

REPORT

T Consumer
Test



Performance test

Grain free dry food for dogs and cats



MISTERPET

OBJECTIVES



The Mister Pet Company wishes to understand the level of appreciation by Italian consumers of Primordial grain free dry food for dogs and cats, and of Vivere low grain dry food for dogs.

The main objectives of the analysis are, therefore:

1. **GLOBAL SATISFACTION** – to describe the level of satisfaction on the part of consumers and their pets in relation to the products being tested;
2. **PREMIO QUALITY AWARD** – to obtain the Quality Award to be used in communication during 2022.

METHODOLOGY



BLIND TEST – home test

In the North of Italy, in the months of June and July 2020, Primordial grain free dry food for dogs and Vivere low grain for dogs were tested through an overall sample of 300 user (150 user for Primordial and the other half for Vivere). Primordial was tested by 30 vets too. In the month of October 2021, Primordial grain free dry food for cats was tested through an overall sample of 50 consumers and 5 vets.

The test took place in blind mode, without therefore showing the brand and packaging of the products under test. Each consumer was given a small amount of the product in a bag, with the ingredient label of the product.

Vets evaluated the ingredient label and the nutritional value label of the product.



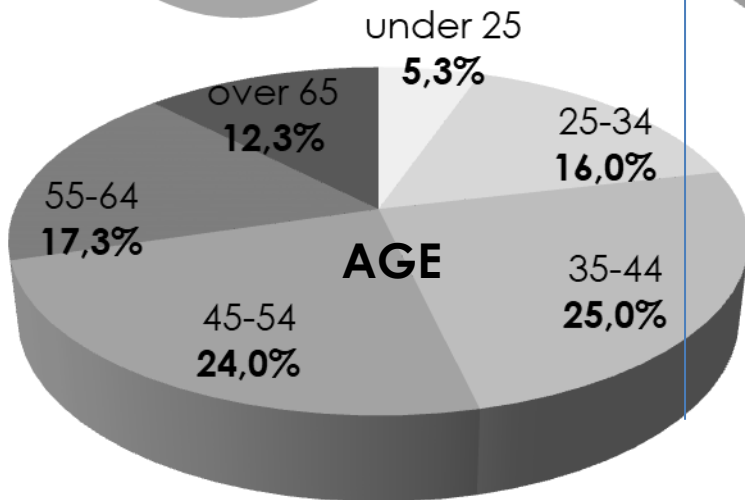
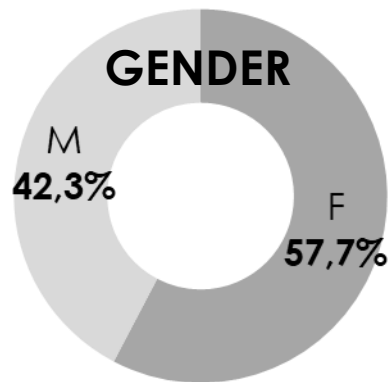
SOCIO-DEMOGRAPHIC PROFILE

PRIMORDIAL & VIVERE

for dogs

300 consumers

North Italy – Verona/Vicenza/Padova

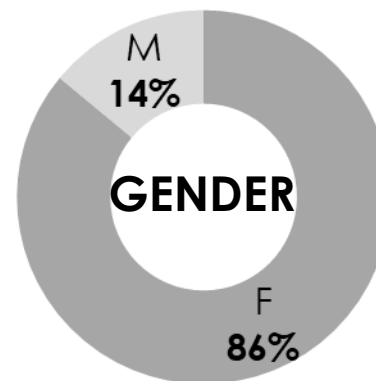
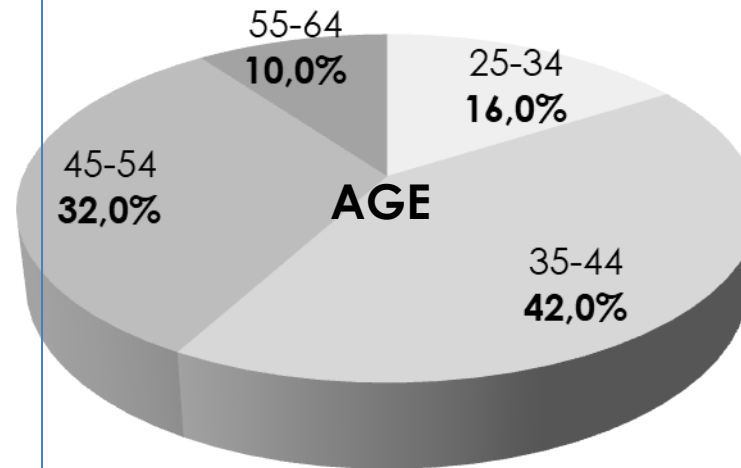


