



IN-PACK COOKING: ARE CONSUMERS READY?

WE INVESTED IN A CONSUMER STUDY TO FIND OUT.

109 MEAT EATERS

That's who we asked about in-pack cooking with Bemis OvenRite®.
They ranged in age from 20-64, and most (65%) identified as fully
responsible for household grocery shopping.*

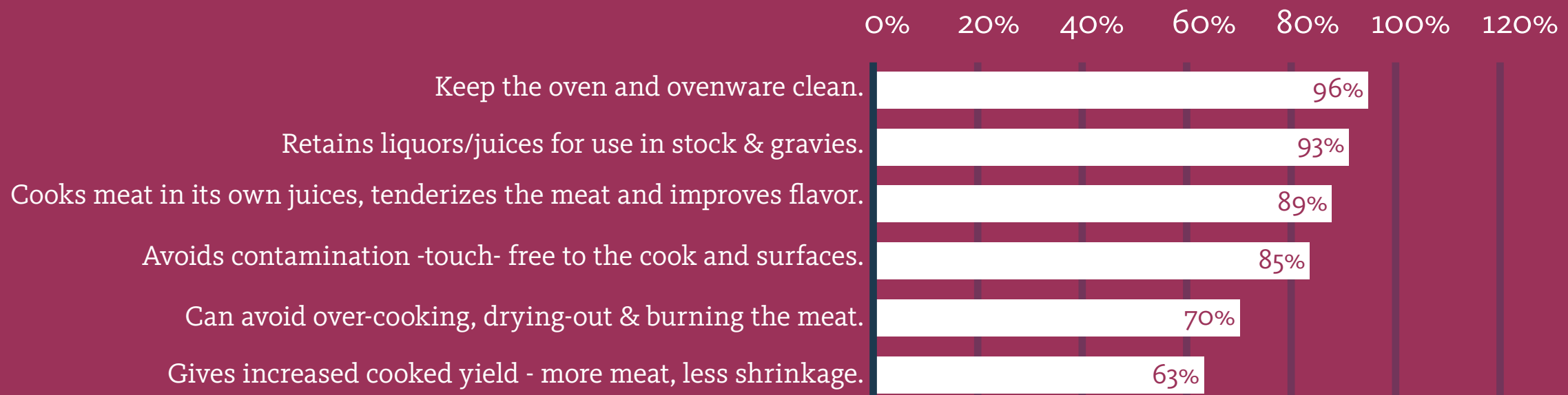
* Research carried out by Campden BRI independent research firm in June 2016 with unbranded products.
See page 8 for more information.

