



Good For All Greek Yogurt

Line Optimizer™





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Background & Objectives

Background & Objectives

Good For All, a packaged snack food brand, entered the Greek yogurt market just over a year ago. Their aim was to bring their healthy and nutritious offerings to one of the fastest growing categories in healthy snacking, Greek yogurt. Currently they offer 4 varieties of blended Greek yogurts in the market, but previous research has shown customers and retailers don't see their flavors as differentiated from other premium Greek yogurt brands in the space. As a result, they've proposed 15 new flavors to test with the current offerings to understand which flavors they should incorporate into their product line moving forward.

Additionally, two of their top retail customers, one in mass retail and another in the natural grocer space, had already requested that the Good For All brand introduce some new flavors into their product line. In particular, each retailer would like to have at least one flavor that is exclusive to their store. Good For All felt that in pursuing a new product line of Greek yogurt flavors to differentiate themselves in the market, they also had an opportunity to better understand the flavor preferences among mass and natural grocery shoppers to ultimately please their retailers.



Learning Objectives

1. How many flavors should Good For All offer before they see incremental reach plateau?
2. Should Good For All replace any of their current flavors with new flavors?
3. Which flavors should Good For All offer for their retailer-exclusive lines?

How many and which new flavors should Good For All offer for their retailer-exclusive lines?

- Through tradeoff analysis, prioritize combinations of 4 flavors based on purchase intent
- Understand the relative strength of each Greek yogurt flavor based on the following three diagnostic metrics: Frequency, Uniqueness, and Power to Replace

Stimuli Tested

Flavors Tested
Honey
Blueberry
Strawberry
Vanilla

Flavors Tested - New
Peach
Apple Cinnamon
Blackberry
Grapefruit
Mango
Raspberry
Pear
Apricot
Orange Ginger
Pomegranate
Strawberry Banana
Lemon
Key Lime
Strawberry Kiwi
Honeydew Melon



Methodology

Methodology

This study was conducted via an online quantitative survey. Each survey lasted approximately 10 minutes.

Method	# of Flavors Tested
TURF (Total Unduplicated Reach and Frequency)	19

Gender	Males & Females
Age	18–65
Products Bought P3M	Greek Yogurt
Channels Shopped	Mass Grocer and Natural Grocer
Greek Yogurt Purchase Frequency	Capture

Quota 1	50% of Sample
Mass Grocery Shoppers	

Quota 2	50% of Sample
Natural Grocery Shoppers	

Survey clicks were balanced to population level data on Age, Gender, and Region, to ensure a natural fallout of the sample.

Methodology

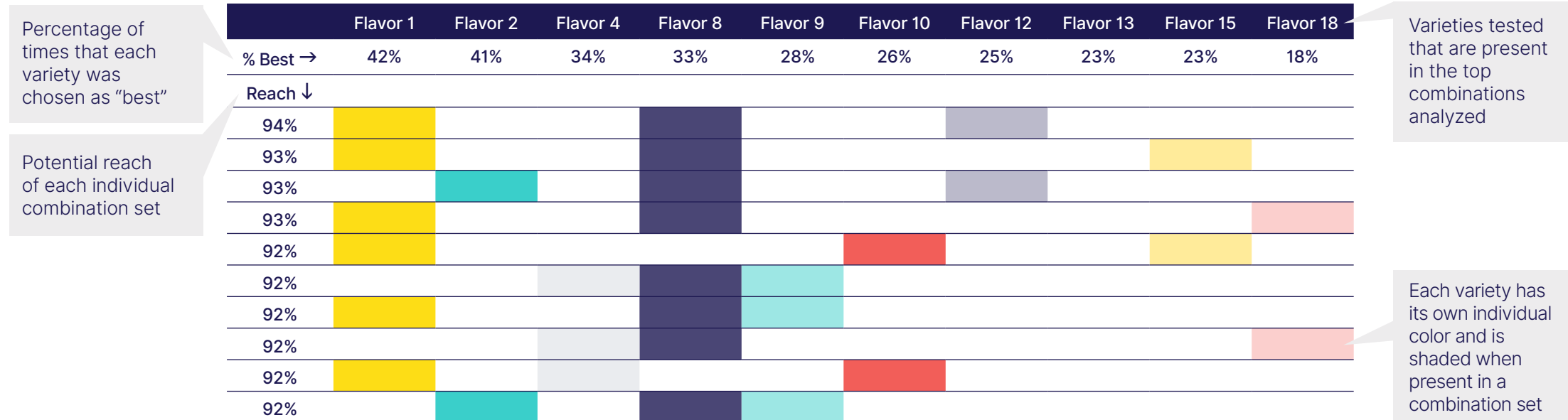
TURF analysis allows GutCheck to identify the set of varieties that will maximize reach of a product.

