In-Store Sampling Results with Peel ‘n Taste®

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Date: November 18, 2008

Background

- National consumer brand tested a Peel ‘n Taste® sampling program in-store
- Overall Goals:
  - Generate trial for the brand
  - Overcome perceived taste barriers by consumers

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Intent to Buy Increased Dramatically Among Shoppers Who Tried Peel ‘n Taste® Flavor Strips While Shopping

Purchase Patterns at Shelf

Among Total Category Aisle Shoppers

By Those Sampling Flavor Strip While Shopping		
	Sampled	Did Not
Purchased Today:		
Test Brand - Any flavor	**22%**	5%
Test Flavor	**16%**	1%

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Purchase Interest Increases Significantly Among Shoppers Who Tasted Peel 'n Taste®

Likelihood to Purchase Taste Sampled Product

Among shoppers willing to taste,
but did not try on their own while shopping

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Trying a Peel ‘n Taste® Flavor Strip Dramatically Improved Future Interest in the Flavor

Likelihood to Purchase Sampled Product
Among Total Aisle Shoppers

By Those Sampling Flavor Strip While Shopping		
	Sampled	Did Not
Purchase Interest for Sampled Product:		
Definitely / Probably Would	**56%**	33%
Definitely Would	**36%**	11%

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Most Shoppers are Receptive to Using Peel 'n Taste® as a Sampling Tool

Particularly Those Who Actually Tried Them While Shopping

Flavor Strip Likeability as a Sampling Tool

Among Total Aisle Shoppers

By Those Sampling Flavor Strip While Shopping		
	Sampled	Did Not
Flavor Strip Likeability:		
Like A Lot / Like A Little	78%	73%
Like A Lot	**75%**	50%

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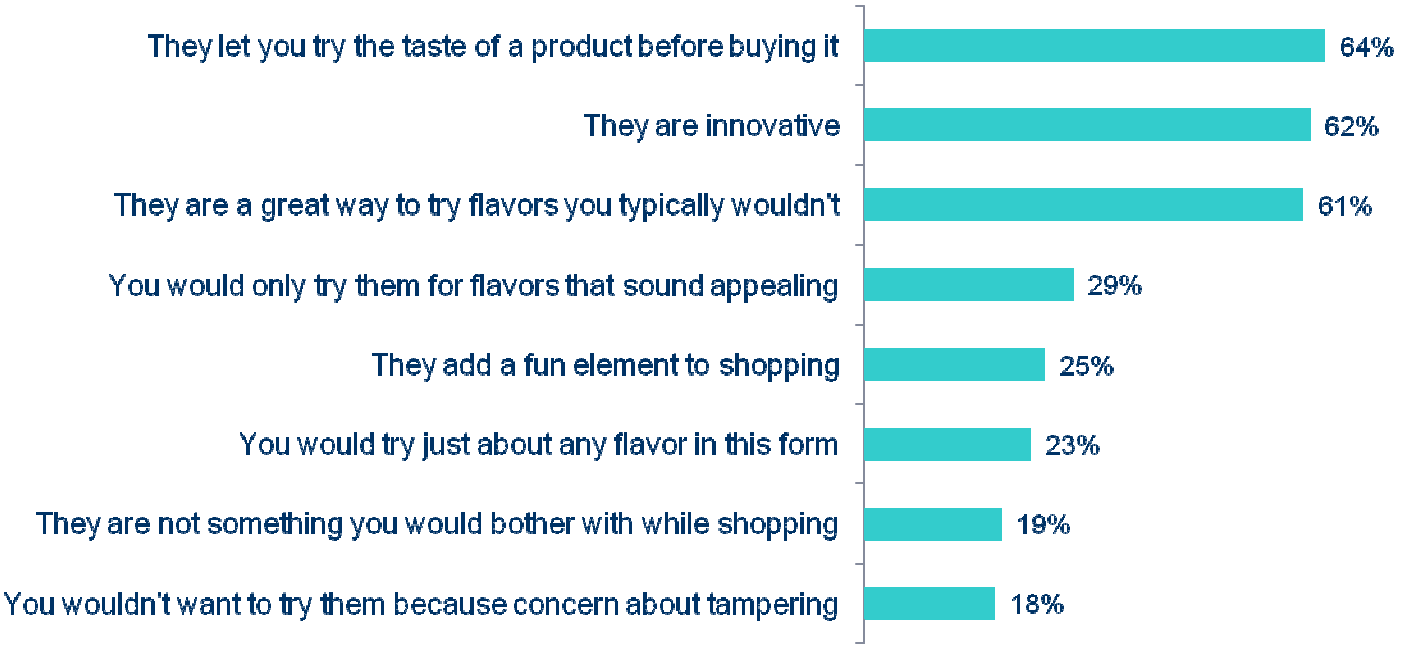
Peel 'n Taste® Samples Effectively Convey to Shoppers the Unique Benefits of a Flavor Before Purchase

Especially for Flavors They Normally Would Not Buy

Attribute Ratings

Among Total Aisle Shoppers

All Aisle Shoppers



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After Trying Peel 'n Taste®, Most Shoppers had a Positive Experience

Taste was the Most Appealing Aspect!

Flavor Strip "Likes"

Among Shoppers Willing to Taste Strip for Interview

	Total	Positive to Sampled Flavor After Trying Strip	Neutral/ Negative to Sampled Flavor After Trying Strip
Base:	(112) %	(60) %	(50) %
Liked Something	**86**	**98**	**71**
Taste/Flavor (Net)	43	57	25
Like/good taste	14	20	6
Like/good sampled flavor taste	6	9	1
Like/good combination of flavors	5	8	-
No aftertaste	3	1	5
Ease/Convenience (Net)	13	10	18
Easy to use/easy way to try/sample taste	7	4	10
Convenient	3	1	6
Not messy	3	3	2
Quick/fast	3	3	3
Miscellaneous			
Will let me know what tastes like/if I will like/gives idea of what buying	15	17	13
Can try/taste/sample before buying	14	10	19
New/different/unique	3	5	-
Dissolves/melts fast	9	7	10

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Only 30% of Shoppers had a Concern About Peel 'n Taste® Flavor Strips

Safety Concerns Low Overall

Concerns About Flavor Strip

Among Total Aisle Shoppers

	Total
Base:	(231)
	%
Mention A Concern (Grand Net)	**31**
Safety Profile (Net)	13
Not tamper-proof	6
Is it safe	3
Sanitation / doesn't look sanitary	2
Taste/Flavor (Net)	6
May not/won't taste like the product	4
Miscellaneous	3
Ingredients/whether natural	3
Kids will abuse/kids getting hold of and ripping them	3

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