

CONSUMER SENSORY EXPERIENCE TEST on TO-GO LIDS

Test Date: July 26, 2014 @ Coffee Con in San Francisco

Report Date: July 30, 2014

OBJECTIVE

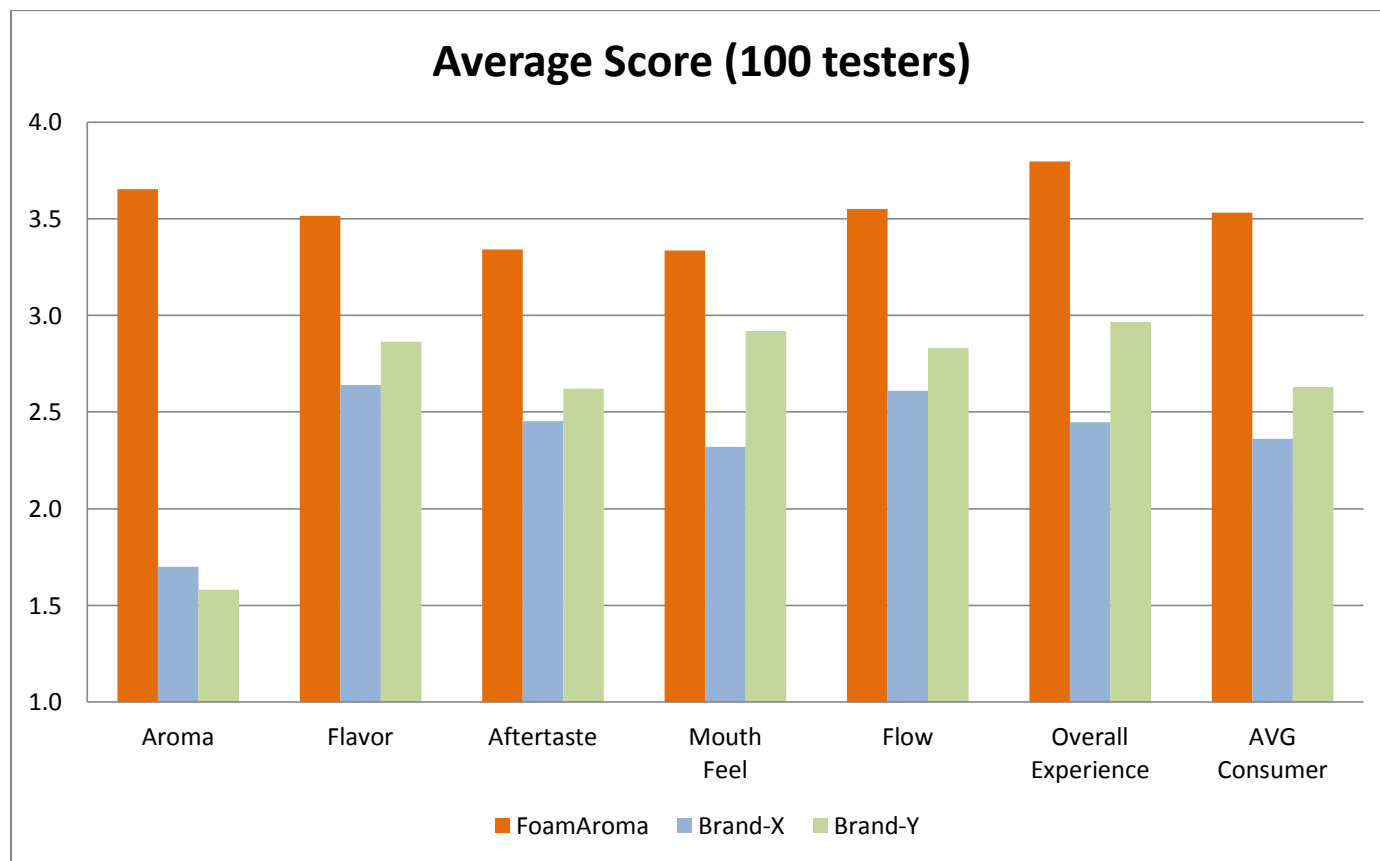
Use a consumer perspective to validate the results of the test performed by Q Graders.

METHOD

Coffee Con attendees acquired a 2 – 4 oz pour of black coffee from a coffee exhibitor in our 8 oz cup. Three different dome top model lids were available for them to compare drinking experiences. Testers provided scores and comments. No instructions, advertising, promotion, or background information was provided prior to their taste test.