- TURF uses trade-off analysis data to create combinations and calculate the reach (i.e., the percentage of the audience that would be satisfied) with the varieties offered.
- An experimental design is created based on the number of varieties being tested.
- Using this data, the analysis creates a ranking of the varieties tested to show how the varieties compare to each other in terms of consumer preference.

Considering only these 3 flavors, which is the Most Appealing and which is the Least Appealing?

Most Appealing		Least Appealing
<input checked="" type="radio"/>	Vanilla	<input type="radio"/>
<input type="radio"/>	Chocolate	<input checked="" type="radio"/>
<input type="radio"/>	Strawberry	<input type="radio"/>

Combinations for maximum research: Used to determine what individual flavors and what combinations provide the greatest reach.



Methodology: Diagnostic Scorecard

GutCheck's Diagnostic Scorecard helps prioritize varieties in top combinations based on key metrics.

Concept Name	% Best Results	Fit with Brand	Uniqueness	Clarity
Concepts sorted in descending order of % Best scores		Top Box	Top Box	Top Box
Flavor 3	42%	51%	41%	50%
Flavor 1	41%	62%	51%	50%
Flavor 9	34%	62%	48%	47%
Flavor 8	33%	61%	46%	45%
Flavor 10	28%	44%	33%	39%
Flavor 2	26%	46%	49%	43%
Flavor 6	25%	43%	41%	43%
Flavor 7	18%	58%	41%	33%
Flavor 5	18%	51%	34%	42%
Flavor 4	18%	33%	35%	32%
Mean		50%	39%	40%

Varieties are sorted in number of % Best performance. % Best scores are calculated based on the number of times each variety was selected as "Best"

The mean score is calculated independently for each metric

The shaded cells indicated that the concept is considered to be an "outlier" - green means the concept performed above the average of the others, red means the concept performed below the average of the others



Executive Summary

Overall Key Findings

Good For All should maintain 4 flavors, but consider replacing Honey with a more popular option that is specific to the retail channel.



- Retaining a 4-flavor lineup in both channels will provide the optimal potential reach; adding more flavors would only provide a 2-3% additional potential reach
- In the mass channel, the best replacement for Honey would likely be Key Lime as it was present in all the top combinations
- Natural grocery shoppers showed a stronger preference for Vanilla; and Mango was included in more of the top combinations over Key Lime.

While Vanilla can be replaced with Strawberry Banana or Mango in mass grocery, it should be retained in the Natural grocery segment.

Mass Grocery Key Findings - Flavors

For the mass grocery segment, a combination of all primary flavors would result in the strongest potential reach.

Primary Flavors Considered	TURF	Trade-off	Metrics	Additional Details
Key Lime	✓			Though it had average performance in the trade-off and metric analysis when compared to the other flavors, Key Lime is present in all top 15 TURF combinations, meaning it hits a key group of consumers.
Blueberry	✓	✓	✓	Blueberry is a frequently consumed flavor of Greek yogurt and is present in the majority of the top TURF combinations.
Strawberry	✓	✓	✓	Strawberry has the power to replace other flavors and has the strongest trade-off performance alongside Strawberry Banana. Additionally, it is present in many top combinations.
Strawberry Banana	✓	✓	✓	This flavor performed well in every analysis, and similarly to Strawberry, has the power to replace other flavors and would be frequently consumed.

Secondary Flavors Considered	TURF	Trade-off	Metrics	Additional Details
Raspberry	✓	✓	✓	Raspberry would be consumed frequently, has strong purchase intent, and is present in about half of the top combinations.
Peach	✓			Peach was present in the top TURF combinations, but held average scores in the trade-off exercises and metric scorecard.
Vanilla	✓	✓	✓	Vanilla is towards the bottom of the top performers in all areas and is overshadowed by the primary flavors considered.
Mango	✓			Mango is present in the top combinations, but held average performance on key metrics and trade-off analysis.

✓ Represents strong performance in that analysis when compared to other flavors

Mass Grocery Key Findings - Flavors

For the natural grocery line-up, consider including Strawberry or Strawberry Banana with one of the secondary flavors.

Primary Flavors Considered	TURF	Trade-off	Metrics	Additional Details
Vanilla	✓	✓	✓	Vanilla is present in all of the top combinations for Natural Grocery shoppers and was one of the most frequently preferred flavors. It has the highest consumption frequency, but is low on other metrics.
Strawberry	✓	✓	✓	Strawberry is in many of the top combinations and has the strongest trade-off performance along with Strawberry Banana. It would be consumed frequently but would not necessarily replace other yogurts.
Mango	✓			Mango is found in the top 4 flavor combinations, but was not frequently selected in the trade-off exercise and scored near the mean across metrics.
Strawberry Banana	✓	✓	✓	This flavor performed well in every analysis, has the power to replace other flavors, and would be frequently consumed. However, it is not frequently found together with Strawberry in top combinations.

