

# PRODUCT QUALITY ASSESSMENT CENTRE



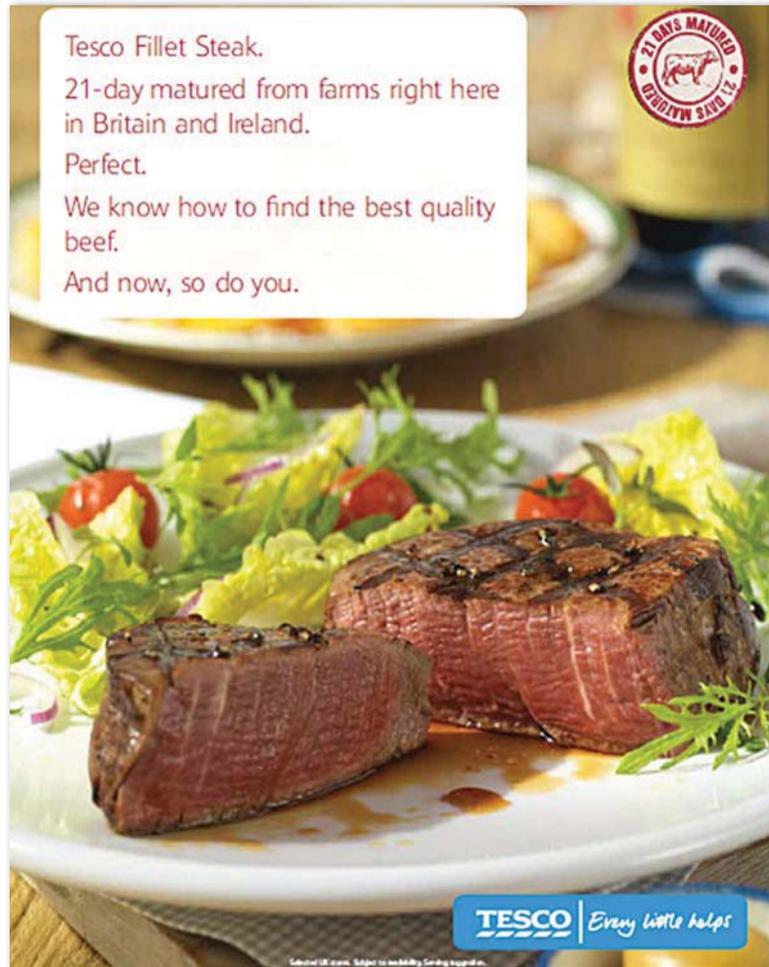
# New Meat Fish and Poultry Packaging

- Helps customers identify what they are looking for with clear colour coding
- Adding more personality and character to the design
- Enhanced packaging to better present the product



# Beef Advertising

- Press ads to communicate increased maturity on beef from October
- Campaign also included:
  - TV
  - Magazines
  - In store marketing
  - Real Food
  - Online
  - Social media



Tesco Fillet Steak.  
21-day matured from farms right here  
in Britain and Ireland.  
Perfect.  
We know how to find the best quality  
beef.  
And now, so do you.

21 DAYS MATURED  
100% BRITISH BEEF

TESCO | Every little helps

Labelled UK origin. Subject to availability. Serving suggestions.

This advertisement features a close-up of a cooked fillet steak on a white plate, garnished with a fresh salad of green lettuce, cherry tomatoes, and yellow bell peppers. A circular seal in the top right corner of the image area reads '21 DAYS MATURED 100% BRITISH BEEF'. The Tesco logo and slogan 'Every little helps' are at the bottom.



Tesco Finest Beef Topside.  
100% British.  
And 28-day matured for extra flavour  
and tenderness.  
Why?  
So your Sunday roast is always your  
Sunday best.

28 DAYS MATURED  
100% BRITISH BEEF

BRITISH

TESCO | Every little helps

Labelled UK origin. Subject to availability. Serving suggestions.

This advertisement shows a large beef topside roast on a wooden cutting board, sliced to reveal a pink interior. It is surrounded by roasted potatoes and vegetables. A circular seal in the top right corner of the image area reads '28 DAYS MATURED 100% BRITISH BEEF'. A 'BRITISH' logo is in the bottom left, and the Tesco logo and slogan 'Every little helps' are at the bottom.







# Eat Live Enjoy Range

- Created to help customers who don't have the time to cook from scratch to get healthier, well balanced meals
- Answers demand for “healthy balance” meal options, not just reduced calories





# Everyday Value - Before & After

From Value to Everyday Value

- From Value to Everyday Value
- Tested every product – 35% of range improved
- Redesigned packaging – removing barriers to purchase
- “Promise” front of pack to give customer reassurance
- Using clear films, reduced sleeves, windows to hero product

TESCO

## Everyday Value

TESCO  
value





# Customer benchmark testing

Tesco Quality Policy – To never be beaten on quality when judged against a comparable competitor benchmark

All benchmark testing conducted (without the influence of product packaging or price) using screened and trained customer panellists

Our customers select the best comparable competitor product in the market – the quality benchmark

New and existing Tesco products are then tested against this benchmark



In the test above, customers are assessing a range of competitor Raspberry Cheesecakes. They assess the acceptability of the products in Appearance, Aroma, Flavour and Texture, before selecting the most acceptable product.

