

# Chefs Larder Belgian waffle.

*Bread and morning goods...*

DATA - SAMPLE - DUMMY  
DATA - SAMPLE - DUMMY

January/2019

**Good  
Sense  
Research.**

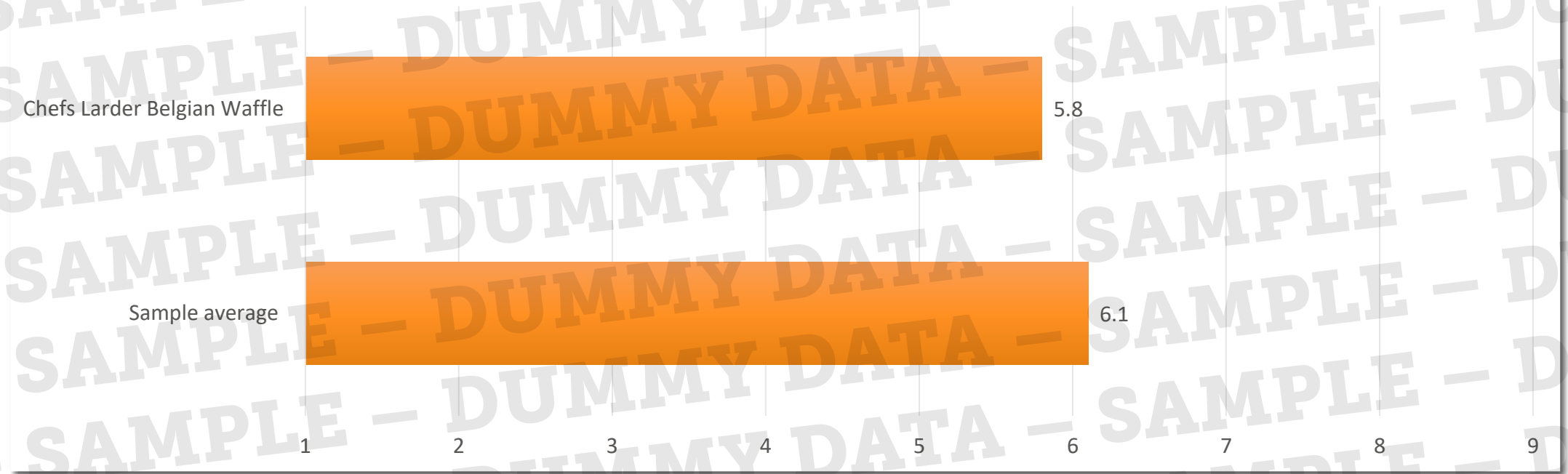
# Methodology.

The following key attributes were assessed:

- Appearance
  - Aroma
  - Flavour
  - Texture
  - Packaging
  - Value for money
  - Innovation
  - Ease of prep
  - Speed of prep
- Judges then provided comments for each sample, alongside a ranking of their preference.

# Appearance.

What is your opinion on the 'Appearance' of this product



Each judge was asked to score the product on a scale of 1-9. The score presented is a combination of all the judges scores.

# Aroma.

What is your opinion on the 'Aroma' of this product

Chefs Larder Belgian Waffle

6.2

Sample average

5.7

Each judge was asked to score the product on a scale of 1-9. The score presented is a combination of all the judges scores.

# Flavour.

What is your opinion on the 'Flavour' of this product



Each judge was asked to score the product on a scale of 1-9. The score presented is a combination of all the judges scores.

