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Milk, Semi-Sweet, or Dark?

What is Your Chocolate Ice Cream Preference?

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CHOCOLATE ICE CREAM EVALUATION

- 1
- 2
- 3
- 4
- 5



400

*cocoa beans it takes to make
one pound of chocolate*

Forastero

*variety of cocoa tree
that accounts for
the “bulk” cocoa market*

2500

*approximate number of beans
a cacao tree produces in its lifetime*

1776 *year the first ice cream parlor
opened in the US – in NYC!*



*Immigrants at Ellis Island were served ice cream
as part of the welcoming to the US*

Sunday

*almost always
the most profitable day
for ice cream sellers*

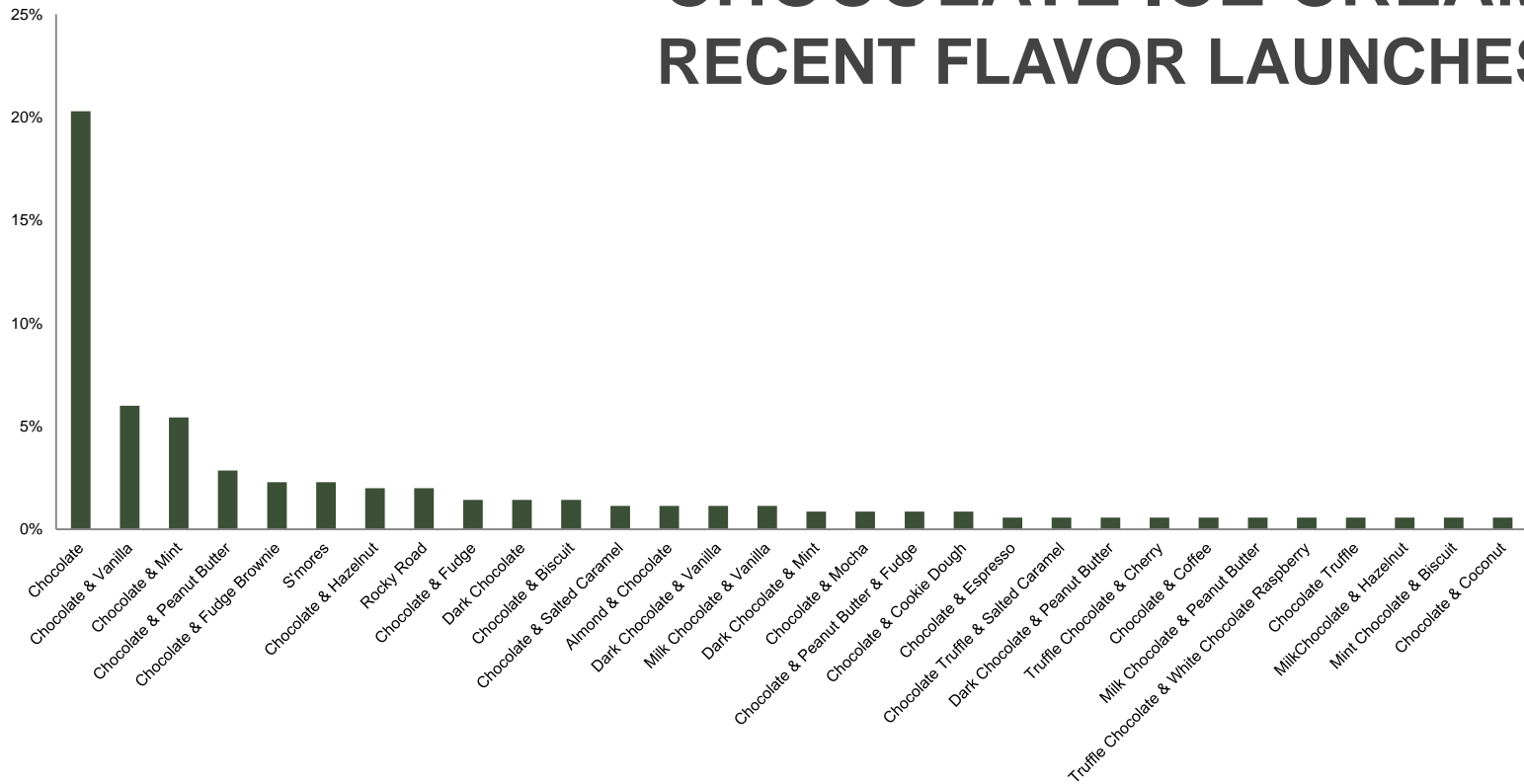
Ivory Coast

largest cocoa producing country

1904

*year ice cream cones
were introduced*

CHOCOLATE ICE CREAM RECENT FLAVOR LAUNCHES



OBJECTIVE

Understand the landscape of chocolate ice cream market products in the US through the evaluation of their flavor sensory profiles



METHODOLOGY

Check-All-That-Apply (CATA)

