

Fresh White Bread

Summary Result: Product 2 scored statistically significantly higher for all attributes versus Product 1, Product 3 and Product 4

Test Objective: Product 2 to score parity or win over competition

Sample

The panel consisted of n=50 panellists, non-rejecters of the product flavours and types with a cross section of age and gender.

Products Tested	Codes	UB/BB
1. Product 1	412	10 th Jan 11
2. Product 2	247	10 th Jan 11
3. Product 3	113	10 th Jan 11
4. Product 4	701	10 th Jan 11

Methodology

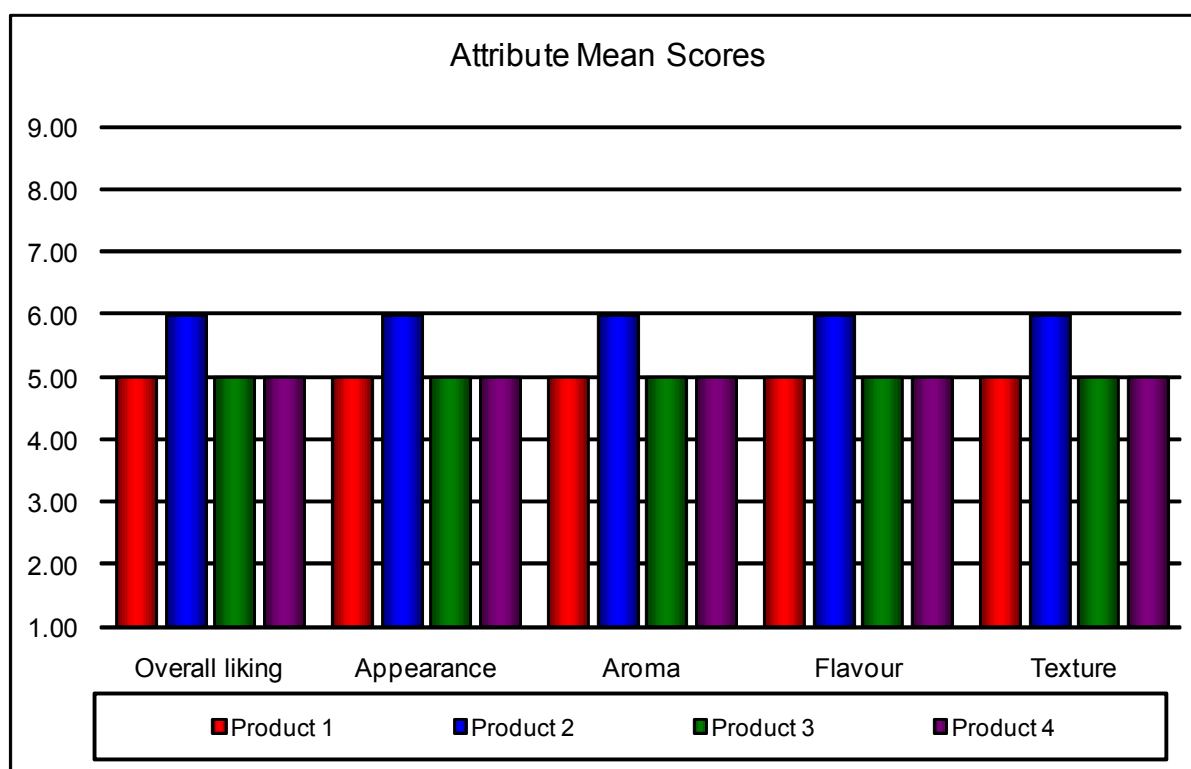
- Testing was conducted at a central location at Leatherhead
- Respondents were asked to assess the products blind, in a randomised order to prevent bias from order effects
- Respondents were asked to assess the products and score them on a 1 – 9 hedonic scale for five key attributes, they were also asked to note down any particular likes or dislikes

Attribute Results

RESULTS (mean score where 1 = Dislike extremely, 9 = Like extremely)

Scores from 1-9	Product 1	Product 2	Product 3	Product 4
Overall liking	5.00	6.00	5.00	5.00

Scores from 1-9	Product 1	Product 2	Product 3	Product 4
Appearance	5.00	6.00	5.00	5.00
Aroma	5.00	6.00	5.00	5.00
Flavour	5.00	6.00	5.00	5.00
Texture	5.00	6.00	5.00	5.00



Significant Differences at 95% Confidence

- Overall liking: Product 2 scored statistically significantly higher than Product 1, Product 3 and Product 4
- Appearance: Product 2 scored statistically significantly higher than Product 1, Product 3 and Product 4
- Aroma: Product 2 scored statistically significantly higher than Product 1, Product 3 and Product 4
- Flavour: Product 2 scored statistically significantly higher than Product 1, Product 3 and Product 4

Product 4

- Texture: Product 2 scored statistically significantly higher than Product 1, Product 3 and Product 4

Additional Significant Differences at 90% Confidence

- Overall liking: None
- Appearance: None
- Aroma: None
- Flavour: None
- Texture: None

Product 2	
Likes	Dislikes
Likes about product 2	Dislikes about product 2
Likes about product 2	Dislikes about product 2
Likes about product 2	Dislikes about product 2
Likes about product 2	Dislikes about product 2
Likes about product 2	Dislikes about product 2
Likes about product 2	Dislikes about product 2
Likes about product 2	Dislikes about product 2
Likes about product 2	Dislikes about product 2
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Likes about product 2	Dislikes about product 2
Likes about product 2	Dislikes about product 2
Likes about product 2	Dislikes about product 2
Likes about product 2	Dislikes about product 2

Photograph of Products



Product 1 (412)

Product 2 (247)

Product 3 (113)

Product 4 (701)