

Exclusively Fruit Pure Fruit Compote Mixed Berry.

Sweet and Savory Sauces...

January/2019



**Good
Sense
Research.**

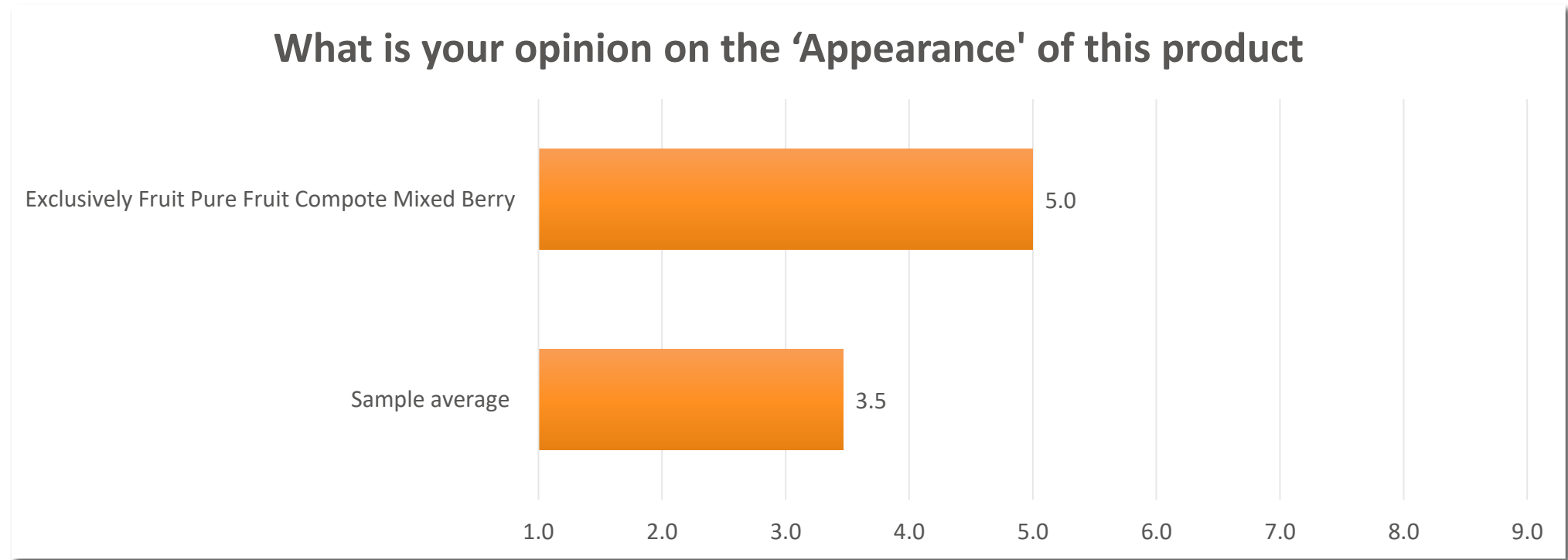
Web: goodsense-research.com/ Tel: 01284 705787

Methodology.

The following key attributes were assessed:

- Appearance
 - Aroma
 - Flavour
 - Texture
 - Packaging
 - Value for money
 - Innovation
 - Ease of prep
 - Speed of prep
-
- Judges then provided comments for each sample, alongside a ranking of their preference.

