



# Savory Snacking Jobs To Be Done





# Business Objectives

Going into the research, the specific research objectives were to:

01



Identify, size and profile the **snacking jobs landscape** in which sausage-centric solutions could play

03



Understand key **messaging opportunities** through consumer language to build brand and product messaging

02



Identify **hiring, firing and substitute criteria** for snacking jobs

04

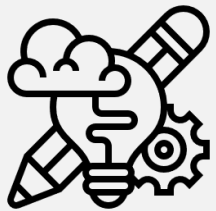


Identify key **areas of innovation** for sausage snacking

# WHY QUESTER FOR JTBD?

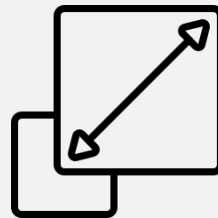
## Differentiated Design & Approach

- ✓ AI-driven moderator
- ✓ Multi-phased



## Qual at Scale

- ✓ More Jobs
- ✓ More Confidence
- ✓ More Nuance



## Strategic Partnership

- ✓ Goes beyond JTBD



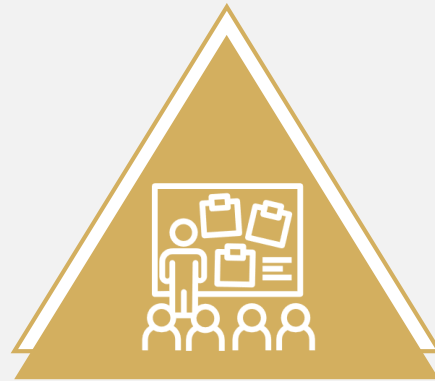
# Approach

PHASE 1



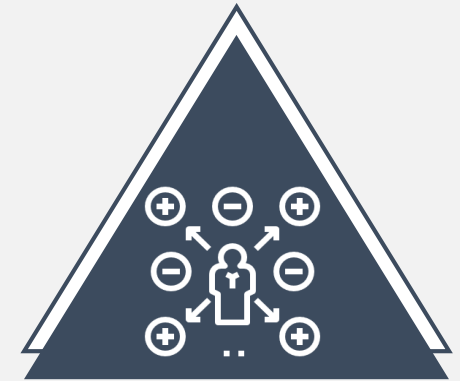
**Exploratory to  
Identify Jobs (Qual)**

PHASE 2



**Multifunctional  
Team Workshop**

PHASE 3



**Size & Profile Jobs  
(Quant)**


# PHASE 1

- ✓ **Qualitative Interviews to Uncover Consumer Stories**
- ✓ **Jobs Landscape - Need States -> Primary Jobs -> Sub-Jobs**
- ✓ **Job Profiles**
  - Job Statement
  - Job Specs (Functional, Emotional, Social)
  - What's Hired / What's Fired
  - Unmet Needs
  - Occasions