M&S



ASDA



Sainsbury's



MORRISONS



Waitrose



# In-store customer testing



Direct feedback from customers in store

Existing product, new product and children's product testing

- Ad-hoc research including:
- Packaging Trials
  - Customer Perception Testing
  - Point of Fixture Testing
  - Customer Satisfaction
  - Bakery Testing (Layout and New Ranges)



- Other services:
- Cooking demonstrations
  - Recipe ideas
  - Answers to customer queries on products
  - Product consistency/ Guideline Daily Amount checks
  - Recipe development

## UK & ROI PRODUCT ASSESSMENT CENTRE LOCATIONS

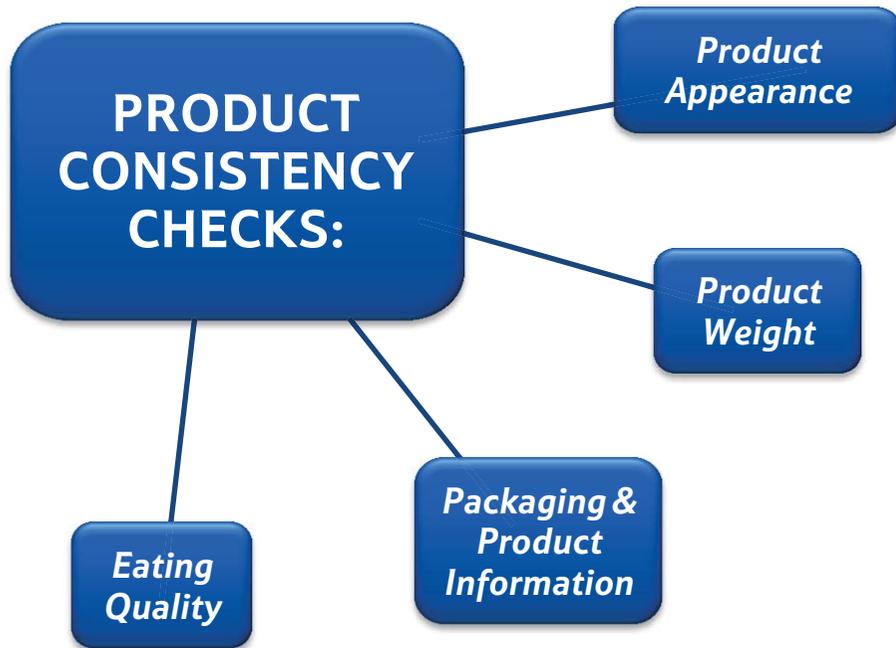


Involves up to 100,000 customers every year



# Product consistency checks

Getting it right for our customers **first time, every time**



**Over 1000 lines tested every year**

**Consistency checks can also be carried out on In-Store Bakery lines and dotom product quality/service**



# Product knowledge workshops

Working with world experts to put quality at the heart of buying and product development for the business



Online website to easily reserve course places



[www.tescoacademy.com](http://www.tescoacademy.com)



# Customer testing centre

Sensory and consumer research in a dedicated and controlled environment



The largest dedicated in-house testing facility of its kind in UK Retail

Over 150 customer panellists, all screened and trained based on sensory ability and Clubcard information.

Over 7,000 products tested every year

All new lines tested and approved by customers prior to launch

Provides quantitative and qualitative information that is analysed and fed back to Categories



# Specialist trained customer panels

Beers, Wines and Spirits



Fragrance



Cheese



Finest\*



Recruited based on Clubcard shopping data



Free From



# Customer focus groups

Helping to Build a Better Tesco through listening, understanding and responding to our customers' opinions



Focus groups take place in store or at our Customer Testing Centre, helping the business to:

## LISTEN to customers

- They tell us what they like/dislike, their concerns and what they want to see more of

## UNDERSTAND customer shopping behaviours

- From flower varieties, tea bags and packaged fish to sandwich fillings and broccoli, a number of themes can be discussed

## RESPOND to customer feedback and make improvements

- Ideas and suggestions on new product concepts, packaging and fixture designs

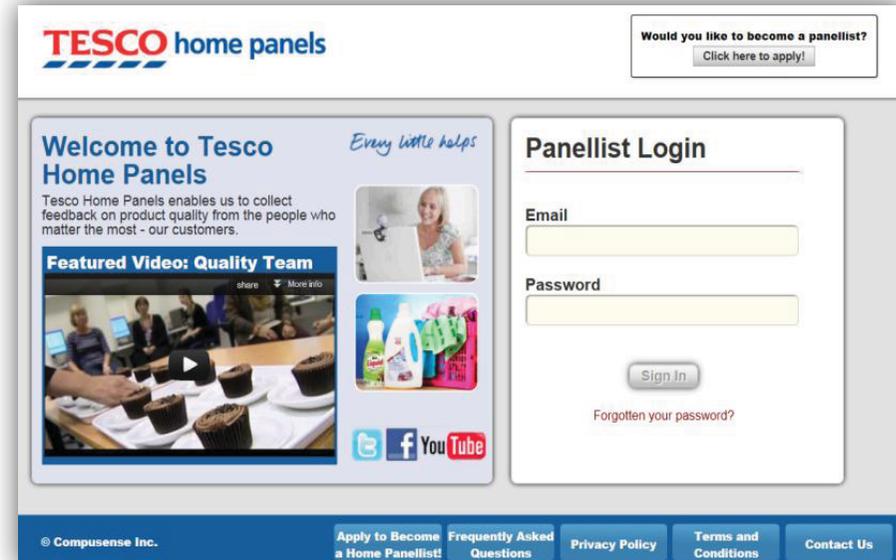


# Tesco home panels

Our nationwide database of over 6,000 Tesco Customers testing products at home and giving their feedback



Customers test a range of non-food products  
(also applicable to some food lines)



Customers log on to the Tesco Home Panel Website where they assess products and complete questionnaires online

Fast and accurate targeted recruitment for research based on Clubcard purchasing data

