



# Cranberry Sauce

## Consumer Taste Test Report

January 10, 2013

# Cranberry Sauce Test Objectives

To measure the overall liking, appearance, flavor and texture of Neil Jones Jellied Cranberry Sauce against competitive product from the leading national brand.

To measure purchase intent at the two suggested retail prices in order to present these results for corporate brand consideration.

# Jellied Cranberry Sauce Test Results Summary

- The jellied sauces were rated similarly for the Overall Liking of the product. 63% of the consumers tested liked the Neil Jones Jellied Cranberry Sauce moderately to extremely. 56% felt the same about the national leading brand product.
- The two jellied sauces were rated similarly in the two attributes Appearance Liking and Flavor Liking. The Neil Jones Jellied Cranberry Sauce was rated between “like moderately” and “like extremely” by 60% of the consumers tested in the attribute flavor liking.
- The mean Texture Liking score for the Neil Jones Jellied Cranberry Sauce was significantly higher than the score for the leading national brand product. 56% reported liking the Neil Jones Jellied Cranberry Sauce “moderately” to “extremely,” while only 44% felt the same about the leading national brand product.
- The Neil Jones Jellied Cranberry Sauce was rated significantly higher in Purchase Intent than the leading national brand Jellied Cranberry Sauce and was rated between “might buy” to “would probably buy” on average. Over 55% of the consumers tested reported that they would probably to definitely buy the Neil Jones Jellied Cranberry Sauce.

# Quantitative Consumer Study

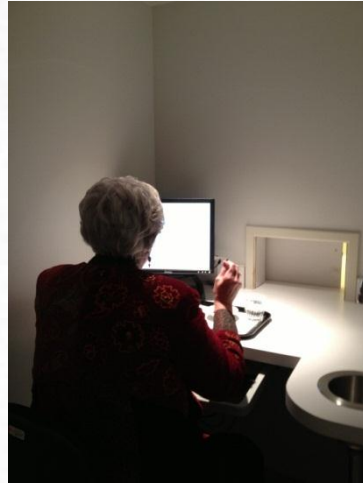
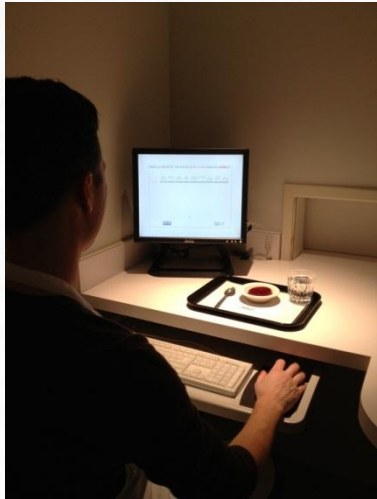
## Consumer Recruitment

- Conduct CLT in Portland, Oregon with 75 cranberry sauce users
- Current consumers of canned cranberry sauce
- Primary shoppers
- Age 18 or over
- No food allergies or dietary restrictions



# Materials & Methods

- The jellied cranberry sauce was sliced into seven equal 2 oz. portions from each 14 oz. can. The sauce was served in white ceramic bowls and placed on the serving tray just prior to serving.
- Samples were coded with 3-digit numbers and sample presentation was randomized over the entire test to avoid order effects.

