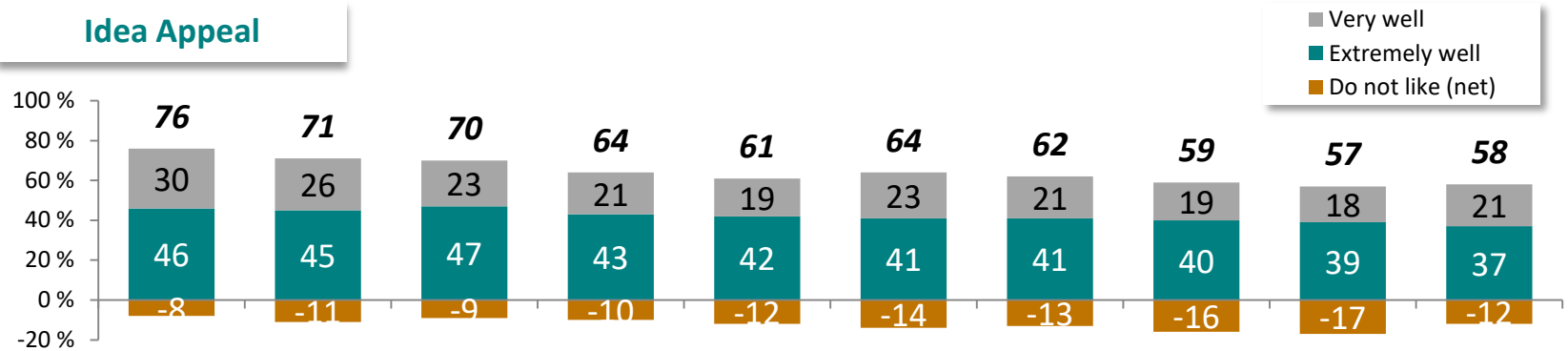


Summary of Scores

Idea Appeal



	Idea Name	Idea Name	Idea Name	Idea Name	Idea Name	Idea Name	Idea Name	Idea Name	Idea Name	Idea Name
Base: total respondents	(200) %	(200) %	(200) %	(200) %	(200) %	(200) %	(200) %	(200) %	(200) %	(200) %
Order likelihood										
Definitely/probably will	72	58	56	53	51	50	48	45	42	41
Definitely will	36	27	28	20	27	25	19	21	23	19
Uniqueness										
Extremely/very	45	51	43	46	42	46	43	46	35	31
Extremely	16	26	23	21	19	23	21	19	31	12
Preference										
% Ranked 1 st	21	17	15	13	8	6	7	6	7	-
% Ranked 1 st /2 nd	40	36	27	25	16	13	12	10	15	5



Product Reaction: All-American Burger

Consumers are receptive to the menu idea and find the execution appealing, awarding it the most preference votes.

50% Appeal
(extremely/very)

Recommendation: Prioritize and move forward in development process.



#1 9 votes TOP 3 13 votes
(focus group preferences)



Initial Idea:

All-American Burger

Thick and juicy, 100% pure beef patty with *absolutely no fillers or additives*, lightly seasoned and topped with your choice of **quality** ingredients.



Strengths
In order by # of mentions

- + Great taste/flavors blend well
- + Large portion, more for your money
- + Overall presentation, appearance
- + Good spice level

Limitations
In order by # of mentions

- *Not enough bacon*
- *Cheese too thin*
- *Burger too thick*

Items in italics indicate few mentions.

Overheard...

"I was surprised. I didn't think all of the individual tastes would mix well, but the taste was better than expected."
"The taste, the texture, the beef – my last bite had everything together. The bacon was the perfect compliment."

\$ Pricing Expectations

Consumer Expected Menu Price

\$5.50-\$8.25

Estimated Menu Price

\$5.97

Legend: Likes Dislikes Polarizing



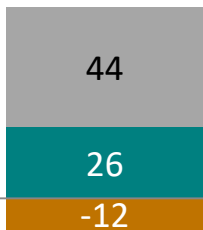
Summary of Evolution and Performance

“Boil it Down”

Online Idea Screen

- Probably would order
- Definitely would order
- Would not order (net)

70



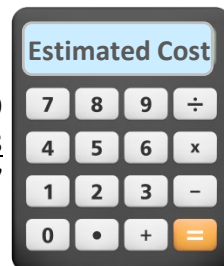
“Chef’s Special” & “Dollars and Sense”

Kitchen Creation



recipe		All-American Burger	
prep time	20 min	cook time	30 min
serves		6	
INGREDIENTS		DIRECTIONS	
3 ripe bananas	Preheat oven to 350 degrees. Grease an		
1 egg	6x4 loaf pan with butter and set aside.		
1/3 cup butter (melted)	Wash the bananas in a mixing bowl. Add the		
1 tsp vanilla	egg, butter, vanilla, and sugar and combine.		
1/2 cup sugar	In a separate bowl combine the flour, salt,		
2 cups flour	and baking soda and sift. Add the dry mixture		
1/2 tsp salt	to the wet mixture. Pour into pan and bake for		
1 tsp baking soda	30 minutes or until toothpick comes out dry.		

Food cost \$4.59
Mark-up + 1.38
Menu Cost \$5.97



“Order Up”

Live Discussion Session

Idea Rating



(revised idea)

All-American Burger

Thick and juicy, 100% pure beef patty with absolutely no fillers or additives, lightly seasoned and topped with quality bacon, cheese and lettuce.

Product Rating

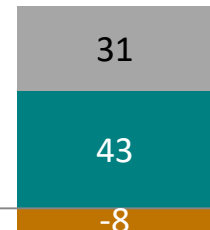


“Write the Menu”

Online Concept Test

- Probably would order
- Definitely would order
- Would not order (net)

74



All-American Burger

Introducing the new All-American Burger!

Thick and juicy, 100% pure beef patty with absolutely no fillers or additives, lightly seasoned and topped with quality bacon and cheese.

Available in these delicious flavors:

- Smokey BBQ Bacon
- Sweet Applewood Bacon & Ranch
- Spicy Bacon and Srirachi Mayo

Burger for \$7.49 or as part of a combo.