Panelists selected the attributes perceived in each sample evaluated from a pre-determined descriptor list

Panelists were encouraged to add additional product descriptors that were not on the list

Panelists participated in language training prior to the evaluations

Sample Evaluation

Panelists were served approx 2 oz. of frozen product

4-5 samples were evaluated per session

Products labeled with 3-digit randomized codes

Water and crackers were provided for palate cleansing

Before Prep: The product was stored between -10F and 0F ; After Prep Serving Temperature: ~ 3°F



MARKET PRODUCTS EVALUATED



Breyers
Chocolate
Extra Creamy Chocolate



Belgian Chocolate
Dutch Chocolate



Classic Chocolate
Forbidden Chocolate



Chocolate
Dutch Chocolate



Premium
Green Wise Organic

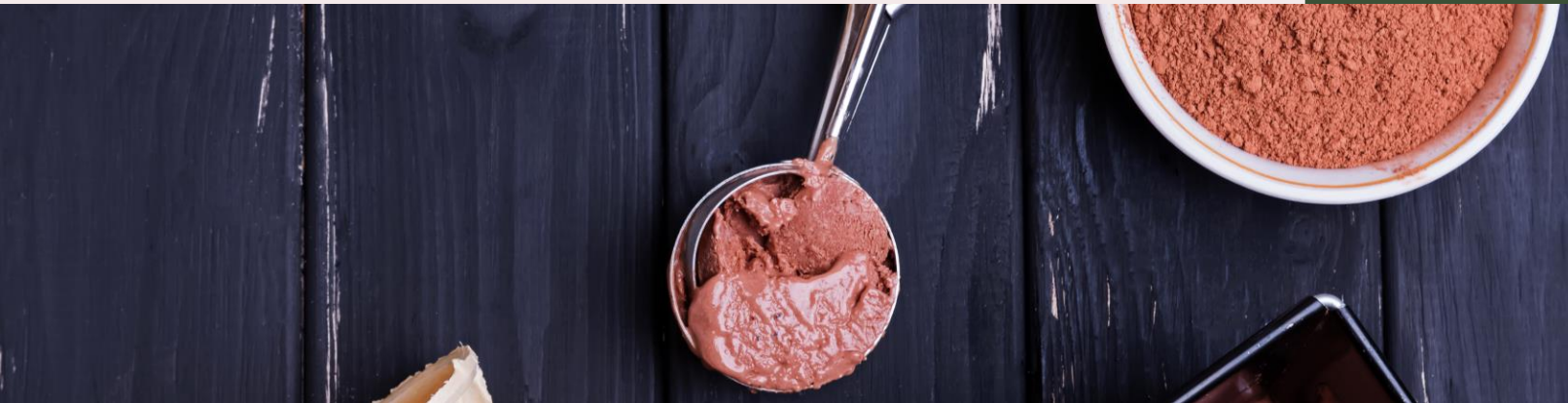


Open Nature
Signature Select





RESULTS



PRODUCT MAP

Semi-Sweet Chocolate

Semi-Sweet Chocolate

*Astringent
Brown Caramel
Condensed Milk*



*Low Sweetness
Phenolic
Roasted
Burnt
Bitter*

*High Sweetness
Milky Dairy
Vanilla Powdery
Creamy
Buttery
Blond Caramel
Milk Chocolate*



