

# PRODUCT TEST

# MAARUD OSTEPOP VS. OLW CHEESE DOODLES

Blind test In-hall

For Maarud | From Ipsos Norway  
March 2022

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# SUMMARY OF MAIN FINDINGS

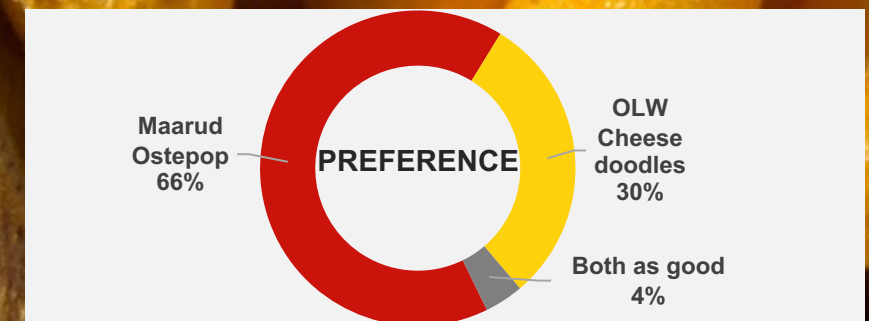
Maarud Ostepop achieves better scores than OLV Cheese doodles, both when evaluating one by one, and in comparison.

In blind test Maarud ostepop scores better both on liking and buying intent. Is also gets higher scores on most other product attributes that are measured, including the one that is most important for choice; a good cheese taste.

Maarud Ostepop also gets higher scores when the two products are compared against each other.

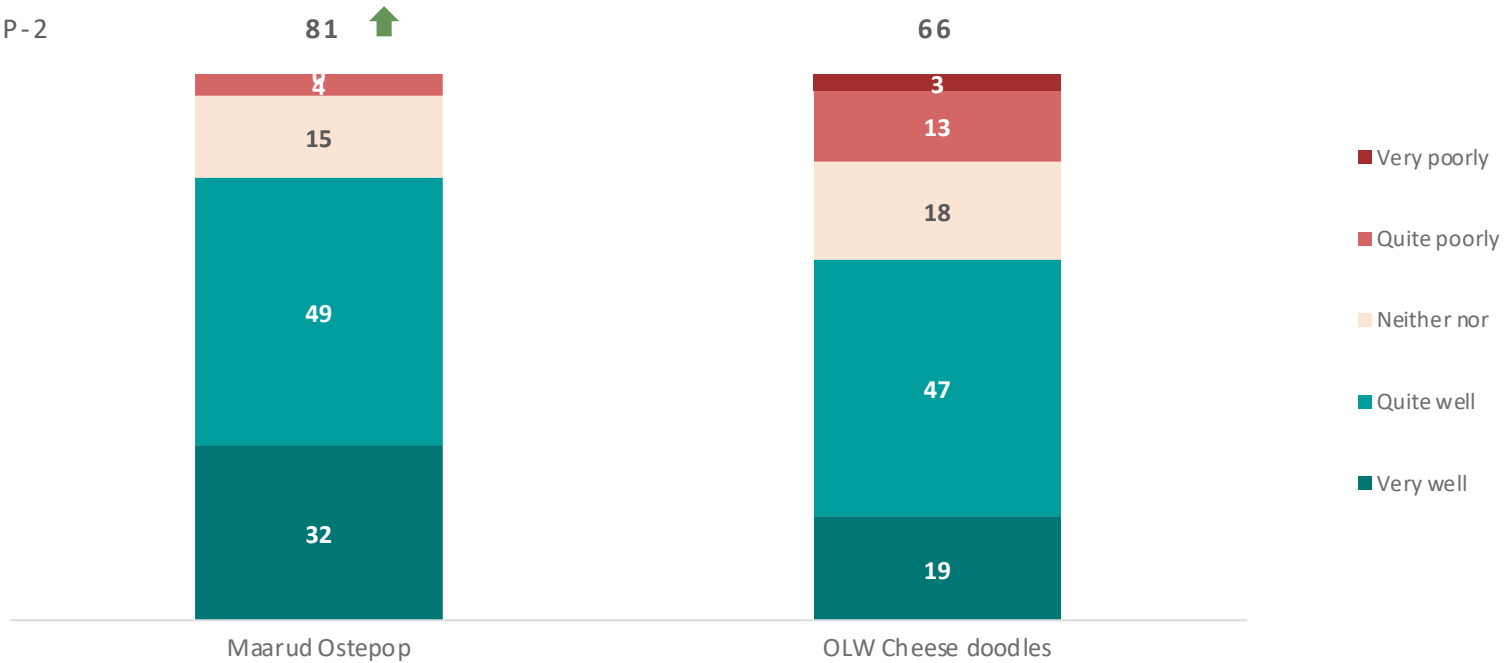
Maarud Ostepop is also well balanced on most products attributes, but a tendency that it is perceived as a little too dark. OLV Cheese doodles is considered to have little taste in general and cheese taste specifically.

