



## Qualitative In-Home Use Test Results for Three New Fresh Prepackaged Products

October, 2008



**The Turover Straus Group**  
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## Research Objective

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- The objective of this research is to obtain consumer reactions to three revised “CPG” fresh, prepackaged potato kits targeted for distribution by fresh potato shippers into the produce department of the supermarket.
  - First iterations of these products were tested February 2008.
  - Adjustments were made to the products based on the results of the test.
  - These products are designed to create a fresh potato version of dry grocery pasta / rice / potato kits, referred in the Industry as a “Consumer Packaged Good.” (Hence the internal working name “CPG”)
- These results are to be used to make a final assessment on whether to continue to move forward with these items, or remove any from consideration.





# Methodology

- Three products were tested:
  - *Mashed Potato Kit* consisting of a bowl & lid, dry seasoning system and Red potatoes;
  - *Seasoned Potato Kit* consisting of a steamer bag with Yukon Gold & Red potatoes, onions, lemon and dry seasoning pack;
  - *Potato Roaster Kit* consisting of a foil roasting pan, Russet potatoes, onion and dry seasoning pack.

## Potato Roaster Kit



## Seasoned Potato Kit Southwestern Flavor

## Mashed Potato Kit Sour Cream & Chive Flavor





## Revisions Made to Products Tested in February

### Potato Roaster Kit



- No changes to seasoning formulation or potatoes used versus the February kit.
- Change made to the packaging and more explicit instructions to try Hillshire Kielbasa or Sausage with the kit.

### Seasoned Potato Kit *Southwestern Flavor*



- Based on the high interest, but low performance of this kit in the first research, major ingredient, seasoning formulation and preparation instructions were made.
  - Vegetable ingredients: Corn eliminated.
  - Seasoning: Milder southwest seasoning.
  - Instructions: Creating a slurry with the seasoning and lemon for better distribution of the seasoning.

### Mashed Potato Kit *Sour Cream & Chive Flavor*



- Original garlic and olive oil seasoning system replaced with a dry Sour Cream & Chive seasoning system.





## Methodology (continued)

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- Three groups totaling 28 participants were conducted October 1 & 2, 2008 in Springfield, Missouri.
- All participants claimed to:
  - Use convenience side dish products;
  - Use fresh potatoes;
  - Be the primary meal preparer.
- Two demographic groups were test:
  - Adults with no children in the household (pre-nest, post-next, a few singles);
  - Households with children.
- The respondents were recruited from The Turover Straus Group organizational database.
- Respondents came to The Turover Straus Group facility and were shown the three Potato “Kit” products.
  - Respondents were asked to look over and select the one product that appealed to them the most.
  - After selecting their first choice, respondents were then asked to choose which product was the second most appealing product.
  - Respondents were then given all three products and a Take Home Diary for each product.
- Respondents took home the products, prepared and served all three during the week preceding their focus group. Respondents were asked to fill out their Take Home Diaries chronicling their experiences while preparing and eating the products.
- Respondents returned to The Turover Straus Group facility to discuss their findings and experiences with the products.





Potato Roaster Kit

**Fresh & Fast**  
Fresh Tastes Best . . .  
And Fast Makes It Better

**Add Your Own Smoked Sausage or Bacon!**



**Potato Roaster Kit**  
Includes Triple Washed Russet Potatoes, Onions, Seasoning Packet & Foil Cooking Tray

**Cooking Instructions:**

1. Pre-heat grill, or oven to 425°F.
2. Remove contents from tray.
3. Cut potatoes into ¼-inch coins.
4. Cut onions into quarters.
5. Cut meat into bite-sized pieces.
6. Add ingredients to tray and sprinkle evenly with seasoning. Stir.
7. Cover with foil. Using a knife, carefully poke 8 – 10 small holes into foil. Cook according to chart below.

Grill – Med-High Heat	Oven – 425°F
30 minutes, covered*	45 minutes, covered Remove foil 15 minutes, uncovered*

\* or until potatoes reach desired level of doneness

**Great for the Grill! No Clean-Up!**

Ingredients: Potatoes, Onions, Seasoning Packet (Salt, Pepper, Garlic Powder, Cajun Seasoning)

**Net Weight: 2lb 7 oz (1128 grams)**  
Store in cool dark place or refrigerator

Package Instruction Labels -  
Potato Roaster Kit & Seasoned Potato Kit

**Fresh & Fast**  
Fresh Tastes Best . . .  
And Fast Makes It Better

**Southwestern Seasoned Potato Kit**  
Includes Triple Washed Yukon Gold & Red Potatoes, Onion, Lemon, Seasoning Packet and Microwaveable Cooking Bag



**Fresh Potato Side Dish From Your Microwave in 15 Minutes!**

**Cooking Instructions:**

1. Remove contents from bag. Cut potatoes and onions into quarters and add to bag.
2. Combine seasoning and juice from the lemon in a small measuring cup. Add enough water to measuring cup to equal ¼-cup. Mix until thoroughly combined and pour seasoning mix into bag.
3. Seal the bag and rub sides of bag to distribute seasoning. Do not shake bag.
4. Place in microwave and cook on HIGH for 15 minutes.
5. Remove bag from microwave using potholders, pour into bowl and serve. CAUTION: Hot steam. Open carefully.

Ingredients: Potatoes, Onions, Lemon, Seasoning Packet (Salt, Chili Pepper, Tomato Powder, Cumin, Paprika, Onion Powder, Garlic Powder, Pepper, Oregano, Thyme)

**Store in cool dark place or refrigerator** **Net Weight: 1lb 14 oz (871 grams)**

Seasoned Potato Kit





## Package Instruction Labels - Mashed Potato Kit

**Fresh & Fast**  
Fresh Tastes Best . . .  
And Fast Makes It Better

**Mashed Potato Kit**  
Includes Triple Washed Red Potatoes,  
Seasoning Packet and Cook & Serve Bowl

Sour Cream  
& Chive

Real Mashed  
Potatoes from Your  
Microwave in  
10 Minutes!



*Ingredients: Potatoes, Seasoning Packet (Natural Sour Cream Flavoring, Natural Cheddar Cheese Flavoring, Natural Butter Flavoring, Salt, Dehydrated Minced Green Onion, Natural Bacon Flavor, Pepper, Garlic Powder, Dried Parsley)*

Store in cool dark place or refrigerator  
Net Weight:  
1lb 11 oz (775 grams)

**Fresh & Fast**  
Fresh Tastes Best . . .  
And Fast Makes It Better

**Cooking Instructions:**

1. Remove instructions & seasoning packet from bowl.  
**Leave potatoes in bowl.**
2. Replace lid and place bowl in the microwave.  
Cook on HIGH for 9 minutes.
3. Remove bowl from microwave with potholders.  
CAUTION: Hot steam. Open carefully.
4. Sprinkle contents of seasoning packet over the potatoes  
and add one cup of milk.
5. Place bowl back in microwave and cook on HIGH for  
1 minute.
6. Remove bowl from microwave with potholders.  
Smash potatoes and serve.





## **Executive Summary & Recommendations**



## Overview of Findings

### Strengths of the Overall Pre-Packaged Potato Kit Concept

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- As we heard in the first phase of the research for these items, most respondents liked:
  - The “complete kit” nature of these items that included the potatoes, seasoning packets and cook-in packaging;
  - The idea of having fresh produce / potatoes versus highly processed foods;
    - Better nutrition, fresh is always better.
    - Better for you, healthy & fresh.
  - The overall ease, speed and convenience that these kits offered.
- Common properties that were cited included:
  - Triple washed potatoes -- clean and ready to use;
  - Seasoning packets -- easy planning and no need to make a special trip to the grocery;
  - Cook-in packaging -- easier preparation and clean-up. Great for leftover’s too.
- Most respondents expected to find these items in the produce section
  - Some reported they would see them with the bagged salads;
  - Most expected them with the other potato items;
  - A few also felt they could be in the meat section (mostly the foil roasting pan product).





## Overview of Findings

### Weaknesses of the Overall Pre-Packaged Potato Kit Concept

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- The most common response among persons who said they would not purchase the kits was that they could basically replicate the kits themselves.
  - This is a fairly common response for convenience foods.
  - Driven by the need state of the consumer.
  - In many cases the consumer was pleased with the results, but just felt they could do it themselves
    - In other cases, the products did not perform well enough to warrant using again.
- Packaging waste
  - A small number of respondents were concerned about the waste of the package, but this was relatively low key.





## Overview of Findings Strengths & Dislikes of the Individual Test Items

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- **Roaster Kit**
  - The foil tray is easy to use overall, particularly on the grill.
  - Enables the consumer to prepare an entire meal with ease of preparation, cooking and clean-up.
  - For most respondents, the flavor performed well.
  - Dislikes:
    - Most dislikes cited that they made a similar item themselves and did not need the kit.
    - Few dislikes based on the performance of the product itself (uneven cooking and salt level).
- **Steamer Bag**
  - Liked the steam cooking nature of the product.
  - But this product just did not perform well for consumers
    - Uneven cooking of the potatoes.
    - Flavor was way too strong.
- **Masher Bowl**
  - Liked the speed of preparing real mashed potatoes in less than 10 minutes.
  - Liked the minimal / easy clean-up.
  - Liked that the seasoning was included.
  - Dislikes:
    - For some, the flavor system was too strong or had an artificial taste.
    - A few other respondents found the potatoes were hard to mash because they had not been cut up prior to mashing.





## First Products Selected

- The respondents were asked to select one product from the shelf. This selection process help to define the “curb appeal” of each product that would help to stimulate trial.
- Respondents were then asked to make a second choice. The frequency of selecting each item was as follows:

- Seasoned Potatoes Steamer Bag:

- Total First Selection - 9
- Total Second Selection - 10



- Masher Bowl:

- Total First Selection - 5
- Total Second Selection - 13



- Potato Roaster Kit:

- Total First Selection - 17
- Total Second Selection - 8





## General Findings

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### General Appeal of Kits

- Overall, respondents liked the idea of these kits. They liked the idea of fresh potatoes that they could fix fast with no mess prep and easy clean up.
- Several respondents noted, however, they would be able to fix similar dishes with the ingredients that they normally have on hand in their pantries at home.
- A few respondents expressed concern about the shelf life of the products. For something to be convenient to them, it should not only have short prep and cooking time but should also be something they could keep on hand in their pantry.
- Most respondents agreed they would find these items in the produce department of their grocery store.
  - Some respondents thought they could be displayed with bagged salads and other ready-to-serve produce, while most thought they would need to be displayed closer to the potatoes.
  - Few others suggested within the meat department.





## General Findings

### Appearance

– **Mashed Potato Kit**

- Most respondents found the Mashed Potato Kit very appealing. They felt the potatoes looked “fresh” and “homemade”. They also thought the skins added “color” and “interest” to the appearance. Respondents also noted the appearance of the herbs in the potatoes added visual appeal.

– **Seasoned Potato Kit**

- Overall, most respondents liked the way the Seasoned Potato kit appeared, describing it as “appetizing”, “fresh” & “appealing”.

– **Potato Roaster Kit**

- Respondents noted they felt the Potato Roaster Kit was bland and lacked color, which they felt could be adjusted by the addition of other herbs or vegetables.

### Taste / Flavor

– **Mashed Potato Kit**

- Several respondents noted they tasted an “artificial” sour cream flavor.
- Several respondents also noted the mashed potatoes needed more seasoning, especially salt. Others, on the other hand, felt there was too much pepper.

– **Seasoned Potato Kit**

- Most respondents felt the seasoning in this kit was too spicy, feeling it was more “hot” than Southwestern.

– **Potato Roaster Kit**

- Overall, respondents liked the taste of the potatoes in the Potato Roaster Kit.
- A few respondents noted there was too much seasoning, with some saying it was too peppery while others said it was too salty.





## General Findings

### Texture

- **Mashed Potato Kit**
  - Most respondents found the texture of the mashed potatoes acceptable with few stating they felt their potatoes were too “liquidy” and should have added less milk.
  - Few respondents also commented on not liking the texture of the peelings in their mashed potatoes.
- **Seasoned Potato Kit**
  - Several respondents noted their potatoes were “underdone”, “crisp”, “rubbery” & “chewy”, especially the Yukon Gold potatoes.
- **Potato Roaster Kit**
  - Respondents noted the texture of the Potato Roaster Kit was good and that ingredients were evenly cooked.
  - Some respondents did not they would have liked a more crispy texture, like a roasted potato.

### Instructions / Cooking Time

- **Mashed Potato Kit**
  - Overall respondents liked the ease of this kit because of the one bowl prep / cook / serve / store system that took very little time to cook.
- **Seasoned Potato Kit**
  - Respondents liked the ease of the preparation and the quick cooking time of this product.
  - Some respondents felt the holes in the bag were somewhat “messy”, especially when respondents did not realize the holes were there to begin with.
- **Potato Roaster Kit**
  - Some respondents reported the kit needed to be cooked a little longer than directions indicated.





## General Findings

### Improvements / Suggestions

- **Mashed Potato Kit**
  - Respondents suggested offering other flavor varieties such as garlic, bacon or cheddar bacon.
  - Respondents suggested offering other potato types such as the Yukon Gold.
  - Respondents thought a bigger bowl would be better as they found it somewhat difficult to use a masher to mash the potatoes in the bowl.
- **Seasoned Potato Kit**
  - Respondents felt the spice level of the current product needed to be toned down and to also have a choice of a variety of flavors.
- **Potato Roaster Kit**
  - Respondents suggested the addition of other vegetables, herbs or spices, either by the manufacturer or by the consumer. Suggestions included carrots, red & green bell peppers, mushrooms, cheese, fresh garlic, oil or a sauce.

### Pricing

- **Mashed Potato Kit**
  - Most respondents expected the pricing of this item to be between \$2.50 and \$3.95.
  - Most respondents stated they would pay between \$1.99 and \$4.00 for this product.
- **Seasoned Potato Kit**
  - Most respondents expected the pricing of this item to be between \$3.50 and \$5.00.
  - Most respondents stated they would pay between \$1.99 and \$3.50 for this product.
- **Potato Roaster Kit**
  - Most respondents expected the pricing of this item to be between \$4.50 and \$5.00.
  - Most respondents stated they would pay between \$2.00 and \$4.00 for this product.





## Recommendations Based on Research Findings

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- **Mashed Potato Kit**

- Move forward with this kit.
- Most respondents liked the ease and convenience of the kit.
- Offer additional flavors, Bacon & Cheese.
- Tone down the existing Sour Cream & Chive flavor.
- Suggest in the instructions to add their own butter.
- Set retail price in the \$2.49 to \$3.49 range.