# Texture.

What is your opinion on the 'Texture' of this product

Chefs Larder Belgian Waffle

6

Sample average

6.3

1

2

3

4

5

6

7

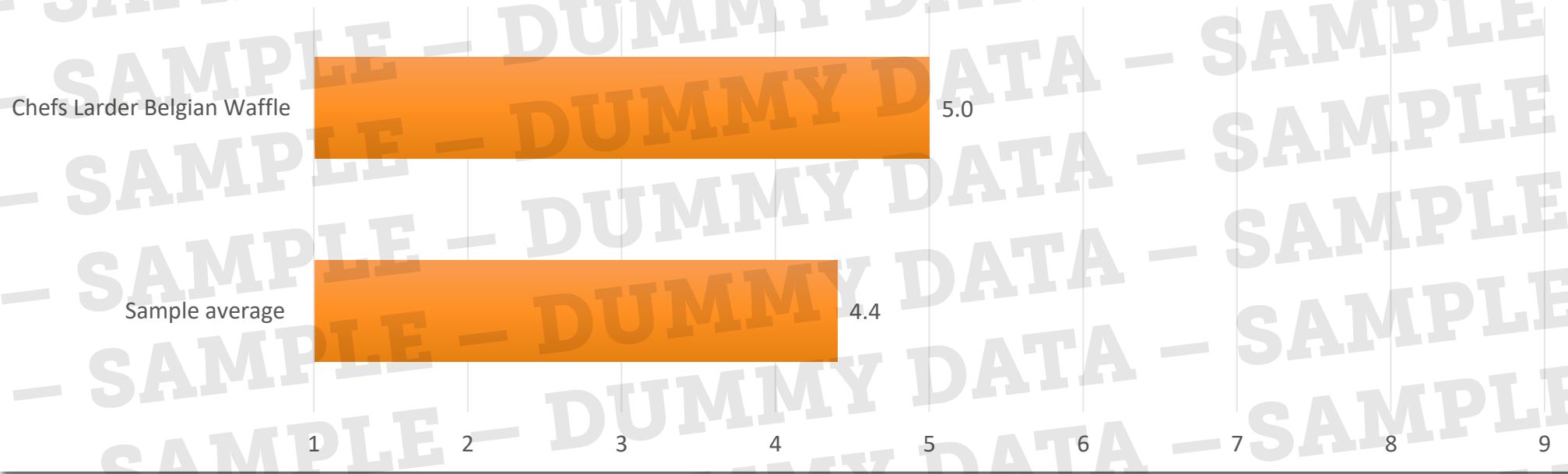
8

9

Each judge was asked to score the product on a scale of 1-9. The score presented is a combination of all the judges scores.

# Packaging.

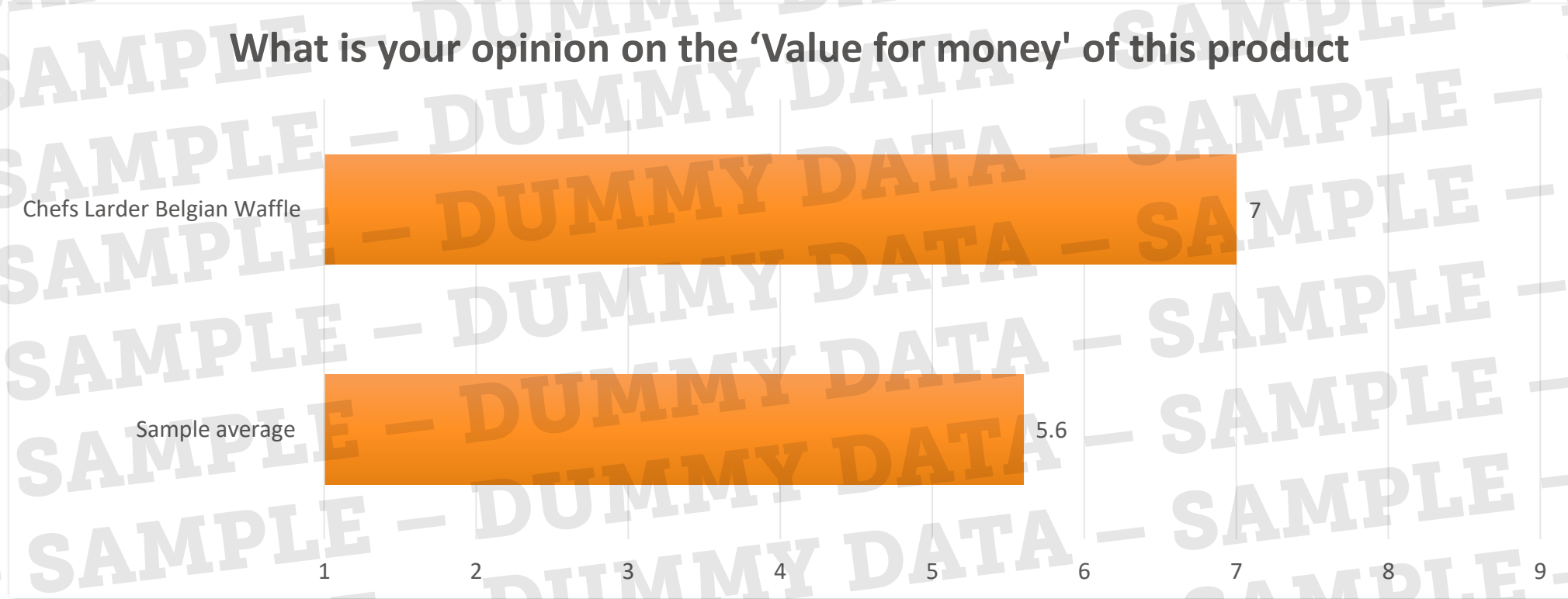
What is your opinion on the 'packaging' of this product



