

Berry Gardens; Strawberry Tasting

EXPERT OUTCOME

Background

Founded over 35 years ago, Berry Gardens is the UK's leading berry and stone fruit production and marketing group with a market share in excess of 40% during the UK season and a year round business supplying all of Britain's leading retailers. England marketing were delighted to be commissioned to carry out a strawberry blind tasting exercise.

We asked a panel more than 25 tasters to taste 5 varieties of strawberries, rating them primarily on taste, with the aim of determining how the Driscoll Jubilee variety scored against other leading varieties.

It was a wonderfully sunny early July afternoon in Cambridgeshire when the tasters arrived to enjoy the experience in the grounds of the England Marketing offices.



Methodology

Tasters were given 5 varieties to taste a mix of Berry Garden berries along with competitors berries. The berries were provided by Berry Gardens and delivered that morning. Tasters sampled each berry variety individually and rated the berries for their taste. The group were asked a series of questions pertaining to their general purchasing decisions and then rate each of the samples by appearance before commencing the tasting.

Outcomes

The results were favourable for Berry Gardens Jubilee variety.

The sampling exercise enabled us to gain a good understanding of what affects purchasing decisions in terms of appearance, taste and price.

Freshness and quality proved to be the most important factors when buying strawberries in a supermarket, with colour and price also ranking highly.

The results are hoped to support a PR campaign that will be run by Berry Gardens.

This project demonstrates perfectly England Marketing's ability to deliver projects which command an exceptionally fast turnaround; Berry Gardens were delighted when we completed the project with in five days of them commissioning the work

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We will certainly return to England Marketing when we next have a need for more research

Nick Marston CEO
Berry Gardens

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