- **Seasoned Potato Kit**

- Drop this product from consideration.
- The tolerances for proper preparation are too tight to yield a consistently good eating experience.

- **Potato Roaster Kit**

- Pursue this item as a summer grilling item.
- The foil pan provides a real benefit to the consumer for convenience and easy clean-up.
- Primary draw-back comes from consumers who already use a foil pouch on their grills and feel this item does not enhance that experience.
  - But most others regard this kit as a time saver.
- Set retail price in the \$3.99 to \$4.99 range.





## Detailed Discussion - Mashed Potato Kit





## Detailed Discussion - Mashed Potato Kit

### Purchase Intent - Breakdown By Group

#### – Group 1

- Responses from Take Home Diaries
  - 8 of 9 respondents **would** purchase this item.
  - 1 of 9 respondents **would not** purchase this item.
- Responses from Focus Group Session
  - 8 of 9 respondents **would** purchase this item.
  - 1 of 9 respondents **would not** purchase this item.

#### – Group 2

- Responses from Take Home Diaries
  - 8 of 12 respondents **would** purchase this item.
  - 4 of 12 respondents **would not** purchase this item.
- Responses from Focus Group Session
  - 5 of 12 respondents **would** purchase this item.
  - 7 of 12 respondents **would not** purchase this item.

#### – Group 3

- Responses from Take Home Diaries
  - 4 of 7 respondents **would** purchase this item.
  - 3 of 7 respondents **would not** purchase this item.
- Responses from Focus Group Session
  - 2 of 7 respondents **would** purchase this item.
  - 5 of 7 respondents **would not** purchase this item.





## Detailed Discussion - Mashed Potato Kit

### Purchase Intent

#### – Responses from Take Home Diaries

- 20 of 28 respondents stated they **would** purchase this item. Some reasons given were:
  - “easy to prepare, fast, tasty”;
  - “I liked the flavor and easy to prepare”;
  - “kids love mashed potatoes”;
  - “my family loves potatoes”;
  - “I do a lot of home cooking for cost reasons”;
  - “I would prefer to just be able to buy the pre-washed potatoes in the tub”;
  - “I would buy the potatoes and container, spices didn’t matter”;
  - “price would impact how often I would purchase it”;
  - “easy to use, simple directions”.
- 8 of 28 respondents stated they **would not** purchase this item. Some reasons given were:
  - “potatoes are too easy to fix to buy a kit”;
  - “the children in the house would not eat it”;
  - “we did not care for this product”;
  - “did not really see any better flavor or convenience than an instant package”;
  - “the overall flavor was not appealing to the family”;
  - “I could easily do this on my own and not cook in plastic”;
  - “did not like taste”;
  - “I make better mashed potatoes in just a little more time”.

#### – Responses from Focus Group Sessions

- 15 of 28 respondents stated they **would** purchase this item. Some reasons given were:
  - “fast, easy and thought it would go with any meat”;
  - “it was easy, surprised that it turned out”;
  - “red potatoes are something different”;
  - “liked that it was fresh potatoes”;
  - “family liked this one best”;
  - “loved potatoes with skin on”;
  - “liked container”;
  - “good for one person”;
  - “loved that the potatoes were small and easy to mash”;
  - “loved that they were triple washed”.
- 13 of 28 respondents stated they **would not** purchase this item. Some reasons given were:
  - “they weren’t faster than boiling”;
  - “flavor was good but I don’t think they mashed very well”;
  - “no one was crazy about the taste”;
  - “I don’t microwave in plastic”;
  - “makes me think of a soggy Pringles chip”;
  - “might be better with different flavor”;
  - “I will just put them in a bowl & microwave them myself”;
  - “appealing idea but don’t like flavor”;
  - “thought it was too peppery and too liquidy”.





## Detailed Discussion - Mashed Potato Kit

### Appearance

– Respondents who **would** purchase the Mashed Potato Kit commented:

- “looked appetizing”;
- “potatoes were appealing to the eye”;
- “ok, don’t like the peel in it”;
- “not very appealing”;
- “red potato skins add color and interest”;
- “looked great, very high quality”;
- “I like the way they look fresh with the skins”;
- “looks chunky & good”;
- “a bit runny but the color and evidence of onion & spices were inviting”;
- “attractive”;
- “I liked the bit of color from the skins”;
- “I don’t like to see potato skins in mashed potatoes”;
- “Mashed potatoes always more attractive without peelings”;
- “looked like potato salad more so than ‘mashed potatoes’”;
- “a little thin”;
- “chunky”.

– Respondents who **would not** purchase the Mashed Potato Kit commented:

- “looks like mashed potatoes”;
- “ok, not exciting”;
- “not the most appealing thing”;
- “fluffy”;
- “little off color”;
- “appealing, like the skins”;
- “fine, maybe a little too green”;
- “too many green specks”;
- “liquidy”;
- “looked homemade, appetizing”;
- “looked like it had a lot of flavor & made from scratch”;
- “looked like restaurant potatoes”;
- “thought they would be a lumpy mess but they weren’t”;
- “too liquidy”.





## Detailed Discussion - Mashed Potato Kit

### Taste / Flavor

– Respondents who **would** purchase the Mashed Potato Kit commented:

- “a little too much pepper”;
- “could be improved with sour cream & cheddar cheese”;
- “more bland than expected”;
- “needs a little butter”;
- “very appetizing”;
- “spicy but good”;
- “buttery and spicy with a tartness of German potato salad”;
- “delicious”;
- “overall good, needs more salt”;
- “could have used a little more sour cream taste”;
- “good blend of seasonings”;
- “somewhat heavy on the spices”;
- “leaves tangy aftertaste”;
- “didn’t like the seasoning, wished I would have put in about half”;
- “thought it tasted artificial”;
- “little bland”;
- “missing a little something”.

– Respondents who **would not** purchase the Mashed Potato Kit commented:

- “artificial taste”;
- “sour”;
- “the skins aren’t very good & it’s pretty bland”;
- “salty”;
- “couldn’t tell it was sour cream & chive”;
- “has an odd flavor”;
- “reminds me of potato chips that have gone soft”;
- “sour cream tasted fake”;
- “did not like at all”;
- “not enough seasoning”;
- “bland”;
- “too peppery”;
- “the flavor was very good”;
- “no body was crazy about the taste”;
- “family didn’t care for the flavoring”;
- “would have added more butter, salt, pepper & milk”;
- “might be better with a different flavor”;
- “don’t like chives”;
- “didn’t like the fake sour cream flavoring”.





## Detailed Discussion - Mashed Potato Kit

### Texture

– Respondents who **would** purchase the Mashed Potato Kit commented:

- “creamy”;
- “smooth & creamy”
- “too much skin”;
- “like homemade”;
- “lumpy”;
- “texture was perfect”;
- “smooth, not too lumpy”;
- “fluffy”;
- “perfect, not too thick or too runny”;
- “a bit ‘runny’ at beginning, thicker as they cooled and sat”;
- “all the potatoes were done”;
- “was skeptical about the skins but I loved them”;
- “seemed fresher with the skins on”;
- “just a few bites here and there that were a little crunchy”.

– Respondents who **would not** purchase the Mashed Potato Kit commented:

- “don’t like consistency of mashed red potatoes”;
- “too creamy, lumpy”;
- “creamy, not lumpy”;
- “nice texture”;
- “lumpy”;
- “smooth”;
- “good but liquidy & do not like peel”;
- “nice like homemade mashed potatoes”;
- “a little too much liquid”;
- “would have preferred a little stiffer”;
- “don’t think that they mashed that well”;
- “liked the texture”;
- “like the texture because of the skin”.





## Detailed Discussion - Mashed Potato Kit

### • Overall Comments on What Respondents Liked

- Respondents who **would** purchase the Mashed Potato Kit commented:
  - Appearance: no comments about appearance were made.
  - Taste: “flavor was good”, “excellent blend of spices”, “tastes very fresh”.
  - Texture: no comments about texture were made.
  - Preparation: “easy & fast to fix”, “microwave in package”, “love the one bowl preparation”, “very convenient”, “like that it was pre-washed, quick, easy & fresh”, “not a lot of clean-up”.

### • Overall Comments on What Respondents Liked

- Respondents who **would not** purchase the Mashed Potato Kit commented on:
  - Appearance: no comments about appearance were made.
  - Taste: “good flavor”, “tasted more like homemade.”
  - Texture: no comments about texture were made.
  - Preparation: “ease of preparation”, “it was very simple to make”, “didn’t have to wash the potatoes”, “convenience”.





## Detailed Discussion - Mashed Potato Kit

### • Overall Comments on What Respondents Did Not Like

- Respondents who would purchase the Mashed Potato Kit commented on:
  - Appearance: “the appearance of potato skins in the finished product”, “some potatoes had bad spots”.
  - Taste: “it tasted odd to me”, “could stand a little salt/butter to add flavor”, “sour cream & chive was overpowering”, “too much use of artificial flavors”, “the sour cream was a bit spicy”, “need butter”, “garlic flavor was too strong”, “didn’t like the flavor”.
  - Texture: “the peelings from potato”, “not all potatoes cooked through”.
  - Preparation: “a little sloppy at start of mashing”, “hard to hand mash in bowl”, “potatoes very hard to smash”.

### • Overall Comments on What Respondents Did Not Like

- Respondents who would not purchase the Mashed Potato Kit commented on:
  - Appearance: no comments about appearance were made.
  - Taste: “the seasoning packet flavors were not balanced”, “the flavor was not pleasing to my family”.
  - Texture: “too much liquid”, “too soupy”.
  - Preparation: “don’t like microwaving in plastic”.





## Detailed Discussion - Mashed Potato Kit

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### Improvement / Suggestions from Respondents

- Respondents gave the following suggestions for improving the Mashed Potato Kit:
  - Improvements on Seasoning
    - Add butter
    - Change flavor
      - » Garlic
      - » Bacon
      - » Cheddar & bacon
      - » No flavoring, just the bowl
    - Use a different potato, like Yukon Gold
    - Less artificial tasting
  - Improvements on Directions
    - Quarter potatoes before cooking
    - Offer serving suggestions
    - Suggestions for consumer add-ins
    - Option of peeling potatoes
    - Be more specific about how / what to mash with
    - Decrease amount of milk used
  - Improvements on Packaging
    - Vary in serving size
    - Bigger bowl





## Detailed Discussion - Mashed Potato Kit

### Pricing

– Respondents stated they would expect to see the following pricing for this product:

- \$1.49 – 1 respondent
- \$1.75 – 1 respondent
- \$1.79 – 1 respondent
- \$1.99 – 1 respondent
- \$2.00 – 1 respondent
- \$2.50 – 2 respondents
- \$2.98 – 1 respondent
- \$2.99 – 2 respondents
- \$3.00 – 5 respondents
- \$3.50 – 4 respondents
- \$3.95 – 2 respondents
- \$4.00 – 1 respondent
- \$4.99 – 1 respondent
- \$5.00 – 1 respondent
- \$5.99 – 1 respondent
- \$6.00 – 1 respondent

– Respondents stated they would pay the following amount for this product:

- \$0.99 – 1 respondent
- \$1.75 – 1 respondent
- \$1.95 – 1 respondent
- \$1.99 – 3 respondents
- \$2.00 – 2 respondents
- \$2.50 – 3 respondents
- \$2.89 – 1 respondent
- \$2.95 – 1 respondent
- \$2.98 – 1 respondent
- \$2.99 – 2 respondents
- \$3.00 – 3 respondents
- \$3.50 – 2 respondents
- \$4.00 – 4 respondents
- \$5.00 – 1 respondent
- \$6.00 – 1 respondent

*This data is for informational purposes only. Most research respondents tend to underestimate the price they pay for virtually all items they buy.*





## Detailed Discussion - Mashed Potato Kit

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### **Instructions / Cooking Time**

- Respondents made the following comments about the instructions / cooking time for the Mashed Potato Kit:
  - “ease of popping it in the microwave for 8 or 9 minutes, adding seasoning and done”;
  - “maybe the bowl needs to be a little bigger, a little hard to mash in the bowl”. □





## Detailed Discussion - Seasoned Potato Kit





## Detailed Discussion - Seasoned Potato Kit

### Purchase Intent - Breakdown By Group

- Group 1
  - Responses from Take Home Diaries
    - 3 of 9 respondents **would** purchase this item.
    - 6 of 9 respondents **would not** purchase this item.
  - Responses from Focus Group Session
    - 1 of 9 respondents **would** purchase this item.
    - 8 of 9 respondents **would not** purchase this item.
- Group 2
  - Responses from Take Home Diaries
    - 5 of 12 respondents **would** purchase this item.
    - 7 of 12 respondents **would not** purchase this item.
  - Responses from Focus Group Session
    - 3 of 12 respondents **would** purchase this item.
    - 9 of 12 respondents **would not** purchase this item.
- Group 3
  - Responses from Take Home Diaries
    - 1 of 7 respondents **would** purchase this item.
    - 5 of 7 respondents **would not** purchase this item.
    - 1 of 7 respondents did not test this item.
  - Responses from Focus Group Session
    - 0 of 7 respondents **would** purchase this item.
    - 6 of 7 respondents **would not** purchase this item.
    - 1 of 7 respondents did not test this item.





## Detailed Discussion - Seasoned Potato Kit

### Purchase Intent

#### – Responses from Take Home Diaries

- 9 of 27 respondents stated they **would** purchase this item. Some reasons given were:
  - “easy to prepare”;
  - “good taste”;
  - “ease of preparation and my family liked it”;
  - “in a pinch it was easy to fix, prep, microwave and walk away”.
- 18 of 27 respondents stated they **would not** purchase this item. Some reasons given were:
  - “why buy something so easy to fix anyway”;
  - “did not like seasoning”;
  - “not impressed with ease or overall flavor of the product”;
  - “I don’t like southwestern flavoring of any kind”;
  - “we like more control over our seasoning”;
  - “with just two people in the house, we don’t need this much food”;
  - “too spicy”;
  - “didn’t like taste”;
  - “would be easier to make by yourself and your own spices”;
  - “no one in my family cared for it”.

