

28/04/2023

Consumer Test UK



We want to advertise our plant butter (launch) with the claim ‘Butter lovers love it’. To validate this claim, a central location taste test was conducted by asking butter lovers about their opinion – both blind and branded



Approach	› Central Location Test (CLT)
Methods	› Pre-recruitment › 2 Cells › Blind & informed tasting › 1 Sessions per consumer: first blind evaluation, then under concept › 1 sample per cell Cell 1: Salted Plant Butter Cell 2: Unsalted Plant Butter
Location	› UK: Reading & Nottingham
Timing	› October 2022
Sampling	› n=150 per cell

Concepts shown to people



NEW FLORA PLANT B+TTER
The fantastic taste and experience of butter, 100% plant-based

I want to cut back on dairy, but I cannot give up the indulging taste and experience of butter.

Flora introduces Plant B+tter. It spreads, cooks, bakes & tastes just like butter. It's 100% plant-based with 100% natural ingredients and made with delicious plant-powered oils.

You get the great taste of butter you love, but better - for you and the planet!

- To give up something you love has never been so easy -



- ✓ 100% Plant-based
- ✓ 81% less climate impact vs dairy butter
- ✓ Alternative to dairy butter
- ✓ Made with 100% natural ingredients
- ✓ Vegan friendly
- ✓ Palm oil free

Available in: 250g blocks. Salted, Unsalted



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Test design

Recruiting of participants & study start

- › The test persons are pre-recruited by phone using a standardized screener and, if they meet the criteria (age 18-65, ~30-40% male / ~60-70% female, users of unsalted dairy butters in tub/wrapper format, brand user quota according to screening criteria per cell), they are invited for one fixed appointment.
- › At that day, the test persons are briefly introduced to the procedure by the staff of the test studio and then directed to the respective test places.

1st session part: General questions

General questions about the consumer's preferences and brand usage

- › The participants are asked whether they love butter.
- › In addition, they are asked how many times they use butter for spreading and which brands they use in which frequency.

2nd session part: Blind product evaluation

Blind product evaluation

- › The participants are asked to taste and evaluate the respective product in terms of the overall liking, richness, creaminess, great taste, overall taste, similarity to a regular butter, equality to a regular butter, and are asked whether they love the product.
- › The products are evaluated with bread.



2nd session part: Product evaluation under concept

Branded product evaluation

- › The participants are shown the respective concept and product picture for their testing cell.
- › The participants are asked whether they expected the product being plant based, whether they agree this product's taste is like the taste as regular butter, whether it is like regular butter, and whether they love the taste. In addition, they are asked to rate the overall liking of the product a second time, if the taste is as good as the taste of regular butter, if they consider buying the product and if so, instead of their regular butter or in addition to it.





