



February 2023

## Your Product Benchmarking Approach Is Risky

Learn How a New Database Will De-risk Your Productivity Initiatives and New Product Launches.



## Quirks Event Speakers



**Michael Nestrud, PhD**  
VP, Strategic Accounts | Curion



**Regan Javier, M.S.**  
Sensory Program Manager | Krusteaz



# Who is Curion

Curion is a product and package consumer insights firm focused on driving impact for your business. We get to know your consumers by testing concepts and products from innovation to launch, seamlessly transferring knowledge within one team. As your trusted partners, we apply fresh thinking, with a range of proven methodologies, to ensure only products of quality and differentiation are introduced to the market and provide repeatable delight.



A man with glasses and a child are in a kitchen. The man is looking down at a bowl, and the child is whisking the contents. The scene is bright and warm, with a window in the background.

**CURION** Score

When Productivity  
Changes Your  
Product  
Experience





# Biscuit Reformulations

## STUDY DETAILS

- > 2022
- > Chicago
- > 127 biscuit consumers
- > Ages 25-65



# KPI Chart

	Product A	Product B	Product C	Product D	Product E	Product F
	(A)	(B)	(C)	(D)	(E)	(F)
<b>Overall Liking</b> Mean (9-point scale)	7.3	7.4	7.4	7.2	7.3	7.1
<b>Purchase Interest</b> (Definitely/Probably Would Purchase)	58%	65%	63%	61%	58%	61%
<b>Meets Expectations</b> (Slightly/Much Worse than Expected)	28%	24%	28%	24%	27%	29%

*No significant differences @ 90%-95%*

Tukey's HSD Post Hoc for Means, Z-Test for Percentages.  
**Uppercase letters** indicate significance at the 95% level.  
**Lowercase letters** indicate significance at the 90% level.

# With KPIs Non-differentiating, an Informal Expert Roundtable Tasting Was Also Conducted

Turning scores into ranks, we can see how the tasting only added to the confusion.

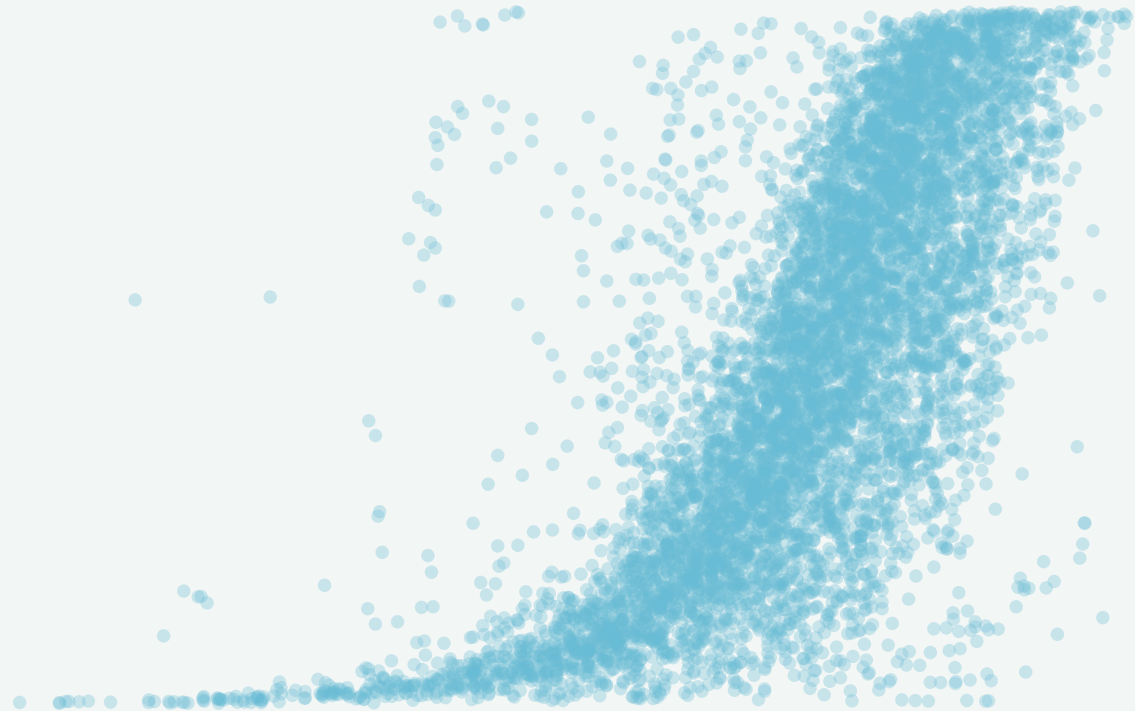
Research Results - Ranks	OAL	PI (T2B)	Expectation (B2B)	Informal Tasting
Product A	3	5	4	2
Product B	2	1	1	2
Product C	1	2	4	1
Product D	5	4	2	6
Product E	4	5	3	6
Product F	6	3	6	2