#### – Responses from Focus Group Sessions

- 4 of 27 respondents stated they **would** purchase this item. Some reasons given were:
  - “simple, easy and took no time at all”;
  - “could prepare it, put it in the microwave and not worry about it”.
- 23 of 27 respondents stated they **would not** purchase this item. Some reasons given were:
  - “spicy with no flavor”;
  - “didn’t taste potatoes”;
  - “liked the ease of preparation but not taste”;
  - “completely turned off by smell of the seasoning”;
  - “it was disgusting”;
  - “overwhelming, unpleasant smell”;
  - “main concern is shelf life, lemon had mold on it”;
  - “way too hot”;
  - “way too much onion”;
  - “flavor was okay but I am still going to have to peel and cut onions and cut potatoes”;
  - “the seasoning didn’t seem to penetrate the potatoes”;
  - “southwest seasoning doesn’t go with potatoes”.





## Detailed Discussion - Seasoned Potato Kit

### Appearance

- Respondents who **would** purchase the Seasoned Potato Kit commented:
  - “pretty in appearance”;
  - “looked appetizing with the spices on the onion & potatoes”;
  - “the seasoning was appetizing”;
  - “looked appetizing”;
  - “a cross between savory & fried potatoes”;
  - “nice color”.
- Respondents who **would not** purchase the Seasoned Potato Kit commented:
  - “pleasant looking”;
  - “the onions look wilted & dry”;
  - “looked appetizing”;
  - “looks spicy”;
  - “appealing”;
  - “we like onions a little more cut up”;
  - “very appealing”;
  - “looked like it had a lot of flavor”;
  - “looked fresh”;
  - “reddish coloration added interest”;
  - “interesting”;
  - “just orange from the spice”;
  - “lemon was very green”.





## Detailed Discussion - Seasoned Potato Kit

### Taste / Flavor

- Respondents who **would** purchase the Seasoned Potato Kit commented:
  - “really hot potatoes”;
  - “needs salt”;
  - “I enjoyed the taste”;
  - “balanced with just the right kick”;
  - “too spicy”;
  - “chilies dominate flavor with a nice degree of warmth”;
  - “good zip”;
  - “a little spicy but excellent”;
  - “was spicy for my taste”;
  - “flavor was the favorite of the three”.
- Respondents who **would not** purchase the Seasoned Potato Kit commented:
  - “too spicy”;
  - “too much ‘delayed’ spice”;
  - “poor seasoning, too spicy & all on surface”;
  - “not able to eat”;
  - “too much paprika”;
  - “unpleasant flavor”;
  - “seasoning not evenly distributed”;
  - “it was more ‘fire’ than ‘southwestern”;
  - “I was expecting a ‘mild’ southwestern taste”;
  - “tastes like a southwest dish”;
  - “spicy, bland in parts”;
  - “did not like southwestern flavor on potatoes”;
  - “could not taste anything but hot pepper”;
  - “I didn’t like the seasoning”;
  - “seasoning didn’t seem to penetrate the potatoes”;
  - “too much onion, like onion as flavoring”;
  - “spicy, no flavor”;
  - “didn’t taste potatoes”;
  - “not enough lemon flavor”.





## Detailed Discussion - Seasoned Potato Kit

### Texture

- Respondents who **would** purchase the Seasoned Potato Kit commented:
  - “dry”;
  - “the combination of the soft cooked onion and potato worked well together”;
  - “gold potatoes a bit rubbery”;
  - “firm on the outside and soft in the middle”;
  - “potatoes & onions firm as if perfectly prepared”;
  - “tender”.
- Respondents who **would not** purchase the Seasoned Potato Kit commented:
  - “not very smooth”;
  - “may be more moist”;
  - “rubbery”;
  - “potatoes a little undercooked”;
  - “potatoes not evenly cooked”;
  - “firm”;
  - “onions soft and good, potatoes overdone and dry”;
  - “the liquid absorbed into the potatoes nicely”;
  - “potatoes were a little dry”;
  - “tender, evenly cooked”;
  - “onions were soggy”;
  - “preferred the red to the Yukon”.





## Detailed Discussion - Seasoned Potato Kit

### Overall Comments on What Respondents Liked

- Respondents who **would** purchase the Seasoned Potato Kit commented on:
  - Appearance: no comments about appearance were made.
  - Taste: “spicy”.
  - Texture: “great texture”.
  - Preparation: “cooking it in the bag”, “easy to make”, “easy directions”, “no clean-up”, “cooked quickly”.

### Overall Comments on What Respondents Liked

- Respondents who **would not** purchase the Seasoned Potato Kit commented on:
  - Appearance: “fresh products”.
  - Taste: “spice/marinade”.
  - Texture: no comments about appearance were made.
  - Preparation: “ease of use”, “liked the cooking bag”, “like the pre-washed potatoes”, “easy clean-up”, “clear instructions”, “throw everything in bag and cook”.





## Detailed Discussion - Seasoned Potato Kit

### • Overall Comments on What Respondents Did Not Like

- Respondents who **would** purchase the Seasoned Potato Kit commented on:
  - Appearance: no comments about appearance were made.
  - Taste: “flavor not quite right”, “too spicy”, “spiciness of the southwest seasoning”, “was a little too spicy for all of us”, “too hot”, “needed something else or more of one of the spices for a more flavorful dish”.
  - Texture: no comments about texture were made.
  - Preparation: no comments about preparation were made.

### • Overall Comments on What Respondents Did Not Like

- Respondents who **would not** purchase the Seasoned Potato Kit commented on:
  - Appearance: “marinade soups at the bottom”.
  - Taste: “way too spicy”, “no one liked the flavor”, “potatoes didn’t taste thoroughly cooked”, “not enough lemon”.
  - Texture: “texture of potatoes”.
  - Preparation: “I burned myself getting the bag open after cooking”, “the holes in the bag”, “messy when trying to spread the seasonings”.





## Detailed Discussion - Seasoned Potato Kit

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### Improvement / Suggestions from Respondents

- Respondents gave the following suggestions for improving the Seasoned Potato Kit:
  - Improvements on Seasoning
    - Not so spicy
    - Tone down spices
    - Offer other flavors
    - Offer a mild variety of current product
    - Less spice, more salt
    - Add another vegetable to it
    - Less onions
  - Improvements on Directions
    - Less cook time
    - Have marinade set for a given amount of time on potatoes / onion to make flavor more lasting
  - Improvements on Packaging
    - Lemon juice in packet.
    - The holes in bag leaked even though I just rubbed sides.





## Detailed Discussion - Seasoned Potato Kit

### Pricing

– Respondents stated they **would expect** to see the following pricing for this product:

- \$1.99 – 2 respondents
- \$2.99 – 1 respondent
- \$3.00 – 1 respondent
- \$3.50 – 2 respondents
- \$3.99 – 3 respondents
- \$4.00 – 5 respondents
- \$4.50 – 1 respondent
- \$5.00 – 2 respondents
- \$5.99 – 2 respondents

– Respondents stated they **would pay** the following amount for this product:

- \$1.49 – 1 respondent
- \$1.99 – 2 respondents
- \$2.00 – 4 respondents
- \$2.99 – 1 respondent
- \$3.00 – 6 respondents
- \$3.50 – 4 respondents
- \$4.00 – 1 respondent

*This data is for informational purposes only. Most research respondents tend to underestimate the price they pay for virtually all items they buy.*





## Detailed Discussion - Seasoned Potato Kit

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### Instructions / Cooking Time

- Respondents made the following comments about the instructions / cooking time for the Seasoned Potato Kit:
  - “took no time at all”;
  - “like the convenience”;
  - “could prepare it and put in microwave and not worry about it”;
  - “liked that it was already washed”;
  - “messy not knowing the holes were there”;
  - “inconsistent in cooking / doneness”;
  - “might have needed a little more liquid”;
  - “liked the ease of preparation”;
  - “no clean up”;
  - “if I am still going to have to peel and cut the onions and cut the potatoes, what is so special about that”.





## Detailed Discussion - Potato Roaster Kit





## Detailed Discussion - Potato Roaster Kit

### Purchase Intent - Breakdown By Group

- Group 1
  - Responses from Take Home Diaries
    - 1 of 9 respondents **would** purchase this item.
    - 6 of 9 respondents **would not** purchase this item.
    - 2 of 9 respondents did not test this item.
  - Responses from Focus Group Session
    - 0 of 9 respondents **would** purchase this item.
    - 7 of 9 respondents **would not** purchase this item.
    - 2 of 9 respondents did not test this item.
- Group 2
  - Responses from Take Home Diaries
    - 8 of 12 respondents **would** purchase this item.
    - 4 of 12 respondents **would not** purchase this item.
  - Responses from Focus Group Session
    - 7 of 12 respondents **would** purchase this item.
    - 5 of 12 respondents **would not** purchase this item.
- Group 3
  - Responses from Take Home Diaries
    - 3 of 7 respondents **would** purchase this item.
    - 4 of 7 respondents **would not** purchase this item.
  - Responses from Focus Group Session
    - 5 of 7 respondents **would** purchase this item.
    - 2 of 7 respondents **would not** purchase this item.





## Detailed Discussion - Potato Roaster Kit

### Purchase Intent

#### – Responses from Take Home Diaries

- 12 of 26 respondents stated they **would** purchase this item. Some reasons given were:
  - “an easy way to fix a meal”;
  - “whole family liked it”;
  - “we like a variety of meals each month”;
  - “fast, easy, tasty”;
  - “like cooking on grill”;
  - “convenience”.
- 14 of 26 respondents stated they **would not** purchase this item. Some reasons given were:
  - “I have pans, potatoes and onions”;
  - “I prefer baked potatoes”;
  - “could easily do this without the kit”;
  - “too salty and potatoes took too long to get soft”;
  - “I assume that this is more expensive than purchasing the ingredients separately”;
  - “this pan offers no advantage to cooking in a foil packet or a regular pan”.

#### – Responses from Focus Group Sessions

- 12 of 26 respondents stated they **would** purchase this item. Some reasons given were:
  - “surprised how easy it was to put together”;
  - “liked being able to put it on the grill”;
  - “liked the way you could put everything in, cover and leave it”;
  - “liked that it was a complete meal”;
  - “kids were able to fix it”;
  - “easily disposable”;
  - “something you would be able to take camping”.
- 14 of 26 respondents stated they **would not** purchase this item. Some reasons given were:
  - “thought it would be easier to do it myself”;
  - “excessively salty”;
  - “nothing special”;
  - “thought the potatoes were too mushy”;
  - “ordinary”;
  - “love it but already making something similar myself”;
  - “potatoes were underdone”.





## Detailed Discussion - Potato Roaster Kit

### Appearance

– Respondents who **would** purchase the Potato Roaster Kit commented:

- “delicious”;
- “looks dry”;
- “needs more color”;
- “sausage improves appearance”;
- “could be enhanced with green peppers”;
- “looked good from the grill”;
- “looked extremely appetizing”;
- “roasted potatoes & onions looked good”;
- “onions needed to be smaller pieces”;
- “could use color”;
- “reminded me of foil pack in Boy Scouts”.

– Respondents who **would not** purchase the Potato Roaster Kit commented:

- “needs some color, maybe parsley flakes”;
- “nice round slices, good contrast with meat”;
- “could use spices with more color”;
- “not eye appealing”;
- “undercooked, I like potatoes brown & crispy”;
- “bland looking”;
- “expected roasted potatoes to be crustier looking”;
- “pleasing”;
- “dull”;
- “pretty easy and ordinary”;
- “mix looked ‘cheap’ to me”;
- “not really special or different”.





## Detailed Discussion - Potato Roaster Kit

### Taste / Flavor

– Respondents who **would** purchase the Potato Roaster Kit commented:

- “very good”;
- “good oniony flavor”;
- “tastes like fried potatoes”;
- “a little salty but good”;
- “seasoning just right for a balance of tastes”;
- “I really liked the seasoning”;
- “tasty”;
- “spicy and good”;
- “spicy but not overly so”;
- “too much seasoning but a good flavor”;
- “like the sausage mixed in”;
- “liked the flavor”;
- “a little too salty, the overall flavor was great”.

– Respondents who **would not** purchase the Potato Roaster Kit commented:

- “too oniony”;
- “I really liked the flavor of this with the sausage”;
- “needs more spice / salt”;
- “seasoning was spicy in a good way”;
- “too much pepper”;
- “too salty”;
- “too much onion”;
- “tasty but spicy”;
- “more Cajun less pepper”;
- “could use more flavor”;
- “kind of bland”.





## Detailed Discussion - Potato Roaster Kit

### Texture

– Respondents who **would** purchase the Potato Roaster Kit commented:

- “potatoes really soft”;
- “nice texture”;
- “good, not mushy”;
- “it cooked perfectly and had great texture”;
- “everything but potatoes were perfect, potatoes were not quite done”;
- “chewy”;
- “tender”;
- “soft, easy to eat”;
- “I liked the big chunks of onion”;
- “onions needed to be smaller”;
- “really tender”;
- “it wasn’t done at all, it was crunchy”.

– Respondents who **would not** purchase the Potato Roaster Kit commented:

- “the 1-hour suggested cooking time was insufficient, so potatoes were hard”;
- “dry”;
- “too crunchy, onions need to be more caramelized”;
- “good texture for potatoes, onions need to cook longer”;
- “potatoes underdone, would like the crisper”;
- “potatoes not evenly cooked”;
- “could have been firmer”;
- “very soft, would have preferred more of a roasted texture”;
- “everything cooked evenly”;
- “potatoes were well cooked”.





## Detailed Discussion - Potato Roaster Kit

### • Overall Comments on What Respondents Liked

- Respondents **who would** purchase the Potato Roaster Kit commented on:
  - Appearance: “very fresh”.
  - Taste: “good taste”, “it wasn’t too spicy”, “had a nice grilled taste”, “loved the seasoning & onions”.
  - Texture: “good texture”.
  - Preparation: “fix it and place on grill”, “only had to add sausage, had everything else”, “no mess to clean up”, “quick & easy”, “if you don’t really know how to cook, this would be helpful because it’s all together, except the sausage”.

### • Overall Comments on What Respondents Liked

- Respondents who **would not** purchase the Potato Roaster Kit commented on:
  - Appearance: no comments about appearance were made.
  - Taste: “taste of fried potatoes without the fat content”, “like potatoes & onions together”.
  - Texture: no comments about texture were made.
  - Preparation: “all in one serving pan”, “ease of preparation”, “potatoes already washed”, “easy to put on grill”, “suggestion about adding kielbasa to kit”, “put on grill and leave for 30 minutes”.





## Detailed Discussion - Potato Roaster Kit

### • Overall Comments on What Respondents Did Not Like

- Respondents who **would** purchase the Potato Roaster Kit commented on:
  - Appearance: “too many onions”.
  - Taste: no comments about taste were made.
  - Texture: “a little dry, needs liquid of some sort”.
  - Preparation: “seasoning hard to distribute evenly”.