Each judge was asked to score the product on a scale of 1-9. The score presented is a combination of all the judges scores.

# Value for money.

What is your opinion on the 'Value for money' of this product

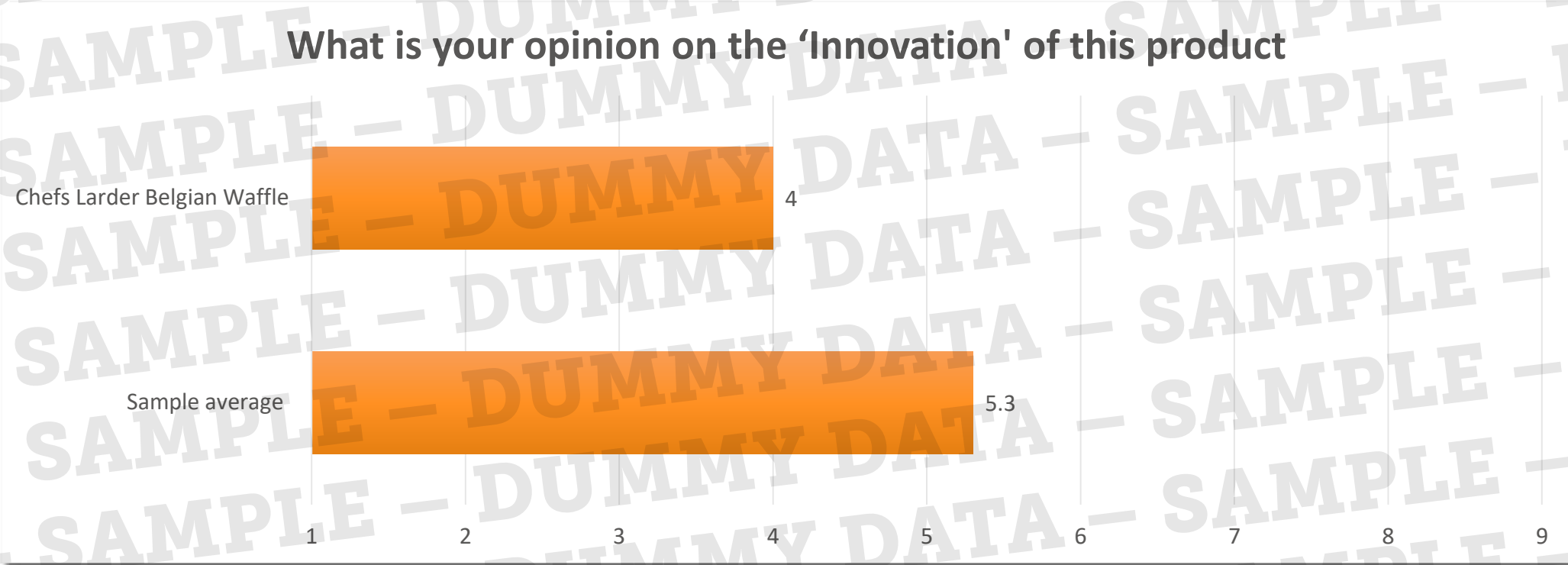


Each judge was asked to score the product on a scale of 