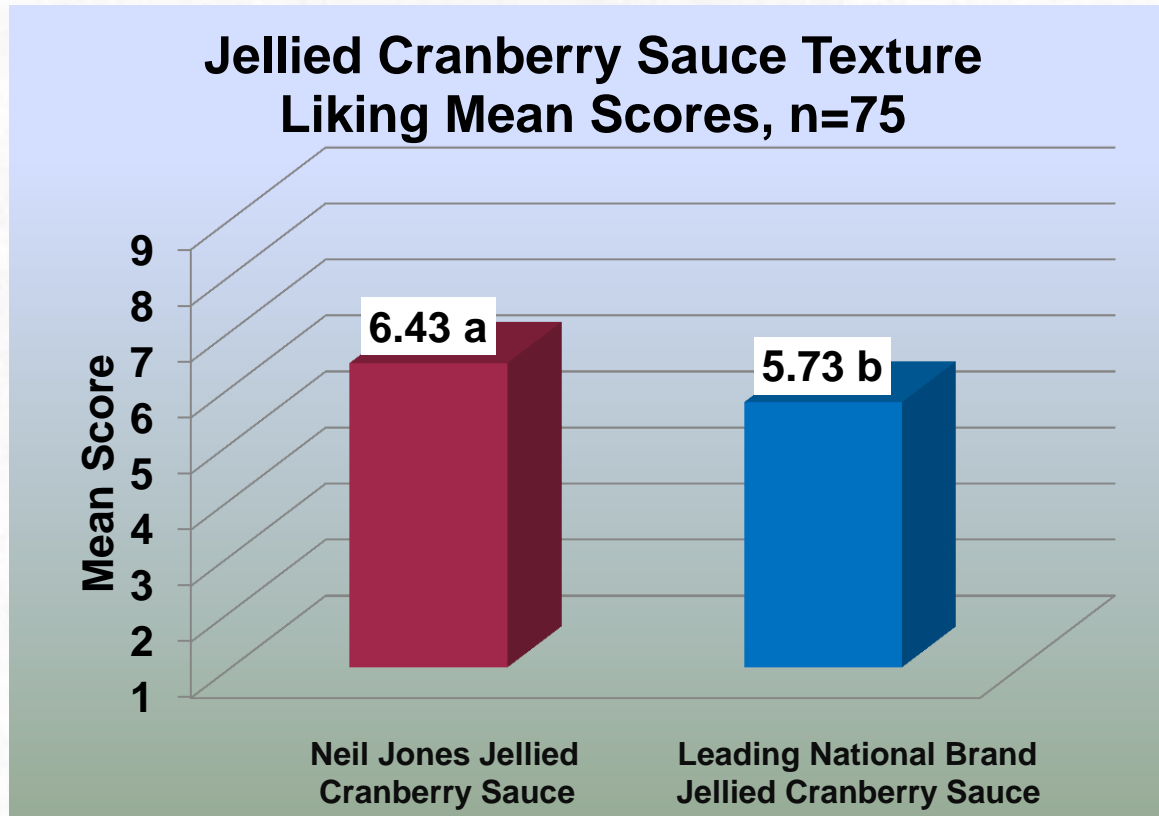


## Testing Conditions

- Consumers were seated in individual testing booths under white lighting.
- Data was collected using computers with the Compusense® Data Acquisition System.
- Testing took place on January 10th, 2013 from 10am to 5pm.
- 10 consumers were tested every half hour.

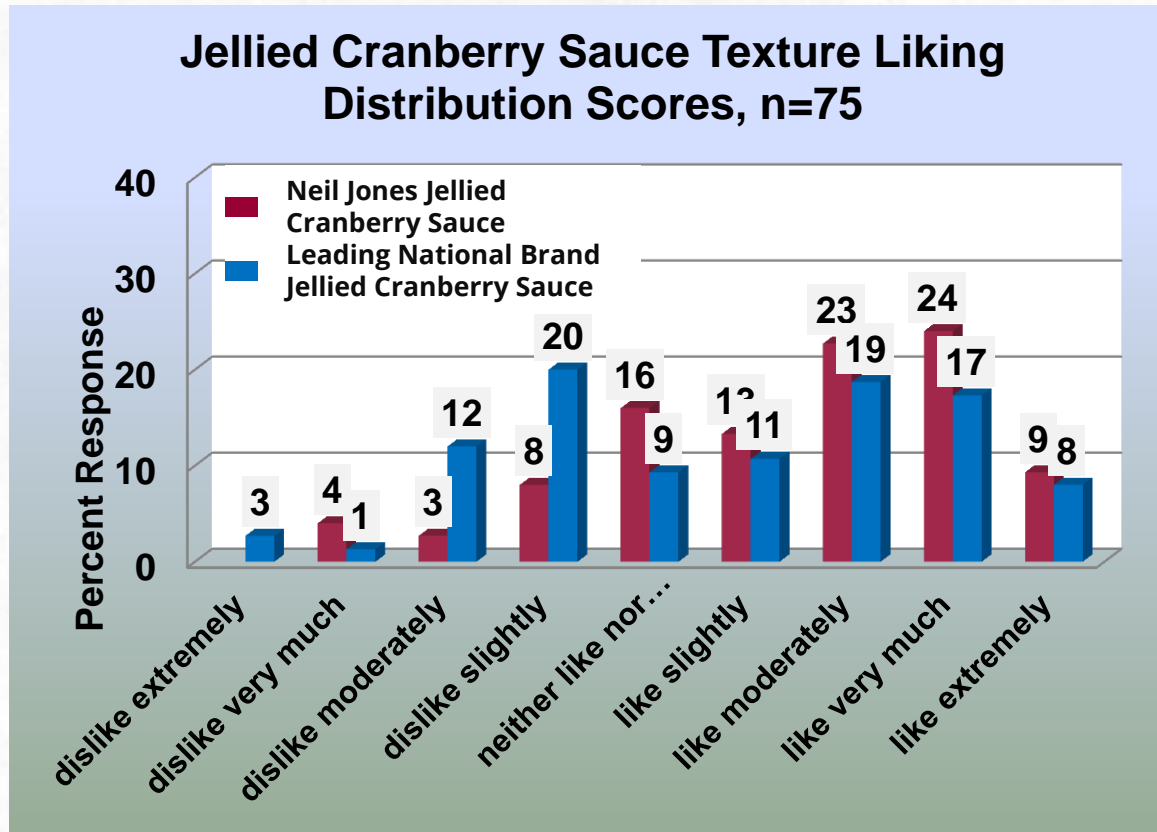
## How well do you like or dislike the **TEXTURE** of sample X?