### • Overall Comments on What Respondents Did Not Like

- Respondents who **would not** purchase the Potato Roaster Kit commented on:
  - Appearance: “I would have concerns about the shelf life”, “lack of browning on potatoes”, “felt disappointed when left side was simply cardboard”.
  - Taste: “spice of seasonings overpowered flavor of potatoes”, “saltiness”.
  - Texture: “very mushy texture”.
  - Preparation: “I still had to cut everything up”, “I have to purchase meat separate”, “pan wasn’t quite bit enough when we added the sausage”, “took too long to cook”.





## Detailed Discussion - Potato Roaster Kit

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### Improvement / Suggestions from Respondents

- Respondents gave the following suggestions for improving the Potato Roaster Kit:
  - Improvements on Seasoning
    - Add another vegetable / add some color
      - » Carrots
      - » Red bell peppers
      - » Green bell peppers
      - » Mushrooms
      - » Cheese
    - More potatoes
    - Less onion
    - Fresh garlic
    - Needs a sauce to give it more moisture
    - Different varieties of flavor
  - Improvements on Directions
    - Directions should say to stir midway through cooking
    - Longer cooking time
  - Improvements on Packaging
    - Adding a sheet of foil to cover it
    - Container is bulky, takes up a lot of space
    - Offer smaller & larger portion / pan sizes
    - Heavier pan for use on grill
    - Add coupon to package for sausage





## Detailed Discussion - Potato Roaster Kit

### Pricing

– Respondents stated they would expect to see the following pricing for this product:

- \$1.89 – 1 respondent
- \$2.99 – 1 respondent
- \$3.00 – 1 respondent
- \$3.99 – 1 respondent
- \$4.50 – 2 respondents
- \$4.99 – 1 respondent
- \$5.00 – 6 respondents
- \$5.99 – 1 respondent
- \$7.00 – 1 respondent
- \$7.50 – 1 respondent

– Respondents stated they would pay the following amount for this product:

- \$1.49 – 1 respondent
- \$2.00 – 2 respondents
- \$2.99 – 1 respondent
- \$3.00 – 3 respondents
- \$3.50 – 2 respondents
- \$3.99 – 2 respondents
- \$4.00 – 2 respondents
- \$4.50 – 1 respondent
- \$4.99 – 1 respondent
- \$5.00 – 1 respondent

*This data is for informational purposes only. Most research respondents tend to underestimate the price they pay for virtually all items they buy.*





## Detailed Discussion - Potato Roaster Kit

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### Instructions / Cooking Time

- Respondents made the following comments about the instructions / cooking time for the Potato Roaster Kit:
  - “had to cook just a little longer on the grill”;
  - “pan wasn’t quite big enough once sausage was added”;
  - “doesn’t cook evenly on the grill”;
  - “surprised how easy it was to put together”;
  - “took a little longer on my charcoal grill”;
  - “took 30 minutes longer to cook in the oven than it said”.





## Appendix

Comments from Respondent Take Home Diaries  
Sample Respondent Take Home Diary  
Participant Demographics  
Focus Group Discussion Guide



# Potato Roaster Kit - What meal was this kit prepared for?

## What meal was this kit prepared for?

- Breakfast - 0 respondents
- Lunch - 3 respondents
- Dinner – 23 respondents
- Snack - 0 respondents

## Did you cook this product in/on the:

- Oven - 13 respondents
- Grill - 13 respondents
- Other – 0 respondents

## What was served with this kit?

- Pork roast, potatoes, stewed apples, tomato slices
- Nothing
- Hillshire Farms Kielbasa, brownies with ice cream
- Cole slaw
- Grilled burgers
- Steak and chicken

- Chicken & steamed garden green beans
- Nothing
- Corn on the cob
- Broccoli slaw
- Chicken
- Sausage, corn, baked beans, peaches
- Polska kielbasa
- Alone
- Salad
- KC strips
- Bratworst, coleslaw, green beans
- Hillshire Farms kielbasa
- Salad, carrots
- Lil smokies & sausage
- Pork chops, baked beans, bread
- Hot dogs
- Smoked sausage, leftover veggies
- Added Johnsonville smoked brats, salad, fruit
- Hillshire Lite Kielbasa sausage, green lettuce & tomato salad with balsamic vinaigrette, pear & nectarine salad
- Steak, mushrooms, strawberries

## Did you add anything else to the kit when preparing it? What did you add?

- Yes - 14 respondents
  - Chicken
  - Roast beef
  - Olive oil
  - Real bacon bits
  - Beef chunks
  - Smoked sausage
  - Olive oil
  - Carrots
  - Polish sausage
  - Hot dogs
  - Smoked brats
  - Red peppers
- No – 12 respondents





# Potato Roaster Kit - Comments on Appearance

- Not eye appealing
- Not very attractive
- Not good looking
- Okay, not very pleasing
- Undercooked, I like potatoes brown & crispy & onions softer
- Bland looking, unremarkable
- I think it looks okay
- Looks ok to me
- Looks undercooked, expected roasted potatoes to be crustier looking
- Reminds me of camping, not much color
- Okay looking
- Good
- Delicious
- Yummy
- Pleasing
- Looks fine
- Looks very yummy
- Looks dry

- Doesn't want sausage in there
- Alright
- Its okay
- Looks good
- Needs more color
- Liked the look
- Fine
- Ok
- Okay, sausage improves appearance. Could be enhanced with green peppers but spoilage problem
- Good, sausage makes the appearance more appealing
- Looked good from the grill
- Very good, I thought it looked and smelled great
- The food looked extremely appetizing
- Bland
- Dull
- Boring
- Good
- Nice
- Looks good

- Good
- Good
- Roasted potatoes and onions looked good
- The potato looks best, sausage looks good
- Good
- Appetizing
- Good
- Good
- Good
- Good
- Good, onions needed to be smaller pieces
- Looked appetizing
- Looked good
- Good
- Good
- Looked tasty, could use color, maybe carrots
- Looked good, needed carrots or other veg
- The food looked good
- Looked sloppy, reminded me of foil pack in Boy Scouts





## Potato Roaster Kit - Comments on Appearance (continued)

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- I'm used to onion jambalaya so the sausage mix looked "cheap" to me
- Looked like nothing special, pretty easy and ordinary
- Looked good, but not really special or different
- Looked yummy, love mixture of onion, potato and sausage
- Great
- Good
- Great
- Great
- Good
- Fine
- Looked like potato chips
- Same as any vegetables cooked on grill
- Good
- Good
- Could use spices with more color (green/red) like parsley, paprika, sea salt

- Could stand to be more colorful (peppers?)
- As pictured, nice round slices, good contrast with meat
- They looked normal, nothing else to say
- Good
- Ok
- Good
- Good
- Need some color, maybe parsley flakes





## Potato Roaster Kit - Comments on Taste / Flavor

- I enjoy pepper, however it was too much
- Too much pepper
- Very peppery
- Too much pepper
- Too salty, pepper okay
- Not bad, like pepper, added ketchup – lots
- Pretty peppery, something a hobo would eat, would like thicker potatoes
- Mmm, flavor good, I even like the onions, homey, simple
- It's okay, too much onion
- I like the onions, salty
- Not bad, I like it with kechup
- Good
- Very good
- Good
- Good, delicious, just a little salty
- Very salty, flavor ok
- Good oniony flavor
- Was ok, not too exciting

- Only ate the potatoes, was so-so
- It is fine
- Good, tastes like fried potatoes
- Little salty but good
- Pretty good, a little salty
- Tasty but spicy
- Spicy but not overly
- Too much pepper
- Good, seasoning just right for a balance of tastes
- Good, a little salty
- Great flavor, seasoning was just right
- Excellent, it was very good, I really liked the seasoning
- The seasoning was delicious and tasted great
- Good
- Good with a bit too much onion
- Too much onion
- Good like mashed potatoes
- I really liked it a lot
- Tasty
- Good, I like it

- Salty, onions were sweet, sausage a bit spicy
- Onions and smoked sausage is good but potatoes are not done
- Spicy and good, sausage is wonderful
- Spicy but not overly so
- Spicy
- Good, spices good
- Good
- No
- Too much seasoning but a good flavor
- Good flavor not all pieces coated evenly
- Some pieces too spicy
- Good
- Like the sausage mixed in
- Tasted good, not any bacon flavor like packet said?
- Tasted good, I liked the amount of onion & potato, no so much bacon flavor
- The taste was ok, there might have been too much seasoning
- Didn't taste like bacon at all, too much onion, too big of onion





## Potato Roaster Kit - Comments on Taste / Flavor (continued)

- Good, more Cajun less pepper though
- Decent, could use more flavor
- Could use more seasoning, less onion
- Kind of bland, sausage helped somewhat
- Loved it
- Ok
- Loved it
- Loved it
- Seasoning was good, but some potatoes burned and that affected the flavor
- Fine
- Too salty and too spicy
- Good flavor
- Ok, I liked the seasoning mix
- Good
- Nothing wrong with flavor
- Needs more spice/salt
- Seasoning was spicy in a good way, meat was the tastiest part, sprinkled with seasoning, seemed a bit dry

- I really liked the flavor of this with the sausage
- My picky husband really liked these
- Good
- Good
- Too oniony
- Good
- Ok





# Potato Roaster Kit - Comments on Texture

- Good
- Ok
- Like any other
- Potatoes were well cooked
- Fine
- Ok
- Soft
- Ok
- Soft & done
- Ok
- Elements worked well, everything was easy to cut
- Tasted good, good blend
- Good
- Good, everything cooked evenly
- Texture was fine, I liked the big chunks of onion
- I loved the size of the cut potato
- The food didn't all cook the same, could have been stirred a couple of times

- Onions needed to be smaller
- Soft, easy to eat
- Good, easy to eat with braces
- Good texture, potatoes
- A couple of pieces of potatoes undercooked but overall good
- Good texture
- Tender
- Tender
- Tender
- Pretty tender
- No
- Everything but potatoes were perfect, potatoes were not quite done
- Firm but not done
- Chewy
- Good
- Fine
- Fine
- Could have been firmer
- Very soft would have preferred more of a roasted texture
- Too mushy, fell apart

- Mushy
- Good, not muchy
- Just right, the texture was perfect
- It cooked perfectly and had great texture
- Good
- Good
- Easy to eat
- Needed to cook a little longer, onions and carrots got done first
- Potatoes not evenly cooked
- Good
- Fine
- Good
- Good
- Very good
- Ok
- Ok
- Pleasing
- Ok
- Nice texture
- Good
- Good
- Nothing was mushy





## Potato Roaster Kit - Comments on Texture (continued)

- Undercooked, I like potatoes brown and crispy and onions softer
- Onions just right, potatoes underdone, would like the crisper
- Good texture, potatoes ok, ate one onion piece ok
- I like it
- Normal
- Mushy
- Smashy
- Mushy
- Too crunchy, onions need to be more caramelized
- Good texture for potatoes, onions need to cook longer
- The 1-hour suggested cooking time was insufficient so potatoes were hard, 30 minutes more they were perfect
- Dry, although cooked covered, needs butter added at plate
- Potatoes really soft

- Fine
- Ok
- Good
- Ok





# Potato Roaster Kit - Overall Positives

- Can throw pan away
- No clean up
- Convenience of product in roaster pan
- Easy to prepare, quick to cook
- Good taste
- None
- Tasted great, easy to fix
- Tasted ok
- Tasted great
- Tasted great
- Very filling, good balance
- Makes a good meal in one dish
- Good meal
- Nice, 1 dish meal
- Easy, nice it had pan to cook it in
- Good amount, ratio's were good
- Tasted good and was filling
- It was ok, not best thing I ever had
- Very good spice and taste
- Good taste

- Good flavor
- Quick, easy meal all in one pan
- Onions were very good
- Spices good, tender spices good
- Pretty good
- Good
- I loved it
- No
- Onions and sausage went well together
- Good
- Potato is spicy, loved the sausage
- I like the freshness of ingredients with convenience. I like kits
- Easy and quick, tastes good
- It fed my whole family
- Good flavor and it looked easy to prepare
- Very easy to prepare
- I liked them
- Quick, easy, all contained in one package
- The overall experience was excellent. I would eat this one once a week if possible
- The food tasted absolutely amazing.

- Good flavor, convenient packaging, potatoes pre-washed
- Good flavor, all in one pan, few ingredients
- Easy to eat
- Easy fix and cleanup
- Only liked the sausage
- Pretty tasty
- It was good
- Convenient good flavor
- Good combination of flavors
- Good flavor
- None really
- Was easy to prepare and quite tasty
- Flavor not bad
- Good sausage and potatoes went well together
- Very enjoyable
- Was good not spicy
- Everything was cooked, onions not overpowering
- Quick, easy, great after being outside all day, I like cooking everything in one pan





## Potato Roaster Kit - Overall Positives (continued)

- It's okay, liked the potatoes
- Convenience, easy for me, quantity for 4 people good
- Like a mass produced camp meal
- Good first taste, but got tired of it, wouldn't want it a lot
- Had seconds, liked it a lot
- Could prepare on own with little expense
- Easy to prepare
- Preparation
- Preparation was easy
- Quick/easy
- Juice of meat added needed flavor to the kit
- Easy to fix, liked the whole thing
- Like the potatoes, onions, seasoning and sausage
- Easy and fast meal, little spicy
- Taste good
- Ok
- Ok





## Potato Roaster Kit - Overall Negatives

- Was going to grill, pan was too big for ingredients that was in there, needed to add more potatoes and onions or meat
- Too many onions, not enough potatoes, not much of a convenience factor
- Depends on price of product
- Too hard to control heat and cooking time on my grill
- None
- Didn't like the taste
- Way simple looking, nothing I couldn't make myself with similar ease
- Almost too simple, could easily be made without a kit
- Could easily do this without the kit
- Too simple, no reason to buy kit, quick and easy to put together yourself.
- Potatoes and sausage on top brown on edges
- Might stir 2 or 3 times to get flavor throughout
- Some was overcooked and other parts undercooked, also a little too much seasoning
- Needed to be stirred in middle of cooking
- Seasoning was overwhelming
- Coating stuck to some pieces more than others
- Spices not evenly distributed on potatoes
- Little dry
- Little dry
- Little dry
- Little dry
- No
- Potatoes were not done enough
- Must need more cooking time on potatoes
- Potato was too spicy
- Nothing
- I like the potatoes cut up smaller so I can get each item in one bite
- I don't like onions
- Took a long time to cook and was lucky to have foil to cover
- I would have got better texture and less powerful flavor had I prepared them in a skillet on a stove top
- Didn't like
- A little time consuming cutting the potatoes
- None
- None
- Long cook time in oven, significant prep time cutting vegetables and meat reduces advantages of packaging
- Package said "fast" but in the oven it was 1 hour, that's not very fast
- Spicy
- Rest of the family did not care for it
- Potatoes and sausage weird combination
- Still hungry, not very filling
- Needs different packaging
- Onions
- Needs more potatoes
- Maybe needs oil or butter
- Rather have potatoes without meat
- Not a favorite prefers mashes potatoes





