





**F l o w**

**High-Pressure Food Safety Technology**

**Consumer Focus Groups**

**Report**

**Prepared For:  
FLOW INTERNATIONAL**

**Presented By:**



**T R D   F R A M E W O R K S**

**July 2000**

**CONFIDENTIAL**

# Table Of Contents

	<u>Page</u>
Background .....	1
Objectives.....	2
Methodology .....	3
Conclusions .....	4

# Background

- ◆ **FLOW INTERNATIONAL (FLOW)** has developed a proprietary technology called Fresher Under Pressure® designed to help make fresh, prepared foods safer to eat and drink. This food preparation technology uses a low-temperature, high-pressure water system to destroy harmful bacteria. Unlike foods that have been pasteurized or prepared with other heat processes, foods prepared using Fresher Under Pressure® maintain their natural color, fresh taste, quality, vitamin and mineral content. No chemical preservatives need to be added to extend the shelf life of foods in the refrigerator.
- ◆ In order to develop a marketing and communication plan for this technology, **FLOW** needs to fully explore the concept with key target groups, including consumers, who are the focus of this report.

# Objectives

- ◆ The overall purpose of this study is to explore consumer reaction to the Fresher Under Pressure® system to assist in the development of marketing and communications targeted to consumers.
- ◆ Specific objectives of this research include:
  - To explore consumer attitudes and expectations regarding food safety for prepared, perishable foods sold in grocery stores.
  - To gauge consumer reaction to the Fresher Under Pressure® concept.
  - To assess purchase interest and whether consumers would be willing to pay extra for this technology.
  - To gain input on potential names, labeling and communication strategies.

# Methodology

- ◆ Technique: Focus Groups
- ◆ Number Of Groups: Two (2)
- ◆ Dates And Times: June 28, 2000; 6:00 & 8:00 p.m.
- ◆ Location: Chicago
- ◆ Screening Criteria:
  - Primary grocery shopper or share shopping responsibility
  - Have purchased at least one refrigerated, prepared food item or shellfish in the past month
  - 18-64 years of age
  - Household income of at least \$35,000
  - A mix of working and non-working group members were recruited
  - Neither respondent nor other household member works for marketing research firm, advertising agency, public relations firm or grower, wholesaler, retailer or distributor of food products
  - Have not participated in a focus group in the past year

CONFIDENTIAL

# Conclusions

# Conclusions

- ◆ Consumers show little awareness of food processing methods designed to ensure food safety. Further, their shopping habits reflect overall confidence in the safety of food available at their grocery store.
- ◆ Still, consumers are aware that food-borne illnesses are possible; they just aren't sure how best to avoid them, besides checking expiration dates on food.
- ◆ Reaction to the Fresher Under Pressure® concept is positive, even though many consumers are unsure how it would work.
- ◆ Products processed using the Fresher Under Pressure® system could be placed in stores with no marketing efforts.
- ◆ However, introducing Fresher Under Pressure® and its benefits in terms of taste, quality and nutrition will allow consumers to make an informed choice over products processed with heat pasteurization.
- ◆ While consumers indicate they would be willing to pay a bit more for products processed using the Fresher Under Pressure® system, it will be important to communicate product benefits to justify the price.
- ◆ Key messages that need to be conveyed are an explanation of how the Fresher Under Pressure® system works and the key benefits over heat-pasteurized foods, i.e., nutrient retention, taste and quality.

# Conclusions

*(continued)*

- ◆ Although consumers are only somewhat enthusiastic about the Fresher Under Pressure® name, they do agree it is descriptive of how the system works.
- ◆ Consumers feel it is very important for products processed using the Fresher Under Pressure® system to include an identifying label or logo.