The texture scores set these two products apart. The mean texture liking score for the Neil Jones Jellied Cranberry Sauce was significantly higher than the score for the leading national brand product. This score was rated between “like moderately” and “like slightly” on average. The leading national brand Jellied Cranberry Sauce was rated between “like slightly” and “neither like nor dislike” on average.



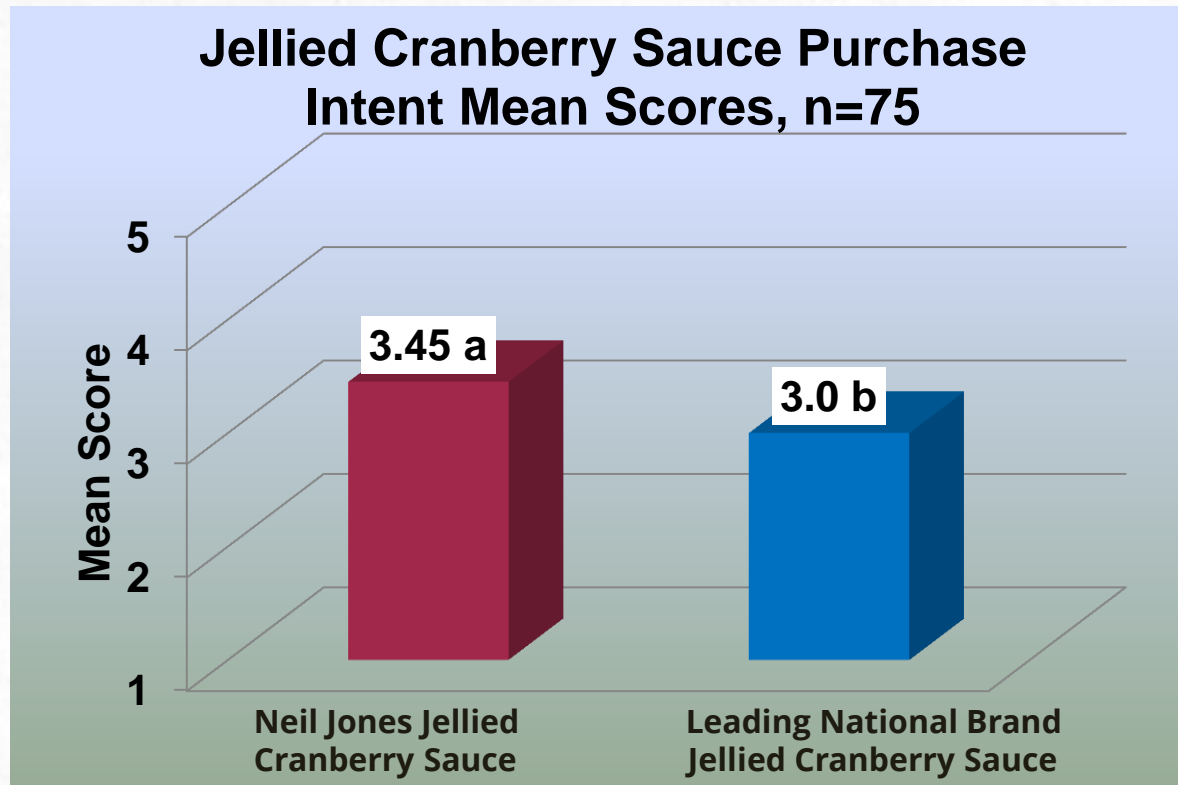
## How well do you like or dislike the **TEXTURE** of sample X? (cont.)