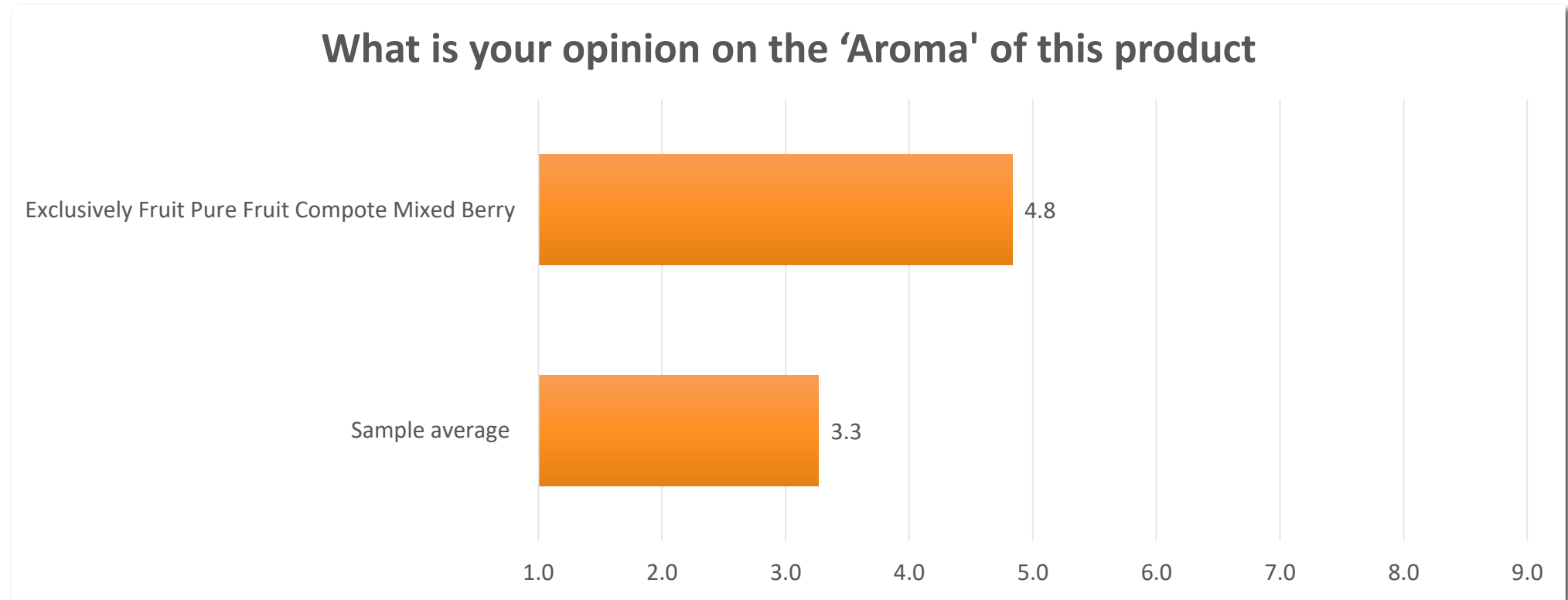
Appearance.



Each judge was asked to score the product on a scale of 1-9. Displayed above is the product mean against the category average.



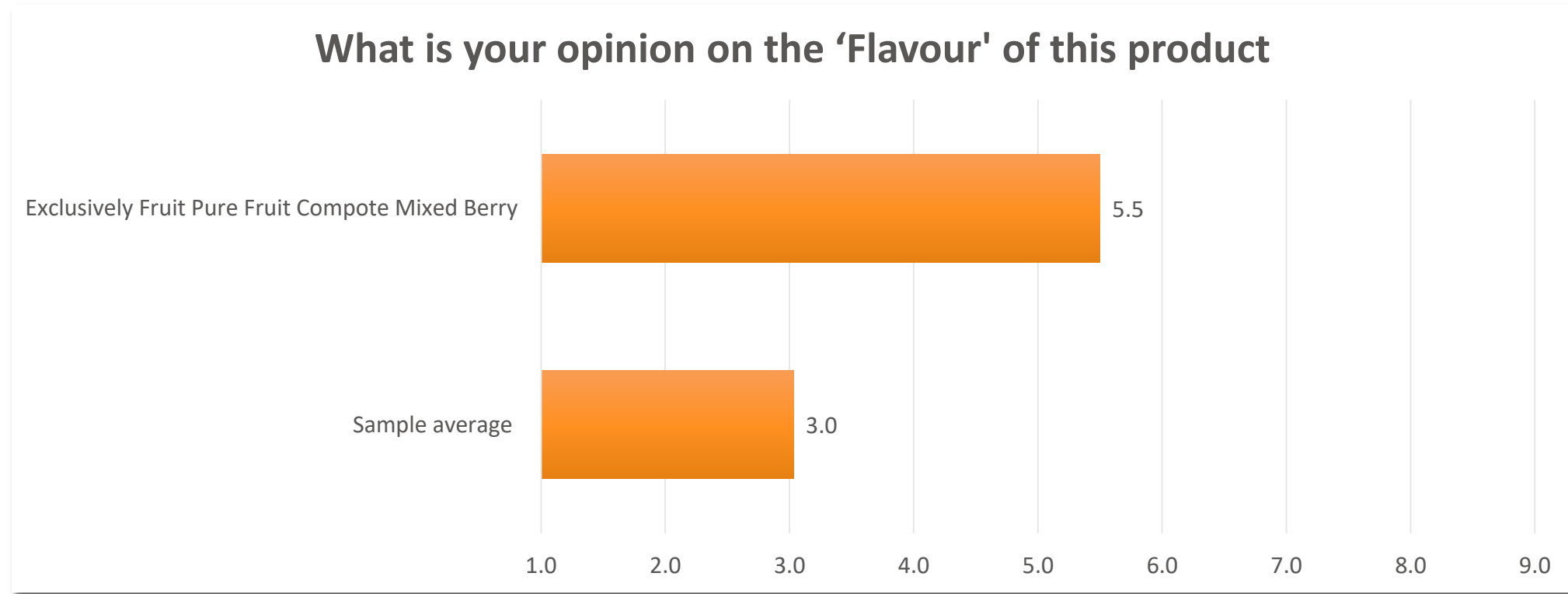
Aroma.



