



**Technomic®**



# Spicy Butter Chicken Pizza Scorecard

Powered by MenuSurf

Prepared for

**PATAK'S FOODSERVICE CANADA**

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# Understanding Your Report

## Concept Screener

The Menu Currents scorecard is based off a monthly survey of respondents representative of the foodservice marketplace by age, gender and ethnicity. Approximately 500 respondents see each item. Consumers are surveyed on limited-time offers comprising submitted concepts and existing LTOs in the market. Participants are not shown the brands associated with each concept. For in-market LTOs that are screened by the program, insights are kept and historical consumer ratings can be leveraged to correlate to wins and losses. The use of this tool is ideal for narrowing and prioritizing large sets of menu ideations during the early stages of menu development, as well as one-off or small-batch ideation feedback required for planned meetings.

LTOs are evaluated on several metrics, including:

- **Purchase Intent**—how likely consumers are to purchase the item
- **Craveability**—how much consumers crave the item

Percentile	Purchase Intent	Uniqueness	Draw	Craveability
50	96	100	98	97
75	120	129	118	117
80	126	140	123	121
85	134	149	130	128
90	144	166	140	137
95	155	185	151	148

- **Draw**—the ability of the LTO to draw a consumer to a restaurant
- **Uniqueness**—how unique the LTO is compared to other items available during that daypart

Additionally, each LTO is assigned an index score based on the average top box response for all surveyed items within its mealpart. These scores serve as a benchmark for clients to compare their LTOs against other LTOs in its mealpart. An interpretation of these scores is shown above.

### Frequently Asked Questions

#### Why does my concept have a low score for Purchase Intent but high scores for other attributes?

Each respondent is asked about their intent to purchase an item, but only respondents who would purchase that item are subsequently asked about its other attributes. So while its Purchase Intent score is representative of all survey respondents, the other scores are representative of only potential buyers. For example, an item with a Purchase Intent score of 30% but a Craveability score of 60% means that 30% of survey respondents would be likely to purchase that item, and 60% of those buyers consider it to be craveable.

#### If my concept has a low Purchase Intent score, does that mean it won't sell?

Not necessarily—some of the most polarizing LTOs have the strongest fan bases. An LTO with a low Purchase Intent score but high scores for other attributes holds the potential to be a niche item. If you'd like to explore this further, Technomic can provide a deeper analysis into potential niche items using Waves and Splash, MenuSurf's second and third phases.

#### How do you calculate Brand Fit, if respondents aren't shown brand logos with each LTO?

We ask BF later to respondents who indicated they have visited that restaurant. The brand logo is shared with the concept for the brand fit question, to avoid any confusion. Participants are initially shown the concept without the brand identified.

#### How do you calculate Median Willingness to Pay if pricing information isn't shown?

Respondents are asked how much they're willing to pay for items they indicated they'd be likely to purchase. These items are shown without context, meaning respondents do not know the brand or restaurant segment associated with the item. For that reason, MWTP is not a recommended price point for the item; rather, it's meant to demonstrate how consumers value that concept, especially compared to other tested concepts. For example, if the MWTP for a chicken sandwich on a regular bun is \$7 but the MWTP for a chicken sandwich on a brioche bun is \$7.75, that suggests customers are willing to pay 11% more for sandwiches on premium buns.

# Concept Summary

## Concept Screener Scorecard



While only 28% of respondents would purchase the pizza, nearly a quarter of potential purchasers consider the item very craveable, and 17% said it was very unique.

The pizza's above-average uniqueness and craveability suggest it could be a strong differentiator of operators' menus.

Nearly a third of potential purchasers would order this on most visits.