## Potato Roaster Kit - Overall Negatives (continued)

- Potatoes took too long to get soft
  - Too many onions, too salty
  - A little salty
  - Too much onion
  - Didn't like the onions
  - Not sure if a stewed dish or a roasted dish
  - Too salty, looks underdone
  - Appearance and texture
  - Would not like it without the sausage
  - Potatoes could be thicker, slightly too salty
  - Easy to prepare on you own
  - I would have preferred my own seasoning
  - Seasoning was strong
  - Too much pepper
  - Not flavorful enough, more spices needed, only a side until you add meat to it, pan makes it difficult to cook evenly on small gas grill
  - Packaging
- Needed more cooking time by a lot, no need for flimsy pan
  - Saw no need for the pan, wouldn't buy as a package
  - Too long to cook for fast meal
  - Kids didn't like chicken mixed in
  - Too many onions
  - Too much onion





## Potato Roaster Kit - Overall Comments

- Pan was too large, just 3 potatoes to 2 onions
  - It was ok, but nothing overwhelming
  - Tasty, easy to use on the grill
  - (no comments)
  - (no comments)
  - Easy to use
  - Roasting pan was barely large enough when meat was added
  - It was a good amount, liked the container, good balance of onion, potato, seasoning, sausage
  - Would buy this product, easy to make and taste good
  - Good kit, easy and convenient
  - Great taste, texture
  - My husbands favorite, it was an all in one meal, it was the only thing we needed to prepare
  - I liked it
- Too much salt in the season packet, potatoes had a lot of black and grey spots inside
  - Quick and easy, tastes good, looked and smelled good, serves from container cook in
  - Good idea, good flavor, for me, the price would determine whether I would buy the kit or the ingredients seperately
  - Easy to fix and clean up
  - It was good, needed to be bigger
  - Very similar to potatoes I have prepared on grill in the past
  - Took much longer to cook than stated, potatoes took an extra half hour to 45 minutes to get soft
  - The flavor was by far the best, even heated up it was good
  - I like it that potatoes are already washed, easy prep, I was afraid the potatoes would stick to bottom of pan, didn't
  - This was easy to prepare, I could probably duplicate it myself without the "kit"
  - Average
- Yummy, could stand some more spice/flavor
  - I would not pay extra for a disposable pan of this magnitude, not eco-friendly
  - I think I would just prepare potatoes and keep meat separate
  - ok





## Potato Roaster Kit - Overall Suggestions

- More potatoes and a coupon stuck on top for sausage or product like peppers, a bbq theme
- A little more spice
- Heavier pan for use on grill
- (no comments)
- (no comments)
- More potatoes, even adding a sheet of foil to cover it
- More seasoning, less onions
- Maybe add carrots, directions should say to stir midway thru cooking
- (no comments)
- Add seasoning to ingredients in a bag and shake to coat to help distribute seasoning, we had to increase cook time to 40 minutes
- Needs a sauce to give it a little moisture, larger quantity would be good too
- It needs a longer cooking time
- I might add some red bell peppers
- I would use firmer potatoes that I could quarter for roasting
- Container is bulky, takes up lots of space
- (no comments)
- Make different flavors of spice kit
- More potatoes, add some color like green pepper
- Offer smaller portion, pan sizes or even larger portion for bigger groups
- Make potatoes cook faster, not so much salt
- None that come to mind
- (no comments)
- Took 45 minutes to cook until potatoes were tender, I would take off foil to brown or put under broiler, I would also use half seasoning packet
- I would add red peppers and mushrooms, cut back on the pepper
- Add color through spices/vegetables, reduce packaging size but amount in it the same
- Put it in a microwaveable container, add the sausage part way through the process
- I think cheese would have been good to spread over it
- Add some color





## Potato Roaster Kit - Overall, what did you like about this kit?

- At first I liked the size (larger group 4)  
?maybe for a BBQ
- All in one serving pan
- Ease of preparation, taste of fried potatoes without the mess and fat content
- (no comments)
- (no comments)
- Fix it and place on grill
- Came with pan that could go on the grill, easy to prepare
- Only had to add sausage, had everything else
- Good taste
- Taste and convenience
- Good taste, texture
- It wasn't too spicy, had a nice grilled taste and no mess to clean up
- Quick and easy
- It was self contained without the need to dirty a dish
- Fast and easy, very fresh

- If you don't really know how to cook, this would be helpful because it's all together (except the sausage) including spices
- Potatoes already washed, easy to put on grill
- Easy
- Easy to prepare, already measured though not practical for meal for 3 people, loved the seasoning and onions
- (no comments)
- Easy & quick
- Suggestions about adding meat to kit, put my meal on grill and just leave it for 30 minutes, loved it
- Convenience would be easy for camping trip, good idea, sausage suggestion good, even essential
- Easy to prepare
- Relative simpleness to prepare, suggestion for adding meat, realatively healthy (no oil/butter), freshness of potatoes/onions
- I like potatoes & onions cooked together and I like sausage
- Easy to prepare

- Easy to make





## Potato Roaster Kit - Overall, what did you not like about this kit?

- I still had to cut everything up, the packaging was a little (unreadable text)
- I have to purchase meat separate
- I would have concerns about the shelf life
- (no comments)
- (no comments)
- (no comments)
- Pan wasn't quite big enough when we added the sausage
- Nothing
- (no comments)
- Seasoning hard to distribute evenly
- A little dry, needs liquid of some sort
- Just that it wasn't done enough
- Nothing
- Took too long to cook, very mushy texture
- Hard to evenly distribute seasoning
- You could really put this together without the kit, probably cheaper
- Spice of seasonings overpowered flavor of potatoes

- Packaging, strong onions when cutting
- Dryness
- (no comments)
- Too many onions
- (no comments)
- Saltiness, lack of browning on potatoes
- Appearance, flavor
- Packaging did not need to be 13x9, felt disappointed when left side was simply cardboard (wasteful too) instructions
- I did not see a need to grill it because it was enclosed, I only use a charcoal grill and the temperature is not easily regulated
- Right amount for family, too much for one person, cooking time
- Taste





# Potato Roaster Kit - Would you buy this kit? How often? Why or why not?

## “YES” RESPONSES:

- 1 time a month; it would be a easy way to fix a meal
- 2 times/month; my whole family liked it
- 2-3 times a month
- Once a month; good for a quick dinner
- 1-2 month; good taste, kids like it
- Once a month; ease, but I might just bake it next time
- Once a month; we like a variety of meals each month
- Every couple of weeks; fast, easy, tasty
- Depends on price
- Once or twice a month; family liked it, but I would add more veggies
- Monthly; ease to prep, cook like cooking on grill, easy clean
- Once a month or so
- Twice a month; convenience

## “NO” RESPONSES:

- I have pans, potatoes and onions
- I usually have potatoes and onions and use my grill pan, depends on price of product
- I prefer baked potatoes
- Could easily do this without a kit
- Potatoes and onions are already in the pantry and other than self contained I did not see this as a time saver
- Depends on cost, I think I could put together similar dish with spices I like
- Too salty and potatoes took too long to get soft
- Very easy to put items together yourself so I'd forgo cost of prepackaging
- I assume that this is more expensive than purchasing the ingredients separately. It did not save me any time over doing it myself as would cooking a pre-made pizza for example
- It would be easier (and I assume cheaper) to prepare by yourself
- Only if priced less than buying items individually

- This pan offers no advantage to cooking in a foil packet or a regular pan
- (no comments)





## Potato Roaster Kit - What would this kit replace that you are already using?

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- Yes
- Sausage, potato, carrots with salt and pepper in electric skillet
- (no comments)
- Sausage and fried potatoes
- Maybe
- A hamburger helper meal
- Macaroni and sausage
- Fresh, boiled or baked potatoes
- (no comments)
- Another meal
- Whole potatoes and onions
- (no comments)
- Nothing
- Nothing
- Grill pan
- Nothing
- (no comments)
- Nothing
- Fresh potatoes

- No
- (no comments)
- No
- (no comments)
- We already make foil packs, so it would replace those (fresh veggies/spices/butter placed in foil and cooked on grill)
- Foil or pan
- (no comments)





# Seasoned Potato Kit - Which variety did you prepare?

## What brand is your microwave?

- GE – 9 respondents
- Whirlpool – 6 respondents
- Sharp – 4 respondents
- Emerson – 2 respondents
- Panasonic – 2 respondents
- Frigidaire – 1 respondent
- Roper – 1 respondent
- Tappan – 1 respondent
- Above the stove - respondent

## What is the wattage of your microwave?

- Don't Know – 10 respondents
- 1800 – 1 respondent
- 1500 – 1 respondent
- 1200 – 1 respondent
- 1100 – 2 respondents
- 1000 – 8 respondents
- 950 – 2 respondents
- 850 – 2 respondents

## What meal was this kit prepared for?

- Breakfast - 0 respondents
- Lunch - 2 respondents
- Dinner - 25 respondents
- Snack - 0 respondents

## What was served with this kit?

- Salmon, other potato dish, fruit, fresh vegetables
- Pork chops, carrots, salad
- Deli fried chicken strips
- Bread/butter, green beans
- Roast/gravy
- Chicken and lettuce salad
- Bacon & tomato sandwiches, fried eggs
- Veggie burgers
- Chicken (baked)
- By itself
- Salmon, steak & chicken leftovers, green beans
- Turkey filet wrapped in bacon, vegetables
- Pork chops & green beans
- Cowboy casserole, peaches, mac &

- Nothing
- Chicken strips, mixed vegetables, stir fry and the "Fried Chicken" potatoes
- Chicken strips, broccoli with cheese sauce
- Pork chops
- Breaded flounder, sweet peas
- Chicken patties
- Shrimp cooked in bag, sour cream and butter
- Oven roasted whole chicken & green beans
- Pork steak, green beans
- Chicken & veggies
- Pork chops, green beans, cheese garlic toast
- Grilled ham, green bean casserole, fruit, chocolate pudding
- Chicken, strawberries, corn

## Did you add anything else to the kit when preparing it? What did you add?

- Yes - 2 respondents
  - Sour cream
  - Shrimp, butter
- No - 25 respondents





# Seasoned Potato Kit - Comments on Appearance

- Nice
- Good
- Good
- Ok
- Ok
- Interesting
- Appeared great, package well designed
- They look fine
- Reddish coloration added interest
- Good
- Not quite done enough but next day was better
- Ok
- Average
- Appetizing
- Good
- Okay
- Looked fresh
- Looked and smelled very appetizing
- Looked good

- Good
- Good
- Good
- Looked good, easy to prepare
- Looked easy to make, spiced
- Very appealing, looked appetizing
- Looked good, looked like it had a lot of flavor
- Looks good
- Looked ok
- Looked like potatoes
- Looked good, we like onions, a little more cut up
- Nice color, smells good
- Smells great, looks good
- Good
- Appealing
- Looked fine
- Looked good
- Fine
- Good
- Appetizing
- Good

- Good
- Yum
- Nice, looked appetizing
- A cross between savory and fried potatoes, the spice apparent, looks appetizing
- They looked good
- There are spices on it, smells good
- Nice
- Good
- Good
- Good
- Good
- Looked appetizing with the spices on the onion & potatoes
- Good, the color of seasoning gave a reddish look to the food
- The food looked good, the seasoning was appetizing
- Okay on potatoes where seasoning dry color good
- Ok
- Ok
- appealing





## Seasoned Potato Kit - Comments on Appearance (continued)

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- Pretty good
- Pretty inappearance
- They are potatoes
- Ok
- Looks spicy
- Looks spicy
- Spicy
- Good, looked appetizing
- Looks good
- Good
- The potatoes looked good, the onions look wilted and dry
- Interesting look and smell
- Gross, smell bad
- Look good
- Looked ok
- Pleasant looking
- Good
- Okay





# Seasoned Potato Kit - Comments on Taste / Flavor

- Good/hot
- Hot
- Didn't like
- Ok
- Could not taste anything but hot pepper
- Did not like southwestern flavor on potatoes
- Too hot, didn't like texture of white potatoes
- Too hot, needs salt
- Don't like, they're just no good
- Spicy, bland in parts
- I liked it
- Needed something, not so sure about lemon
- A little spicy but ok
- Good
- Too spicy
- Too spicy
- Good, tastes like southwest dish
- Spicy, liked it, liked the southwest flavor
- Tasted good, was spicy for my taste

- Spicy
- Like it
- Spicy
- Spicy
- Too spicy
- Well, it was more "fire" than "southwestern"
- It was quite spicy, I was expecting a "mild" southwestern taste
- Too spicy
- Too hot for me
- I liked it, kinda spicy
- Too spicy
- The taste was too hot, might tone the lemon down, the cayenne pepper was overwhelming
- Spicy
- A little spicy but excellent
- Good
- Too spicy, unpleasant aroma/flavor
- Too spicy, seasoning not evenly distributed
- Too spicy
- Good zip
- Spicy

- Very good
- Good
- Good
- Good
- Smells good, a bit on the hot spicy side
- The spice was apparent, chiles dominate flavor with a nice degree of warmth, onions tart and crisp, very nice
- Like it, liked the spicy taste
- Like a really spicy potato, super spicy
- Too spicy
- Too spicy
- Too spicy
- Very good, balanced with just the right level
- Too spicy
- I enjoyed the taste, I like hot spicy foods, this was hot
- I liked the taste, Mexican food is my favorite food so I would like it
- I like spicy foods, it was good
- Way too hot, I would not eat it





## Seasoned Potato Kit - Comments on Taste / Flavor (continued)

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- Unusual, spicy enough for me but too spicy for my wife, I liked the spice but could use a little more salt, overall flavor just okay, not that good
  - Too spicy
  - Spicy, in a good way at first, it lingers
  - Really hot potatoes
  - Spicy, needs salt
  - Spicy for a potato
  - It's ok
  - Too much paprika
  - Doesn't like
  - Not very tasty
  - Not able to eat, too spicy
  - It's ok
  - Tastes good
  - A little too spicy for my liking
  - Too much "delayed" spice
  - Too spicy, tastes funny
  - Poor seasoning, too spicy and all on surface
- Smell wasn't appealing, very zippy
  - Too spicy
  - Very spicy
  - Very spicy