Each judge was asked to score the product on a scale of 1-9. Displayed above is the product mean against the category average.



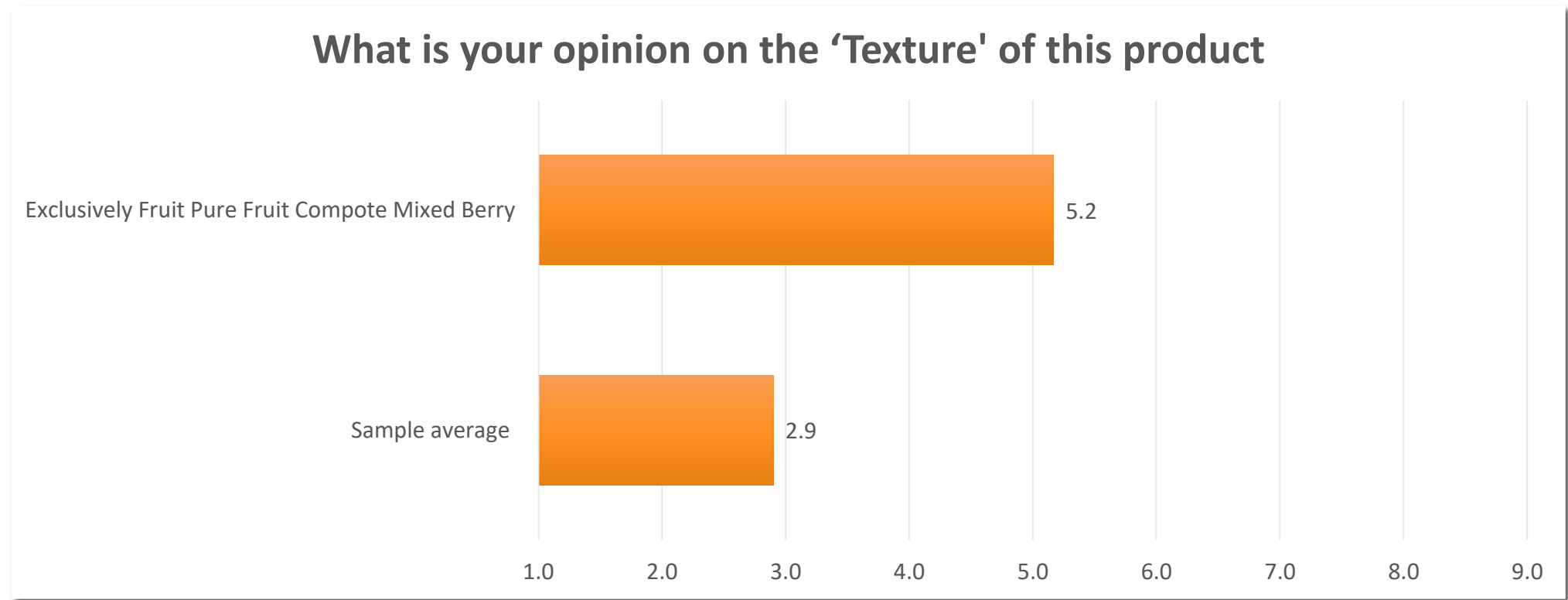
Flavour.