# Shasky Results

## Concept Screener Scorecard



- **Best in Class**—Concepts demonstrating strong appeal, with significantly high purchase intent and draw scores, along with above-average craveability or uniqueness scores; may present cannibalization risk
- **Broad Appeal**: Concepts with average or above-average purchase intent
- **Niche Item**: Concepts with moderate to low appeal that drew a high score for at least one other metric, suggesting the ability to drive traffic among a niche audience
- **Exploratory**: Moderately appealing concepts that need further development to enhance weak areas
- **Limited Appeal**: Concepts with mostly below-average scores

**Green** = above average index score

**Black** = average index score

**Red** = below average index score

Concept	Daypart Tested	Mealpart Tested	Purchase Intent	Uniqueness	Draw	Craveability	Designation
<b>Spicy Butterchicken Pizza</b>	Lunch/Dinner	Main Dish	<b>65</b>	<b>139</b>	<b>86</b>	<b>140</b>	Niche Item

<sup>a</sup>Index based on Top Box response within mealpart.

# Spicy Butter Chicken Pizza

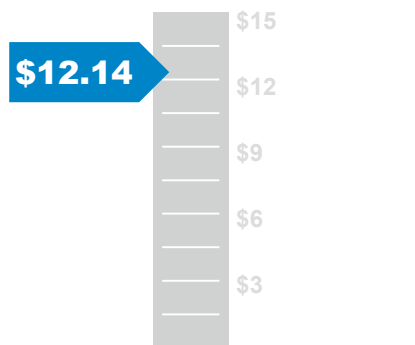
Lunch/Dinner Main Dish

**Description:** Pizza topped with rich and creamy Butter Chicken sauce with authentic chilli spice, red onions and green peppers

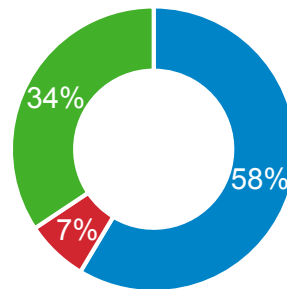
## Repeat Trial



## Median Willingness To Pay

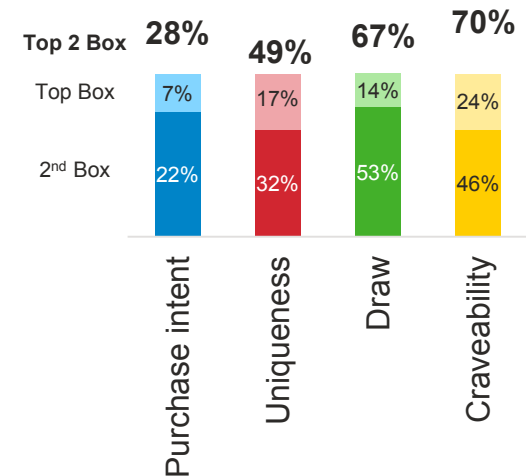


## Seasonal



- Would purchase anytime of year
- Would buy certain times of the year
- Bring back a few times a year

## Attitudes



# Demographics

## Concept Screener Scorecard

Males drove interest in the spicy concept, emphasizing men's interest in spicy dishes.

According to Technomic's *2017 Flavour Consumer Trend Report*, 47% of males consider spicy flavours appealing, compared to 37% of women who said the same.