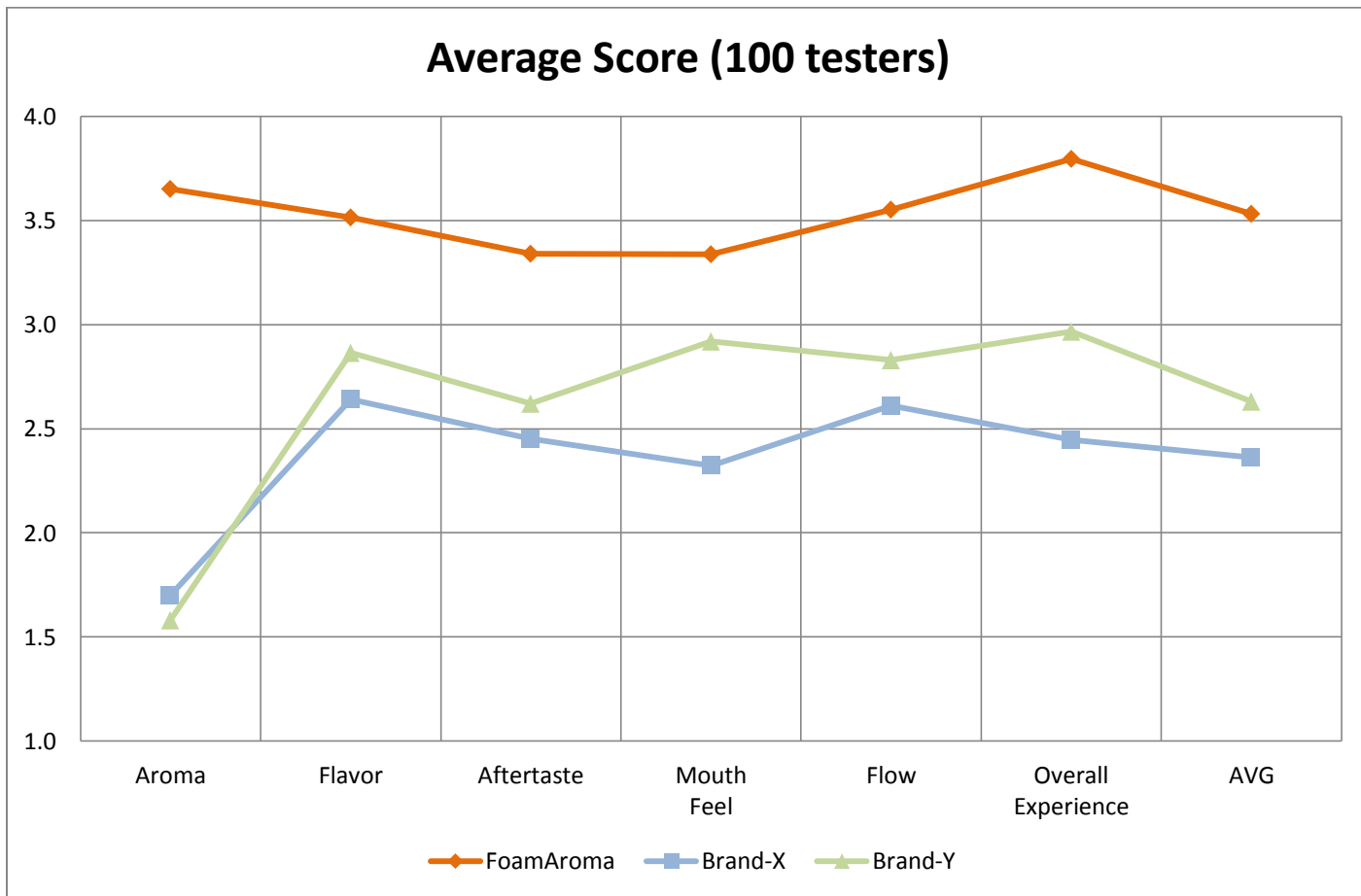
RESULTS & NOTES FROM TESTERS

The test participants preferred the FoamAroma® lid over the other lids in each category.