Each judge was asked to score the product on a scale of 1-9. Displayed above is the product mean against the category average.



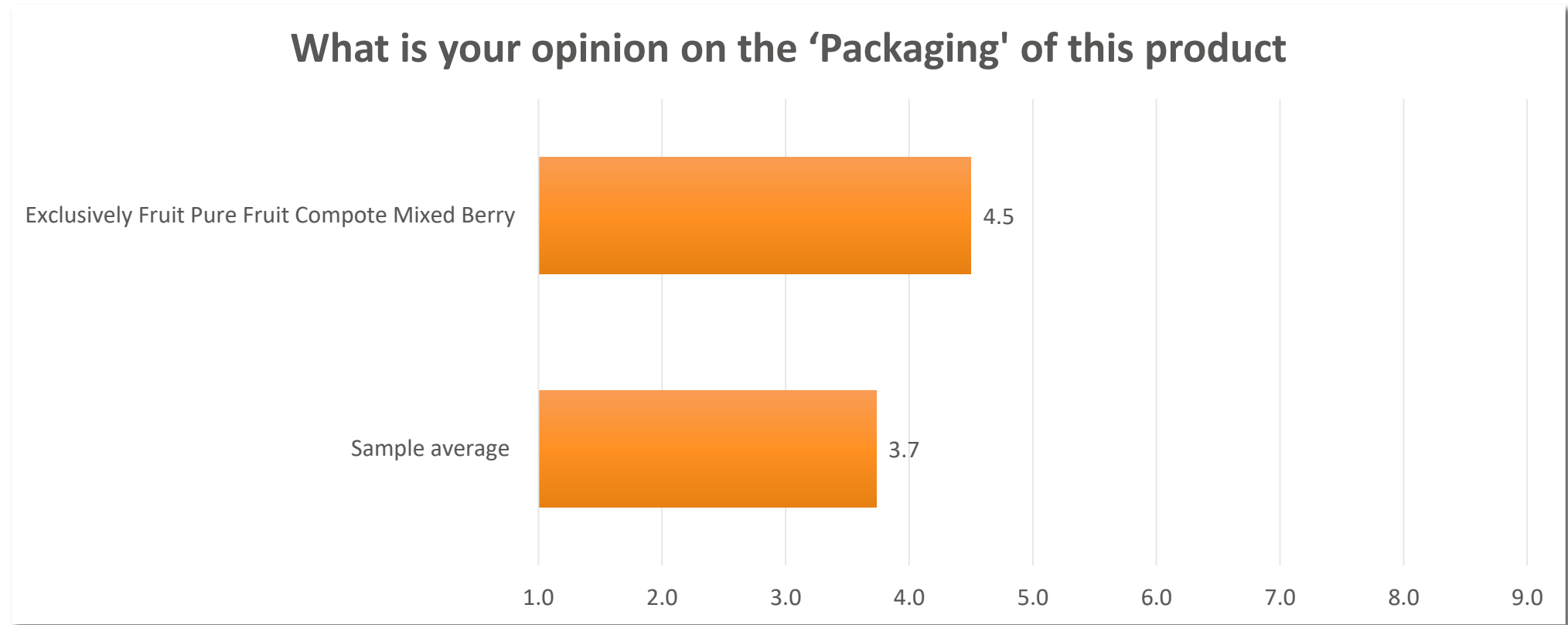
Texture.



Each judge was asked to score the product on a scale of 1-9. Displayed above is the product mean against the category average.