Product D is simultaneously the best and worst product, depending on what data you choose to look at.

# CURION Score

Our proprietary performance score database.

Applying our years of product expertise insights to propel your research forward

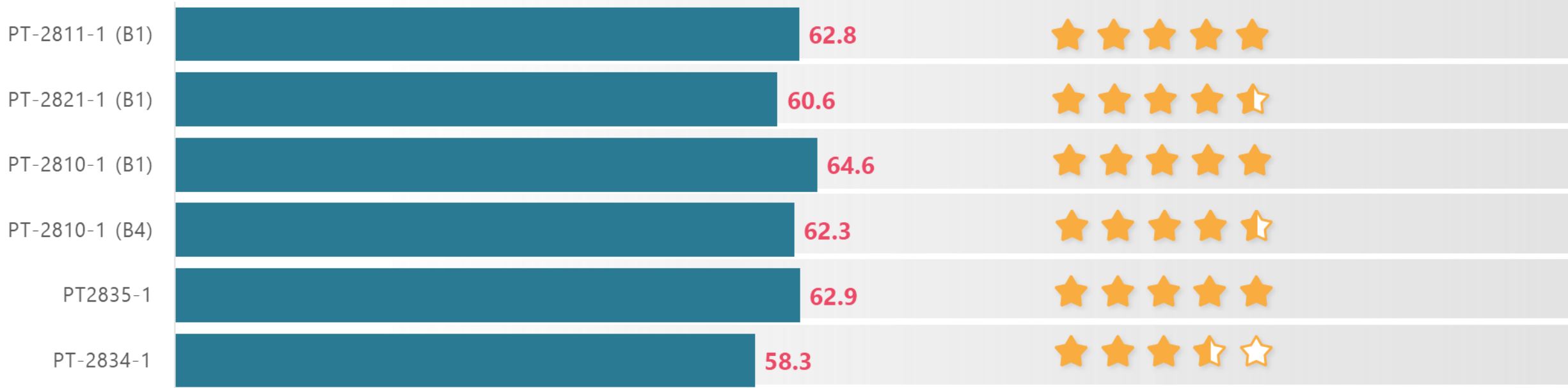