Looking at the distribution of scores for the attribute texture liking, there were more consumers who reported disliking the texture of the leading national brand Jellied Cranberry Sauce vs. those who disliked the Neil Jones sauce. On the other end of the scale, 56% reported liking the Neil Jones Jellied Cranberry Sauce “moderately” to “extremely,” while only 44% felt the same about the leading national brand product.



How likely are you to **purchase** sample X at (\$1.44 for the leading national brand and \$1.13 for Neil Jones) for 14oz. of product?

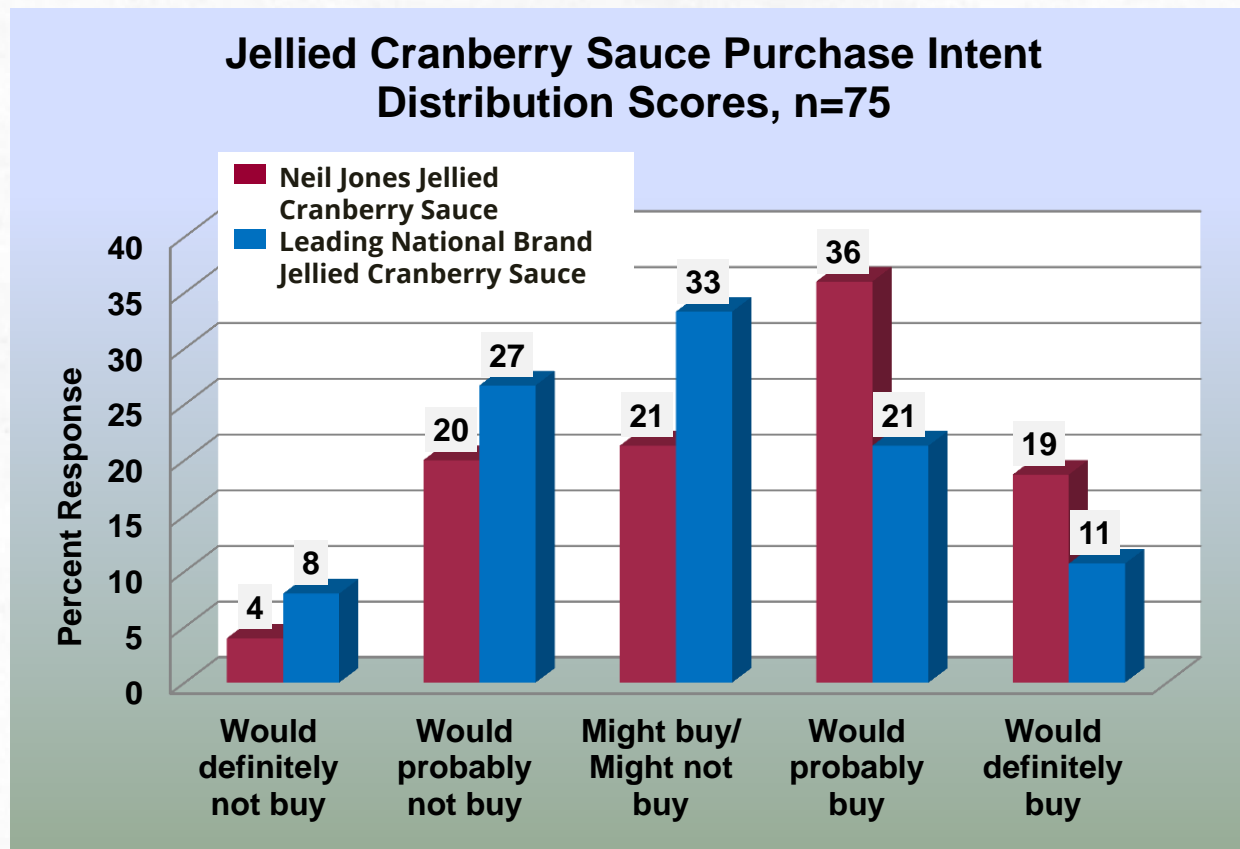
Consumers were asked about their purchase intent for each product and were given two different price points (\$1.44 for the leading national brand and \$1.13 for Neil Jones). The Neil Jones Jellied Cranberry Sauce was rated significantly higher in Purchase Intent than the leading national brand Jellied Cranberry Sauce and was rated between “might buy” to “would probably buy” on average.