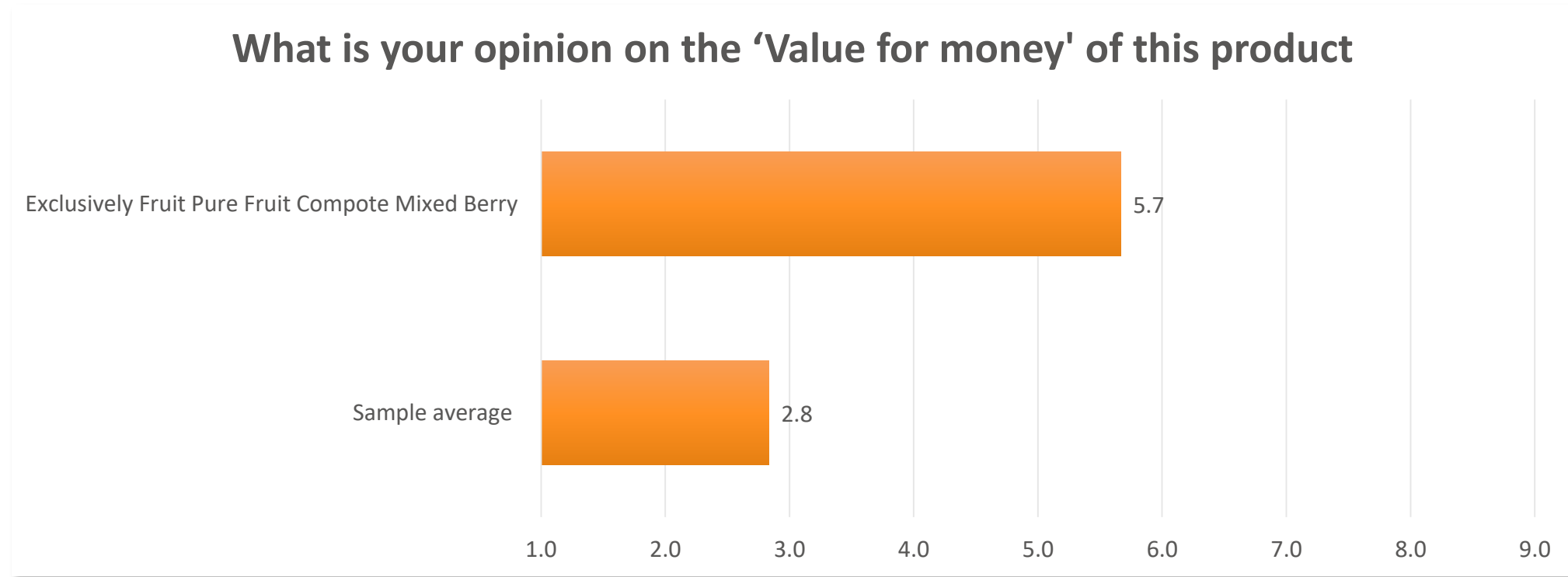
Packaging.



Each judge was asked to score the product on a scale of 1-9. Displayed above is the product mean against the category average.



Value for money.