Secondary Flavors Considered	TURF	Trade-off	Metrics	Additional Details
Raspberry	✓	✓		Raspberry performed strongly in the trade-off exercise and is present in several of the top combinations, but had average performance on Frequency and Replacement Power metrics.
Peach	✓			Peach is present in some of the top TURF combinations, but held average scores in the trade-off exercises and metric scorecard.
Key Lime	✓			Key lime is present in a few of the top TURF combinations, but had weaker performance in the trade-off and metrics.
Blueberry		✓	✓	Blueberry is present in only a few of the top combinations, but scored near the top in purchase intent and frequency of consumption.

✓ Represents strong performance in that analysis when compared to other flavors

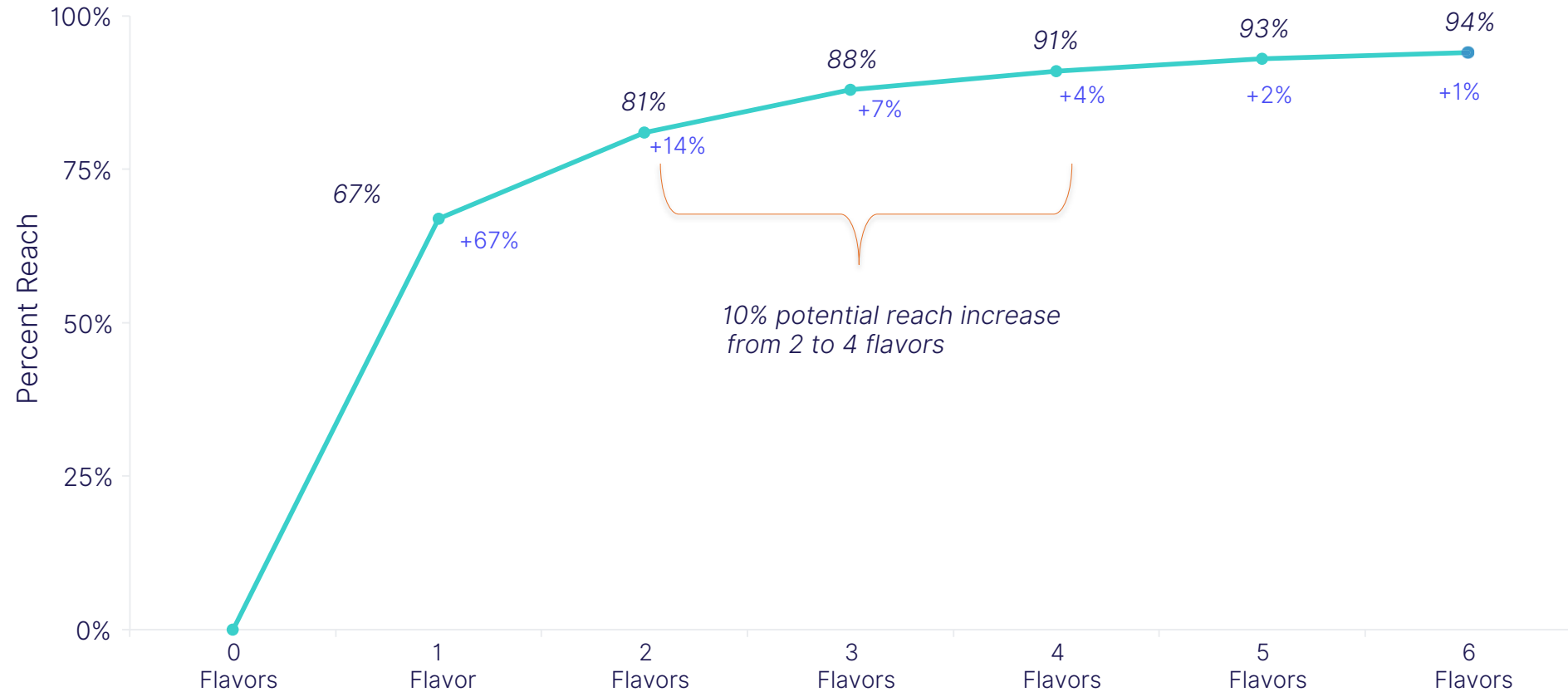


Detailed Findings