# Category Comparison

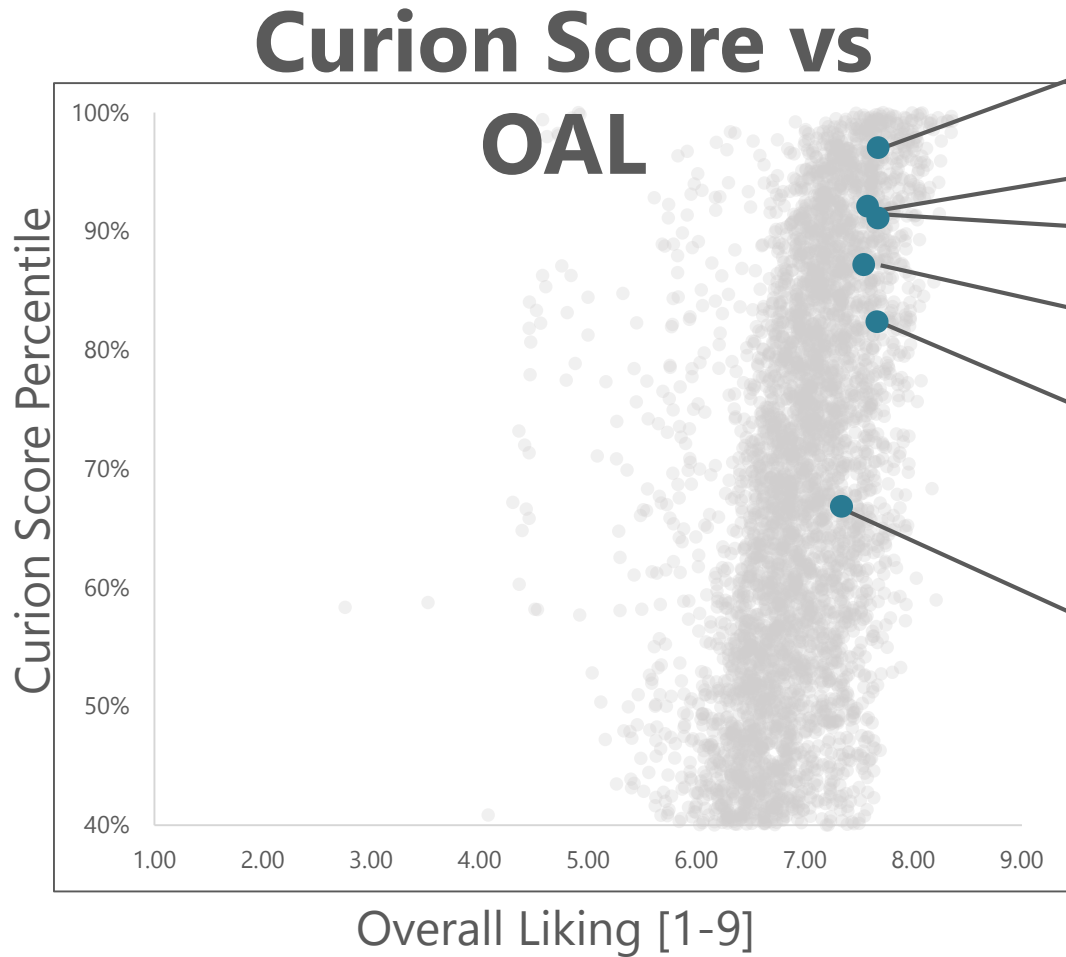
The Curion Score™ was used to help differentiate among the samples and recommend a processing range. Based on the Curion Score™, a cutoff of Product F was set as unacceptable at 3.5 stars.