	Maarud Ostepop	OLW Cheese Doodles
Liking (top-2)	81	66
Purch. intent (top-2)	73	56
Good taste of cheese (top-2)	78	58
Crispy consistency (top-2)	94	85
Good size (top-2)	73	58



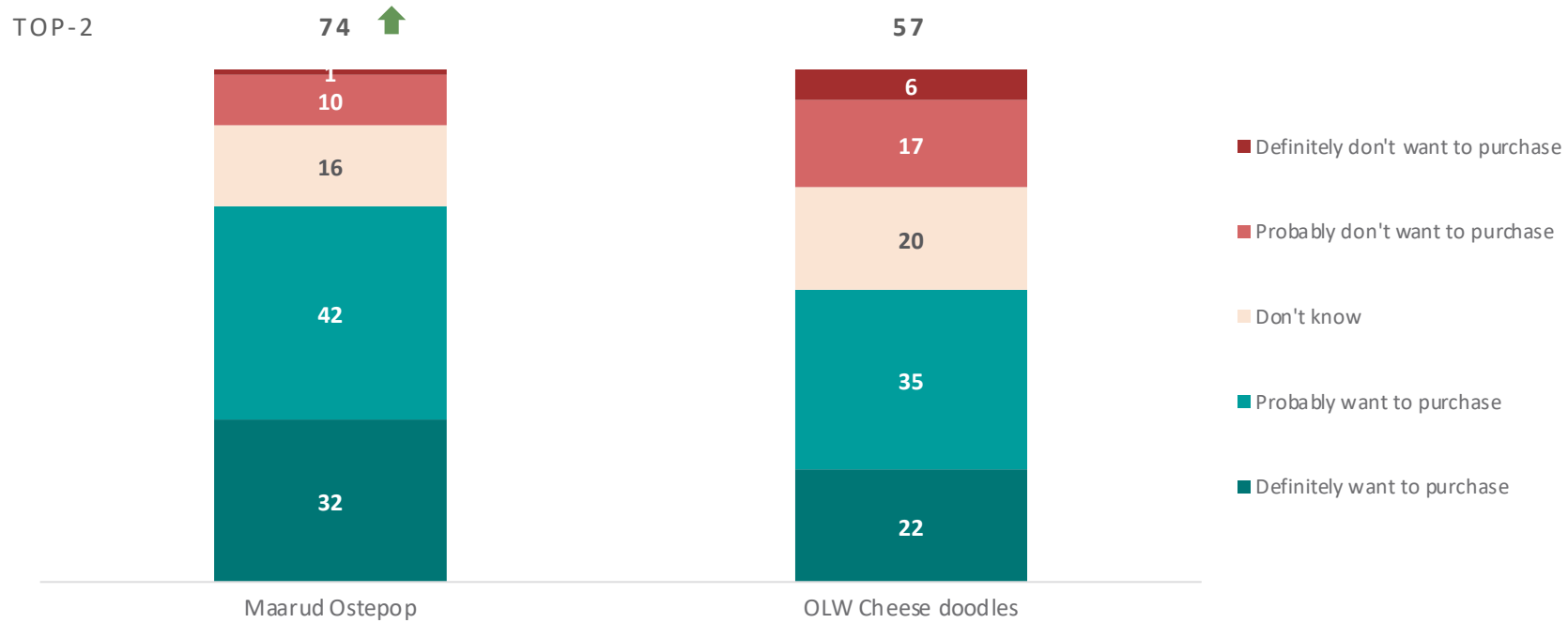
# MAARUD OSTEPOP IS BETTER LIKED BY CONSUMERS

