How do consumers classify ingredients as “real”?

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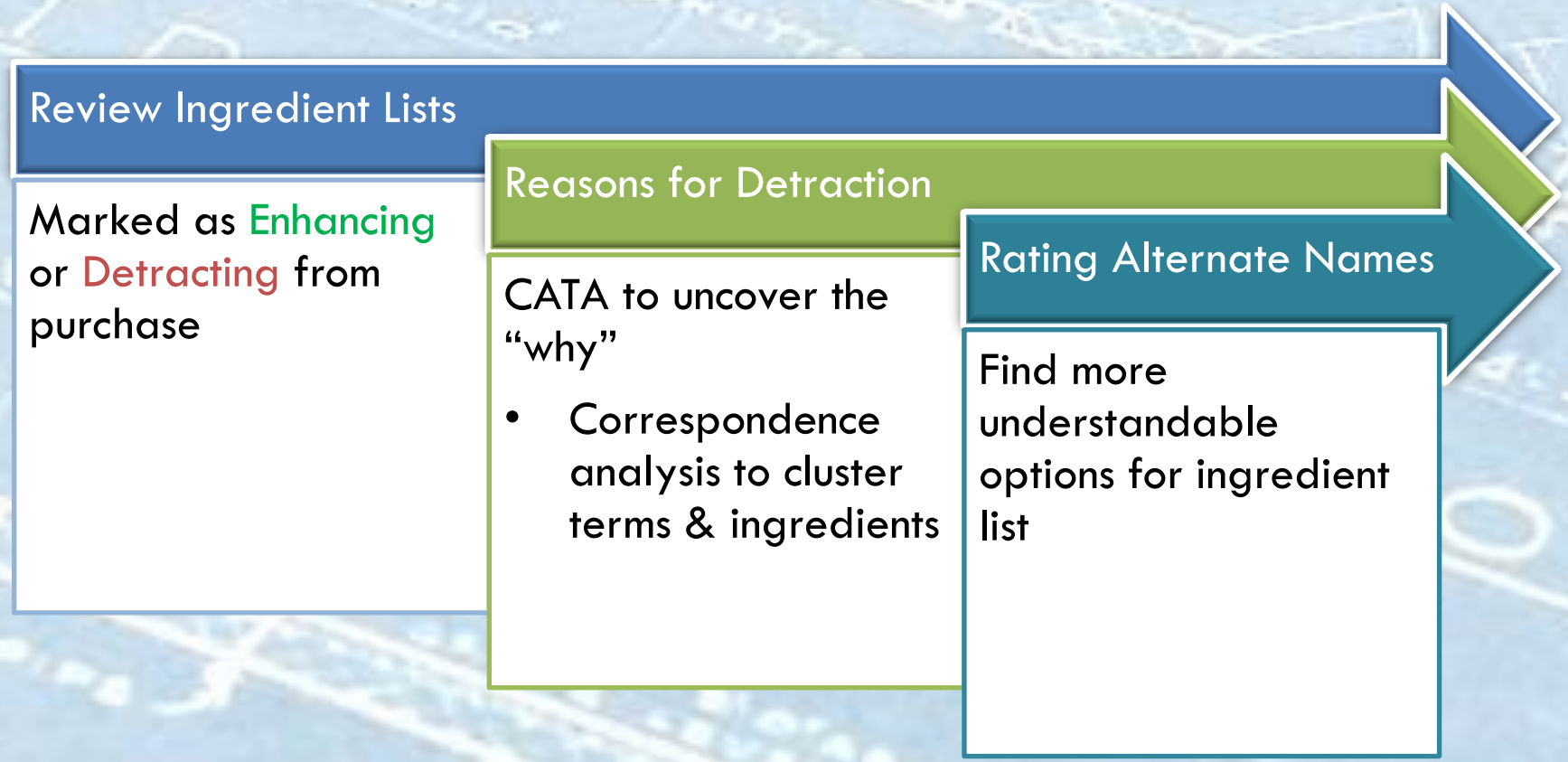
Objectives

- Determine consumer familiarity with – and acceptance of – individual ingredients for various salty snacks given context of brand

- Identify naming alternatives that resonate most with consumers

Methodology



Top consumer reasons for categorizing ingredients

Whole, intact ingredients

- *Whole yellow corn, whole grain wheat flour*

Normal sounding pantry names

- *Potatoes, sea salt*

Trendy, high quality ingredients

- *Expeller Pressed Sunflower Oil*

Unhealthy ingredients

- *High Fructose Corn Syrup = cutting back & bad press*
- *Monosodium Glutamate = bad press & allergic*

Scary ingredients

- *Sodium/disodium salts, Gums, & Acids = sounds chemical & don't know it*

REAL

Uncovering alternative names



What we as Product Researchers can offer to go beyond liking to inform our clients…

Prioritize red flag ingredients



Advantaged ingredient names



The "why's" behind perceptions



Clean label bellwethers



Please Hold Your Questions

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