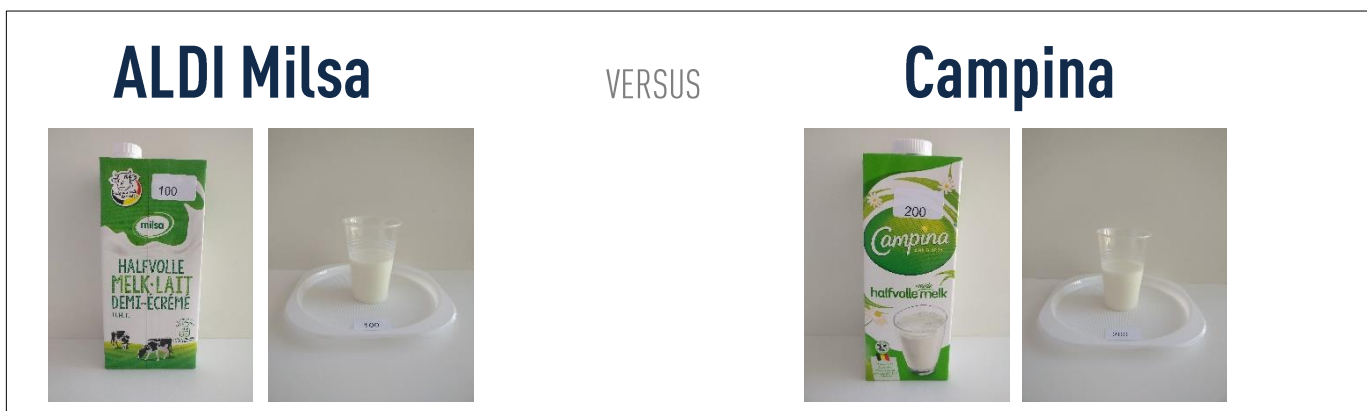


BLIND TASTE TEST SEMI SKIMMED MILK

Summary of the test results

Study design

Comparative blind product test. Number of participants: N= 127 participants. 2 locations: Antwerp and Liège. All participants are product category users - responsible for the purchase of food products.
Date 9-10 November 2018 CAWI – questionnaire on tablet.



MAIN PARAMETER: general appreciation

Study question:

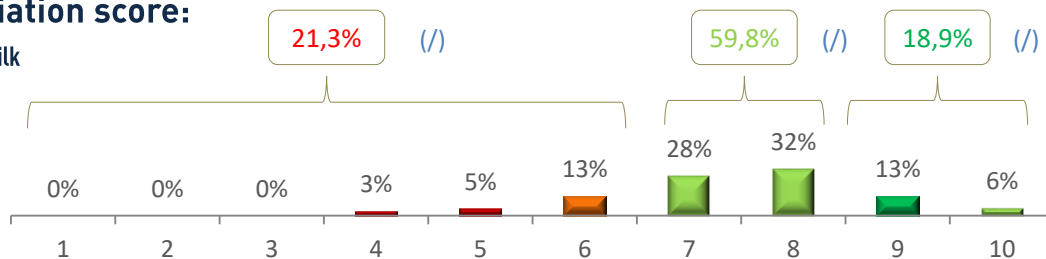
How would you score this product, with 1 = “very bad” and 10 = “very good”?

Tested product	ALDI Milsa semi skimmed milk	Campina
		
Average general appreciation score on a 10-point scale	7,43 (/)	7,21

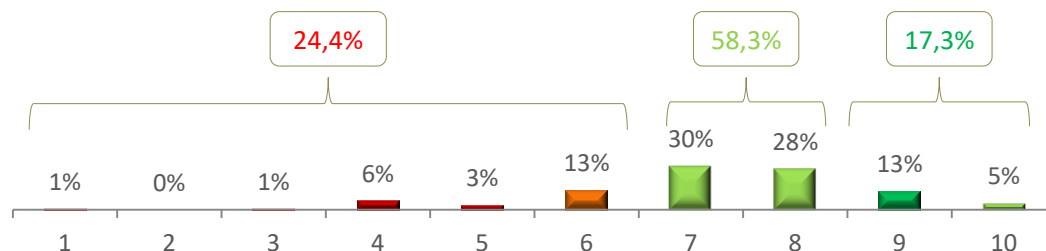
How should these results be interpreted? Look at the small, blue mark under or next to the score. A backslash (/) means the difference was not significant. A (b) refers to a statistically significant difference.