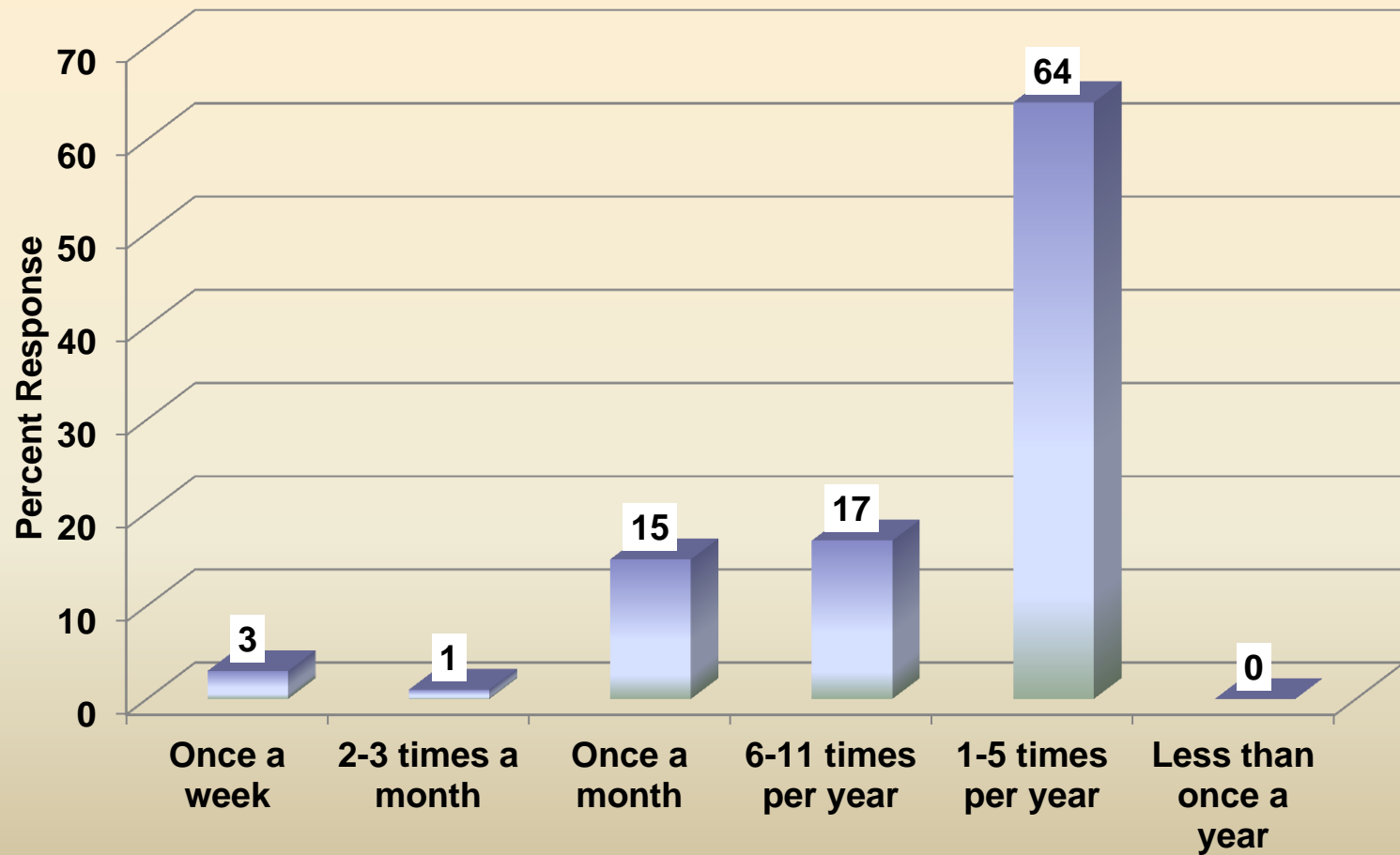


How likely are you to **purchase** sample X at (\$1.44 for the leading national brand and \$1.13 for Neil Jones) for 14oz. of product? (cont.)

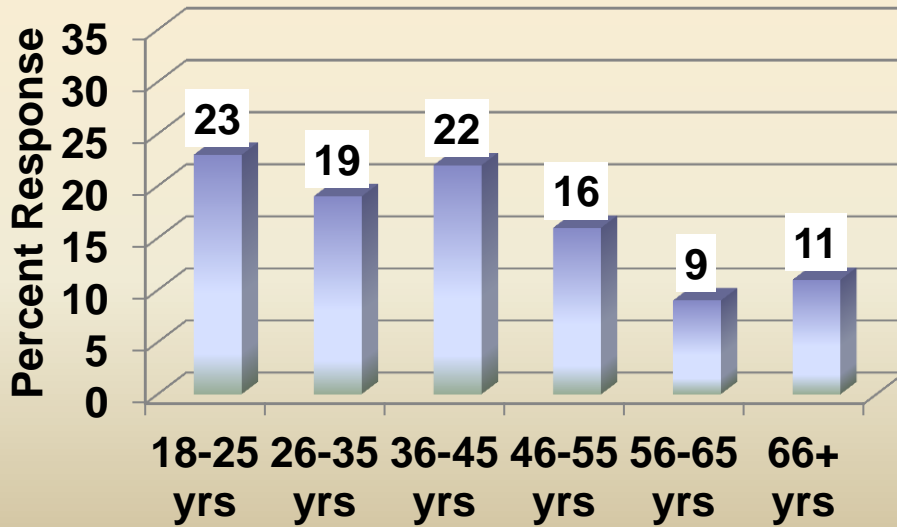
While the leading national brand Jellied Cranberry Sauce Purchase Intent score distribution shows a normal bell curve, the Neil Jones Jellied Cranberry Sauce Purchase Intent score distribution shows a curve that is left skewed, with more ratings at “would probably buy.” Over 55% of the consumers tested reported that they would probably to definitely buy the Neil Jones Jellied Cranberry Sauce.



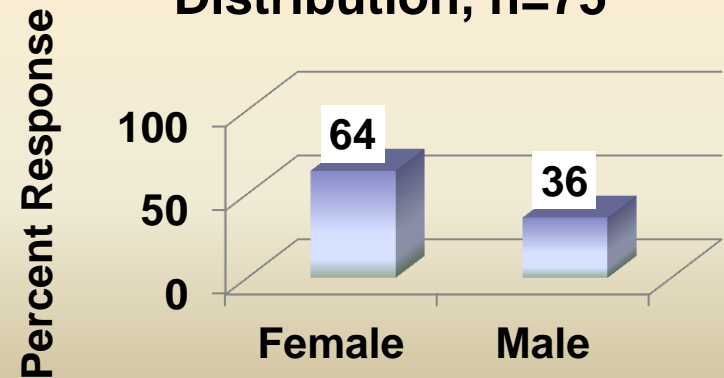
## Canned Cranberry Sauce Purchase Frequency, n=75



## Cranberry Sauce Test Participant Age Distribution, n=75



## Cranberry Sauce Participant Gender Distribution, n=75





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