



Improving the Cirio range through insight and taste testing with consumers

A real need to understand the perceptions of the UK public

- What's important to consumers when purchasing finely chopped tomatoes.
- Consumer views on the Cirio Finissima vs competitors
- The role of packaging
- Understand areas of improvement for the Cirio brand as a whole

Taste testing panels and consumer insight

With consumers, we understood how the brand, the range, the pricing strategy and the product was perceived and subtle improvements.

A debrief with clear recommendations

Our work has enabled the team at Cirio to have real UK understand, adapt on-pack copy, POS and recipe development for future success.

