

Product Optimization Testing for Fable Food



Challenge

In January 2023, The Fable Food team came to Highlight, looking to execute two tests and get their frozen burger samples in the hands of US consumers. The first test was two formulas of their mushroom burger patty (in-market formula vs new formula). The second was their blended mushroom burger against a 100% beef patty. The goal was to learn about the products' sensory performance, compare consumers' preference rankings, and understand the value proposition of their products.

Test 1:

Mushroom Patty New Formula IHUT

- 50 frozen patties overnighted to...
- 50 highlighters across the US
- 12 days until actionable insights were available in our portal
- 92% completion rate of target

Test 2:

Blended Beef & Mushroom Burger IHUT

- 120 frozen patties overnighted to...
- 120 highlighters across the US
- 12 days until actionable insights were available in our portal
- 98% completion rate of target

What We Delivered

In less than two weeks, the brand had its answers and insights uncovered, including:

- Consumer perception on taste, texture, flavor intensity, and purchase intent
- Clarity around the best flavor descriptors as part of the blinded test
- Key metrics explained across a variety of 'plant forward' & 'health conscious' consumers

via...

- Dashboards providing real-time insights on each product while in data collection
- Qualitative depth via honest, unbiased open-ended product feedback
- A custom, curated slide deck, including performance against benchmark data and by consumer subgroup to leverage for retail pitches

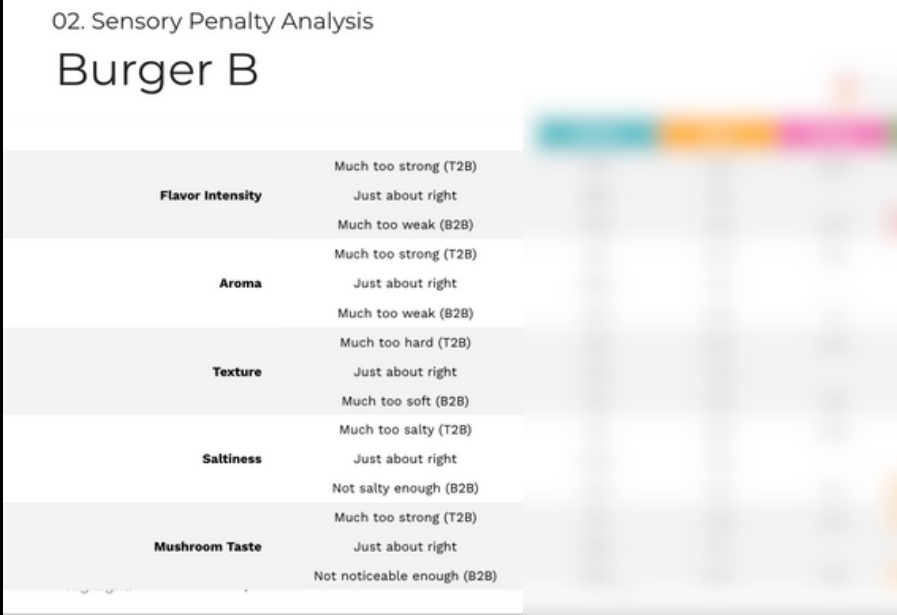
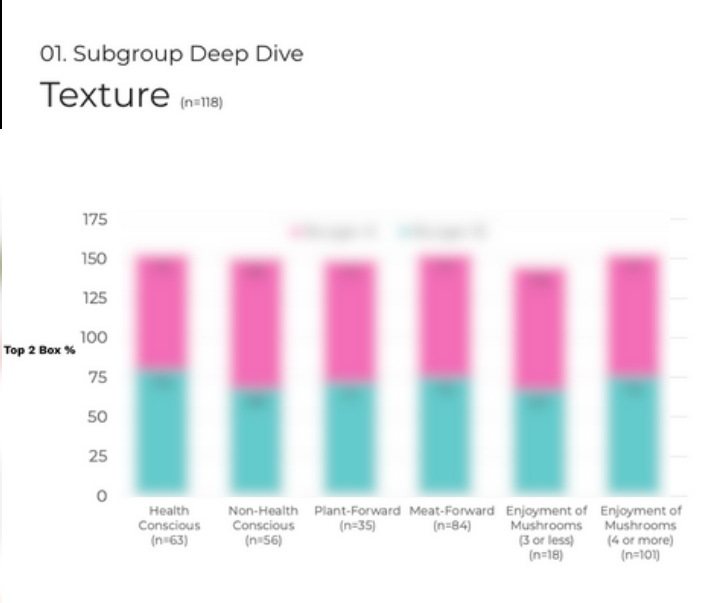
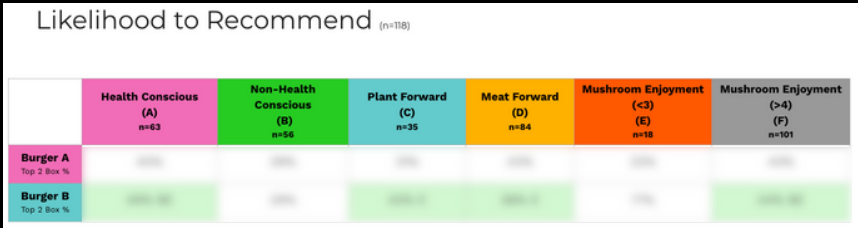


Qualitative Feedback

I enjoyed it! I love mushrooms and beef. I enjoyed the dynamic texture of the patty by having the mushrooms in there. It tasted mostly of beef but had added mushroom texture. It felt heartier than regular beef.
 -Male, 24

From cooking, when my husband walked into the kitchen and asked what smelled so good, to plating it up, to enjoying the juicy umami bomb, it was an a+ experience.
 -Female, 40

Data-Driven Insights



Curious how we can drive the same results for you?

Reach out for a demo, and get testing:

REQUEST DEMO