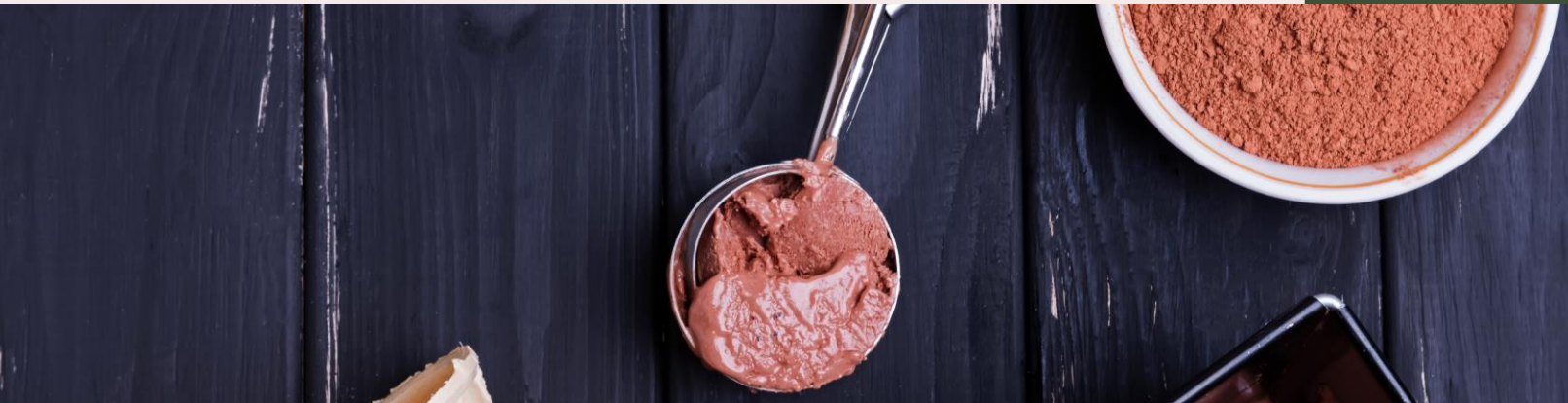
Dark Chocolate

Dark Chocolate



Milk Chocolate

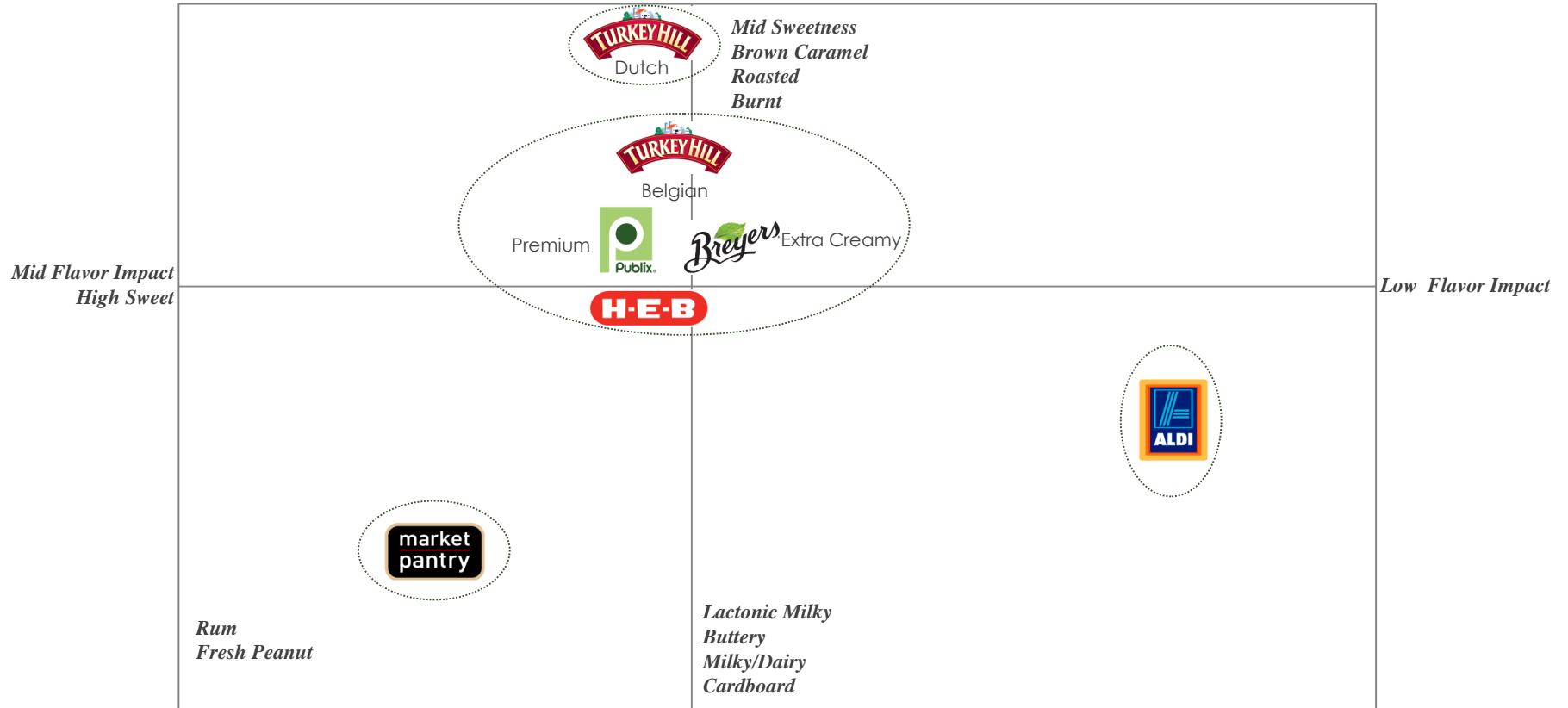
MILK



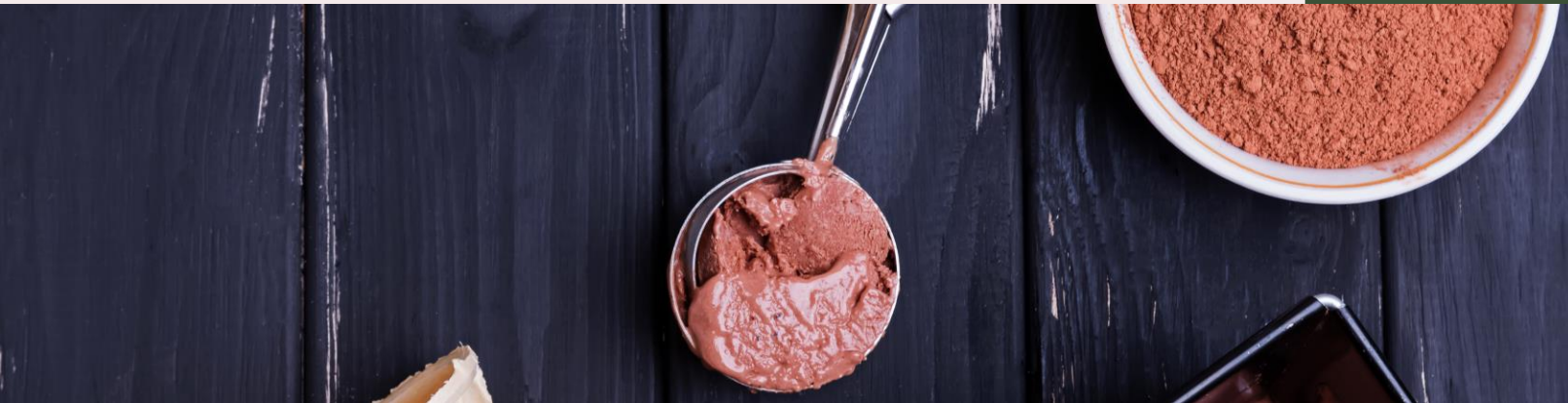
MILK CLUSTER



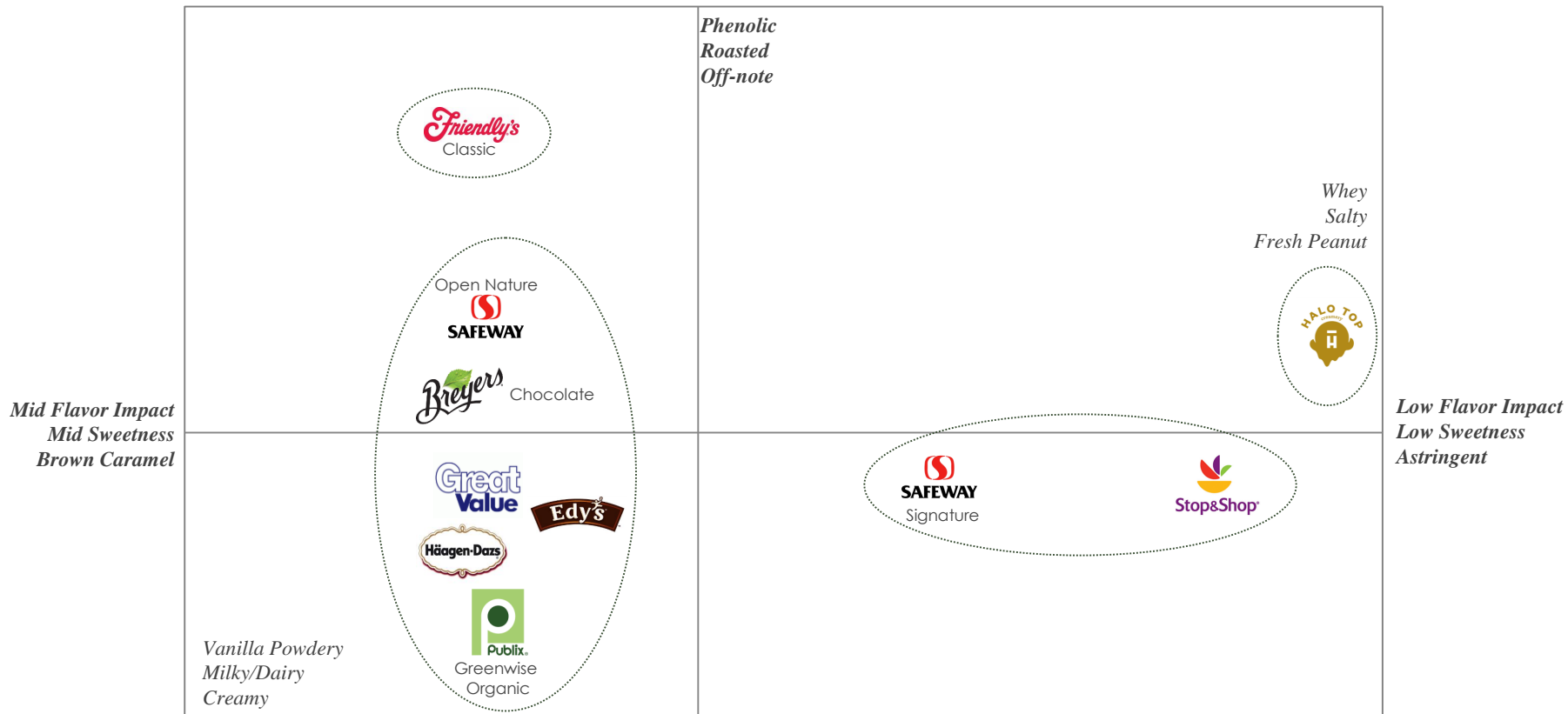
MILK CLUSTER



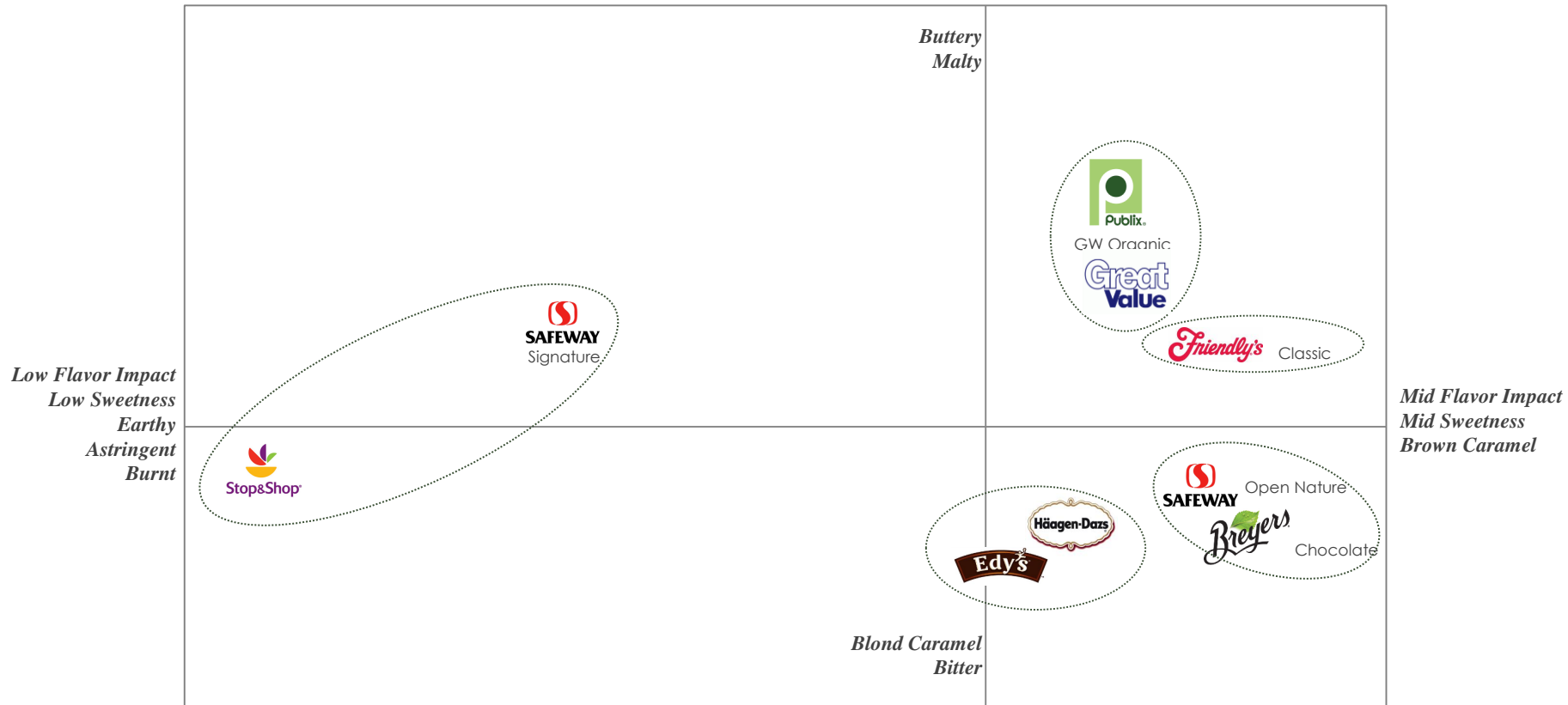
SEMI-SWEET



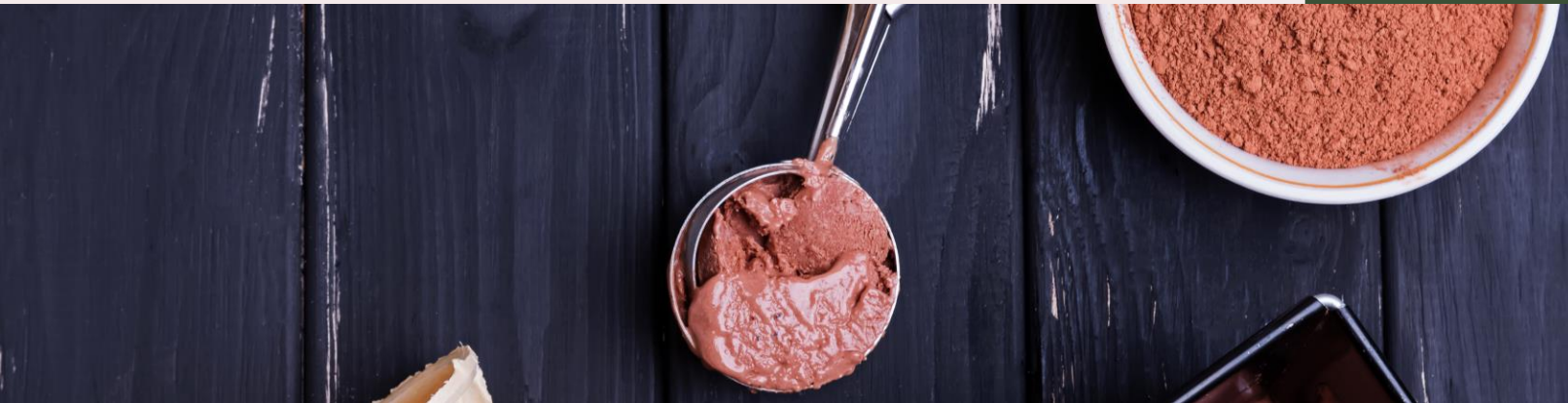
SEMI-SWEET CLUSTER



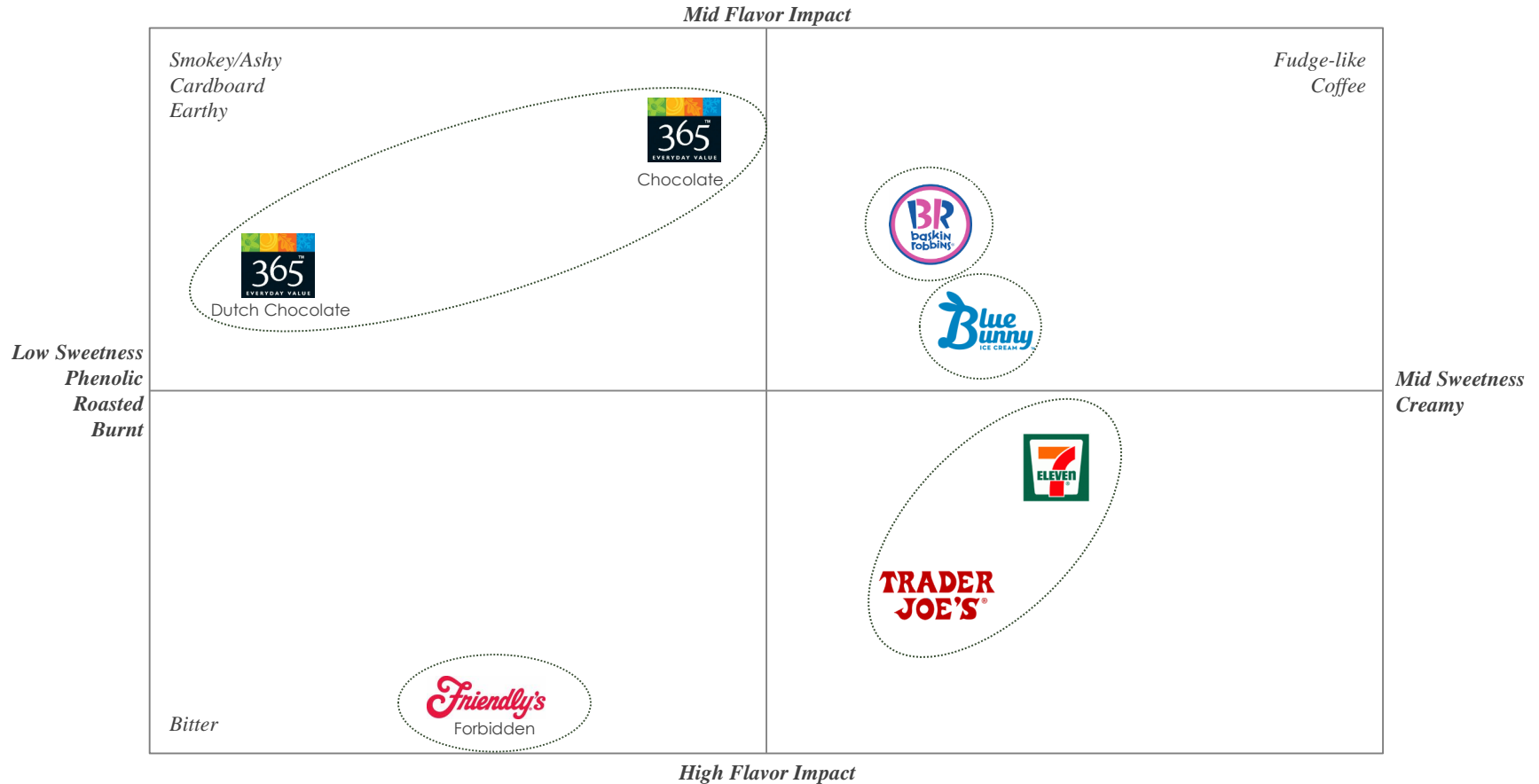
SEMI-SWEET CLUSTER



DARK



DARK CLUSTER



Data analysis via PCA. Two (3) dimensions needed to explain approximately 82% of the variability within