1-9. The score presented is a combination of all the judges scores.



# Innovation.

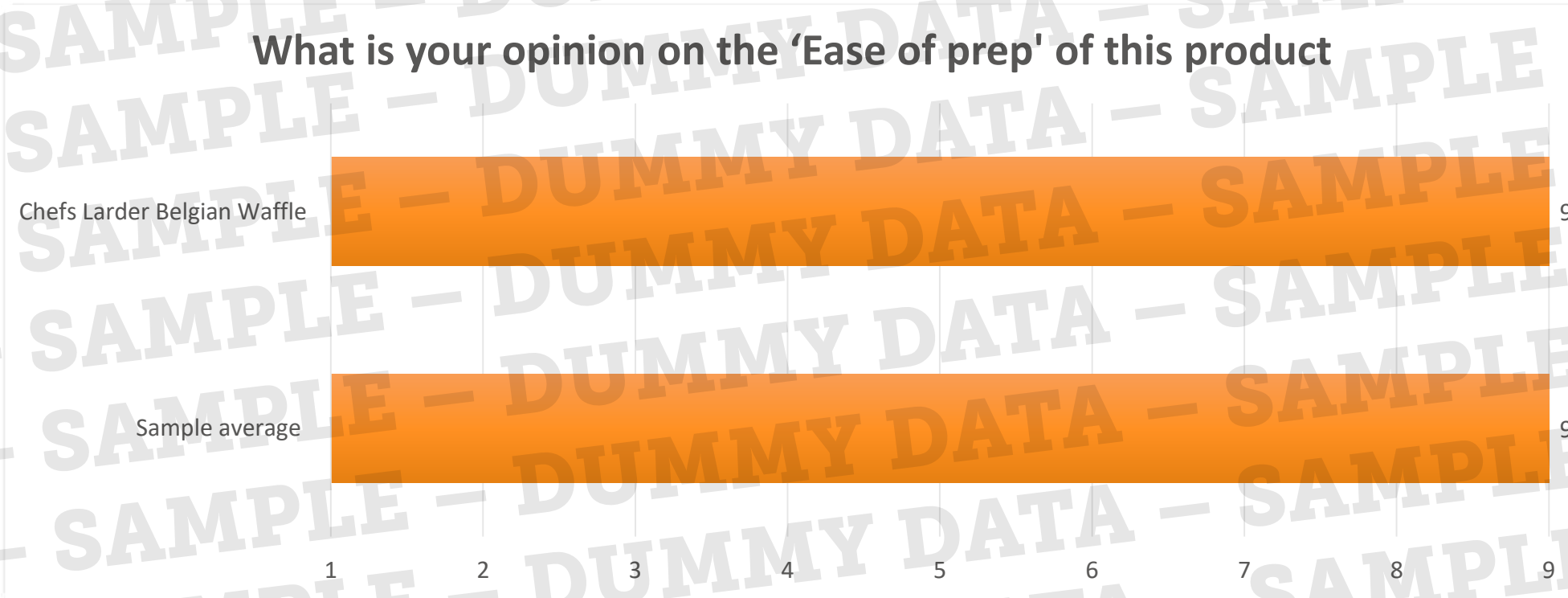
What is your opinion on the 'Innovation' of this product



Each judge was asked to score the product on a scale of 1-9. The score presented is a combination of all the judges scores.

