

Product Profile

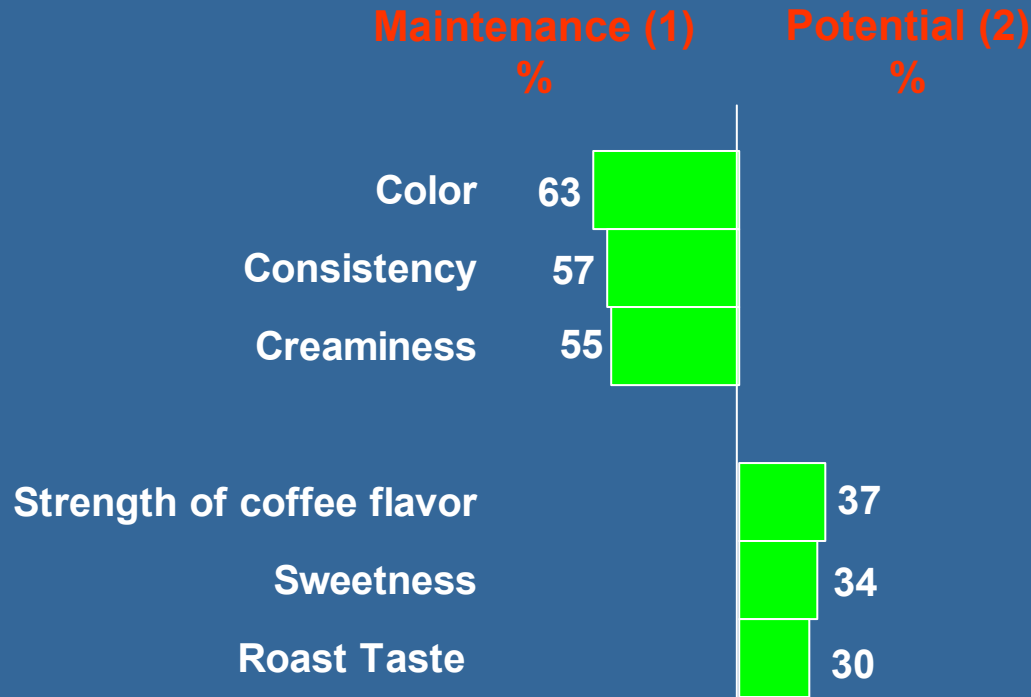


Penalty Analysis

- A is too sweet, too weak in coffee flavour and too weak in roast taste

		<u>Penalty</u>	<u>%</u>		Product A <u>% Just Right</u>		<u>%</u>	<u>Penalty</u>	
Sweetness	Too weak	-2.1	7		68		26	-1.1	Too strong
Richness	Too weak	-1.9	18		72		11	-1.4	Too strong
Colour	Too light	-1.9	6		84		10	-1.2	Too dark
Strength of coffee flavour	Too weak	-1.2	43		55		3	-1.5	Too strong
Roast taste	Too weak	-1.0	23		72		5	-1.3	Too strong
Creaminess	Not enough	-1.4	18		74		9	-0.8	Too much
Consistency	Not enough	-1.0	15		79		6	-1.7	Too smooth

Attributable Effects



- (1) **Maintenance:** Product A must continue to provide current perceptions of color, consistency, and creaminess to maintain current level of overall liking.
- (2) **Potential:** Product A must improve perceptions of coffee flavor strength, sweetness, and roast taste to increase the level of overall liking.

* 5-point poor to excellent scales