Executive Summary

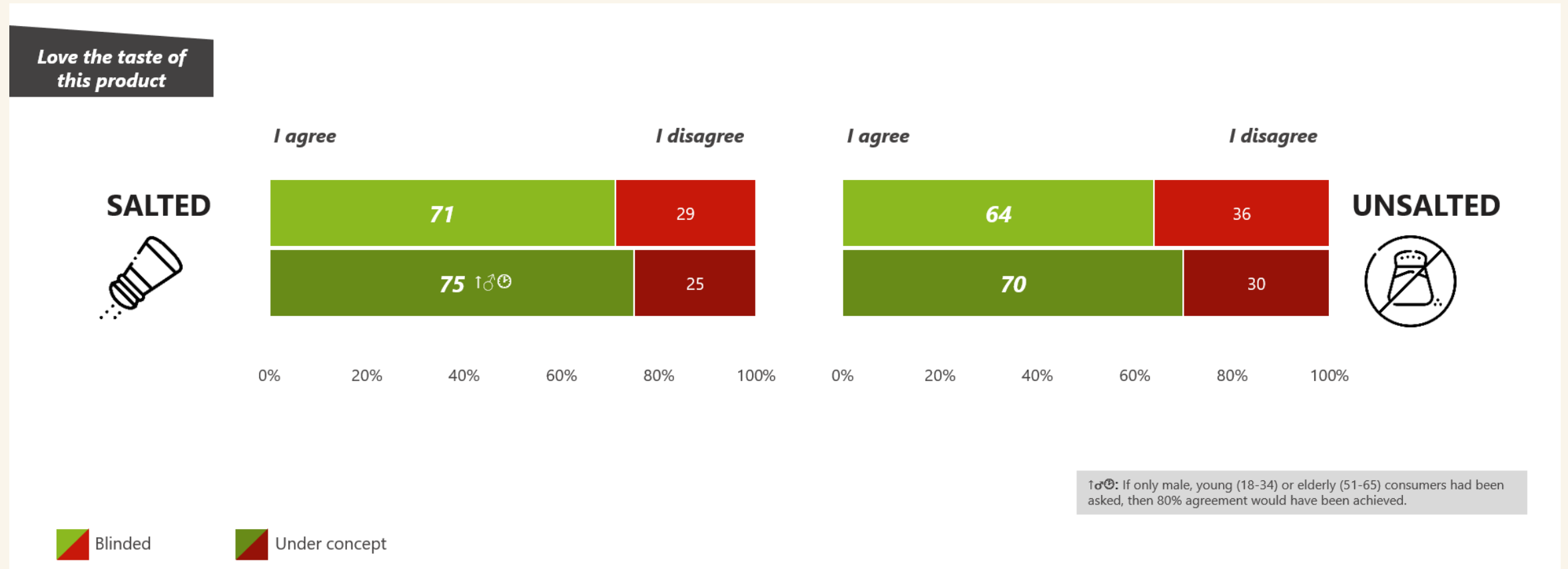
- **“Butter lovers love it”**; majority love Flora Plantbutter in a wrapper.
- After seeing the concept – 83% of salted butter users did not expect Flora Plantbutter salted wrapper being a plant butter, while 75% of tub users did not expect Flora Plantbutter unsalted wrapper being a plant butter dairy alternative.
- **8 out of 10 butter lovers would buy the product** (80% salted / 77% unsalted)
- 78% confirm a great taste of the salted product and 73 % confirm unsalted Flora Plantbutter wrapper tasting great

	UK – Cell 1 Flora Plantbutter Salted wrapper	UK – Cell 2 Flora Plantbutter Unsalted wrapper
Blind	71%	64%
Branded	75%	70%

Results





71% of “butter lovers” love the salted Flora Plantbutter wrapper; up to 75% under concept
 64% of “butter lovers” love the unsalted Flora Plantbutter wrapper; up to 70% under concept



% | Cell 1 (salted butter users) n = 160 | Cell 2 (unsalted butter users) n = 151 | Remembering that you told us you love butter, do you love the taste of this product?



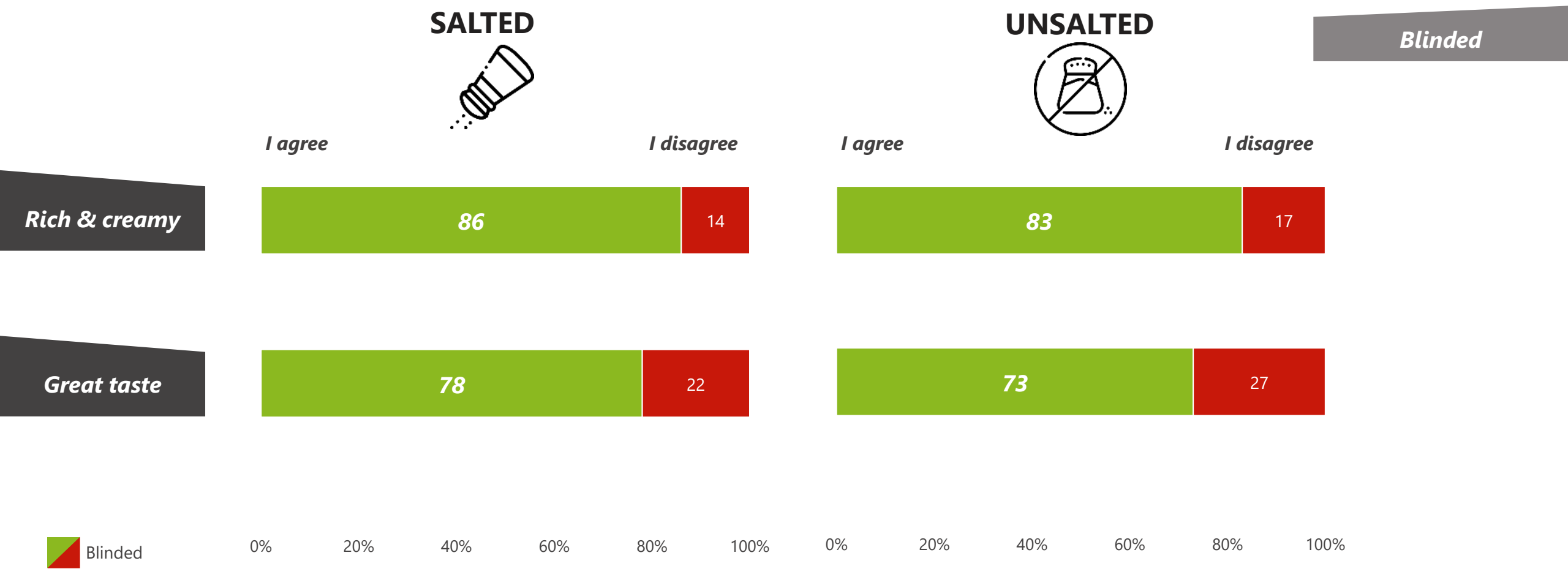
Expectations about being a dairy alternative is on a high level.