FINDING #1

90% ACCEPT THE CONCEPT MADE POSSIBLE BY OVENRITE®

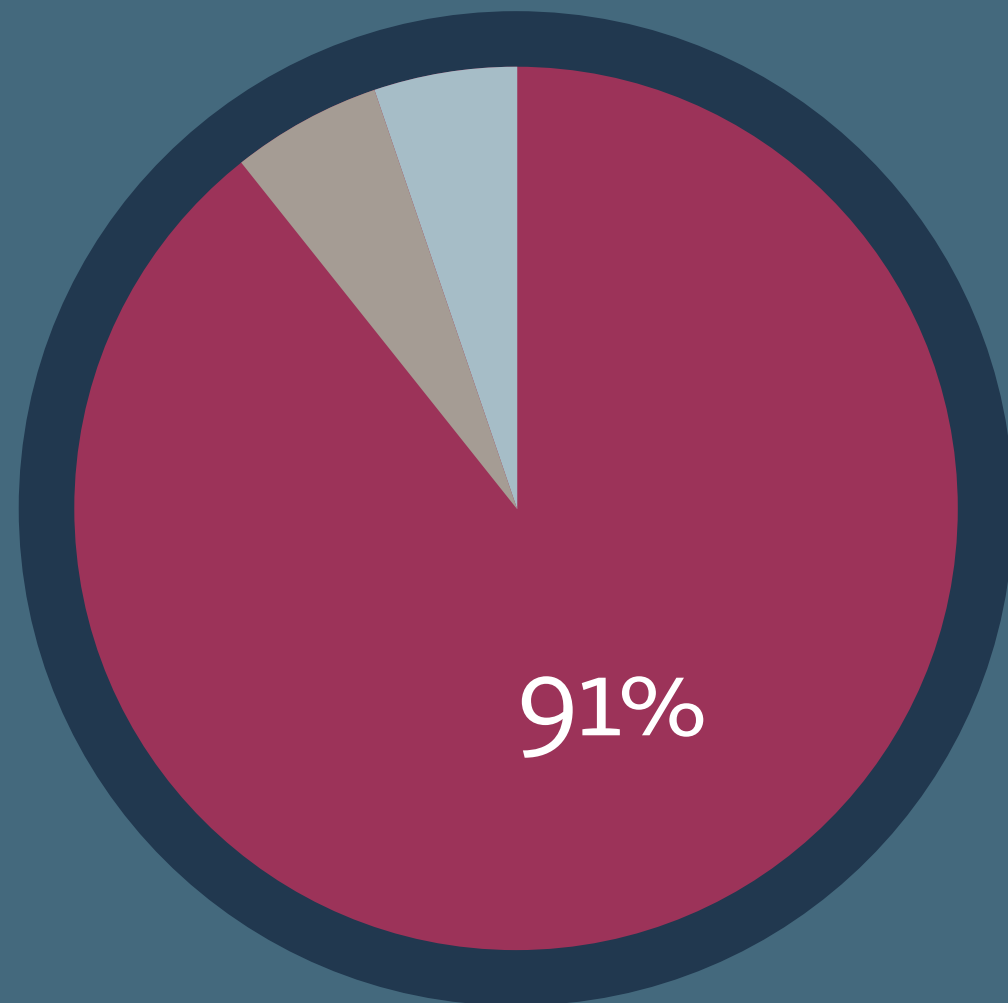
"Having watched the video and looked at the images, please indicate your level of agreement to each of the following statements:" (% of consumers who agreed)

Level of agreement (% of consumers who agreed)



FINDING #2

91% READ AND USE ON-PACK COOKING INSTRUCTIONS



“How likely are you to read and use the instructions as clearly shown on the packaging?”