Graph of appreciation score:

ALDI Milsa semi skimmed milk



Campina



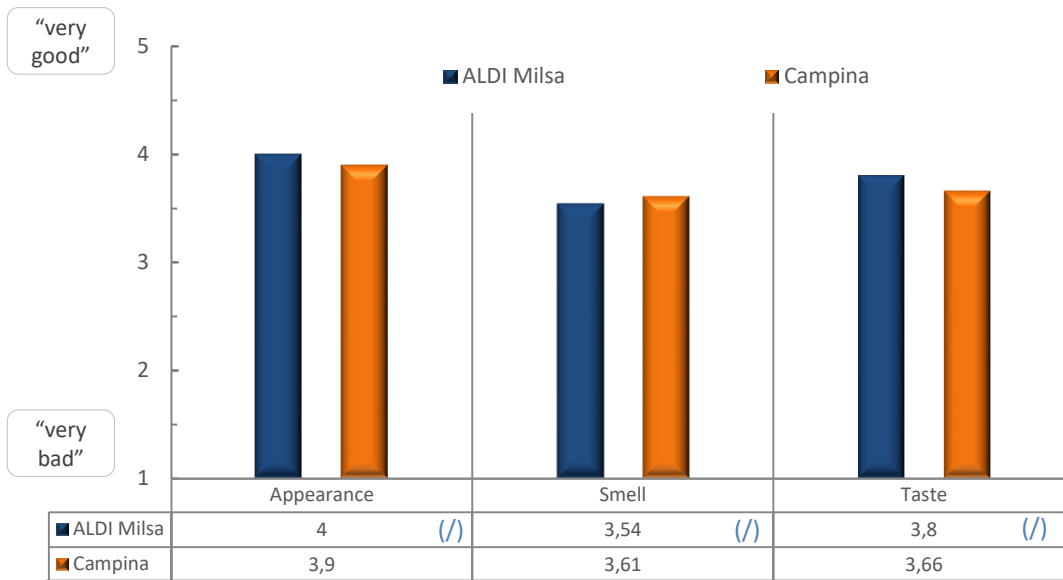
Conclusion:

ALDI Milsa semi skimmed milk obtains a general appreciation score similar to that of Campina.

SCORES BY PARAMETER

Summary of the individual questions for each taste component.

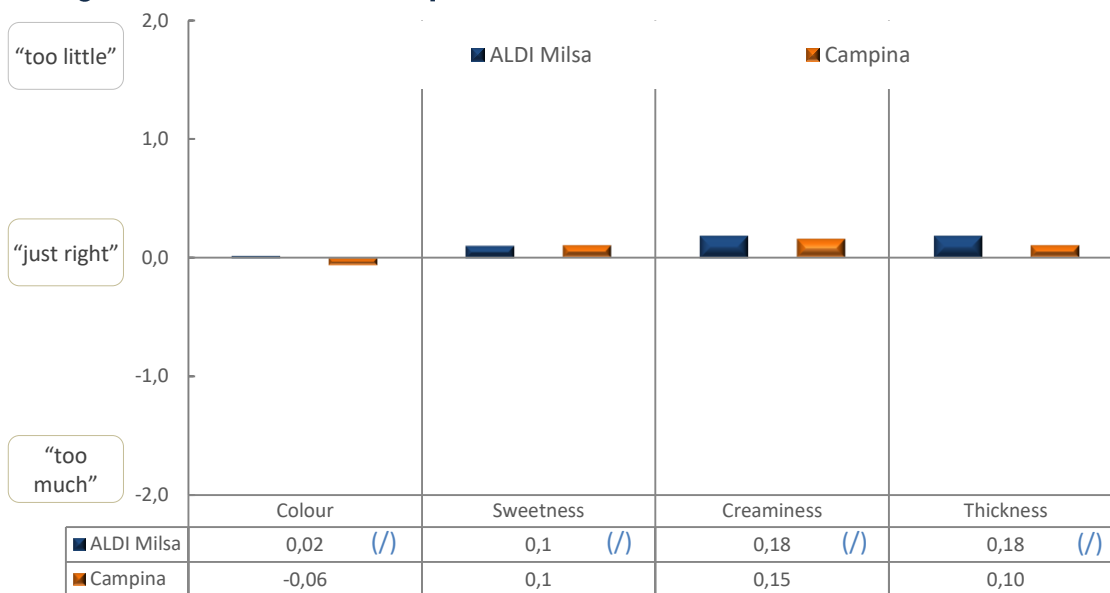
Hedonistic (5=max)



Conclusion:

ALDI Milsa semi skimmed milk obtains a score similar to that of Campina in terms of appearance, smell and taste.

Diagnostic (deviation compared to 0)



Conclusion:

There are no significant differences between ALDI Milsa semi skimmed milk and Campina for the diagnostic variables.

General conclusion:

- There is no significant difference between ALDI Milsa semi skimmed milk and Campina for general appreciation.
- ALDI Milsa semi skimmed milk obtains a score similar to that of Campina in terms of appearance, smell and taste.
- There are no significant differences between ALDI Milsa semi skimmed milk and Campina for the diagnostic variables.