Mass Grocery

Mass Grocery Potential Reach: TURF

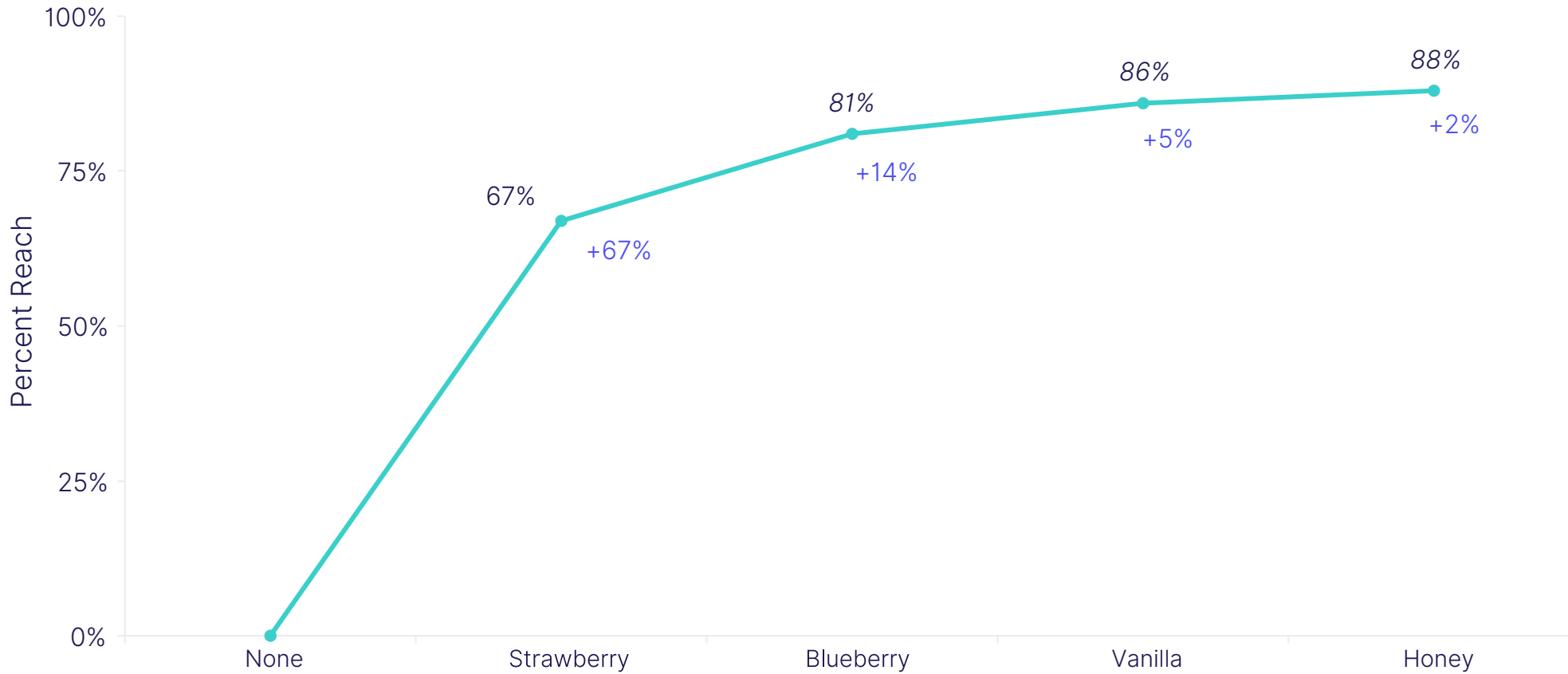
Maintaining 4 flavors will uphold a strong potential reach of 91%, whereas adding additional flavors provides only a small incremental lift.



Note: This chart represents the top combination with the highest unduplicated reach.

Mass Grocery Potential Reach: Current Line

Among mass grocery shoppers, Honey only increases potential reach by 2% when added to the other current flavors.



Note: This chart represents the highest unduplicated reach among currently available flavors.

Mass Grocery Top 15 Combinations: Overall

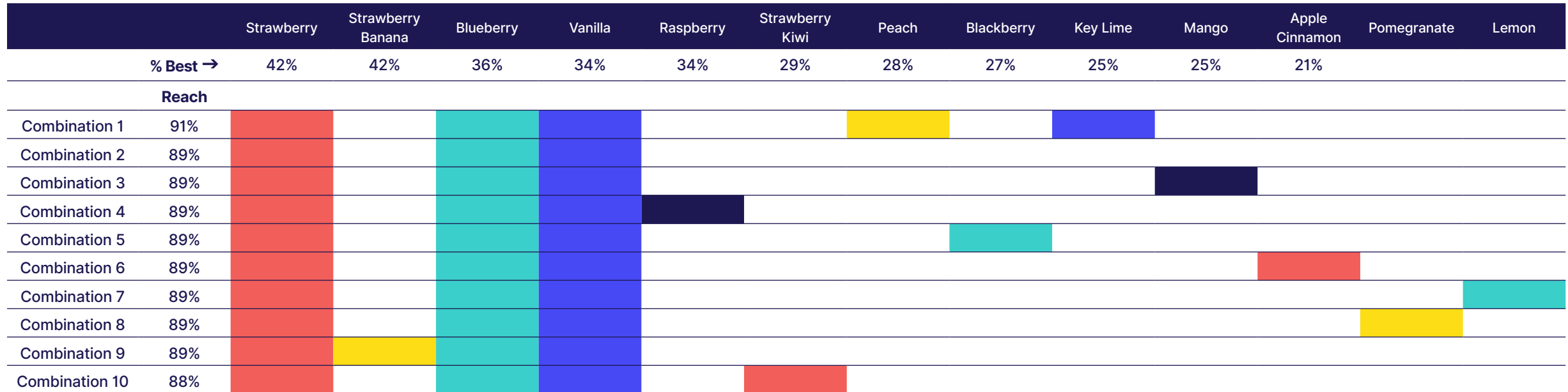
Among mass grocery shoppers, while Key Lime was selected as “Best” less often, it’s included in every top combination—likely catering to a specific consumer segment.

