



Sampling Effectiveness Advisors

**SunnyD Smoothies
In-Store Demonstrator Sampling Results for Peel 'n Taste®
August 2009**



Methodology

First Flavor was interested in determining if their Peel 'n Taste® edible film samples were as effective as an actual product sample in driving trial and purchase of the brand. SEA set up an in-store demo test, where SunnyD Smoothies Orange Whirl beverage was sampled in 4 Kroger stores and the Peel 'n Taste® SunnyD Smoothies Orange Whirl flavored edible film strip was sampled at 4 other Kroger stores during the month of August 2009.

The in-store demo company for Kroger was contracted to execute 2 demo days at each of the 8 stores. Each store was to give out up to 300 samples per day. A \$500 Kroger gift card give-away was the device used to get consumers to provide their contact information to be contacted later. A total of 150 post-interviews were conducted per cell. The pre/post shift in purchase behavior for both the Test (Peel 'n Taste® sample) and Control cells (SunnyD Smoothies beverage sample) were compared to determine if the Peel 'n Taste® sample was as effective as the beverage sample in driving trial and claimed purchase results.

This research methodology is representative of how the CPG industry analyzes sampling promotion effectiveness. The 150 base cell size allows us to look at the data with a 95% confidence level, meaning that we are 95% confident that the results are accurate. (If the study were conducted again, 95 times out of 100 the results would be very similar.)



Key Conclusions

The in-store demonstrator sampling program delivered strong trial results for SunnyD Smoothies Peel 'n Taste® flavor strip (Test) and SunnyD Smoothies beverage (Control):

	Peel 'n Taste® Test (144)	Beverage Sample Control (146)
Tried Sample	96%	97.3%

The type of sample played little to no difference in the results; the Peel 'n Taste® sample was just as effective in driving purchase results as was the actual beverage sample. (While the Test/Peel 'n Taste® sample results are actually a little higher, the difference between the two cells are not statistically different – so we can only say that the Peel 'n Taste® sample vehicle was just as effective as the actual product sample.)

	PRE	POST	Difference
Peel 'n Taste® (144)	13%	46%	+ 33% *s
Beverage Sample (146)	16%	44%	+ 28% *s

** s indicates a significant difference between pre & post at the 95% confidence level*

Key Conclusions (continued)



When asked what the main reason was for not yet buying SunnyD Smoothies – none of the consumers gave a negative response about the Peel ‘n Taste® sample. In fact, the “didn’t like the flavor” response result was similar for both types of samples (15% control cell, 17% test cell).

	Didn't like flavor	Prefer another beverage	Too Expensive	Stocked up on SunnyD Smoothies	Some Other Reason	Didn't try sample
Peel ‘n Taste®(83)	17%	39%	3%	12%	22%	7%
Beverage Sample(86)	15%	41%	10%	10%	20%	4%

Consumers answered favorably to future Peel ‘n Taste® sampling opportunities; more than 70% of consumers are willing to try a Peel ‘n Taste® sample regardless of the type of sampling program.

Base size	In the Mail?	In a Magazine or Print Ad?	Via an in-store dispenser?	At a live event or street sampling?
Peel ‘n Taste® (150)	84%	71%	92%	81%

Also, 94% of consumers say they would be more likely to try a new product if they were able to taste it first via a Peel ‘n Taste® sample.