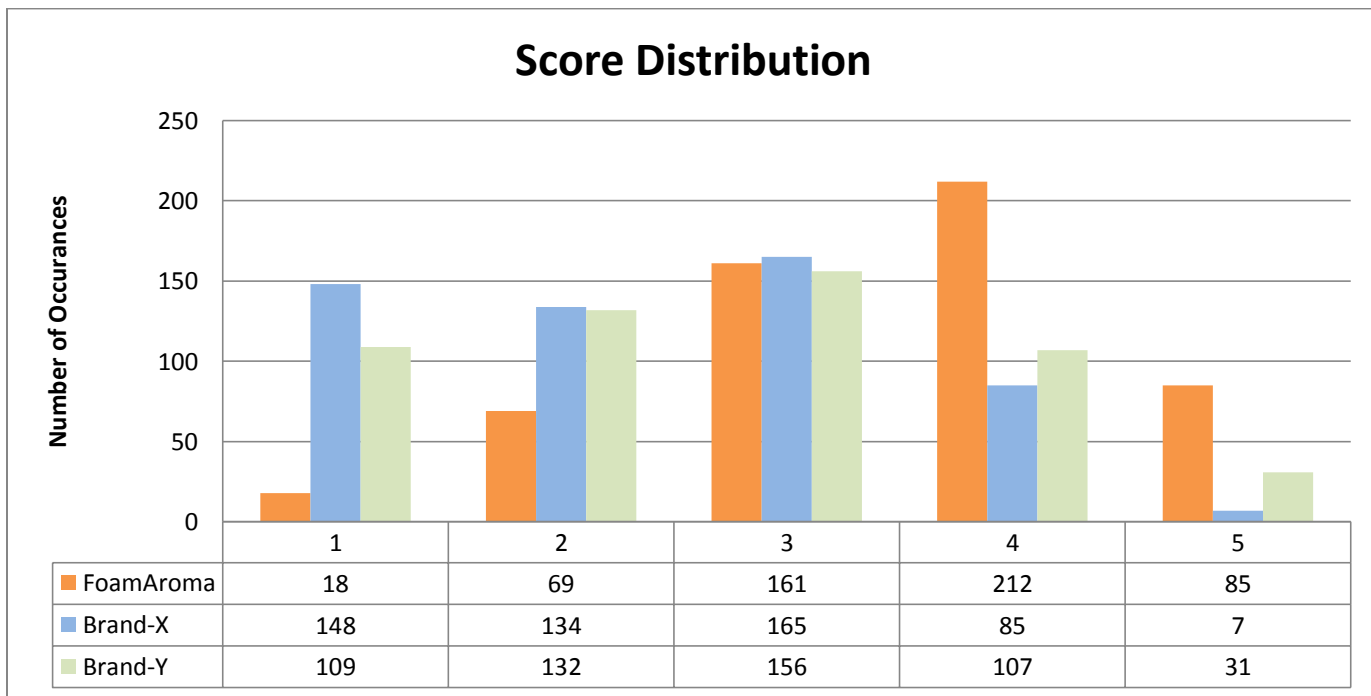


(1 = POOR, 2 = GOOD, 3 = VERY GOOD, 4 = EXCELLENT, 5 – EXTRAORDINARY)

Here is a line chart version of the same data presented in the previous bar chart. This format easily shows that the average scores for FoamAroma are all over 3 and all of the scores for the other brands are below 3.



The histogram bar chart below shows the distribution of all of the individual scores. FoamAroma had more 4 and 5 scores than the other two brands combined.



TESTERS' COMMENTS

#1-Solo - my nose can't smell the coffee & it's pressed against the plastic. #2 fits nose better
A friend asked him, "Which was your favorite?" FoamAroma of COURSE!
Aroma best in FoamAroma - enhanced flavor
Coffee tasted the same but I liked the FoamAroma lid
Direct flow with FoamAroma wins - felt slow.
Drinking out of FoamAroma cup surprised me... in a good way!
Every lid should be like FoamAroma - Never seen anything like it!
FoamAroma - great aroma, awkward sip hole
FoamAroma - mouth feel is strange (used to Solo) - otherwise good Didn't appreciate aroma of FA until I tried IP Perception was it's going to be spilling everywhere
FoamAroma - Super Cool!
FoamAroma - Top notch
FoamAroma forces you to take a small sip
FoamAroma is better but would spill easier
FoamAroma is obviously better
FoamAroma triangle hole catches on my lip, a bit uncomfortable
FoamAroma wins!
Forced to sip. Lip caught at first - farther from edge - need to change way of drinking
I don't want to rate 1&2. Foam Aroma is much better!
I like the flow of FoamAroma but the triangle is weird.
I like the FoamAroma most, not easy to spil
I liked the FoamAroma but I felt taste dulled a little bit.
I Love FoamAroma. It's like not having a lid
Interesting & Comfortable (FA)
IP - easily my favorite
IP flow unsatisfying. FoamAroma targets tip of tongue
IP is best
I've seen the other 2 lids. They are awful. I just want to try FoamAroma
Just don't like lids
Lid fit comfortably
Love the hole positioned by the nose. Flow is steady without fear of splashing.
Much improved aroma, that was my favorite part.
Smart idea with the hole in the middle.
SOLO = NO!
Solo felt like I was dribbling at end. FoamAroma had good end - No dribble!
Something feels like at first drink the hole is off.
The FoamAroma is easier to sip a hot liquid. Good work.
The spout feel takes getting used to . Aroma hole is nice. A plug would be good for the go consumers.
The taste of the coffee never changed.
You don't bump your nose on FoamAroma.