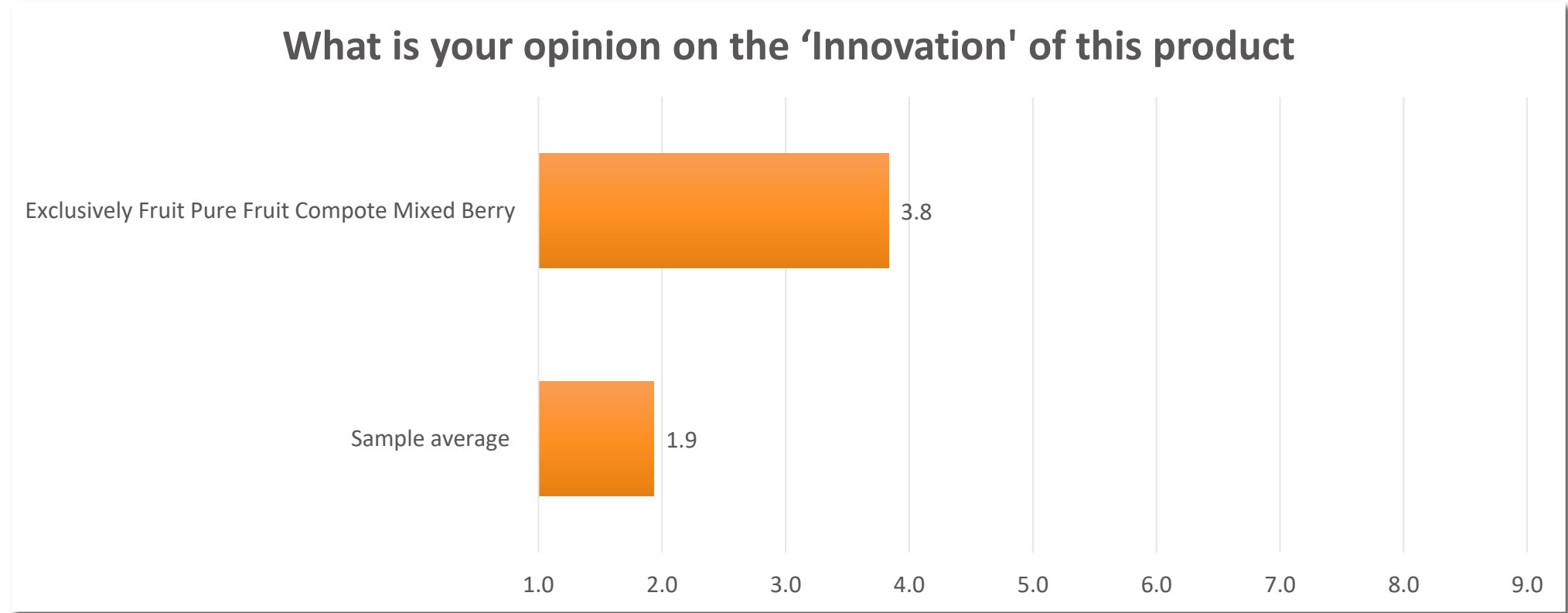


Each judge was asked to score the product on a scale of 1-9. Displayed above is the product mean against the category average.



GSR.

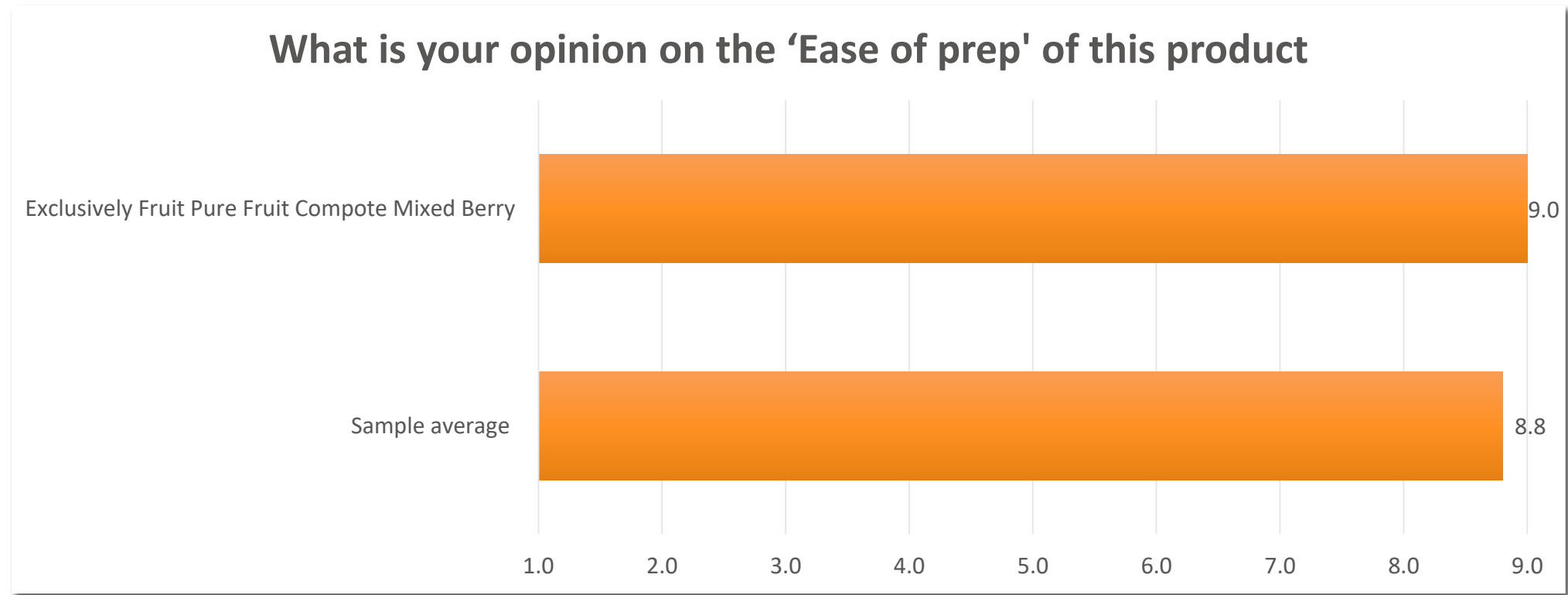
Innovation.



