheat selected for its golden appearance, lighter texture and delicate taste. This pack of 24 biscuits has an rsp of £2.19

POST TEST: The overall score – just one point below the current category maximum – is indicative of how much respondents enjoyed this new Weetabix product. The cereal attracted very similar positive comments throughout this family sample and 66% were keen to buy it for their kids. This was not considered a gimmicky or novelty cereal that would languish in the cupboard, but one that over half the sample (53%) would buy either weekly or fortnightly.

The packaging and price were considered “acceptable” and the discounted price actually placed the cereal in line with standard variants. Crucially for Weetabix, this premium version was considered more natural and this boosted health perceptions.

“ Love the golden colour / looks really appetising / just like normal Weetabix just paler in colour
A more wheaty taste / good as not too sweet
Nice and crunchy even after milk was added / tasted nice and light / not quite as stodgy as the original. ”

The competitive price point undoubtedly increased sales and the final rsp will impact on frequency of purchase. However, the strong taste and texture ratings and positive health benefits of the cereal should help justify the premium and Weetabix has produced a premium variant that offers something different from the many cheaper ‘me-toos’ on the market.

THE CONSUMER VERDICT: This Weetabix Gold offered something only slightly different to the standard Weetabix. However, the high levels of purchase intention boosted the score as three quarters of the sample could imagine buying after tasting

| | | MEAN SCORES | |
|----------|------|--------------------------------|--------------|
| FFX norm | 3.05 | Pre-Test Interest in Purchase* | 3.42 |
| | 3.63 | Characteristics * | |
| | 3.56 | Initial Appeal..... | 3.98 |
| | 3.42 | Appearance..... | 3.79 |
| | 3.59 | Smell | 3.50 |
| | 3.67 | Taste | 4.04 |
| | 3.58 | Texture..... | 4.06 |
| | 3.45 | Packaging | 3.92 |
| | 3.21 | Health..... | 4.31 |
| | 3.49 | Value for Money..... | 3.88 |
| | 3.07 | Overall Impression..... | 4.06 |
| | | Would-Buy Intention..... | 4.00 |
| | | MEAN TOTAL | 39.54 |
| | | (* Mean Scores out of 5) | |

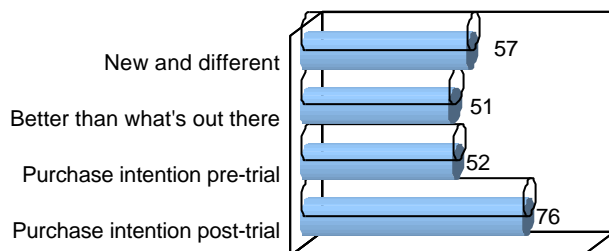
Overall Product Score: 44
(out of 50, including weighting)

| CLAIMED FREQUENCY OF PURCHASE | |
|-------------------------------|-----|
| Weekly..... | 13% |
| Fortnightly | 40% |
| Monthly | 27% |
| Occasionally..... | 12% |
| Never..... | 8% |

Innovation / Relevance

Test details

Overall rating: 19
(out of 20, including weighting) (% respondents agreeing and definitely/probably buying)



This cereal achieved a near maximum Innovation/ Relevance rating. Over half felt that this product was better than alternative wheat biscuits on the market.

Norm Category: 11: Cereals (not muesli)
Sample: 53
Price: £1.09
Weight: 24 pieces
Preparation: None
Test date: 12 October 2007
Ref: CMR9999 / ID999