# Ease of prep (chef).

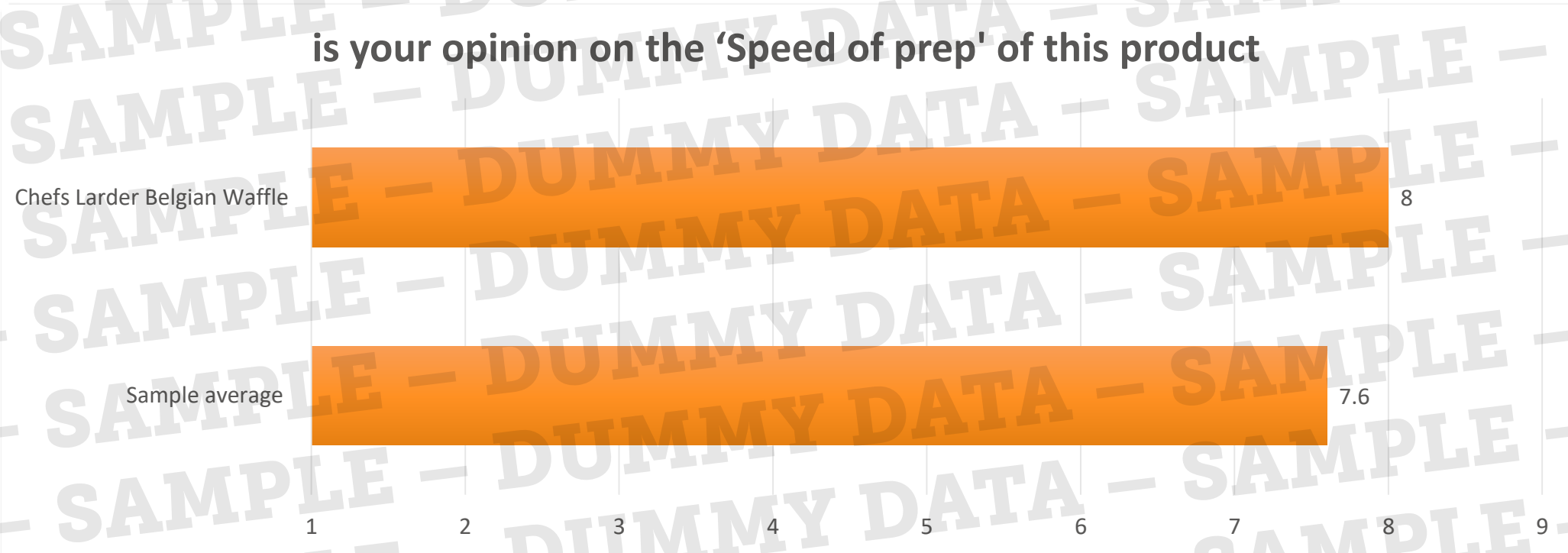
What is your opinion on the 'Ease of prep' of this product



The chef was asked to score the product on a scale of 1-9.

# Speed of prep (chef).

is your opinion on the 'Speed of prep' of this product



The chef was asked to score the product on a scale of 1-9.

# Comments.

# Comments:

*"Very nice and versatile product can be used hot/cold sweet/savoury available to freeze and store ambient for a good length of time." (chefs comment)*

*"Really nice flavour!"*

*"Good quality at an astoundingly good price. Cold product underwhelming - but heated it really shines"*

*"Great value for money"*

*"Good flavour on the hot sample. Cold the texture and taste wasn't great."*

*"Good flavour texture and aroma. Good value for money."*

# Thank you.



**GSR.U**