	SALTED 	UNSALTED 
Butter lovers...%	2022	2022
Loved the taste	71%	64%
Agreed it is like a regular butter	75%	70%
Agreed it had a great taste	78%	73%
Agreed it was rich and creamy	86%	83%
Would not have expected it to be a dairy alternative*	83%	75%

Product Evaluation

United Kingdom

86 % of salted butter users perceive Flora Plantbutter salted wrapper as being rich & creamy, while 78 % confirm a great taste of this product. 83 % of unsalted butter users name the unsalted variant as rich & creamy, while 73% think it has great taste.



% | Cell 1 (salted butter users) n = 160 | Cell 2 (unsalted butter users) n = 151 | Do you agree that this product is rich & creamy? | Do you agree that this product has a great taste?

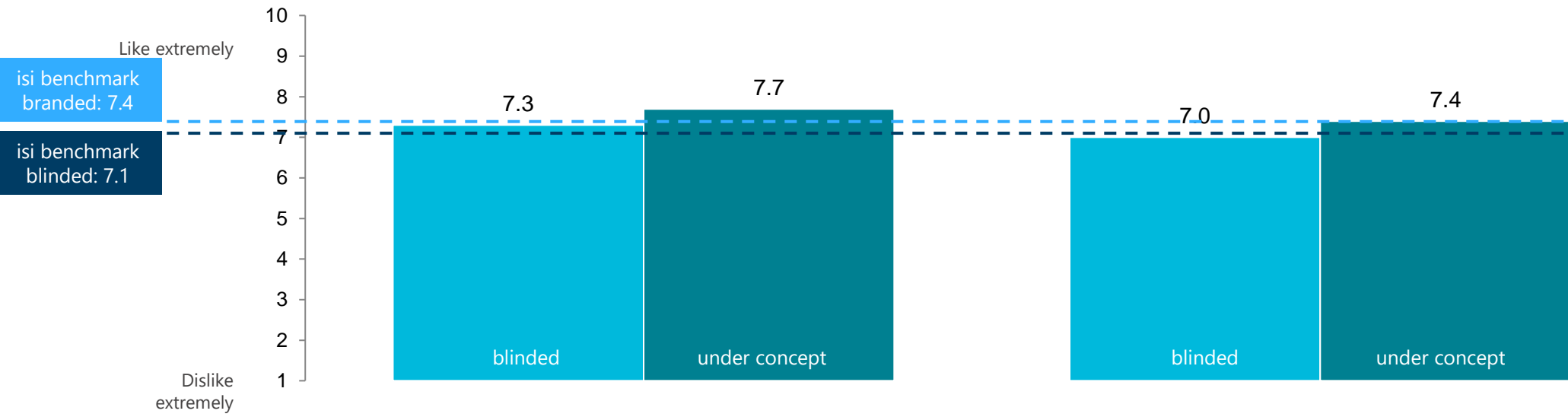
In both user groups, the respective test product is per mean score liked overall more under concept than in blinded condition. In addition, the salted product is per mean score liked more than the unsalted product.