**Exploratory to Identify Jobs (Qual)**

# Key Need States




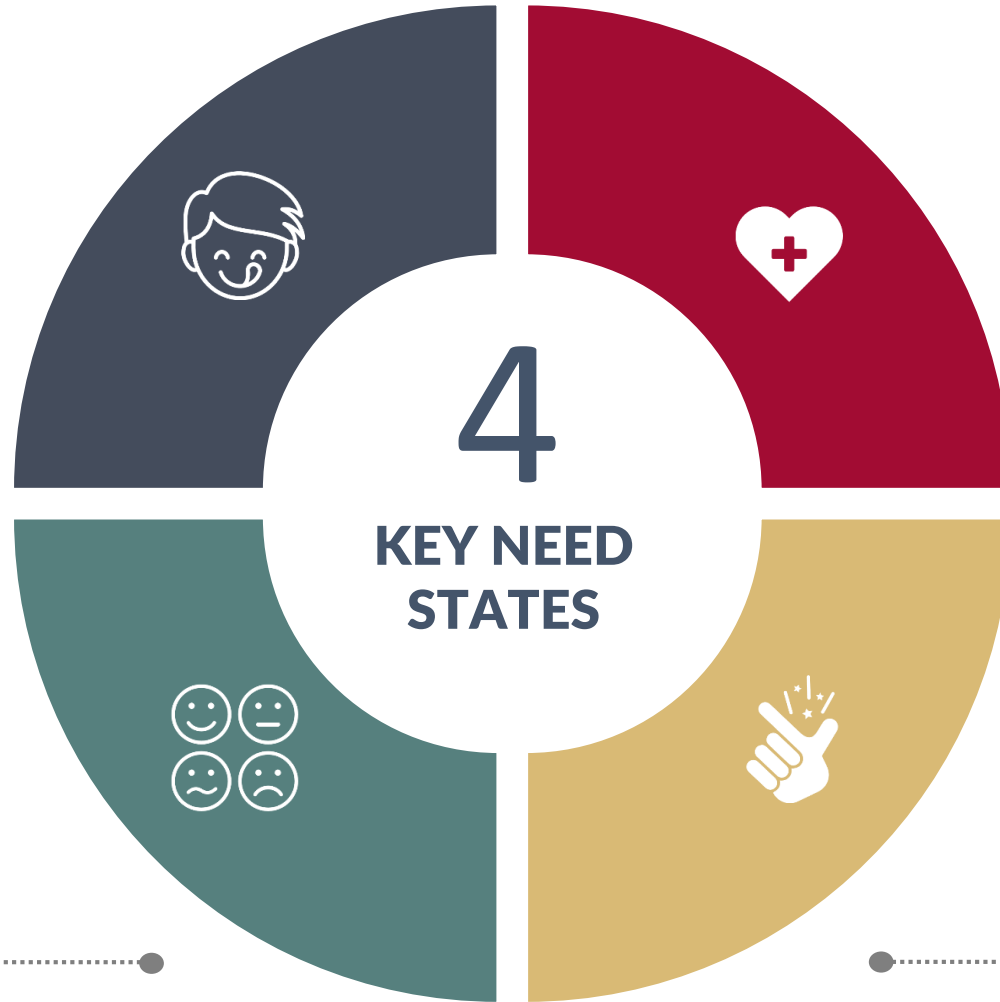
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**Taste**  
(n=XX)



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**Mood**  
(n=XX)



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**Health**  
(n=XX)



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**Convenience**  
(n=XX)

# Jobs Within Need State



Job Name	Job Description	Prevalence	Highly
<b>Job Name</b> Simple Purpose	Worded as a consumer insight	n=XX	Emotional, Functional, or Social
<b>Curb Appetite</b> Save Me From Myself	When I start feeling irritable, help me curb my growing appetite so I don't get hangry or grouchy	n=XX	Emotional

# Deliverables

## Enhance the Experience

### Enhance the Experience



When I am watching TV/an event or at a gathering, help me enhance the experience so I can fully enjoy myself and/or the people around me

“It was fulfilling a craving for me. I like to eat cheese and sausage. It is low carb and tastes great, fun to eat while watching a game. I really enjoy the taste of cheese and sausage. It goes good with the beer or wine I drink during a game.”



### THE NEED

The need to add to the experience is an afternoon or early evening job. It heightens an experience or event by adding fun and excitement to an already good time. These snacks tend to be salty, savory and/or spicy, complementing the mood (and the beer or wine).



## Enhance the Experience

WHEN I AM WATCHING TV/AN EVENT OR AT A GATHERING, HELP ME ENHANCE THE EXPERIENCE SO I CAN FULLY ENJOY MYSELF AND/OR THE PEOPLE AROUND ME

### Meet Ann



### WHO SHE IS

Ann is a married 58-year-old mom. She's easy-going and fun! She loves cooking, her family, her friends, NASCAR, and holidays. She normally snacks on fruits, trail mix, hot salsa, veggies, cold pizza, cottage cheese, hot apple pie, pretzels, nuts, string cheese, summer sausage ... you name it, she snacks on it!