## Breads & Buns + Frozen Breakfast Category Average: 52.3



# Curion Score vs OAL

Separating the Good from Great



Product C	
OAL: 7.4	CS: 64.6
★★★★★	97%

Product E	
OAL: 7.3	CS: 62.9
★★★★★	91%

Product A	
OAL: 7.3	CS: 62.8
★★★★★	91%

Product D	
OAL: 7.2	CS: 62.3
★★★★☆	89%

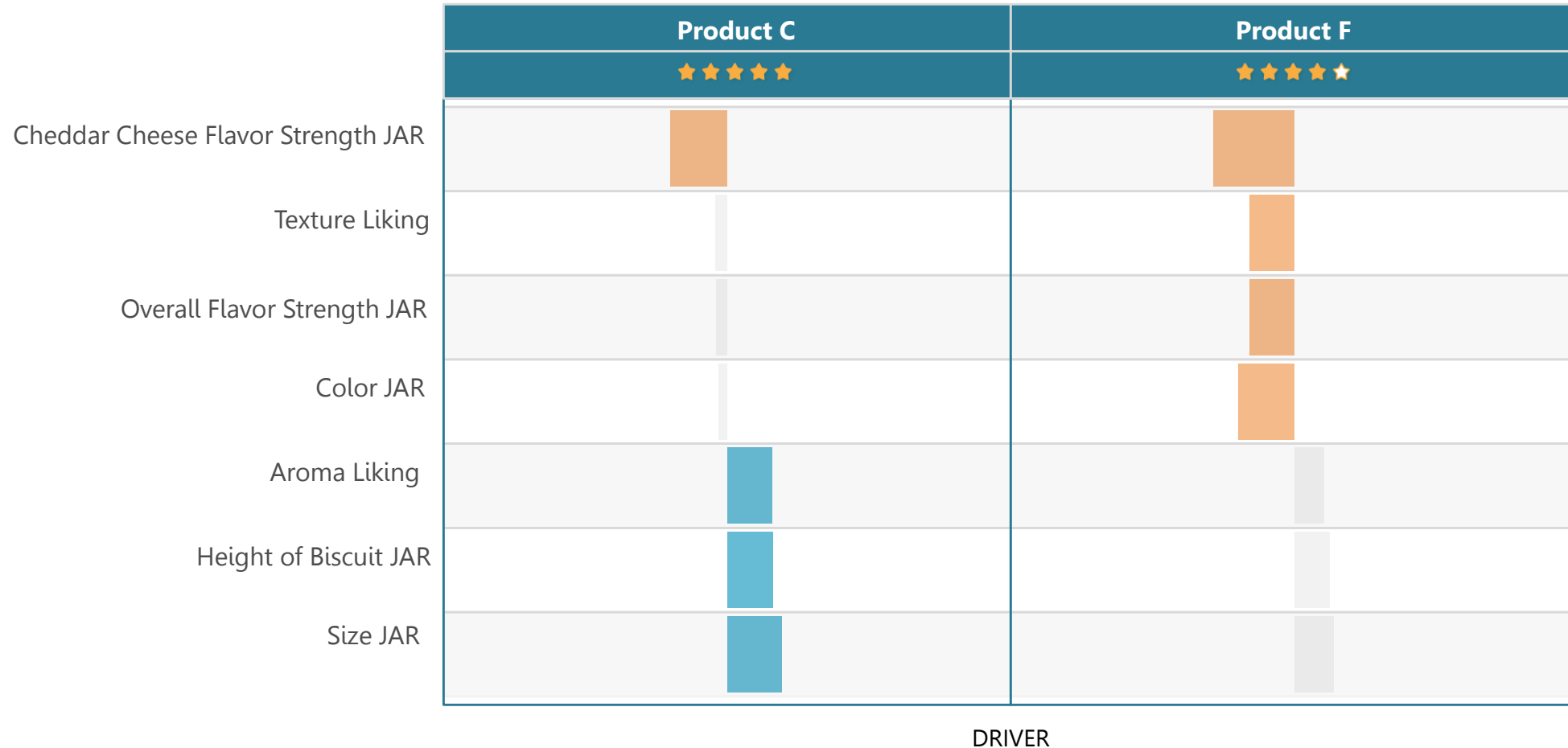
Product B	
OAL: 7.4	CS: 60.6
★★★★☆	82%

Product F	
OAL: 7.1	CS: 58.3
★★★★☆	69%

# Curion Score™ Drivers

Category: Breads & Buns + Frozen Breakfast category  
 Category Average: 52.3





# Key Take Aways

## CURION Score

The **Curion Score**™ product benchmarking tool provides a holistic view of product performance in a single yet powerful metric, giving greater insight and meaningful product differentiation.

## Take the risk out of cost-saving initiatives

Take the risk out of cost-saving initiatives and productivity changes by giving your product a benchmark of its category with consistency throughout the database

## Deliver on consumer expectations of quality

Having confidence that our consumers will be consistently delighted by their product experience to ensure high satisfaction, repeat purchase, and brand loyalty



# Thank You

We invite you to continue the discussion at our booth

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Regan Javier | Krusteaz – [regan.javier@krusteaz.com](mailto:regan.javier@krusteaz.com)

**ATTENTION SWIFTIES!!!!**