		Strawberry	Strawberry Banana	Blueberry	Vanilla	Raspberry	Peach	Blackberry	Key Lime	Mango	Apple Cinnamon	Pomegranate
	% Best →	42%	42%	36%	34%	34%	29%	28%	27%	25%	25%	21%
	Reach											
Combination 1	91%	█	█	█					█	█		
Combination 2	91%	█		█					█			
Combination 3	91%	█		█			█		█			
Combination 4	91%		█	█		█			█			
Combination 5	91%	█		█	█				█			
Combination 6	91%		█	█					█	█		
Combination 7	91%	█	█			█			█			
Combination 8	91%	█		█		█			█			
Combination 9	91%		█	█			█		█			
Combination 10	91%		█	█	█				█			
Combination 11	91%	█		█					█			█
Combination 12	90%	█	█					█	█			
Combination 13	90%		█			█	█		█			
Combination 14	90%		█		█	█			█			
Combination 15	90%	█		█					█		█	

Note: Only varieties included in the top 15 combinations are shown in the table.

Mass Grocery Top 10 Combinations: 3 Current + 1 New

If the top 3 flavors from the current line are retained, the highest reach among mass grocery shoppers can be achieved by adding Key Lime.



Note: Only varieties included in the top 10 combinations are shown in the table.

Mass Grocery Diagnostic Scorecard (n=~107 Per Flavor)

Current flavors were higher ranked and more frequently consumed but scored lower on Uniqueness, while unique flavors were less well-liked.

Concept Name	Frequency	Uniqueness	Power to Replace
Strawberry	42%	46%	16%
Strawberry Banana	42%	43%	23%
Blueberry	36%	39%	17%
Vanilla	34%	36%	23%
Raspberry	34%	39%	17%
Strawberry Kiwi	29%	35%	27%
Peach	29%	30%	16%
Blackberry	28%	23%	19%
Key Lime	27%	25%	15%
Mango	25%	21%	23%
Apple Cinnamon	25%	22%	29%
Honey	23%	26%	28%
Pomegranate	21%	13%	27%
Lemon	19%	20%	16%
Honeydew Melon	15%	12%	47%
Apricot	14%	16%	23%
Orange Ginger	12%	10%	44%
Pear	10%	14%	32%
Grapefruit	9%	11%	37%
Mean	25%	25%	18%

GutCheck Concept vs. Mean Scorecard Comparison

Statistical significance is determined by a 2-tailed test and sample size of N=107 per concept. Sorted by Frequency. Scores are TB on a 5 point scale.