PRIMORDIAL

for cats

50 consumers

North Italy – Milan



Primordial
by Mister Pet
GRAIN FREE

Vivere
by Mister Pet

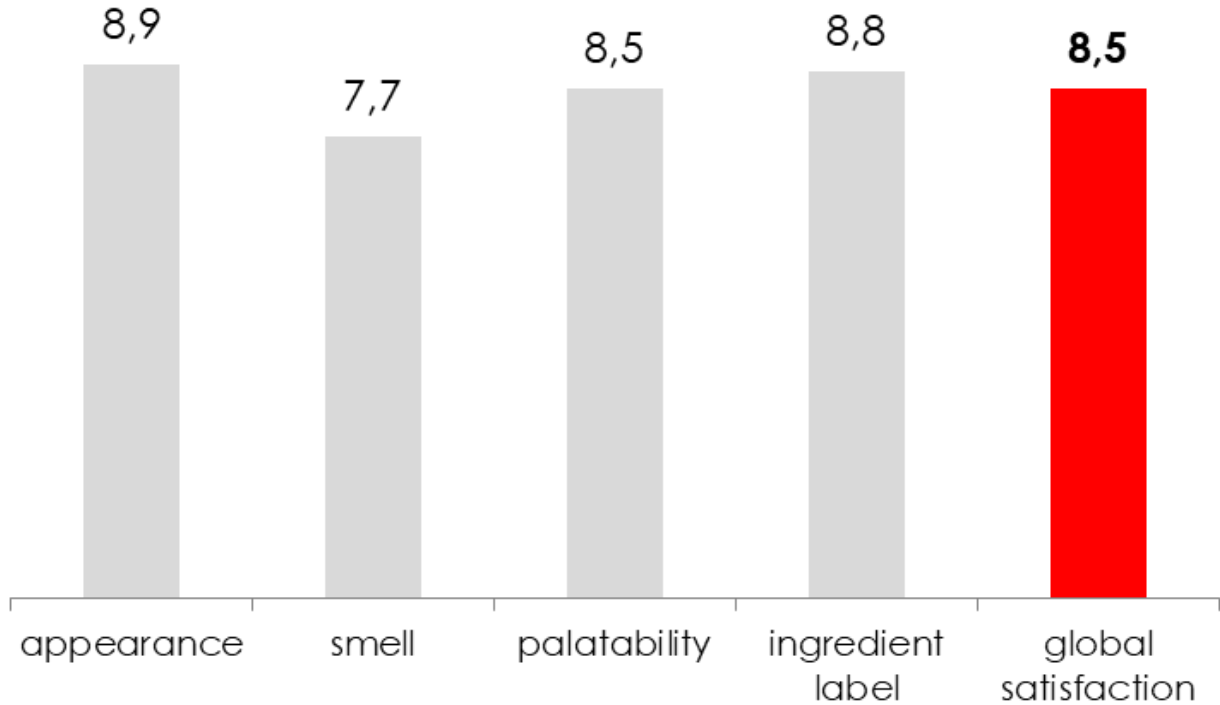


The recruitment of consumers in terms of sociodemographic characteristics occurred randomly, respecting the condition dictated by the type of product being tested : at least a dog or a cat accustomed to dry food per household.

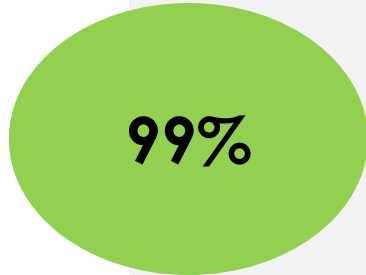
PRODUCT EVALUATION

Evaluation scale 0-10, 100 consumers, North Italy – Verona/Vicenza/Padova.