# Seasoned Potato Kit - Comments on Texture

- Ok
- Ok
- Ok
- Ok
- Good
- Preferred the red to the Yukon Gold
- Preferred the red
- Some potatoes were too crisp inside, tasted uncooked
- Good
- Good after cooking longer
- Ok
- Ok
- Well done
- Soft
- Fine, cooked, tender potatoes, onions were soggy
- Tender, evenly cooked
- Potatoes & onion were both soft
- Good soft

- Done soft
- Good
- Good
- Potatoes were a little dry
- Just right for me
- Potatoes didn't seem quite done, very dry
- Texture was fine
- Would have liked smaller pieces
- Texture fine
- Ok
- Liked the texture, the liquid absorbed into the potatoes nicely to cook potatoes & onion well
- Soft
- They were easy to eat with braces
- Good
- Onions, soft and good, potatoes overdone and dry
- Potatoes were dry
- Onions good texture, potatoes too dry
- Soft
- Tender
- Good

- Good
- Good
- Good
- Firm on the outside and soft in the middle
- Potatoes & onions firm as if perfectly prepared
- They were a bit too firm, they could have been softer, onions were good
- Squishy
- Fine
- Good
- Good
- Gold potatoes a bit rubbery
- Skin on potatoes chewy
- Good, the combination of the soft cooked onion and potato worked well together
- I thought the texture was good, the potatoes were a little dry
- The potatoes were a bit dry but the texture was fine
- Okay, everything thoroughly cooked and moist
- ok





## Seasoned Potato Kit - Comments on Texture (continued)

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- Potatoes not evenly cooked
- Firm
- Good I guess
- Dry
- Dry
- Ok
- Well cooked
- Good
- Good texture
- Good texture
- Texture was nice
- Feels like normal potato, may be more moist
- Rubbery
- Potatoes a little undercooked
- Good
- Not very smooth
- Rough, hard





## Seasoned Potato Kit - Overall Positives

- Ok
- Easy to fix & cooked well
- I love red potatoes
- The red potatoes were “more done” than the others
- None
- None
- Fresh lemon added to marinade spices
- Easy clean up and storing of leftovers
- Clean up easy
- Easy to fix
- No cleanup
- Easy preparation
- Fast cooking time, taste, ease of preparation
- Easy to cook
- Hot
- Hot
- Hot
- Easy to prepare, fast

- Good if you’re looking for burn
- Nice concept, easy to put together
- Good if spicy is your flavor
- Liked when did not get a lot of the pepper heat & lemon
- Taste good, just little too much hot spice
- Taste was wonderful
- Good, not enough
- Onions had good texture
- Visually ok
- Looked good, liked the onions
- Good stuff
- Tender & chewy
- Good
- Good
- Good
- Good
- Was a nice compliment to the meal
- Southwestern spice had a nice degree of flavor & heat, well balanced
- Really liked
- It tastes pretty good
- I liked onion with my potatoes

- Very good flavor and easy to prepare
- Looked easy to prepare
- Quick and easy to prepare, fresh, tastes good, perfect for family of 3
- The flavor, texture and appearance were all very good
- The food tasted great, I like potatoes
- Spicy for those that like spicy, food cooked and moist, prep time okay with minimal cleanup needed, potatoes clean and good quality
- Needs to be labeled as very spicy so you know what you’re getting
- None
- Easy to prepare, healthy
- Good but hot
- Easy to make
- They are ok but I could do without them
- Color
- Easy to prepare, looked appetizing
- It was pretty good
- Good entrée overall
- Easy to fix





## Seasoned Potato Kit - Overall Positives (continued)

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- Nothing
- Nothing
- Nice color, looks attractive
- Easy to prepare, good smell, potatoes tasted good





# Seasoned Potato Kit - Overall Negatives

- Too hot, did not eat it
- Too spicy
- Did not eat it
- Ok
- Too spicy
- Too hot & I'm a lover of hot foods
- Too hot, weird flavor
- Not good
- Don't like it
- Not all pieces tasted thoroughly cooked, flavor didn't penetrate into potatoes
- Not sure about spices
- Didn't want to cut up anything
- Too spicy
- None
- Too spicy
- Too spicy
- Is afraid the seasoning is high in sodium
- Food was spicy
- The spices

- Spicy
- Spicy
- Too spicy
- Probably too spicy for average
- Too dry & more spice than expected
- Too spicy
- Too much spice
- A little too much spice
- Too spicy
- Pepper heat too much
- I didn't like the spiciness, it was a little strong for me
- Not enough
- Didn't like the flavor, seasoning didn't coat evenly even after following directions
- Too much pepper
- Too spicy
- Tone down spices
- Too spicy
- A little too spicy
- Spicy
- Spicy, yuck onions
- Hot

- A little too spicy (hot) for me
- Found a piece of outer onion skin which had to be discarded
- Potatoes could have been softer & onions crunchier
- Way too hot
- Spices too overpowering
- Too spicy
- I was fine with the spice but wife thought it was too hot
- Too spicy
- Awkward packaging to store, can't stack on shelf, texture for some, potatoes were dry
- The only negative comment I have is the potatoes were a little dry (some potatoes)
- Some potatoes were dry, other than that it was good
- Flavor not that good, too spicy for many, one onion had a rotten place on it
- Way too hot, I would want it to be labeled as such
- Couldn't finish
- Potatoes did not cook evenly, too much onion





## Seasoned Potato Kit - Overall Negatives (continued)

- Too spicy
- Needs more flavor without spicy flavor
- I don't really like them
- Don't have much flavor
- Wrong seasoning
- Just didn't like
- Don't like
- Spicy, can't eat
- It was really spicy
- A touch spicy
- Too spicy for me
- Potatoes had no taste, just spice
- Spicy, rubbery, smells bad
- Too spicy
- Too many onions
- Too spicy
- Way to spicy

• Xx

• xx





## Seasoned Potato Kit - Overall Comments

- Easy to prepare
  - Like the ease of fixing it but way too hot spice wise
  - The bag was easy to load with the veggies
  - Spice was good/powerful but disappeared off palate quickly when eating into potatoes (competing flavors)
  - Convenient, I liked the combo of potatoes, the right size for 2 or 3
  - I liked the onions and 2 types of potatoes but just a little spicy, no clean up
  - I would worry about the shelf life of the produce
  - Easy to use but it just as easy to prepare a similar dish using own seasonings
  - Very easy to use, simple ingredients, good mix of potatoes and onions
  - It is good to have all ingredients together
  - Easy to prepare, simple instructions
  - None of us really liked it, we ate it but didn't really like it
- Good flavor just not enough for family of four
  - Followed directions but seasoning settled to bottom of bag during cooking, not all pieces coated evenly
  - Great taste, even though we all thought it was a little too spicy
  - Was easy to fix, very convenient and no clean up
  - We couldn't eat very much of it
  - I thought this was the easiest of all the kits and the most tasty
  - Quick and easy to prepare potatoes & onions, lemon was a little more time consuming
  - The kit itself was fine, I liked the bag
  - I like the idea, just not final product
  - It was easy to make on a busy schedule
  - Easy to use, easy clean up, have never used a cooking bag before
  - Easy to use
  - It was easy
  - Liked the bag, no clean up
  - Easy to prepare





## Seasoned Potato Kit - Overall Suggestions for Improving

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• (no comments)</li> <li>• Could you add another vegetable to it, might try different spices</li> <li>• This flavoring doesn't "go" with the flavor of potatoes, make it milder if used</li> <li>• Perhaps have marinade set for a given amount of time on potatoes / onion to make flavor more lasting (15 – 20 minutes)</li> <li>• (no comments)</li> <li>• Not so spicy</li> <li>• Include a package of lemon juice rather than a real lemon, the lemon in my package began to mold</li> <li>• (no comments)</li> <li>• None</li> <li>• The holes in bag, even though I rubbed the sides some still leaked out</li> <li>• Seasoning was too spicy</li> <li>• Lighten up on the chili pepper or whatever was the hot spice</li> <li>• Need more</li> </ul> | <ul style="list-style-type: none"> <li>• Less cook time, different seasonings, less spice</li> <li>• Tone down spices, offer other flavors, lemon juices in packet, I don't have a juicer</li> <li>• My husband and son loved it, I thought it was too spicy, maybe offer a mild variety</li> <li>• Less spices or milder spices</li> <li>• Tone down the heat in the spice a little</li> <li>• None</li> <li>• The kit itself was fine, I would like a less spicy or different flavor</li> <li>• Cut down spiciness, can't taste lemon because of heat of spice</li> <li>• Less spice, more salt</li> <li>• Eliminate seasoning kit</li> <li>• Not for people who can't eat spicy foods</li> <li>• Less onions</li> <li>• Tone down the seasoning</li> <li>• Les spicy onion</li> </ul> |
|---|--|





## Seasoned Potato Kit - Overall, what did you like about this kit?

- Ease of use
  - I did not like it
  - I liked the cooking bag, I like the pre-washed potatoes
  - Spice/marinade, fresh products
  - Cooking it in the bag and toss it or we stored leftovers in the bag
  - Easy to make
  - Easy prep and cleanup
  - The fact that the produce was washed and ready to use, clear instructions
  - Packaging, easy directions, ease of preparing meal, versatile
  - Throw everything in bag and cook
  - Ease of preparation
  - Easy and the portion was good for the whole family
  - Very easy to make
  - Easy and fast
  - Great texture, no cleanup
  - The convenience, ease of cooking
- Onion and potatoes together
  - I liked it and think this would go well with smoke sausage better than the pork chops we had with it
  - Fast and spicy, cooked quickly
  - Easy to prepare
  - Easy of preparation, healthy nature
  - Speed of preparation yet it did have good ingredients, fresh, not chopped full of preservatives, easy clean up, good portion size
  - Ease of prep
  - Preparation, ease and cooking time
  - It was easy to fix
  - Potatoes didn't have to be washed first
  - Easy to prepare





## Seasoned Potato Kit - Overall, what did you not like about this kit?

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- Way too spicy
- Spiced too hot
- I burned myself getting the bag open after cooking, no one liked the flavor
- Potatoes didn't taste thoroughly cooked, marinade soups at the bottom
- Flavor not quite right
- Too spicy
- Flavoring
- Too much food for us, husband didn't like sodium
- Spiciness of the southwest seasoning
- The holes in bag
- Too spicy, not something my family would like
- Just the spice
- (no comments)
- Taste, aroma, texture of potatoes
- Was a little too spicy for all of us
- For me it was too "hot"

- Too spicy
- Nothing
- Difficult to store, not stackable
- I didn't like the flavor at all
- Not enough lemon, messy when trying to spread the seasonings
- Too hot and it needed something else or more of one of the spices for a more flavorful dish
- Flavor
- Too spicy
- We're not an "onion" family so the onion smell was a major downer
- Taste of onion skins in bottom of bag
- The taste





## Seasoned Potato Kit - Would you buy this kit? How often? Why or why not?

### “YES” RESPONSES:

- Depending on the price; potatoes and onions are cheap
- A couple of times a year; depends on price
- Once in a while; easy to prepare
- Weekly
- A few times a year; good taste, would depend on price
- Once a month; ease of preparation and my family liked it
- Not very often; in a pinch it was easy to fix, prep, microwave and walk away
- Every 2 weeks or so
- Once in a while depending on price; I would buy it but I would try to add cheese and salt

### “NO” RESPONSES:

- Why buy something so easy to fix anyway
- (no comments)
- Did not like seasoning
- Not impressed with ease or overall flavor of product

- I don't like southwestern flavoring of any kind
- We like more control over our seasoning, also just two people in house, don't need this much food
- Do not have a microwave
- Too spicy
- Too hot
- No one in my family cared for it
- Too spicy
- I don't like extremely spicy food
- Not tasty
- Spicy
- Too spicy
- Didn't like taste
- Would be easier to make by yourself and your own spices





# Seasoned Potato Kit - What would this kit replace that you are already using?

- Cooking utensils
- Baked potatoes or vegetable dish
- (no comments)
- Chips
- No
- Potatoes that I might bake or microwave as a baked potato
- If I were to roast potatoes but again very seldom
- Fresh boiled or baked potatoes
- Baked potatoes
- (no comments)
- Maybe baked potato if not so hot
- Nothing
- Nothing
- Nothing
- Nothing
- No
- (no comments)
- Tonight it would have been baked potatoes with cheese, sour cream, green onions

- Nothing
- (no comments)
- Buying it all separate
- Fresh potatoes
- Whole potatoes and onions
- No
- No
- (no comments)
- Nothing





# Masher Bowl

## What meal was this kit prepared for?

- Breakfast - 0 respondents
- Lunch - 3 respondents
- Dinner – 25 respondents
- Snack - 0 respondents

## What was served with this kit?

- Salmon, fresh vegetables, southwest seasoned potatoes
- Chicken, beans
- Chicken wings and legs, boiled snow peas, Asian slaw
- Bacon wrapped steak
- Butterfly shrimp
- Steak & salad
- Fish fillets & acorn squash
- Turkey sandwich
- Pork chop & steamed broccoli
- Pork chops
- Salmon, grilled with sesame ginger marinade, peas & green beans

- Chicken parmigiana & green beans
- Hamburgers
- Shrimp, rolls, Caesar salad
- Nothing
- Filet mignon, broccoli & cauliflower vegetables
- Salmon, broccoli
- Roasted chicken, peas
- Buffalo chicken tenders, cream style corn
- Chicken, peas
- Chicken
- Swiss steak, corn, rolls
- Chicken, green beans
- Meatloaf & veggies
- Hamburger, corn
- Shake n Bake coated porkchops, broccoli, strawberries
- Grilled steak, salad
- Baked salmon, broccoli

## Did you add anything else to the kit when preparing it? What did you add?

- Yes - 2 respondents
  - Butter (2 respondents)
- No - 26 respondents





## Masher Bowl - Comments on Appearance

- Looks good
- Good
- Good
- Good
- Good
- Good
- A little thin
- Fine, "what's in it?"
- Looked like potato salad more so than "mashed potatoes"
- Colorful, thick (in a good way)
- Great
- Mashed potatoes always more attractive without peelings
- Ok, same as other mashed potatoes if you like skins
- Average
- I don't like to see potato skins in mashed potatoes

- Ok
- Looked good
- Look fine
- Not bad visually
- Great
- Good
- Good
- Good
- Good
- Looked homemade, appetizing
- Looked like it had a lot of flavor and made from scratch
- Looked like restaurant potatoes
- Looked like potatoes you'd get at a restaurant
- I liked the bit of color from the skins
- Looked good, liked the red potatoes
- Looked good
- Liquidy
- Soup
- Appealing
- Fine