the product set. Dimensions 1 (37%) & 2 (32%) explain approximately 69% of the variance. Based on Agglomerative Hierarchical Clustering there are 5 major clusters in this product set.

CHOCOLATE ICE CREAM EVALUATION

- 1- Publix Premium Chocolate
- 2- Breyers Chocolate
- 3- Blue Bunny Chocolate
- 4- Halo Top Chocolate
- 5- 365 Chocolate



Preliminary consumer liking results indicate there could be a considerable consumer preference segment that are variety likers



*Velvety **white chocolate** ice cream complemented by smooth **milk chocolate** ice cream with the delightful crunch of **crispy Belgian chocolate** layers. At last, the joy of chocolate without having to choose.*



*Milk chocolate ice cream with fudge swirl, **dark chocolate** ice cream, and **chocolate** ice cream with chocolate chips.*



*Chocolate, **Dark Chocolate** and **White Chocolate** flavored Ice Cream.*



CLOSING REMARKS

Not all chocolate ice creams are created equal!

Chocolate IC can be grouped into: Milk, Semi-Sweet, and Dark Chocolate character.

High Protein (Halo Top) and Gelato (Talenti) products have different flavor profiles and considered outliers within the product set explored.

While the type of cocoa is critical to these products, there are flavor opportunities to enhance the richness of chocolate ice cream and make it even more indulgent.

See other side for a chance to WIN!



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NOW AVAILABLE:


2019 Vanilla Ice Cream "Drivers of Liking" Study


Symrise knows the American consumers' preferences for vanilla ice cream. Our marketing and consumer insight team has conducted research with more than 500 consumers in 5 markets, examining their feelings towards 20 different vanilla ice cream products.


In this report, you will find:

- Product Profiling
- Product Hedonics
- Perceptual Maps
- Drivers of Liking

Schedule a demo with Symrise of vanilla ice cream and experience it all.
Contact: nadia.piatachenko@symrise.com

 twitter.com/symriseflavorna

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Here's your chance to win...

VANILLA TABLE: The Essence of Exquisite Cooking from the World's Best Chefs

From amazon.com:

Vanilla Table is a culinary celebration of all things vanilla. With its fragrant and captivating scent, it can be creatively used in an endless array of delicious dishes. From sweet to savory, the more than 100 recipes - including 32 dishes carefully curated from 33 internationally acclaimed chefs worldwide - show how to make the most of this magical ingredient. This cookbook demonstrates the delights of vanilla and trout pairing; how just a vanilla pinch deliciously wakes up a pork chop; and of course, countless ways to make desserts sparkle.



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