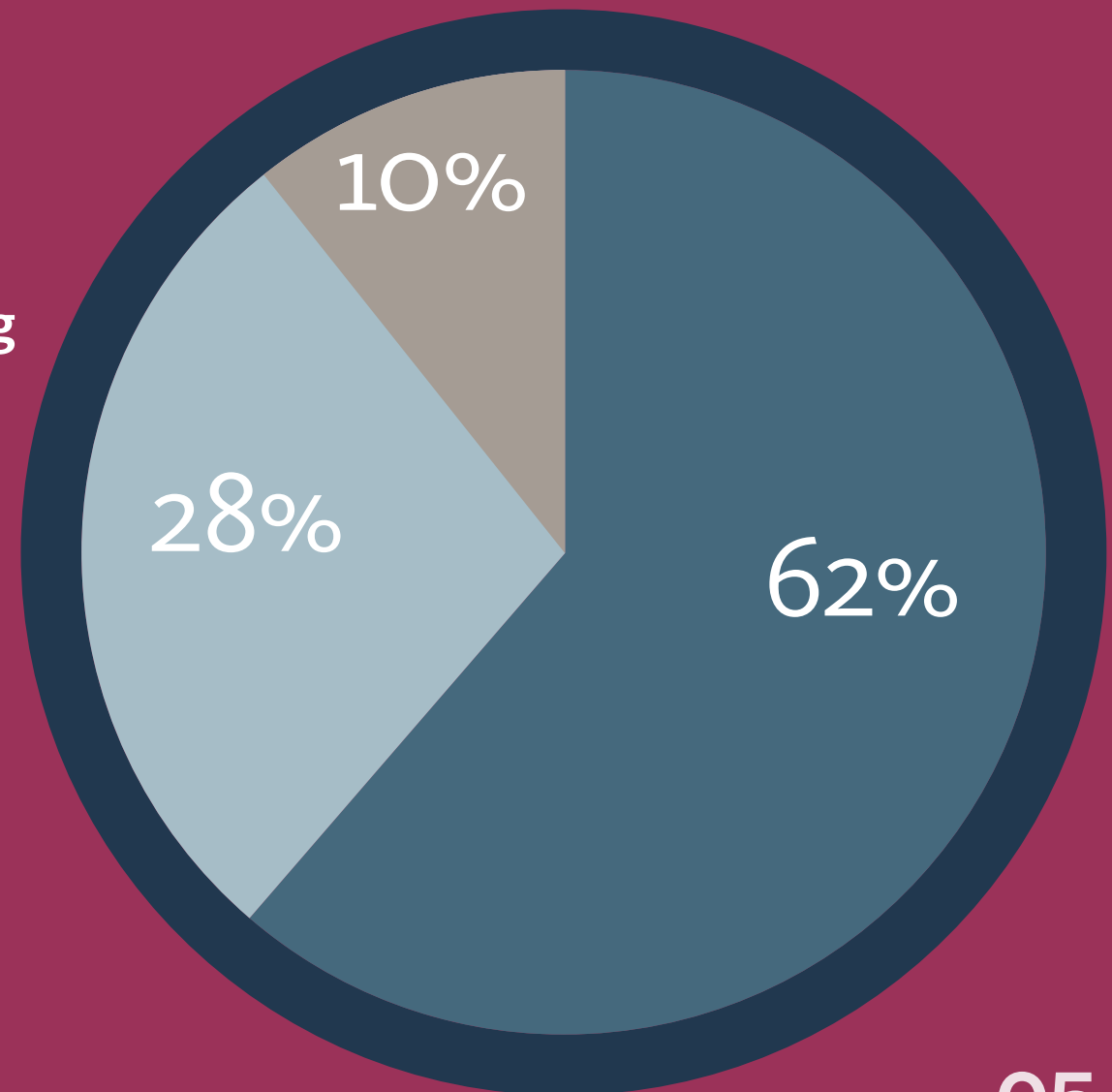
- definitely would read and use
- might/ might not read and use
- would not read and use