- Looked okay
- Good
- Attractive
- Appetizing
- Looks good
- Good
- Normal, they were appealing
- A bit runny, but the color and evidence of onion and spices were inviting
- Didn't know what's in them, they don't look good
- It was ok
- I like the way they look fresh with the skins
- Looks good
- Looks chunky and good
- Fine, maybe a little too green
- Ok
- Too many green specks
- Looked great, very high quality





## Masher Bowl - Comments on Appearance (continued)

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- Very good, the color on the mashed potatoes was perfect
- The mashed potatoes looked great
- Not very appealing
- Fine, red potato skins add color and interest
- Appealing
- Appealing, like the skins
- Fine
- Yummy
- Looks gross
- Good
- Ok, concerned about family liking looks
- Ok, don't like the peel in it
- Looks tasty
- Good
- Looks like garlic potatoes
- Good

- Like mashed potatoes
- Very creamy texture look, potatoes were appealing to the eye
- Looks good
- Looks nice
- Looks gross
- Not the most appealing thing, smells good
- Looked good, fluffy
- Little off color "greenish"
- Ok, not exciting
- Looks like mashed potatoes
- Looks like mashed potatoes
- Ok
- Looked appetizing
- Looked appealing
- Looked tasty
- Looked very good





# Masher Bowl - Comments on Taste / Flavor

- Good
- Good
- Good
- Good
- Good
- Good, could use more salt
- Ok, a bit artificial, not enough salt
- Good, don't like sour cream
- Needs salt and pepper
- Not salty enough, slightly sweet, missing savory side, leaves tangy aftertaste
- Needs salt
- Too spicy for the amount
- Somewhat heavy on the spices, butter helped balance flavor
- Very good
- Good
- Excellent, good blend of seasonings
- Very good
- Good

- Good, pretty good seasoning
- Not too salty, a bit spicy, overall not bad
- Awesome
- Ok
- Did not like it
- Did not like it
- A little bland but too peppery, and I like pepper
- Too peppery, the pepper overshadowed all other flavors
- Good but a little heavy on pepper, needed more salt
- Overall flavor was good but the pepper lingered and overwhelmed the other flavors
- Tasted good, could have used a little more sour cream taste and salt, ok on chives.
- Good the chive flavor, good sour cream, needed more salt
- The taste was weak, could use more seasoning
- Not enough seasoning, bland
- Overall good, needs more salt
- Overall ok, needs more salt, not creamy enough

- A little too bland
- Good
- Great
- Good
- Really good
- Delicious
- Good, a bit strong alone but ok with food
- Buttery and spicy with a tartness of German potato salad, very nice
- Pretty good, I like them
- I kinda liked it
- Great
- Very tasty
- Spicy but good
- Heavy aftertaste of sour cream but in all good
- Did not like at all
- Did not like
- Very good, all potatoes equally done
- The best, I loved the flavor of this dish
- They tasted great, very appetizing
- Just ok





## Masher Bowl - Comments on Taste / Flavor (continued)

- Flavoring not good, might be better if it were ranch or Cajun
- Ok
- Sour cream tasted fake
- Ok
- Looked better than tasted
- Good
- Good
- Good, needs a little butter
- Yuck, too garlicky or something
- Needs salt/pepper, more bland than expected
- Flavor was acceptable, would eat again
- Taste pretty good
- Good, a little spicy
- Tasty
- The flavor was a bit spicy, however depending on the customers
- Has an odd flavor
- Reminds me of potato chips that have gone soft

- It's okay
- Okay, the skins aren't very good and its pretty bland, good with ketchup
- Salty, couldn't really tell it was sour cream and chive
- Mild, water like, not as thick as I expected, little too onion
- Did not like at all, artificial taste, don't like mashed red potatoes
- Smells unappealing, taste and flavor decent
- Sour
- Would only eat if starving
- Fair, could be improved with sour cream and cheddar cheese
- Prefer more sour cream taste
- A little too much pepper
- A little too much pepper





# Masher Bowl - Comments on Texture

- Good
- Ok
- Mash more, lumpy
- Good
- Good
- Taste like mashed
- A bit “runny” at beginning, thicker as they cooled and sat
- Ok
- Fine
- Good
- Just right
- Great
- Added butter, helped “smooth” out the dish
- Ok
- Ok
- Smooth & creamy
- No lumps
- Nicely cooked
- Fine

- Overall, very creamy
- Great (lumpy with skin)
- Good
- Good
- Good
- Lovely, smooth
- Nice, like homemade mashed potatoes
- A little too much liquid, not firm enough
- I too thought there was too much liquid, would have preferred them a little stiffer
- Perfect, not too thick or too runny
- With all of the milk it’s texture was just right
- The texture was good
- Good but liquidy and do not like peel
- Lumpy
- Some potatoes didn’t cook through
- Too chunky
- Good texture
- Smooth
- Smooth
- Fluffy
- Good
- Yummy

- Smooth, not too lumpy
- Creamy with a little crunch, onions were a bit softer than I would like
- Soft with a nice lump to them
- Squishy and slimy
- Good
- Good
- Good
- Smooth
- Smooth
- Smooth
- Good
- The texture was perfect, I could eat this texture anytime
- The texture was good
- As expected for potatoes
- Ok
- Lumpy
- Lumpy
- Lumpy
- Lumpy
- Good
- Good





## Masher Bowl - Comments on Texture (continued)

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- Good
- Lumpy
- Good
- Ok
- Like homemade
- Smooth & creamy
- Too much skin
- The texture seemed to look fine, however I did not touch the potatoes
- Nice texture
- Soft
- Soft and mushy
- Not gritty, creamy
- creamy, not lumpy
- Ok
- Don't like consistency of mashed red potatoes
- Ok
- Like mashed potatoes
- Too creamy, lumpy

- Creamy
- Good
- Good
- Chunky





# Masher Bowl - Overall Positives

- Easy to fix
- Good
- Easy
- Good
- Good
- Triple washed, easy to cook
- "I could eat those", he usually doesn't want flavored potatoes
- Really liked it, would buy depending on price
- Quick/easy to make, pretty tasty, fresh flavor
- Easy to cook
- Easy, didn't have to cut up anything
- Convenient, fast, good quality potato
- Easy to fix, only 1 bowl to use, not messy to prepare
- Quick to make
- Delicious & great consistency
- Fix again

- Fast cooking time
- It was great
- Looked good
- Looked good
- Looked good
- Great compliment to the meal
- Really seemed liked made from scratch
- Quick and easy, very much like homemade
- Easy to prepare and quick
- Very easy to make, quick, perfect amount for four adult servings
- Enough for 4 adults, easy to make and mash
- Nice size for four people (second helping)
- Good next day
- Easy to prepare
- Interesting flavor
- Likes the skins in it
- Impressed with how easy it was
- Good
- Good
- Good
- A nice compliment to the meal but too spicy

- Taste, appearance, complimentary to meal
- I like the onions, they have a garlic flavor, they taste amazing
- I liked the potatoes
- I really liked them
- I liked them
- I like them and would eat them again
- Very easy looking to prepare, plenty leftover
- Easy, fast and looks like I spent a lot of time preparing
- I thought this dish was excellent, taste, texture and flavor were perfect
- It looked good, smelled good, and tasted good
- Easy to prepare
- Easy to prepare, one container
- Looked good
- Ease of preparation
- I didn't have to fix it
- It was ok
- Likes the chunky stuff
- Taste good





## Masher Bowl - Overall Positives (continued)

- Easy & my family liked them, good ingredients
- Easy, fast, taste is ok
- Edible
- Just right amount of seasoning
- Very tasty
- Taste like potatoes
- The potatoes were good, they were satisfying
- Potatoes taste fresh
- The skins were nice
- I like the skins in the potatoes
- Smell, creamy, taste
- Looked good, creamy, “homemade” appearance
- Nice appearance
- Very quick and convenient to make, no bowl to wash
- Taste
- Like mashed potatoes

- Looks ok
- Easy to prepare, fast to prepare, overall good taste
- Easy to prepare, ample amount for family of 4
- Good smelling
- Looked pleasing and tasted good overall





# Masher Bowl - Overall Negatives

- (no comments)
- Did not care for peelings
- Good
- I didn't like the flavoring, I prefer plain mashed, no chives
- Needs salt and pepper
- Salt and pepper not enough
- Needs butter
- Needs more salt
- Real sour cream and real butter and chives would have been better
- Wasn't impressed with flavor of the dried spices
- None
- None
- None
- None
- Packaging needs to emphasize "just add milk"
- The skins could be removed

- Need butter
- Spices, too much chives
- Too much chives
- Need butter
- Needs less pepper, more salt/butter
- Too peppery, could not taste other flavors
- Too watery, needed firmer texture and less pepper
- Too much pepper, maybe add butter to preparation
- Not really negative, they would mash easier if potato were cut in half
- Might have the potatoes cut in half before mashing with hand masher, hard to get started without sloshing the milk
- Could have used more seasoning
- Bland, need seasoning
- Needs more seasoning
- Doesn't like texture
- Needs more flavor
- None
- None
- None

- None
- None
- The taste was too strong for me and I didn't eat my entire serving
- Texture and appearance could use improvement
- They look gross
- It had a weird taste
- None
- Maybe chop potatoes first so skins are smaller
- A little bit too spicy
- Did not have a masher so used hand mixer and larger bowl
- Did not taste like mashed potatoes
- None
- None
- None
- Didn't like the flavor, either the sour cream or chives gave it an odd flavor
- Flavor bad
- Lumpy
- Artificial flavor





## Masher Bowl - Overall Negatives (continued)

- Flavor
- Flavor
- No negatives
- No
- Not enough
- All of the above
- Quantity control for smaller groups
- Nothing
- Does not like the potato skins
- A little too spicy
- Too much skin
- The potatoes were a bit spicy
- Odd taste
- The flavor was unusual
- It has sour cream
- Look, taste, potato skins
- Not a definite potato taste
- Skin of potatoes too much, little off flavor
- Taste

- Smell, texture
- Don't like sour cream taste
- All bad except look
- Could have been more flavorful
- None
- None
- None





# Masher Bowl - Overall Comments

- Easy
- I liked it, couple of potatoes on top were not completely cooked, I ate rest for evening meal and reheats well
- It was easy to prepare, I love red potatoes, I loved the fact they are washed and ready to cook
- Good flavor, not quite salty enough
- Love the bowl, potatoes were all right size, cooked even, easy
- Easy to prepare, good flavor
- Quick and easy preparation and clean up, I wasn't sure about not peeling the potatoes but the skins didn't effect the flavor or texture
- Fast/easy/husband liked it
- Well put together, vented lid was nice, looked fast
- It was very easy to use
- Easy to prepare, quick
- Easy to make, nice amount, quick, that's always nice

- Easy to prepare
- Pretty good, needs a few changes, more seasoning, longer cook time, quarter potatoes before cooking
- Thought it was great, our kids love mashed potatoes and we use instant more, but this gives us a good alternative
- Quick and easy, they were what I call fancy mashed potatoes
- I would buy this product
- I was not overly impressed at first but the next day the flavor was much better
- Quick and easy, very fast
- Easy to prepare, liked the bowl
- Easy to fix
- Easy, good ingredients
- Was extremely easy to prepare, was surprised at ease of prep
- Easy to prepare except for smashing the potatoes
- It was quick to fix
- Made a lot of potatoes, quick and easy
- Not something our family would use regularly

- Easy to prepare and fast to prepare, I would have liked it better with sour cream, cheddar cheese or bacon bits





## Masher Bowl - Overall Suggestions for Improving

- (no comments)
- I would add little butter when I mashed them and probably peel the potatoes and I didn't care for peelings
- Be more specific about how to mash, it actually required a potato masher to be effective
- Could use 1-2 tbsp of butter to mellow out flavor
- Spices overpowering, sour cream flavor needs improving, real or freeze dried / individual packets
- None
- It was too much for 2 people, vary the serving sizes
- (no comments)
- Give customers option to peel the potatoes
- Add butter
- Seasoning balance needs work, too much pepper, maybe decrease the amount of milk used and add some butter or margarine
- More sour cream flavor and pinch more salt
- More seasoning
- Bigger bowl, quarter potatoes
- Maybe larger quantity
- Mixing it was a tad difficult, I was going to smash them with a hand held potato smasher but used a mixer and at first the liquid splashed out
- Suggest what to use to smash them, fork?
- The sour cream left a powerful aftertaste
- None
- The kit was fine, maybe have a choice of flavors
- Make the flavor package not so artificial tasting
- Add butter
- Change seasoning mix to be either our cream or cheese, not both
- Cut potatoes in quarters
- It needs to have a different "flavor" pack
- Say its ok to leave sticky label on top, I wasn't sure, work on flavor
- Try other potatoes, different flavor such as just butter
- Add a suggestion list for additional ingredients





## Masher Bowl - Overall, what did you like about this kit?

- Good flavor
  - It was easy and fast to fix, flavor was good but did not like over potatoes
  - Ease of preparation
  - Easy to make, tasty, microwave in package
  - Convenience, love the 1 bowl preparation, serve and store system, I will re-use the bowl for other potatoes
  - Easy to prepare and taste
  - Shelf to microwave to table to refrigerator all in one container, excellent blend of spices
  - (no comments)
  - The speed and convenience, the potato used, taste was not bad
  - Simple and easy
  - Ease of preparation, it was a nice departure from plain mashed potatoes, tasted more like homemade
  - Very convenient
  - (no comments)
- I like that it was prewashed, quick, easy and fresh
  - Very easy, good quality
  - Ease, I made real potatoes as easily as instant
  - Quick and very easy
  - I had it with lunch the next day and the flavors were much milder and overall better
  - Fast, easy and tastes very fresh
  - All together, easy to prepare
  - Easy to prep, healthy, skins on
  - Easy and not a lot of clean up
  - Container for prep
  - Easy overall preparation, good smell
  - It was very simple to make
  - Easy, didn't have to wash the potatoes
  - Convenience
  - How fast and easy it was to prepare, was just the right amount for 4 people