Overall liking

SALTED



UNSALTED



Mean scores | Cell 1 (salted butter users) n = 160 | Cell 2 (unsalted butter users) n = 151 | Taking everything into consideration, what is your overall opinion of the product that you just have tasted? (1 = dislike extremely, 10 = like extremely)

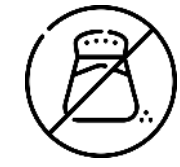
Users of salted block butter like the taste of Flora Plantbutter salted wrapper per mean score more than users of unsalted block butter like the taste of the unsalted test product.

Taste liking

SALTED



UNSALTED



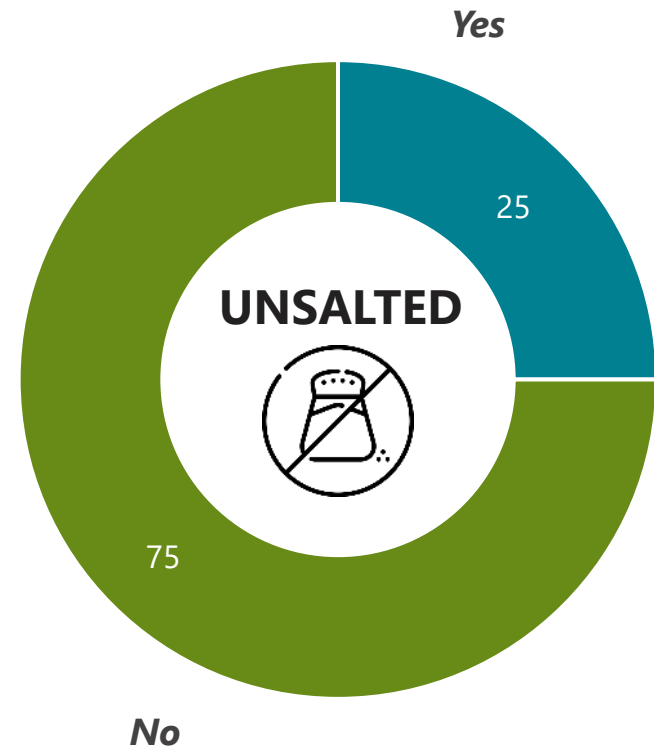
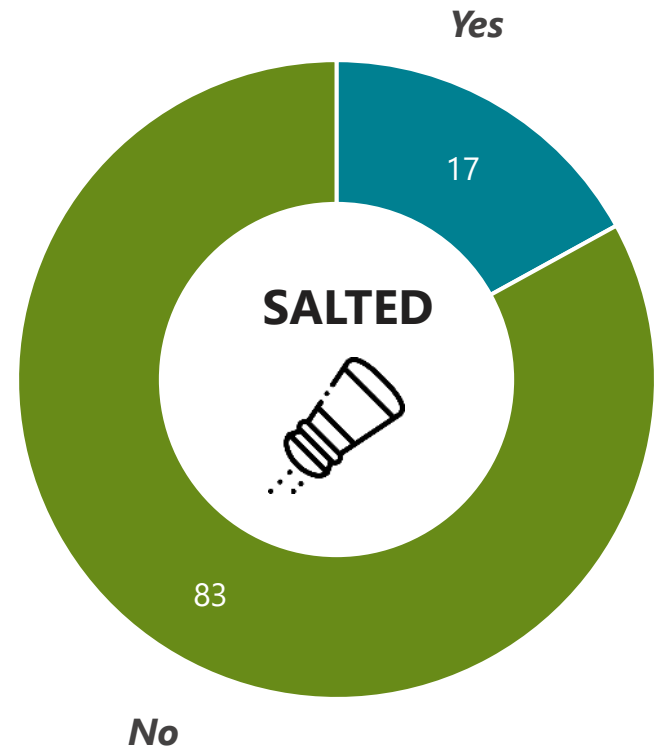
Blinded



83 % of salted butter users did not expect Flora Plantbutter salted wrapper being a plant butter, while 75 % of tub users did not expect Flora Plantbutter unsalted wrapper being a plant butter dairy alternative.