Shading Legend: Significance compared to the mean



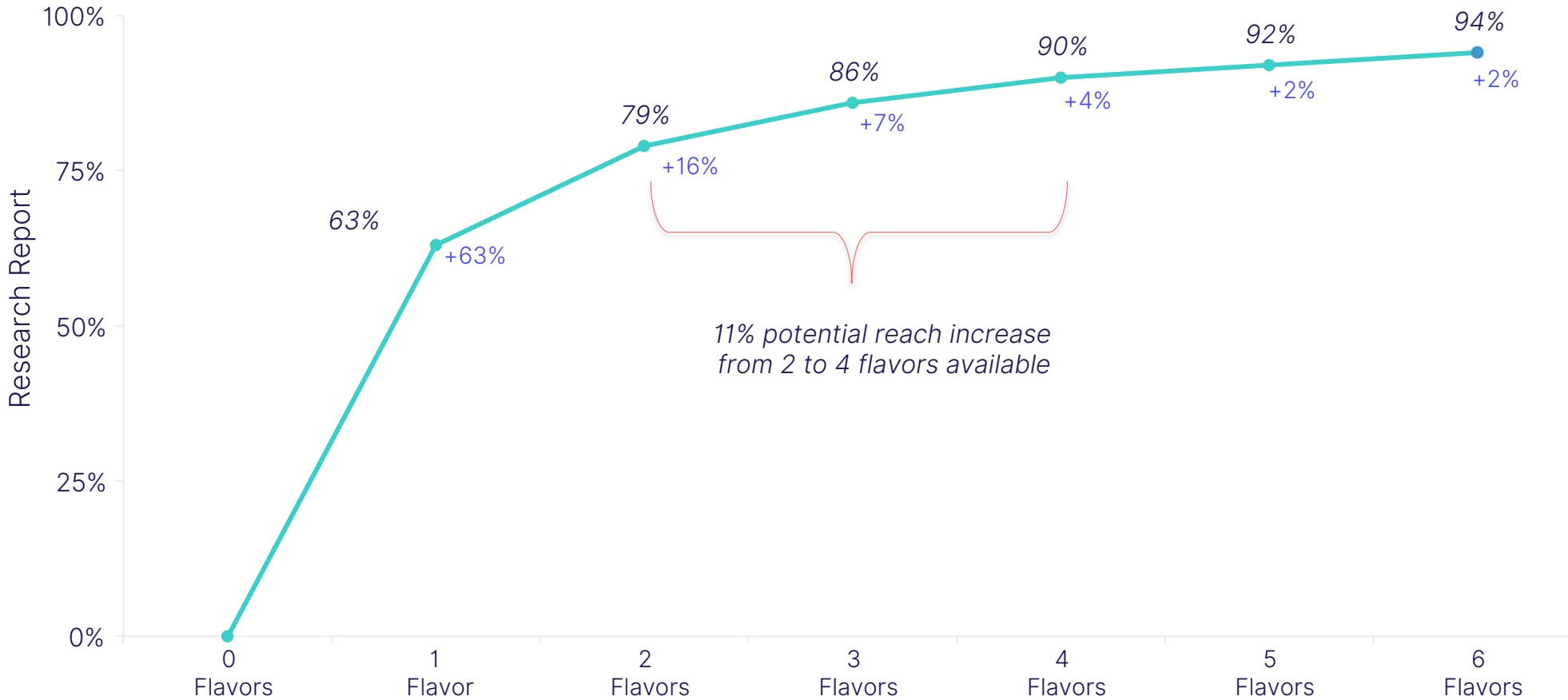


Detailed Findings

Natural Grocery

Natural Grocery Potential Reach: TURF

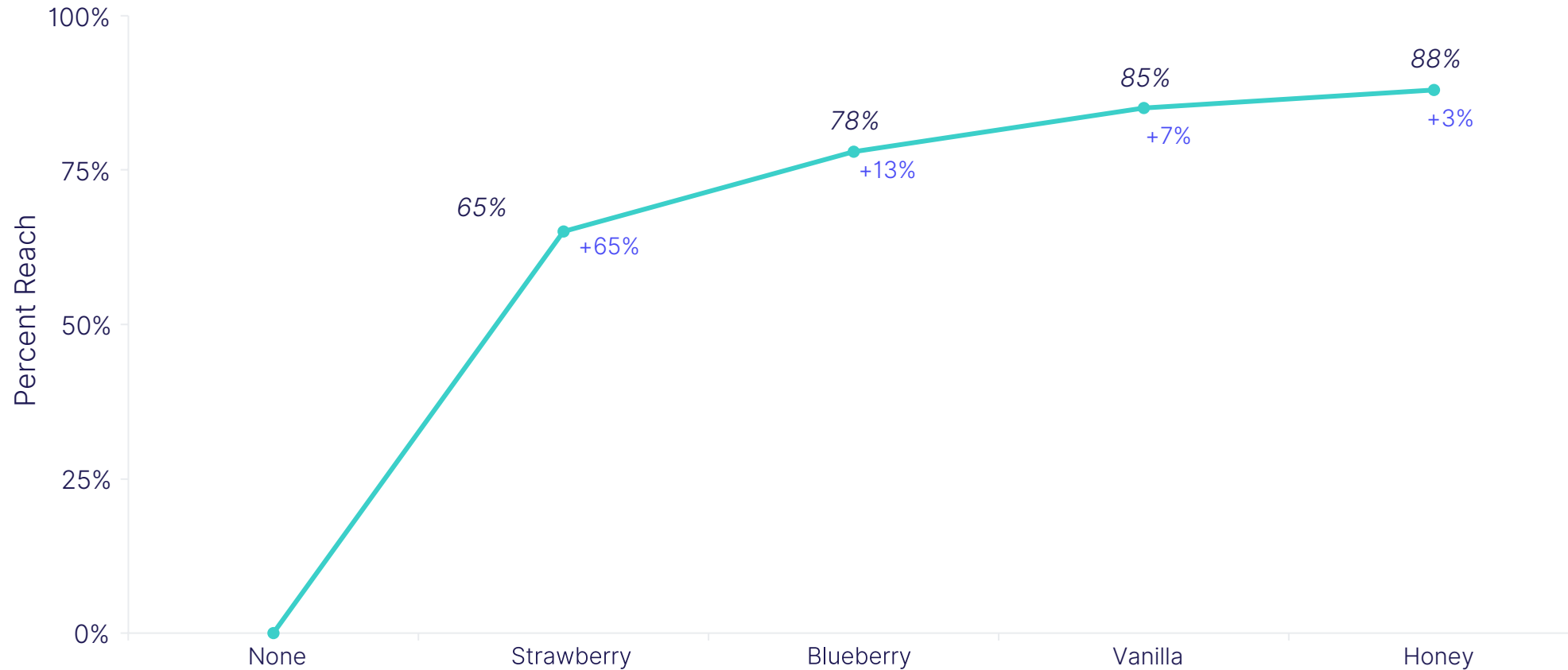
Among natural grocery shoppers, potential reach is also maintained at 4 flavors, with only a small increase in adding additional varieties.