## Masher Bowl - Overall, what did you not like about this kit?

- (no comments)
  - The peelings from potato
  - I love sour cream and chives, but I did not really like the seasoning, it tasted odd to me
  - Could stand a little salt/butter to add flavor
  - Sour cream and chive spice was overpowering, too much use of “artificial” flavors, very noticeable in the flavor
  - Nothing
  - The appearance of potato skins in the finished product
  - (no comments)
  - The sour cream mixture was a bit spicy for my taste
  - Need butter
  - The seasoning packet flavors were not balanced, too much pepper, too much liquid, potatoes should have been firmer after mashing
  - A little sloppy at start of mashing
- Could not eat night of meal, too soupy
  - Hard to hand mash in bowl, switched to bigger bowl with an electric mixer, not all potatoes cooked through
  - Nothing, all positive
  - I liked the skin on the potato, but I probably wouldn't every time, to me the garlic flavor was too strong
  - (no comments)
  - When served with dinner was too strong overall and the fact I did not have a masher made it more difficult
  - Some potatoes had bad spots, the ones on the bottom
  - Didn't like the flavor
  - Flavor and unevenness of cooking for potatoes
  - (no comments)
  - The seasoning pack
  - Potatoes very hard to smash
  - The flavor was not pleasing to my family
  - Don't like microwaving in plastic
  - Taste
  - (no comments)





# Masher Bowl - Would you buy this kit? How often? Why or why not?

## “YES” RESPONSES:

- 1 per month; if had family probably more
- 1-2 per month; I would prefer to just be able to buy the pre-washed potatoes in the tub
- Once every 2 months; easy to prepare/fast, tasty
- Would depend on the price; if the flavor pack was improved, I would buy the potatoes and container, spices didn't matter
- Once every month or two; I liked the flavor and easy to prepare
- Every 1-2 months; good, easy, quick fix side dish
- 1 time per month; easy/tasty
- Once in a while; easy to use, simple directions
- 1 time per week; it is easy and good
- 2 time a month; if it is priced low, really not much to the ingredients, red potatoes, ranch dressing dry mix and milk
- Once a month; easy and tasted pretty good after we added salt and pepper

- 3-4 times a month; kids love mashed potatoes
- Once a month; my son loves potatoes and he really liked them
- Couple times a month; my family loves potatoes
- Every couple of weeks; fast, easy, tasty
- Once a month or so; if flavor was better, I would like that I could make mashed potatoes quickly and in a good amount
- 2 times a month; family liked it
- 2-3 times yearly; I do a lot of home cooking for cost reasons
- Once in a while depending on cost
- Every few months; price would impact how often I would purchase it

## “NO” RESPONSES:

- Potatoes are too easy to fix to buy a kit
- The children in the house would not eat it
- We did not care for this product
- Did not really see any better flavor or convenience than an instant package

- I make better mashed potatoes in just a little more time.
- The overall flavor was not appealing to the family
- I could easily do this on my own and not cook in plastic
- Did not like taste





## Masher Bowl - What would this kit replace that you are already using?

---

- |  |   |
|--|---|
| <ul style="list-style-type: none"><li>• Rice or regular mashed potatoes</li><li>• Pan and water on stove</li><li>• Homemade mashed potatoes, box mashed instant potatoes</li><li>• It would save on washing pots and pans, my steamer bowl</li><li>• Baked potatoes</li><li>• I would use the kit instead of instant potatoes but not all the time</li><li>• (no comments)</li><li>• Easy to use, simple directions</li><li>• A stove would want to get a microwave</li><li>• Instant mashed potatoes</li><li>• Instant garlic potatoes or baked potatoes</li><li>• Instant mashed potatoes</li><li>• Instant or real potatoes, I make both</li><li>• Boxed mashed potatoes</li><li>• Fresh, boiled or baked potatoes</li><li>• Buying a bag of potatoes</li><li>• Regular mashed potatoes</li></ul> | <ul style="list-style-type: none"><li>• Potatoes bough by 10 pound bag</li><li>• No</li><li>• I would use it as an occasional side dish</li><li>• (no comments)</li><li>• (no comments)</li><li>• (no comments)</li><li>• (no comments)</li><li>• Fresh potatoes</li><li>• No</li><li>• No</li><li>• No</li></ul> |
|--|---|





# Participant Demographics

US Potato Focus Groups October 1-2, 2008																	
Organization	Name	Age	Married	Sex	Children under 18	Frozen Vegetables	Frozen potatoes	Refrigerated potatoes	Boxed pasta sides	Box Potato Sides	Box Rice	Fresh Potatoes	PU Day Time	FG Day Time	Picked Up	First Choice	Second Choice
1 Individual	Coppa, Sara	59	Y	F	N	0.5	0.5	0	0.5	0.5	4	3	5:00pm Daug	5:30pm	x	Foil	Steamer Bag
2 Individual	Damron, Elaine	56	Y	F	N	0	0	0	3	0	1	4	5:00pm	5:30pm	x	Masher Bowl	Foil
3 Study	DeVries, Shannon	28	N	F	N	1	1	0	3	1	3	3	M	5:30pm	x	Foil	Masher Bowl
4 Individual	Hull, Norma	62	N	F	N	0.5	1	0	3	0	4	4	4:00pm	5:30pm	x	Steamer Bag	Masher Bowl
5 NAFDA	Markowsky, Irene	26	N	F	N	0	0.5	0	0	0	3	3	T 4:00pm	5:30pm	x	Foil	Steamer Bag
6 Hood UMC	Pearce, Becky	62	N	F	N	3	4	0	1	0.5	3	1	3:00pm	5:30pm	x	Foil	Steamer Bag
7 Individual	Rude, Ann	51	Y	F	N	6	4	1	3	4	4	8	5:30pm	5:30pm	x	Steamer Bag	Foil
8 KHS Band	Swearengin, Brenda	47	Y	F	N	4	3	0	3	1	4	8	5:00pm	5:30pm	x	Foil	Masher Bowl
9 WIC	Waters, Regina	41	Y	F	N	0	0	0	0.5	0.5	0.5	3	5:30pm	5:30pm	x	Steamer Bag	Masher Bowl
1 McBride PTA	Frazier, Carla	48	Y	F	Y	0	1	0	0.5	0	3	3	4:00pm	7:30pm	x	Foil	Steamer Bag
2 Individual	Gillis, Heather	42	Y	F	Y	0.5	3	0	4	4	4	6	3:15pm	7:30pm	x	Foil	Masher Bowl
3 CHS Band	Hayes, Kevin	44	Y	M	Y	1	1	0	4	1	3	6	5:30pm	7:30pm	x	Foil	Masher Bowl
4 KHS Baseball	Higgerson, Sue	52	Y	F	Y	0	0.5	0	4	1	4	3	3:00pm	7:30pm	x	Steamer Bag	Masher Bowl
5 Individual	Keyes, Jamie	47	Y	F	Y	3	3	0	3	1	3	3	4:30pm	7:30pm	x	Masher Bowl	Foil
6 PHS Band	Lauderdale, Staci	39	N	F	Y	4	6	6	4	6	4	6	5:15pm	7:30pm	x	Steamer Bag	Foil
7 Individual	Mothersbaugh, Connie	46	Y	F	N	7	4	1	6	3	4	4	5:45pm	7:30pm	x	Foil	Steamer Bag
8 KHS Swim Boys	Palmer, Toni	54	Y	F	Y	0	1	0	3	0	3	6	4:00pm	7:30pm	x	Steamer Bag	Foil
9 Campbell Umc	Perry, Joy	43	N	F	Y	1	0.5	0	3	0.5	3	3	10:00am	7:30pm	x	Masher Bowl	Steamer Bag
10 CHS Band	Rowland, Jerry	42	Y	F	Y	3	4	0.5	4	4	0.5	4	5:00pm	7:30pm	x	Foil	Steamer Bag
11 Individual	Stubbeman, Mark	37	Y	M	Y	2	1	1	4	4	6	4	6:00pm	7:30pm	x	Foil	Steamer Bag
12 Individual	Zay, Tracy	44	Y	F	Y	4	4	0	4	3	4	3	5:30pm	7:30pm	x	Steamer Bag	Masher Bowl
1 KHS Baseball	Koeneman, Marie	52	Y	F	Y	0.5	4	0	3	0.5	4	6	5:00pm	9:30am	x	Foil	Masher Bowl
2 Individual	Mazzia, Peggy	59	Y	F	N	4	4	4	0.5	3	3	6	Th 10:00am	9:30am	x	Masher Bowl	Foil
3 KHS Baseball	Nedoma, Lori	45	Y	F	Y	0.5	1	0	0	0	0	4	T 11:00am	9:30am	x	Foil	Masher Bowl
4 CHS Band	Pesek, Karen	48	Y	F	Y	1	1	0	4	1	3	6	T 2:00pm	9:30am	x	Foil	Steamer Bag
5 GHS Band	Repogle, Paula	38	Y	F	Y	0.5	4	0	0.5	0	0	4	T 2:00pm	9:30am	x	Foil	Masher Bowl
6 Pleasant View PTSA	Rogers, Lori	50	Y	F	Y	0.5	1	0	0	1	1	4	T 9:00am	9:30am	x	Foil	Masher Bowl
7 Individual	Weaver, Darla	40	Y	F	Y	3	1	0	3	3	4	6	T 1:00 pm	9:30am	x	Steamer Bag	Masher Bowl





# Sample Respondent Take Home Diary - Front & Back

Front of Diary

**Southwestern Seasoned Potato Kit with Cooking Bag**

*Please complete this diary as you are preparing and serving this kit.*

Date Prepared: \_\_\_\_\_

What brand is your microwave? \_\_\_\_\_

What is the wattage of your microwave? \_\_\_\_\_

Who prepared the kit? \_\_\_\_\_

What meal was this kit prepared for? (circle one)

Breakfast      Lunch      Dinner      Snack

What was served with this kit? \_\_\_\_\_

\_\_\_\_\_

Did you add anything else to the kit when preparing it? Yes    No

What did you add? \_\_\_\_\_

\_\_\_\_\_

Who ate this kit? \_\_\_\_\_

\_\_\_\_\_

**Please record comments from each member of your family on the next page.**

Back of Diary

**OVERALL COMMENTS**

*Please complete this section after preparing all of the product.*

Overall comments on this kit: \_\_\_\_\_

\_\_\_\_\_

Overall suggestions for improving this kit: \_\_\_\_\_

\_\_\_\_\_

Overall, what did you *like* about this kit? \_\_\_\_\_

\_\_\_\_\_

Overall, what did you *not like* about this kit? \_\_\_\_\_

\_\_\_\_\_

Would you buy this kit?      Yes \_\_\_\_\_    No \_\_\_\_\_

    If yes, how often? \_\_\_\_\_

Why or why not? \_\_\_\_\_

\_\_\_\_\_

What would this kit replace that you are already using? \_\_\_\_\_

\_\_\_\_\_

**Thank you for participating. Please be sure to bring this diary with you to the focus group meeting on:**

**Date:** Wednesday, February 27    **Time:** 9:00 AM





# Sample Respondent Take Home Diary - Inside

Record comments from each member of your family below:

	Person's Name / Age	Person's Name / Age	Person's Name / Age	Person's Name / Age
<b>Appearance</b>				
<b>Taste / Flavor</b>				
<b>Texture</b>				
<b>Overall Positives</b>				
<b>Overall Negatives</b>				

Inside of Diary

More questions on back





# Focus Group Discussion Guide

## CPG Potato Discussion Guide v.1 – October, 2008

### I. WARM-UP [:05]

- a. Thank you for coming
- b. Recording / One way mirror
- c. Importance of honest opinions, not what you think I want to hear
- d. Confirmation of the products they used in their homes

### II. QUICK DESCRIPTION ABOUT YOURSELF [:05]

- a. Who lives in your household?
- b. How often you cook meals for your household?
- c. Have you changed the way you think about cooking meals today vs. the way your moms used to cook?

### III. BEHAVIORS/ATTITUDES ABOUT COOKING POTATOES [:10]

- a. What do you look for when you buy potatoes?
- b. What varieties do you buy?
- c. Size bags do you purchase?
- d. How do you normally prepare potatoes?
  - i. Baked, Mashed, Oven Roasted, etc.
  - ii. Consult recipes? Seasonings?
- e. How often prepare potatoes?
- f. Would you say you're preparing more, fewer or about the same number of potato side dishes today than a few years back?
- g. Other shortcuts or kits used?

### IV. GENERAL DISCUSSION ABOUT PRODUCTS YOU TOOK HOME [:10]

- a. What were they?
  - i. Instant impressions
- b. Familiar or unfamiliar?
  - i. Have you prepared potatoes like this before?

- ii. If so, what were they / how often?
- iii. If familiar, what are they like?
- iv. If unfamiliar, instant impressions?
- e. Cooking Kits & Usage Instructions
  - i. How did the kits work?
  - ii. Clear Instructions? Anything seem confusing?
  - iii. How else would you prepare?
- d. Basically, do these potato kits appeal to you?
- e. Any other general comments want to share before we discuss each item individually?
- f. Ranking: Rank items used.

### V. IN-DEPTH DISCUSSION OF MASHED POTATO BOWL [:20] (PULL OUT YOUR DIARY)

- a. The kit itself
  - i. Kit with Potatoes + Seasoning + Other Ingred. + Package
  - ii. Positives
  - iii. Negatives
- b. The Idea of a Fast to Prepared Mashed Potato Kit
  - i. Good Idea, Bad Idea, Useful, Not Useful, Probe for Comments
- c. The Instructions
  - i. Clarity of instructions
  - ii. Simplicity
  - iii. Difficulty of Instructions
- d. How did it work for you?
  - i. Any areas that were confusing
  - ii. Anything not work right
  - iii. Mash in the bowl? / Use of beater or masher?
  - iv. Addition of any ingredients?
- e. Taste/Flavor/Satisfaction
  - i. Did you like the results?
  - ii. Family Comments

- iii. What seasonings variety did you use?
- iv. What served with it?
- v. Type of dinner
- f. Benefit
  - i. What is the benefit of these items?
  - ii. What would it replace?
  - iii. When would you use this product (type of meal / time of year)?
- g. Actual performance of product versus expectations
  - i. How exceeded expectation?
  - ii. How under-delivered?
- h. Repeat
  - i. Would you do it again? How often?
  - ii. Why?
  - iii. Why not?
- i. Overall performance:
  - i. What single thing would make this product better for you and your household?
  - ii. Can you think of an alternative to this kit that would make it more usable for your family or that would provide another menu option?

### VI. REPEAT FOR STEAMER BAG [:20]

### VII. REPEAT FOR ROASTED POTATO TRAY[:20]

### VIII. ANY LAST THOUGHTS REGARDING:

- A. The ideas presented in terms of convenience.
- B. Any improvement areas
- C. Pricing – what would these be priced comparable to?
- D. Ranking of three items

### IX. THANK YOU AND CLOSE [:05]