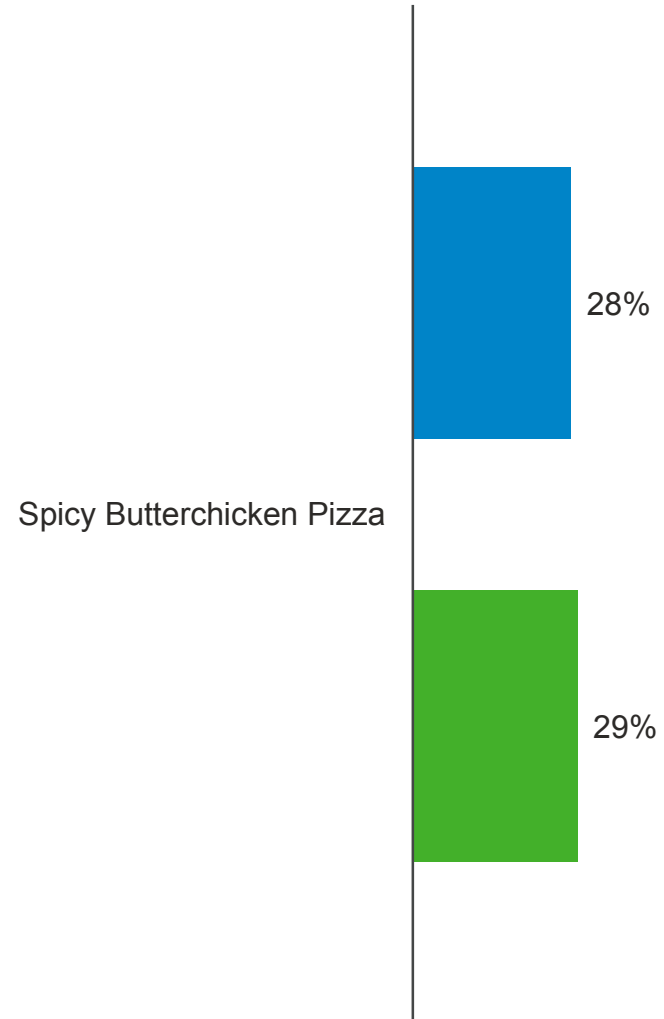
The concept had broad appeal among younger generations, with about a third or more of Gen Z, Millennial and Gen X respondents saying they would purchase this items.

# Demographics

## Concept Screener Scorecard Continued

- Female
- Male

Gender of Purchasers  
(% of Consumers Likely and Very  
Likely to Purchase)