Each judge was asked to score the product on a scale of 1-9. Displayed above is the product mean against the category average.



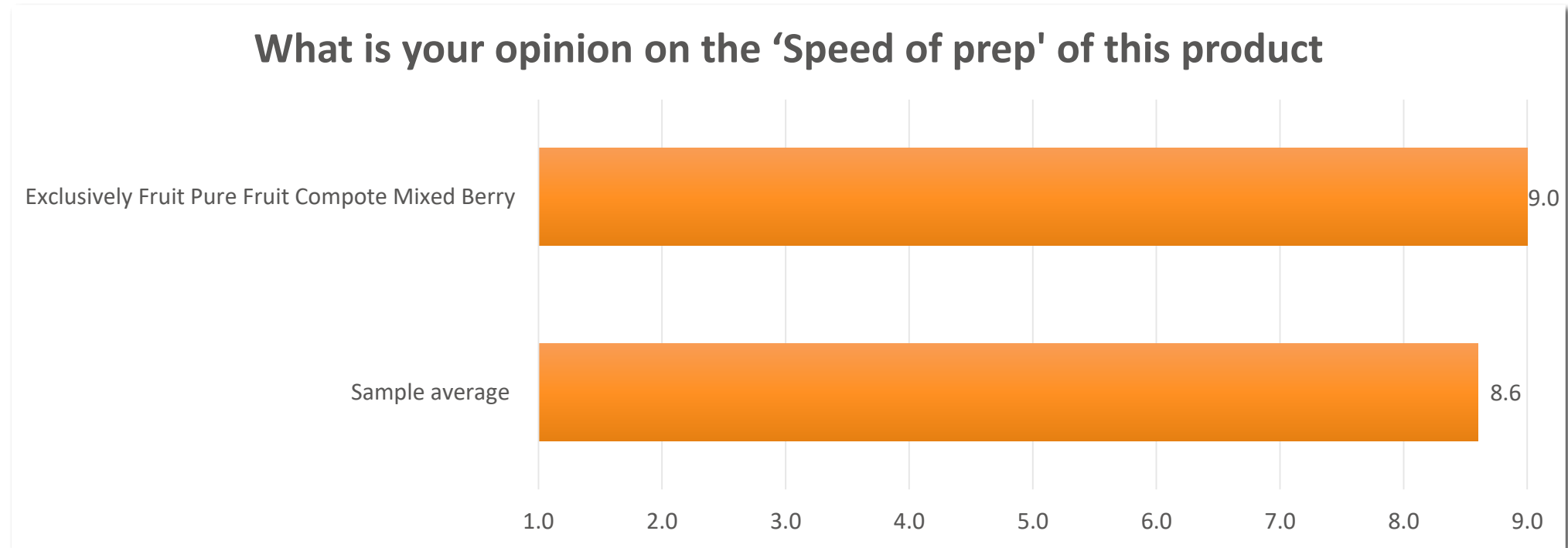
Ease of prep (chef).



Each judge was asked to score the product on a scale of 1-9. Displayed above is the product mean against the category average.



Speed of prep (chef).



Each judge was asked to score the product on a scale of 1-9. Displayed above is the product mean against the category average.



GSR.

Comments.

Comments:

"Good clean deck good flavour profile great multi application product"

"Good clean fresh taste not too sweet nice balance and mouth feel"

"Good quality product for the cash"

"Good natural product well balanced and liked that there were still some whole fruits in there"

"Good clean flavour"

"Nice clean simple ingredient deck and flavours. good product" – chefs comment

"Very natural product with a homemade feel like the fact it only have 5 ingredients and is tasty simple is sometimes best"



GSR.



Thank you!



GSR.