TOP-2



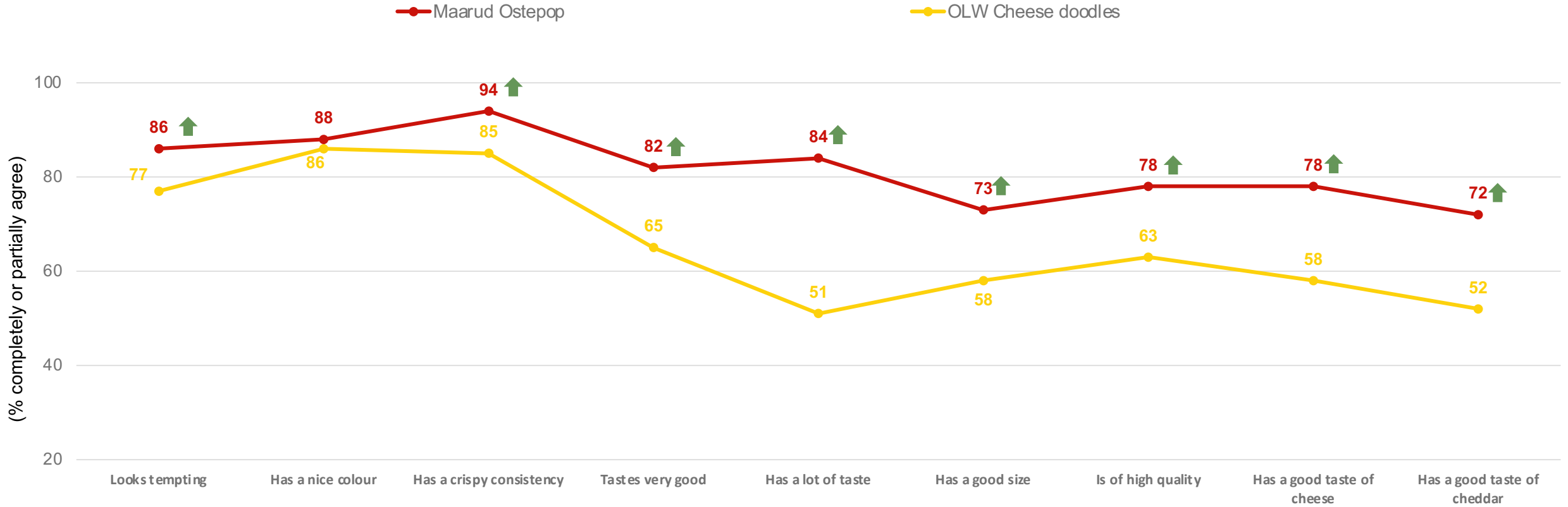
↑ = Significant increase

# PURCHASE INTENT IS HIGHER FOR MAARUD OSTEPOP COMPARED TO OLW



↑ = Significant increase

# MAARUD OSTEPOP SCORES BETTER ON MOST PRODUCT ATTRIBUTES



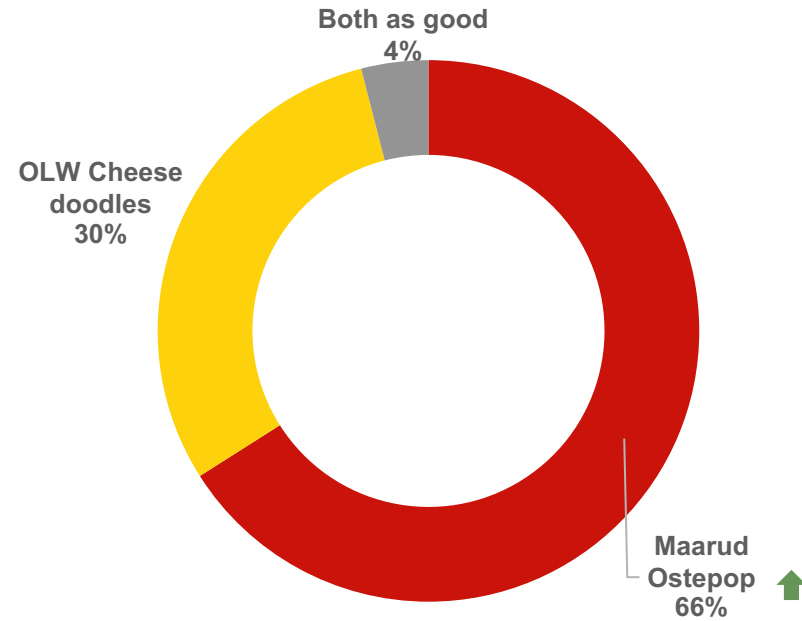
Base: Total sample, N=226  
Question: Q4. How much do you agree or disagree to the following statements about this cheese doodle?

↑ = Significant increase

Results in %



# MAARUD OSTEPPOP IS MORE PREFERRED



# MAARUD OSTEPPOP SCORES BETTER THAN OLV WHEN COMPARING ON KEY ATTRIBUTES