Note: This chart represents the top combination with the highest unduplicated reach.

Natural Grocery Potential Reach: Current Line

Among natural grocery shoppers, Honey also provides only a small 3% increase in reach when combined with Strawberry, Blueberry, and Vanilla.



Note: This chart represents the highest unduplicated reach among currently available flavors

Natural Grocery Top 15 Combinations: Overall

Strawberry, Mango, and especially Vanilla should be included in the natural grocery lineup.

		Strawberry	Strawberry Banana	Blueberry	Vanilla	Raspberry	Peach	Blackberry	Key Lime	Mango
	% Best →	42%	42%	36%	34%	34%	29%	28%	27%	25%
	Reach									
Combination 1	90%	█		█	█					█
Combination 2	90%	█			█				█	█
Combination 3	90%		█		█	█				█
Combination 4	90%	█			█	█				█
Combination 5	89%	█			█		█		█	
Combination 6	89%		█	█	█					█
Combination 7	89%	█			█			█		█
Combination 8	89%	█			█		█	█		
Combination 9	89%		█		█	█	█			
Combination 10	89%		█		█	█			█	
Combination 11	89%	█		█	█		█			
Combination 12	89%	█			█	█	█			
Combination 13	89%		█		█				█	█
Combination 14	89%	█	█		█	█				
Combination 15	89%		█		█			█		█

Note: Only varieties included in the top 15 combinations are shown in the table.

Natural Grocery Top 15 Combinations: 3 Current + 1 New

If the top 3 flavors are retained from the current lineup, they could be combined with any other fruit flavor to achieve the highest reach.

		Strawberry	Strawberry Banana	Blueberry	Vanilla	Raspberry	Peach	Blackberry	Key Lime	Mango	Apple Cinnamon	Pomegranate	Lemon	Honeydew Melon
	% Best →	42%	42%	36%	34%	34%	29%	28%	27%	25%				
	Reach													
Combination 1	89%	█		█	█				█					
Combination 2	89%	█		█	█					█				
Combination 3	89%	█		█	█									
Combination 4	89%	█		█	█							█		
Combination 5	89%	█		█	█	█								
Combination 6	89%	█	█	█	█									
Combination 7	88%	█		█	█						█			
Combination 8	88%	█		█	█			█						
Combination 9	88%	█		█	█								█	
Combination 10	88%	█		█	█									█

Note: Only varieties included in the top 10 combinations are shown in the table.

Natural Grocery Diagnostic Scorecard (n=~105 Per Flavor)

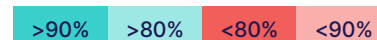
Similar to the mass channel, current flavors are frequently consumerd, but not seen has unique as other fruit flavors.

Concept Name		Frequency	Uniqueness	Power to Replace
Strawberry	42%	43%	14%	20%
Strawberry Banana	42%	40%	18%	30%
Blueberry	36%	45%	12%	14%
Vanilla	34%	48%	18%	23%
Raspberry	34%	32%	19%	27%
Strawberry Kiwi	29%	30%	25%	25%
Peach	29%	26%	20%	25%
Blackberry	28%	24%	19%	22%
Key Lime	27%	32%	17%	23%
Mango	25%	29%	25%	24%
Apple Cinnamon	25%	30%	39%	27%
Honey	23%	25%	28%	27%
Pomegranate	21%	15%	32%	25%
Lemon	19%	15%	15%	15%
Honeydew Melon	15%	19%	41%	17%
Apricot	14%	14%	30%	19%
Orange Ginger	12%	16%	51%	19%
Pear	10%	13%	36%	16%
Grapefruit	9%	8%	30%	9%
Mean		27%	26%	21%

GutCheck Concept vs. Mean Scorecard Comparison

Statistical significance is determined by a 2-tailed test and sample size of N=105 per concept.
Sorted by Frequency. Scores are TB on a 5 point scale.

