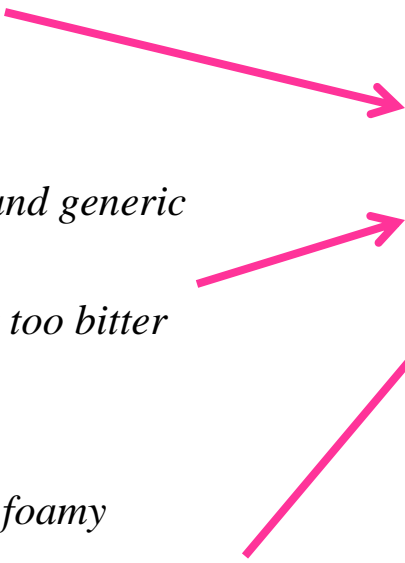


**consumer-led
development**

- What does **indulgent** mean in the mind of consumers?
- Is there a difference among indulgent and rich?
- Do consumers have different **definitions** for indulgent and/or means to achieve it?
- What are the most indulgent products and how do different situations affect its perception?
- What are the **sensory properties that drive indulgence**?
- How to **market indulgence** in a manner that consumers understand what is being delivered?

- Team immersion: 1-2 days for exploration and for hypothesis-building
- Qualitative research with target consumers:
 - 8 mini-groups, 2 hours in length
 - Small enough for in-depth investigation
 - Large enough for idea generating/building
 - At home prior to the sessions
 - Diary of “special treats” or dessert consumption focusing on emotional motivations/benefits
 - At the sessions
 - Show & tell of favorite “everyday” vs. “special occasion” treat
 - Evaluation of “chef-inspired” range of samples
 - Texture stimuli, flavor stimuli, layered samples, inclusions, etc.

- On a qualitative basis, consumers disproved or confirmed the team's hypothesis about indulgent appearance, flavor and texture.
 - APPEARANCE
 - *Smooth, creamy, silky appearance*
 - *Dark and uniform in color*
 - FLAVOR
 - *Intense, identifiable flavor, not bland and generic*
 - *Sweet, as in real sugar*
 - *Dark chocolate character however not too bitter*
 - TEXTURE
 - *Smooth, creamy, silky in the mouth*
 - *Dense and creamy, not mousse-like or foamy*
 - *Thick and heavy, not runny and thin*
 - *Buttery feel as in heavy whipping cream as apposed to yogurt thickened with gums.*
- consumer language*
- 

■ Directions for product development:

- Avoid layered products and inclusions
- Develop second generation of prototypes, focusing on the following:

■ APPEARANCE

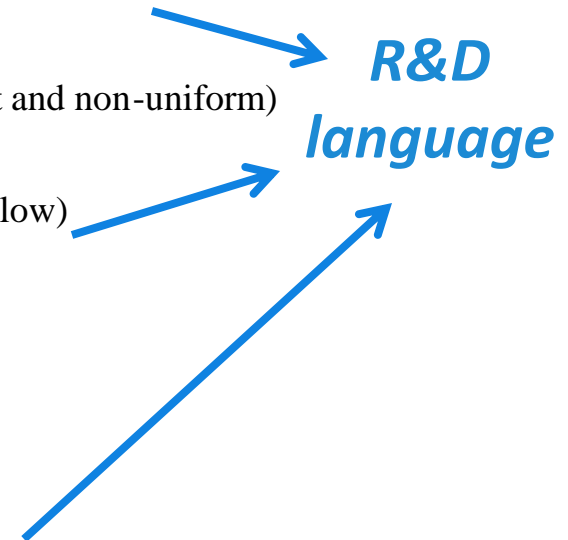
- High smoothness (versus rough or gritty)
- High color intensity and high uniformity color (versus light and non-uniform)

■ FLAVOR

- Moderate to high intensity of overall flavor impact (versus low)
- Moderate to high sweetness (versus low)
- Moderate dark chocolate character (versus milk chocolate)

■ TEXTURE

- Smoothness (versus rough or gritty)
- Denseness (versus airy)
- Thickness (versus thin)
- Buttery mouthfeel (versus gelatin-like or hydrogenated fat).



Design of Experiment (DOE)

- Systematically manipulate key dimensions
- Screen samples and further reduce number of key dimensions
- Understand interactions among key dimensions
- Optimize levels for key dimensions.

Consumer Research

- Iterative rounds of qualitative research with same groups of consumer



- Confirmatory concept-product test (quantitative consumer test).