

Category	Product	Attractive	Innovative
BISCUITS	NOCCIOBISK 200g, DOLCIANDO	4,59	4,52
	Competitor average	4,79	4,51
	Finesse, Mercator	4,98	4,69
	Södergarden piškoti, Lidl	4,53	4,30
	Finest Bakery Biscuits, Hofer	4,73	4,60
	Fourré, Spar	4,90	4,44
STUFFED PASTA	RAVIOLI S TELEČJIM MESOM 500G TR	4,89	5,24
	Competitor average	4,97	4,83
	Tortelloni S Budget, SPAR	4,91	4,29
	Tortellini DESPAR, SPAR	4,85	4,91
	ROŠ & TUŠ Ravioli	5,59	6,11
	Minute ravioli sir, Mercator	4,97	4,70
	Kapeleti s pršutom, Tuš	4,80	4,42
	Tortelonna Fleisch, Cucina Nobile, Hofer	4,72	4,52

Intent	SCORE	Result
4,42	5,77	Winner
4,61	5,69	
4,81	5,91	
4,30	5,22	
4,69	5,86	
4,64	5,77	
4,74	6,08	Winner
4,87	6,07	
4,64	5,80	
4,90	6,09	
5,50	6,89	
4,82	5,98	
4,68	5,91	
4,70	5,72	