Shading Legend: Significance compared to the mean

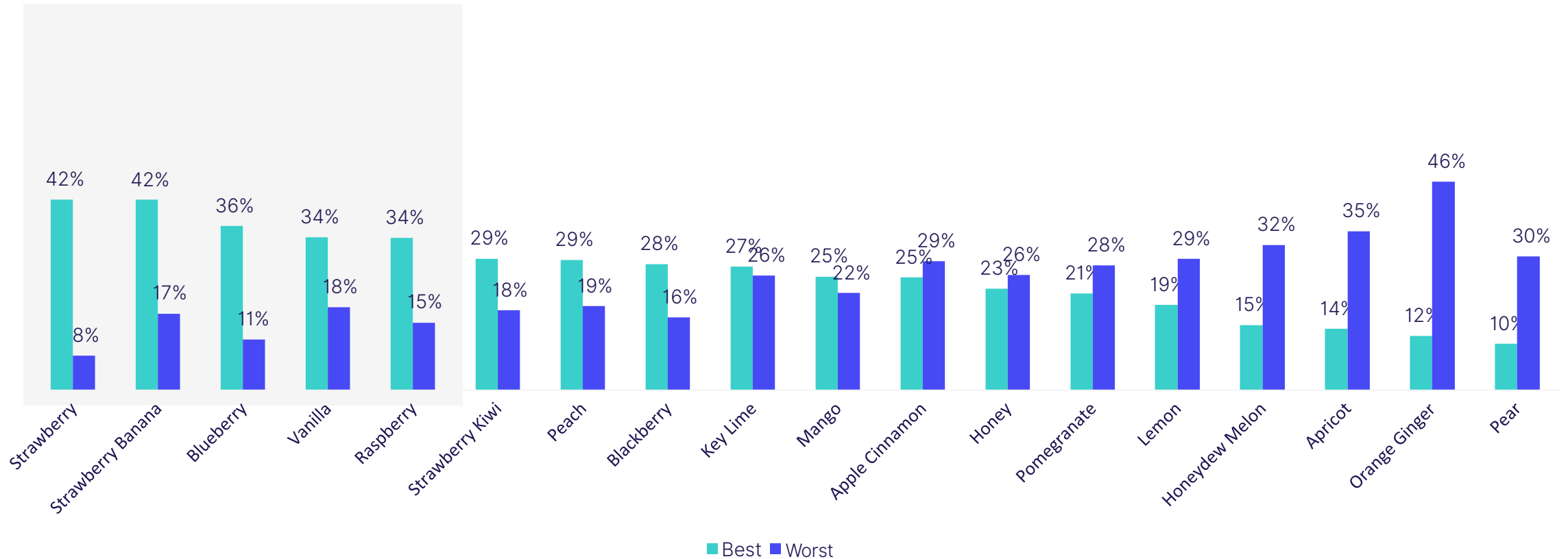




Supplemental Findings

Overall Best / Worst Results, Percent Rated Most Likely And Least Likely To Purchase

Strawberry, Blueberry, and Vanilla, all in the current line, were picked as “Best” most often, along with Strawberry Banana and Raspberry.



Note: For each variety, a “best” and “worst” percentage are calculated, by dividing the number of times a variety was selected as best and worst, respectively, by the number of times the variety was shown.



Appendix

Appendix: Sample Demographics

Gender	Mass Grocery	Natural Grocery
Male	41%	46%
Female	59%	54%

Age	Mass Grocery	Natural Grocery
13-17	-	-
18-34	36%	57%
35-40	39%	28%
51-65	26%	15%
65+	-	-

Responsibility	Mass Grocery	Natural Grocery
Primarily responsible	84%	87%
Shared responsibility	16%	13%
Someone else is responsible	-	-

Age	Mass Grocery	Natural Grocery
More often than once a week	23%	23%
About once a week	41%	47%
Once every 2-3 weeks	25%	21%
Once every 1-2 months	11%	8%
Every 3 months or less	-	-

Food Purchaser	Mass Grocery	Natural Grocery
Greek Yogurt	100%	100%
Traditional Yogurt	50%	60%
Milk	93%	84%
Cheese	96%	88%
Sour Cream	75%	71%
Fresh Fruit or Veggies	95%	89%
Sparkling Water	53%	52%
Hot or Cold Cereal	88%	83%
Orange Juice	82%	71%
Frozen Pizza	81%	75%
Ice Cream	88%	82%
Frozen Fruit	53%	58%
Almond Milk	47%	62%
None of the Above	-	-