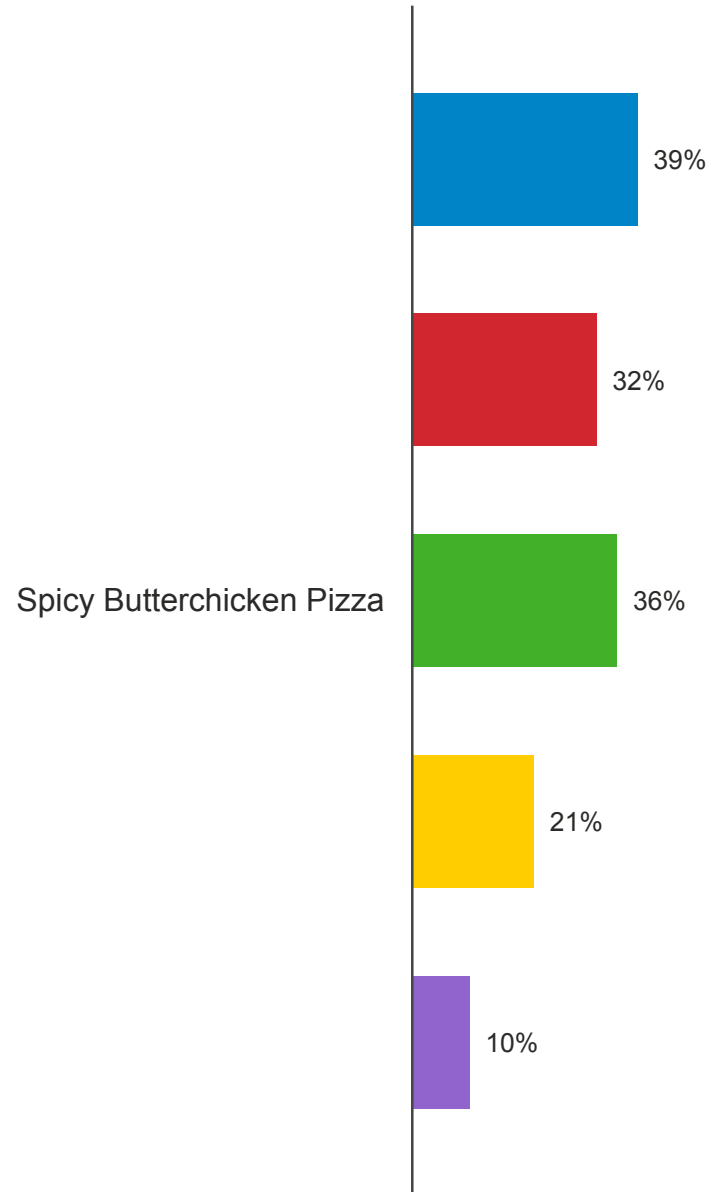


# Demographics

## Concept Screener Scorecard Continued

- Generation Z
- Millennials
- Generation X
- Baby Boomers
- Matures

### Generation of Purchasers (% of Consumers Likely and Very Likely to Purchase)

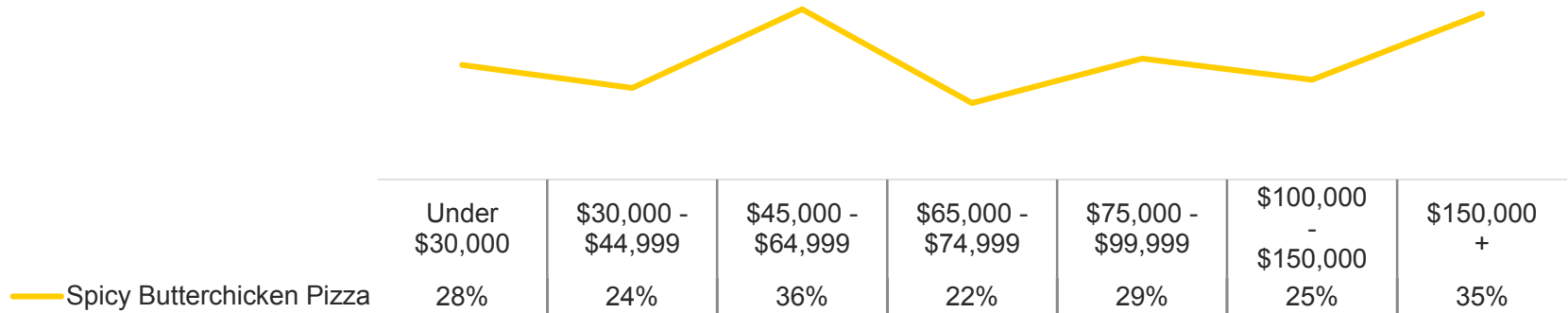




# Demographics

## Concept Screener Scorecard Continued

### Income of Purchasers (% of Consumers Likely and Very Likely to Purchase)



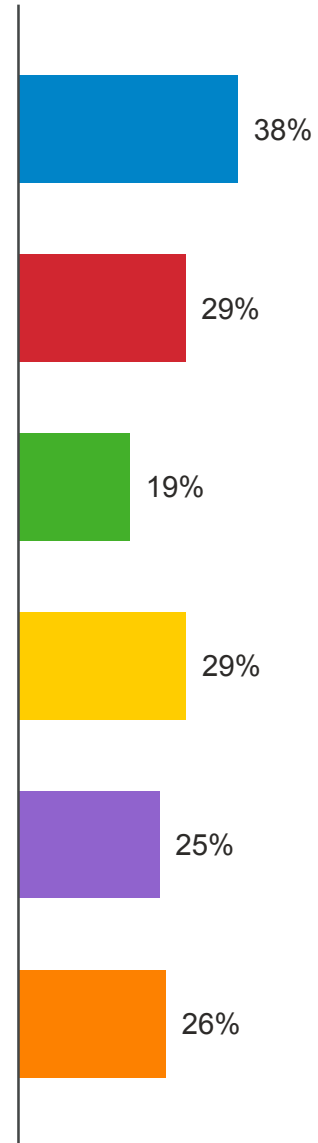
# Demographics

## Concept Screener Scorecard Continued

- British Columbia
- Alberta
- Other
- Ontario
- Quebec
- Atlantic

Region of Purchasers  
(% of Consumers Likely and Very  
Likely to Purchase)

Spicy Butterchicken Pizza



Other = Yukon Territory, Northwest Territory, Manitoba and Saskatchewan  
Atlantic = Nova Scotia, New Brunswick, PEI and New Labrador

# Demographics

## Concept Screener Scorecard Continued

First Language of  
Purchasers  
(% of Consumers Likely and Very  
Likely to Purchase)