Expecting plant butter

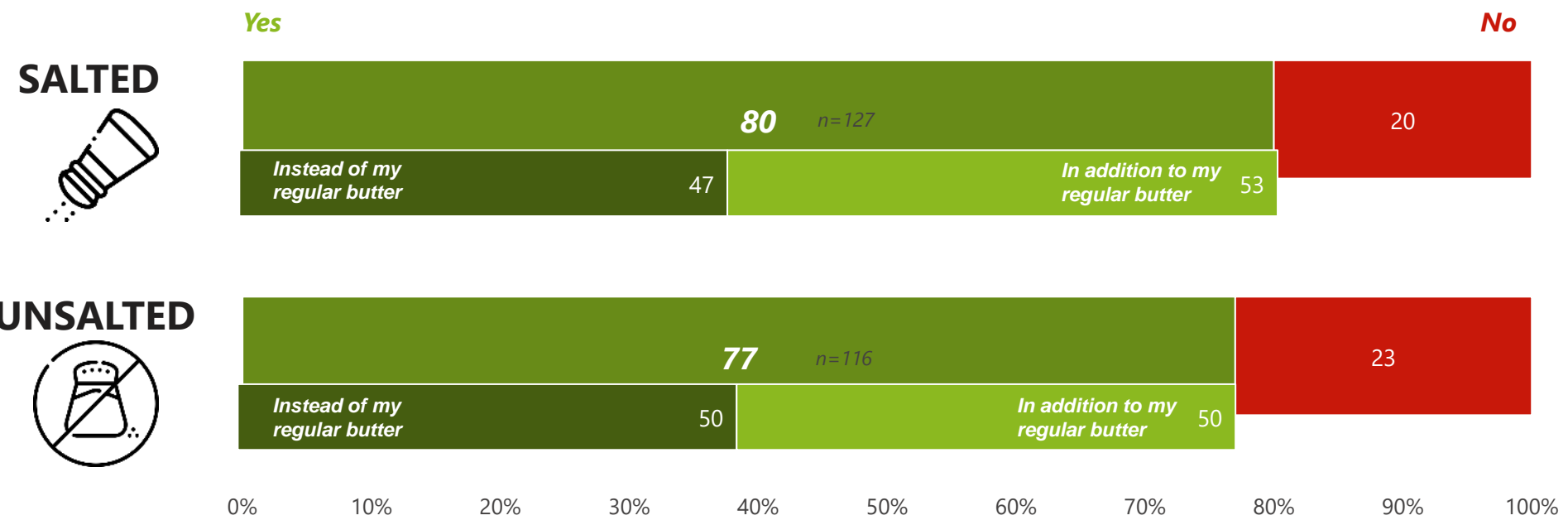
Under concept



80 % of salted butter users and 77% of unsalted butter users would consider buying the respective test product.

Purchase intention

Under concept



No effects of certain demographics on the purchase intention can be found.

% | Cell 1 (salted butter users) n = 160 | Cell 2 (unsalted butter users) n = 151 | Would you consider buying this product? // You said that you would consider to buy this plant butter. Would you purchase it instead of your regular butter or in addition to it?

Appendix



Screening Criteria



	UK – Cell 1 Flora Plantbutter Salted wrapper	UK – Cell 2 Flora Plantbutter Unsalted wrapper
Age & Gender	<ul style="list-style-type: none"> › Age 18-65 › Gender: ~30-40 % male / ~60-70 % female 	
Brand Users	<ul style="list-style-type: none"> › Users of salted dairy butter in block format (wrapper) › Claiming to love butter › Min. 40 % users of Lurpak salted, min. 20 % users of Anchor salted, min. 20 % users of Country Life Original salted 	<ul style="list-style-type: none"> › Users of unsalted dairy butter in block format (wrapper) › Claiming to love butter › Min. 40 % users of Lurpak unsalted, min. 20 % users of Anchor unsalted, min. 20 % users of Country Life Original unsalted
General Screening Criteria	<ul style="list-style-type: none"> › Responsible (at least jointly) for household spreads purchase › No food allergies/sensitivities to specific product ingredients; no vegans <ul style="list-style-type: none"> › Not pregnant or nursing › Not participated in any market research in the past 3 months › No conflicting interests (e.g. working for a business with conflicting interests to Upfield or the category) 	