WHEN I AM WATCHING TV/AN EVENT OR AT A GATHERING, HELP ME ENHANCE THE EXPERIENCE SO I CAN FULLY ENJOY MYSELF AND/OR THE PEOPLE AROUND ME

### JOB SPECS

#### FUNCTIONAL

“Not eating just to get full” but to add to the experience or activity

The anticipation – there are specific types of snacks that pair well with watching a movie or watching the big game ... and also snacks that pair well with beer or wine

At a party or social gathering, it's often right in front of you to grab and munch while enjoying company

#### EMOTIONAL

Adds to the happiness, fun, joy, and excitement of the activity (watching TV/movie/game, hanging out)

But it's also relaxing – there's satisfaction (“something chill and fun without stress or worry”) with the ability to sit back and enjoy the snack, experience, and people around you

#### SOCIAL

Very often a social occasion as people are hosting or attending Super Bowl parties or get-togethers – snacks are available as part of the spread, and people munch while they talk and hang out

But not always ... some talk of snacks also adding to the experience when they are alone

#### What's Hired



##### Trigger:

- Pair snacking with beer/wine, sporting events, watching TV
- The anticipation of the event/food



##### Product type and flavor:

- Salty and savory – chips, popcorn, trail mix, deviled eggs, guacamole, meats
- Spicy – salsa, sharp cheddar, wings, chili cheese
- Beer/wine – cheese, crackers, chocolate



##### Quantity/How much eaten:

- “A couple of handfuls” to “until I was uncomfortable”
- This is more of a grazing occasion



**Snack Location:** In the fridge, the pantry/cupboard, out on display on a table (“pretty much out for anyone to grab”)

#### What's Not Hired – And Why

**What is not chosen are products like:** fruits and other healthier options; not much mention of sweets

**These products are not chosen** because there's just something about salty, savory, spicy snacks that satisfy a craving and heighten an experience

#### Occasion Details



##### Where consumed:

Mostly at home; at a friend's house, at an event (party, festival, vineyard)



##### Time of day:

Afternoon or evening



**Who with:** Family and/or friends (a few were alone)

**Who else consumed:** Everybody



##### What they're doing:

Watching TV/movies, watching a sporting event (Super Bowl, NASCAR), “laughing and talking”

#### Unmet Needs/Innovation

- Can't have these snacks all the time without putting on weight so there's the nutritional aspect; a couple of mentions of party snacks taking extra prep time (“like cocktail weenies or meatballs”) so would love something to “just heat and eat”

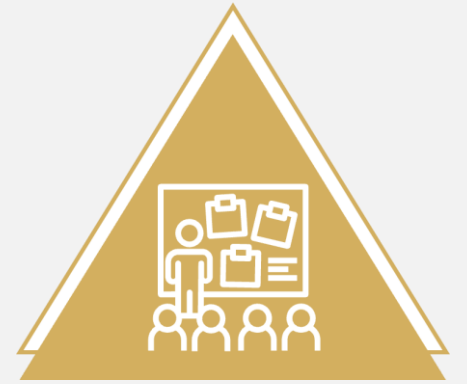
- Innovation: Incorporating fruits and veggies, combing sweet and salty, and talk of easy nacho-type snacks





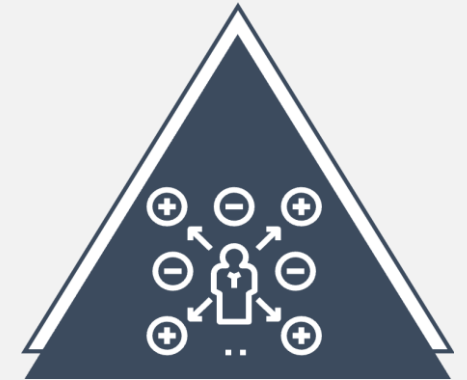
## PHASE 2

- ✓ **Multifunctional teams is critical**
- ✓ **Immerse in background and drivers of the research**
- ✓ **Phase 1 Jobs Landscape**
- ✓ **Break into multifunctional sub-groups to deep dive into all the jobs**
- ✓ **Align as a group on priority jobs for profiling and sizing in Phase 2**



# Strategic Workshop

- ✓ **Job Sizing and Profiling**
- ✓ **Short-, Medium- and Long-Term Job Identification**
- ✓ **Concept Evaluation**