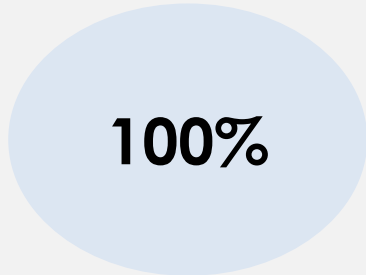
PRIMORDIAL GRAIN FREE FOR DOGS



INTENTION TO BUY



VETS RECOMMENDATION



DISTRIBUTION OF SCORES												
	0	1	2	3	4	5	6	7	8	9	10	AVG
appearance								9,3%	18,7%	47,3%	24,7%	8,9
smell					1,3%	15,3%	25,3%	32,7%	23,3%	2,0%		7,7
palatability						8,0%	53,3%	16,0%	22,7%			8,5
ingredient label								12,0%	20,0%	48,0%	20,0%	8,8
global satisfaction								6,7%	54,7%	17,3%	21,3%	8,5

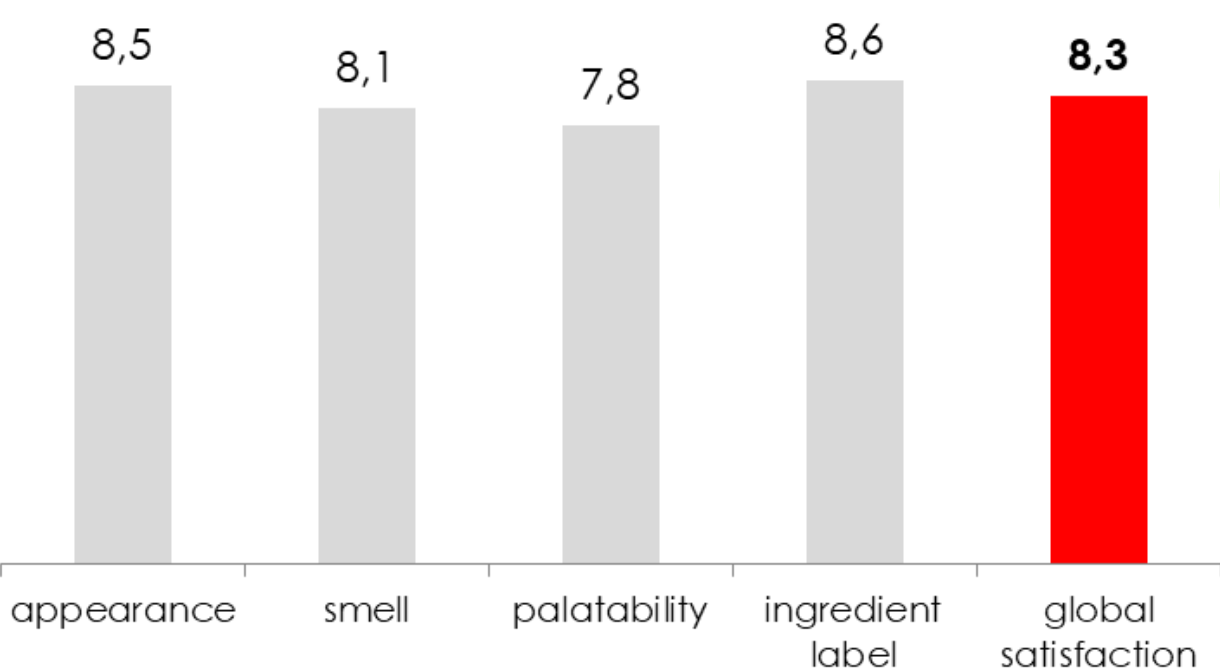
* Percentages calculated on 150 consumers.

PRODUCT EVALUATION

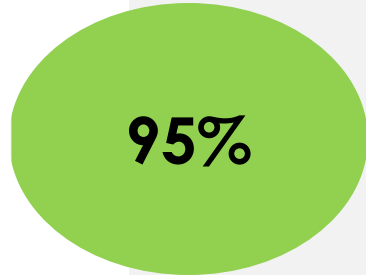
Evaluation scale 0-10, 100 consumers, North Italy – Verona/Vicenza/Padova.



VIVERE LOW GRAIN FOR DOGS



INTENTION TO BUY



DISTRIBUTION OF SCORES												
	0	1	2	3	4	5	6	7	8	9	10	AVG
appearance								16,0%	30,0%	39,3%	14,7%	8,5
smell							12,7%	13,3%	37,3%	29,3%	7,3%	8,1
palatability							56,7%	16,7%	14,0%	12,7%		7,8
ingredient label							1,3%	11,3%	35,3%	33,3%	18,7%	8,6
global satisfaction							18,7%	44,0%	23,3%	14,0%		8,3

* Percentages calculated on 150 consumers.