FINDING #3

90% TRUST THAT MEAT WILL COOK PROPERLY IN OVENRITE® PACKAGING

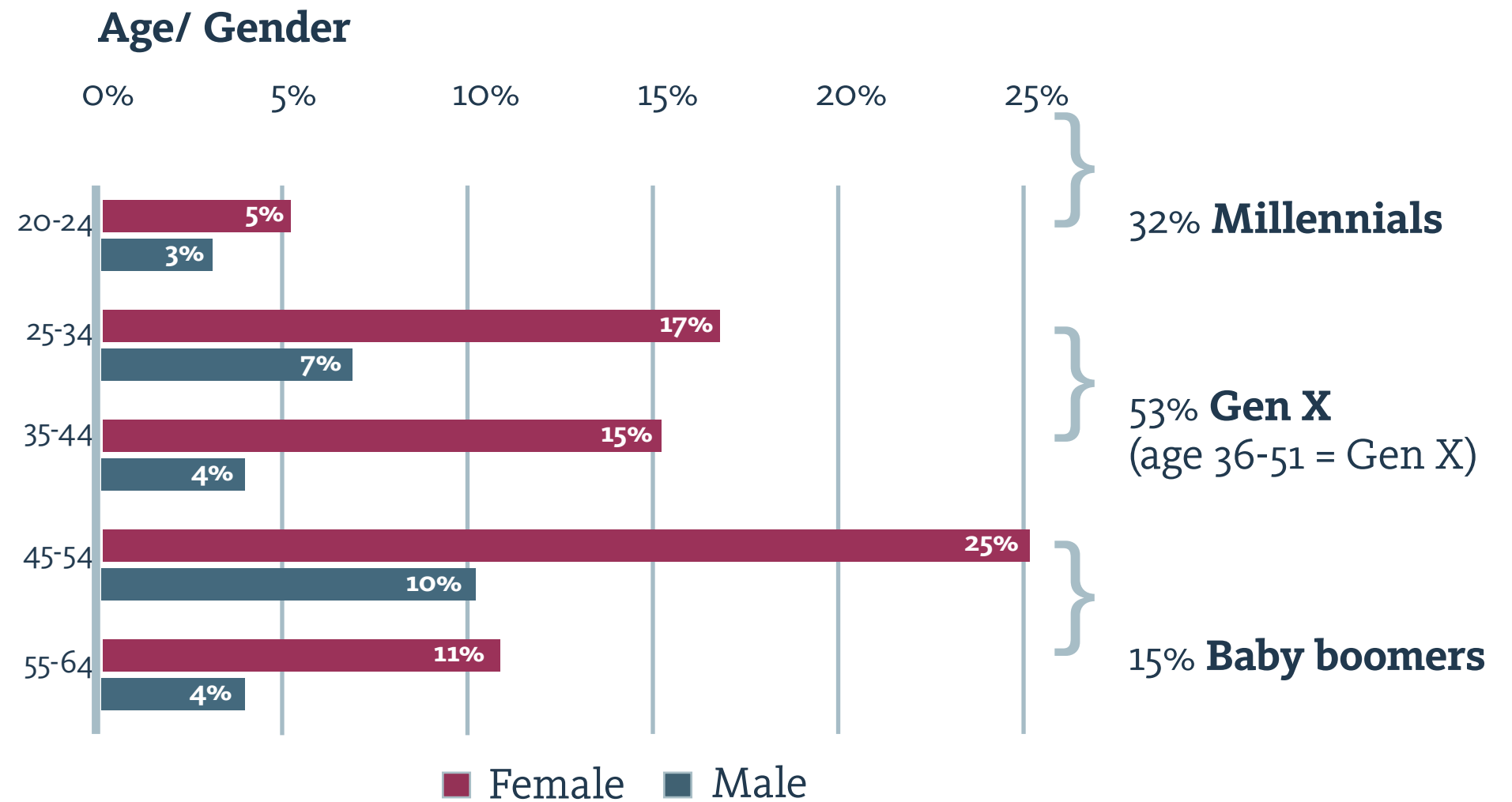
“How much trust do you place in the packaging to cook your meat properly?”