## Size & Profile Jobs (Quant)

# Deliverables

[name of job] XX%  
I was watching TV/an event or at a gathering, and I chose something to enhance the experience so I could fully enjoy myself and/or the people around me

Enhance the Experience



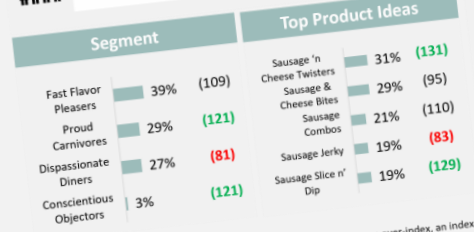
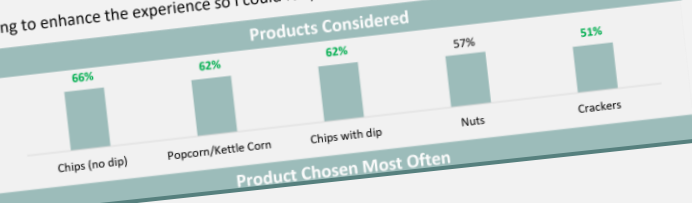
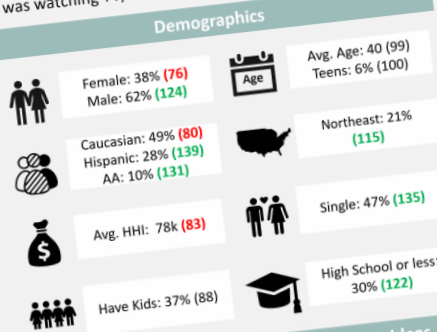
“ Sometimes I get sleepy watching TV, so I like to snack awake. The consistency of popcorn or some kind of snack helps me stay awake. It also gives me a good experience.”

## WHY JOB IS IMPORTANT

Snacks keep your hands busy and brain fully engaged, helping you focus on the show and not zone out; they also create a “movie theater” experience. It gives you something to share and bond over at parties/get together, helping complete the perfect event – great friends, fun game(s), and your favorite snack.



[Name of job] xx %  
I was watching TV/an event or at a gathering, and I chose something to enhance the experience so I could fully enjoy myself and/or the people around me



An index in green (115 or higher) indicates an over-index, an index in red (85 or lower) indicates an under-index. Total Job Base: Phase 2 n=108. \* Fielded during the Covid-19 pandemic. Pre-Covid-19 location was also asked.

## Top Opportunities

Job	Statement	Short-Term	Mid-Term	Long-Term	Key Details
[name of job] xx% (n=xx)	I was watching TV/an event or was at a gathering, and I chose something to enhance the experience so I could fully enjoy myself and/or the people around me	<b>Product:</b> Current Summer Sausages, Snugglets <b>Message:</b> Quick and easy so you can get back to the activity; social/shareability – share something everyone loves	<b>Product:</b> Pre-Sliced Summer Sausage, Snackers, Meat Chips	<b>Product:</b> Flavor varieties of products to enhance excitement; Sausage Combos, all Sausage and Cheese Products, Sausage n' Dip; Sausage Brat Tots/Brat Bites <b>Packaging:</b> Consider packaging alternative for individual and social occasions	Fast Flavor Pleasers, Proud Carnivores 2-4 times a week Sausage Opportunity: High
[name of job] xx% (n=xx)	I wanted something new or exciting, so I chose a unique treat to add some adventure to my snacking	<b>Product:</b> Vermont Smoke and Cure Products – different meat and flavor varieties (they like smoked), Snugglets – flavors make sausage more exciting <b>Message:</b> Highlight the more complex, exciting flavors	<b>Product:</b> Snackers – variety of flavors, Meat Chips (new flavor twist on a chip)	<b>Product:</b> Products that play into the side of adventure - exotic, spicy flavor varieties; seasonal flavors, products like Sausage Combos that combine taste and texture experience; Slice n' Dip that combines sweet and savory; Sausage and Cheese products (combining flavors), Candied Sausage, Whips with flavors <b>Packaging:</b> Individual serving size	Proud Carnivores, Fast Flavor Pleasers 2-6 times a week Sausage Opportunity: High