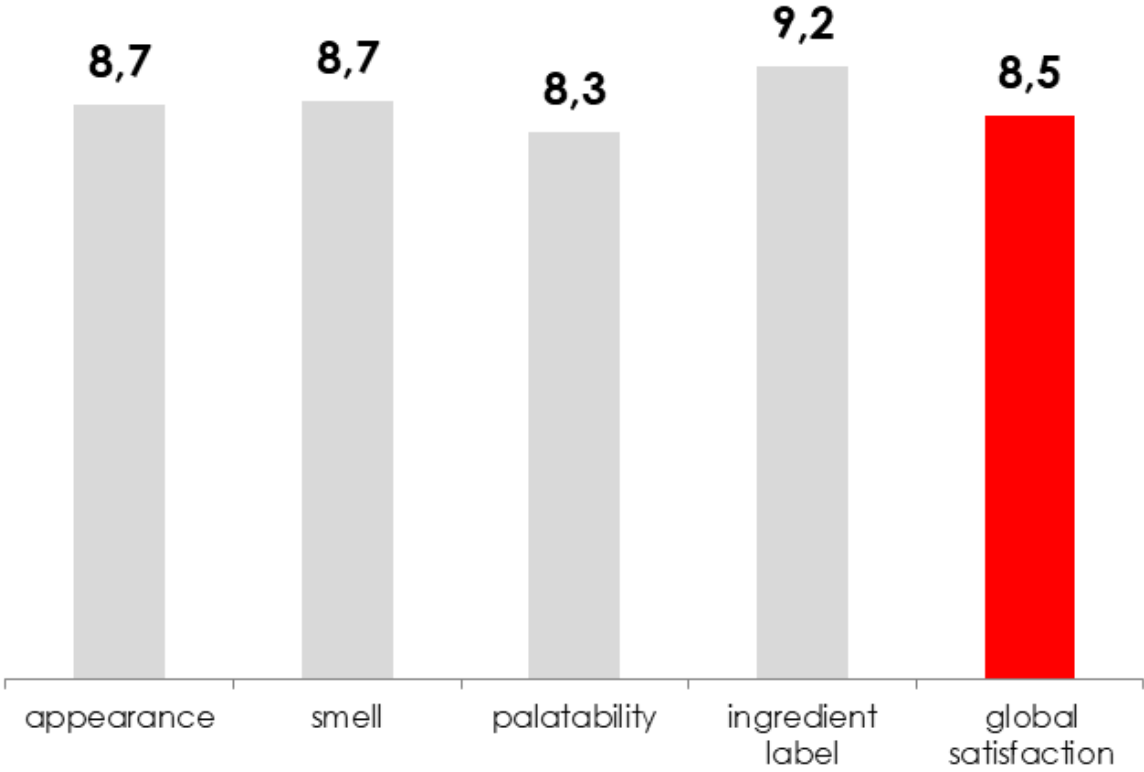


PRODUCT EVALUATION

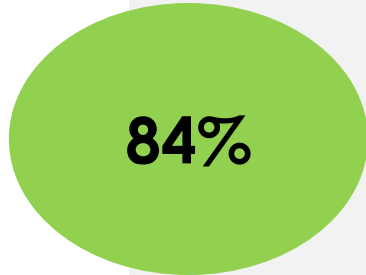
Evaluation scale 0-10, 50 consumers, North Italy - Milan.



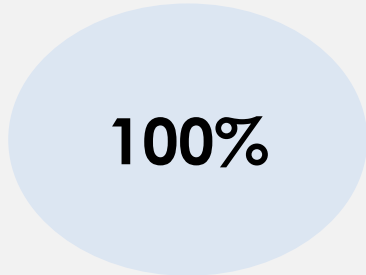
PRIMORDIAL GRAIN FREE FOR CATS



INTENTION TO BUY



VETS RECOMMENDATION



DISTRIBUTION OF SCORES

	0	1	2	3	4	5	6	7	8	9	10	AVG
appearance								14,0%	34,0%	24,0%	28,0%	8,7
smell								6,0%	42,0%	26,0%	26,0%	8,7
palatability					2,0%	2,0%	16,0%	28,0%	32,0%	18,0%		8,3
ingredient label								16,0%	44,0%	40,0%		9,2
global satisfaction						2,0%	18,0%	28,0%	32,0%	20,0%		8,5

* Percentages calculated on 50 consumers.



PREMIO QUALITY AWARD 2022



Since Primordial grain free dry food for dogs and cats and Vivere low grain dry food for dogs have largely satisfied the requisites required by the award (minimum evaluation of 7/10 in terms of overall satisfaction and at least 70% of the sample in favor of purchase), the Mister Pet Company will be able to use for throughout 2022 logo exclusively in its product category (grain free dry food for dogs and cats, low grain for dogs). The logo can be used until February 2023.



Primordial
by Mister Pet
GRAIN FREE



Vivere
by Mister Pet





Thank You!



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