- Trust extremely
- Moderately trust
- Slightly trust



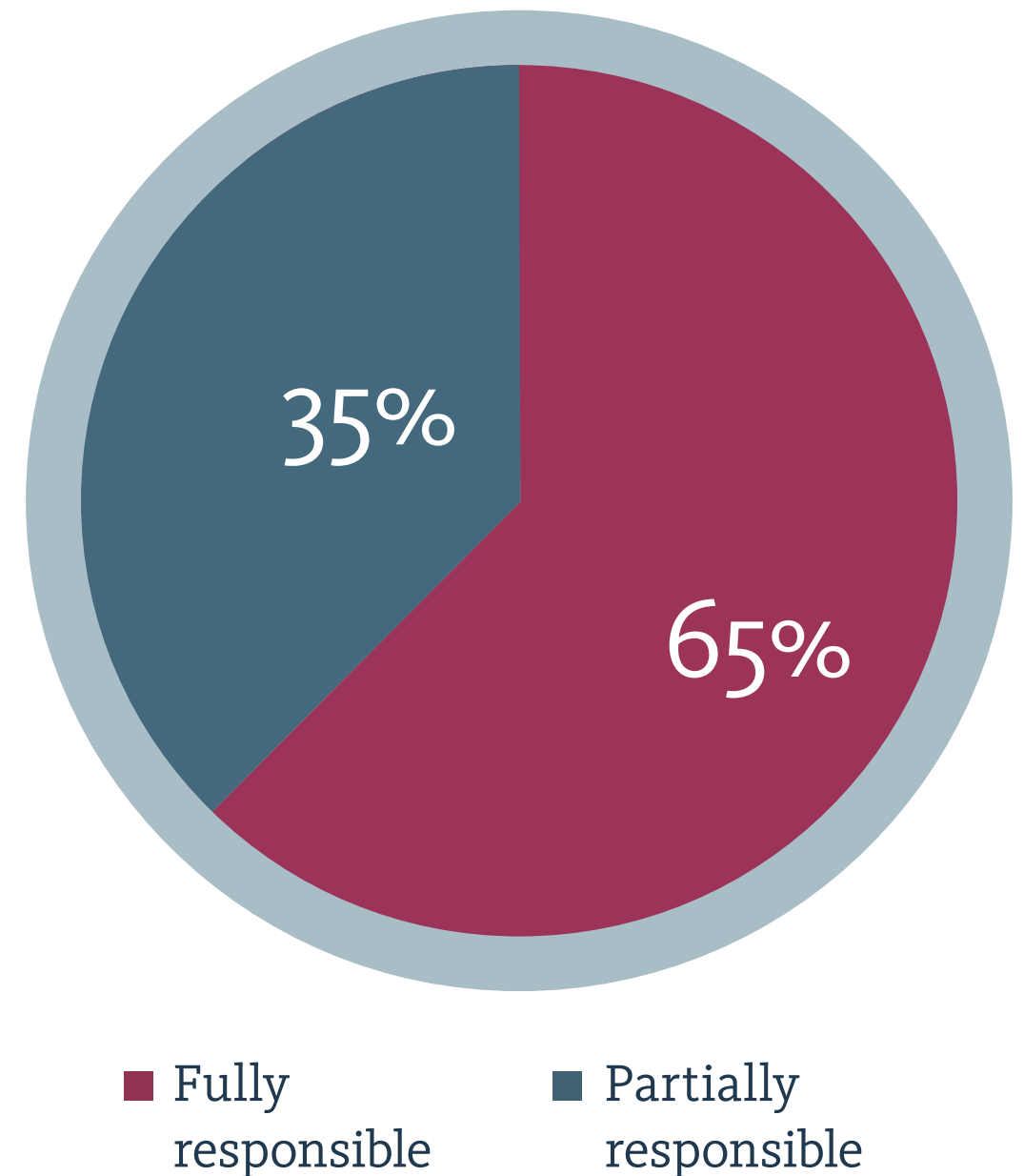
WHO TOOK PART?

109
PARTICIPANTS



PRIMARY GROCERY SHOPPERS

- **All** participants purchased and consumed **at least one of the three meat types in the last 4 weeks.**
- **None** of the study participants were **closely related** to the food industry.



MORE ABOUT THE STUDY

Independent research firm **Campden BRI** carried out the study with a group of 109 respondents in the Midlands, UK representing a cross-section of U.K. meat eaters. Below, you will find executive summary of their research.

Objectives:

- To assess consumers' acceptability of six samples of cooked meat: beef joint, pork joint and chicken breast, each cooked in and out of their packaging.
- To assess consumers' perceptions and attitudes towards cooking meat products in their packaging.
- 109 respondents evaluated 6 meat samples for liking and intensity of key product sensory attributes, and answered questions in relation to cooking meat products in their packaging. The assessment took place in a central location (Leamington Spa, UK) on 29th June 2016.

In terms of attitudes/beliefs towards cooking meat products in their packaging:

- Acceptability of the concept was moderately high to very high. Pictures and video used during the test showed a small but significant, positive impact.
- 91% of the respondents would read and use the on-pack cooking instructions.
- 90% of the respondents expressed moderate to high trust in the ability of the packaging to cook the meat products properly.
- The most important benefits were: 1 – Tenderises/Improves flavour, 2 - Retains juices and 3 - Avoids over-cooking, drying-out & burning.

For full research results, email us at contact@bemis-europe.com

WHAT OUR CUSTOMERS ARE SAYING:

“A product new to the market has truly surprised all of us by its execution, idea and QUALITY. In such a short time, I emphasize short, because the products came on the offer just 10 days ago, we have received many phone calls from our clients praising the idea, the choice of the appropriate composition of spices...what a difference it makes when the appropriate temperature is obtained, giving a roasted juicy and incredibly flavourful meat.”

-A retailer from Poland

“I was really pleasantly surprised at how good this product is. It was cooked well and was tender, tasty and lean.”

-An English supermarket shopper

LET'S GET STARTED

Together, we'll find a better way to move your ideas forward and uncover new and powerful ways to succeed.

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