- ✓ **Job Tracking**
- ✓ **Revisited Priority Jobs a Year Later to Resize**
  - What's remained the same?
  - What's changed?
  - Innovation concepts
- ✓ **Necessary Due to COVID-Interruptus**



# Business Outcomes

- ✓ Gain momentum on existing snacking items
- ✓ Inform close-in innovation resulting in rapid development of new products
- ✓ Inform long-term innovation and acquisition strategies to identify paths to grow within priority jobs



# Introducing New Summer Sausage Sticks

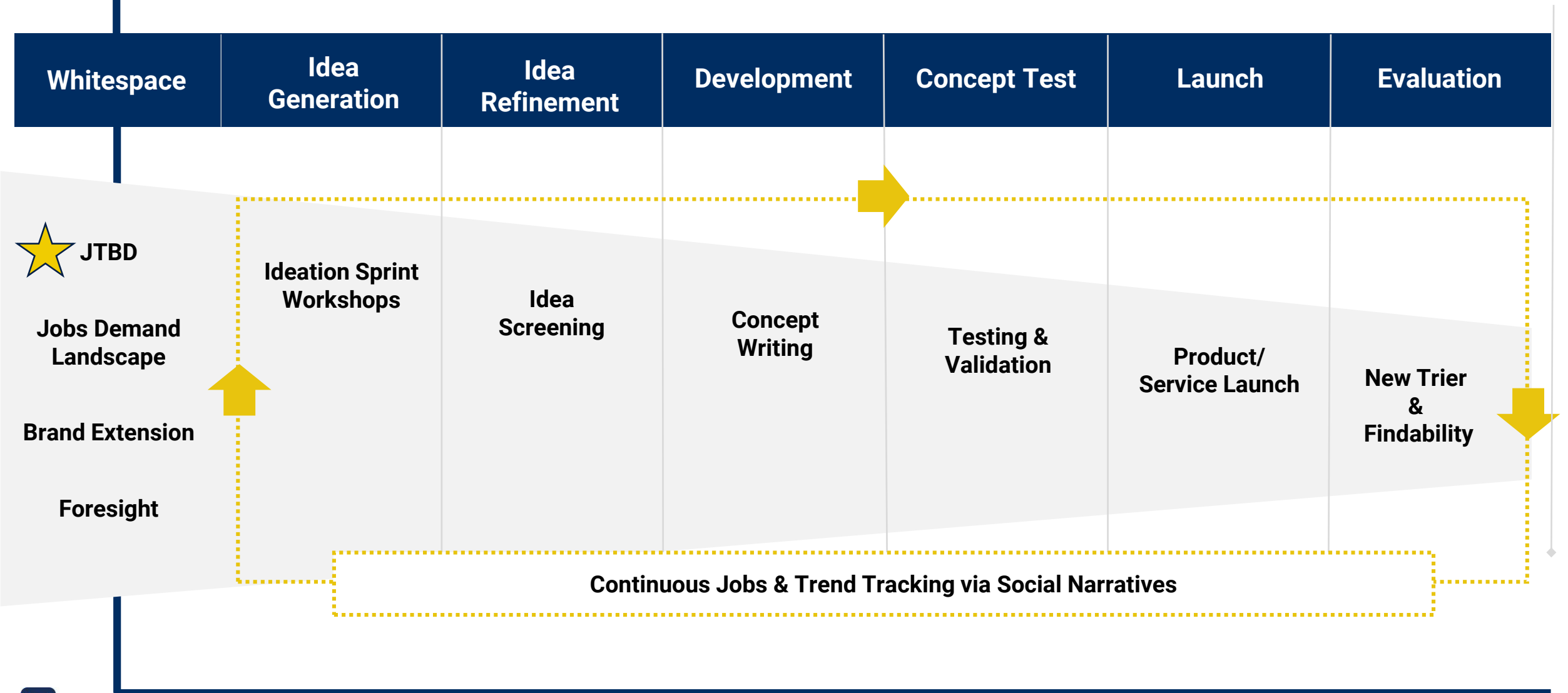


# Sampling





# INNOVATION ECOSYSTEM





# Questions?



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