

What is the optimal specification for **granola?**



Background ↵

Our client, a leading breakfast cereal manufacturer, asked us to help them hone the recipe for their premium, granola-type breakfast cereal. They wanted to understand consumer perceptions of the product – specifically the optimal size of the oat clusters, the ratio of clusters to loose cereal and what really excites customers about their product.

Challenge ↵

We undertook quantitative methods utilising a mix of direct consumer testing in our dedicated facilities and online surveying. We applied statistical analysis to the data, including kano modelling and preference mapping, to derive clear findings to help our client improve their recipe.

Benefit ↵

The insights revealed that the most important attribute in the product was its crunchiness – and anything perceived as the reverse of this – soggy, gritty, powdery – was a real turn-off to consumers. We provided precise recommendations for the number of clusters per bowl, what percentage of the total product those clusters should represent, and their specific size. The client was able to adapt its recipe to reflect our findings.

“This was a really interesting project,” remarks Chris Wells, MD, Leatherhead.

“Properly deconstructing a product such as granola and getting to what consumers really value, as opposed to what is just run-of-the-mill, is so important in premium products. I believe we helped our customer do just this.”