

AE8

The sentiment analysis of the Hutzler Pepper Saver (in Red) gives us some insight as to how users perceive it. The 1 and 2 star ratings skewed negative, whereas the 4 and 5 star reviews were quite positive, with the 5 star ratings showing quite a bit of love for the product. The 3 star reviews seemed to go down the middle, with rates being neutral towards to the product.

Buyers seem to appreciate the price point of the product, and a good number of them suggest that it is easy to close, and it does indeed keep peppers fresh. It can be refrigerated and some even suggest that the product is 'perfect'. There is evidence to suggest that some buyers believe that this product does a better job than a zip lock, and keeps peppers fresh for a reasonably long time period. On the other hand, there are small subsets of buyers who seem to be deeply disappointed, the product feels cheap, doesn't close right, and some seem to find the product difficult to use and suggest that the product does not store peppers 'properly'. Although there are mixed reviews, the general sentiment towards the product is largely positive (relatively small number of negative reviews) and seems to be a value-add for most users.

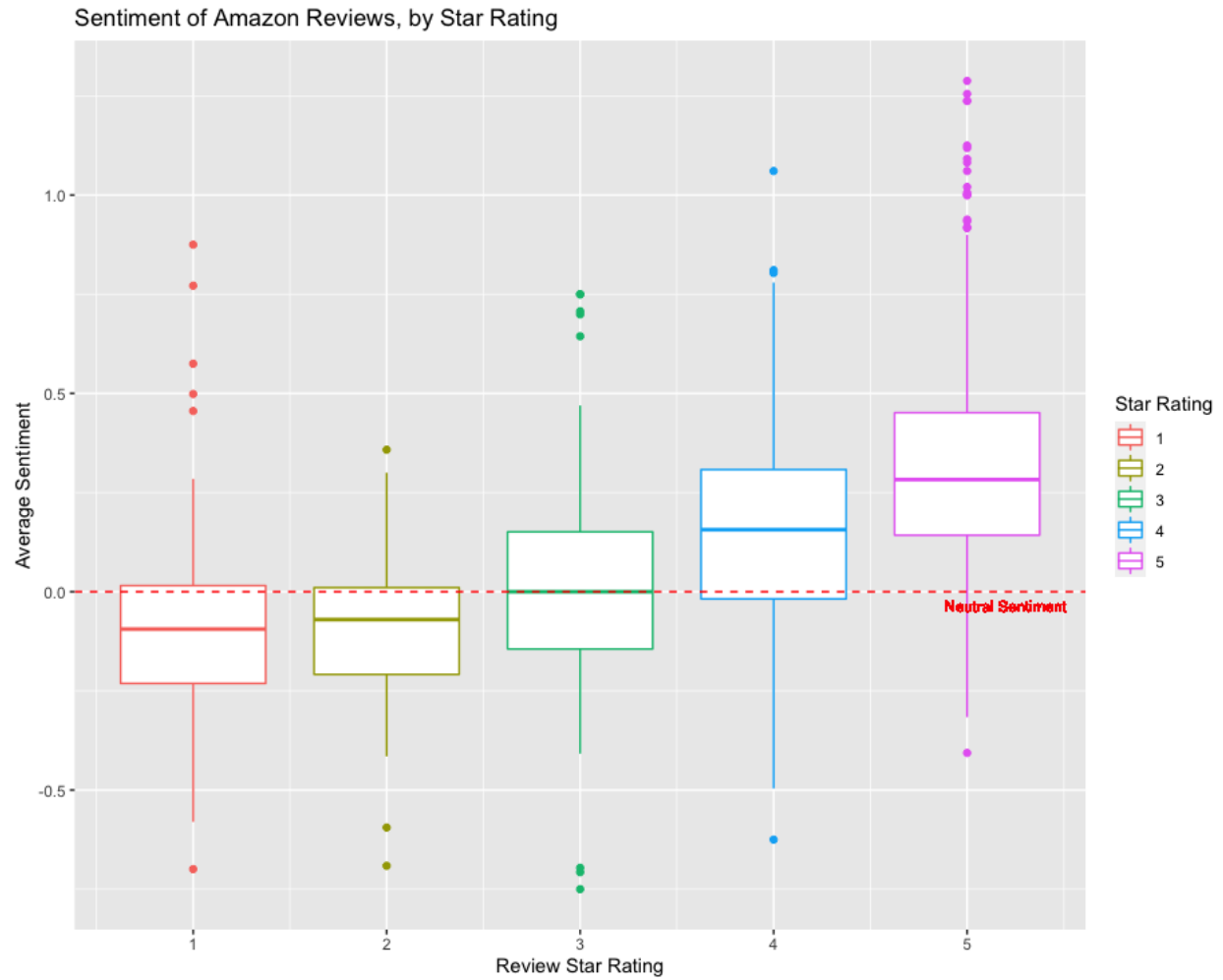


Chart 1



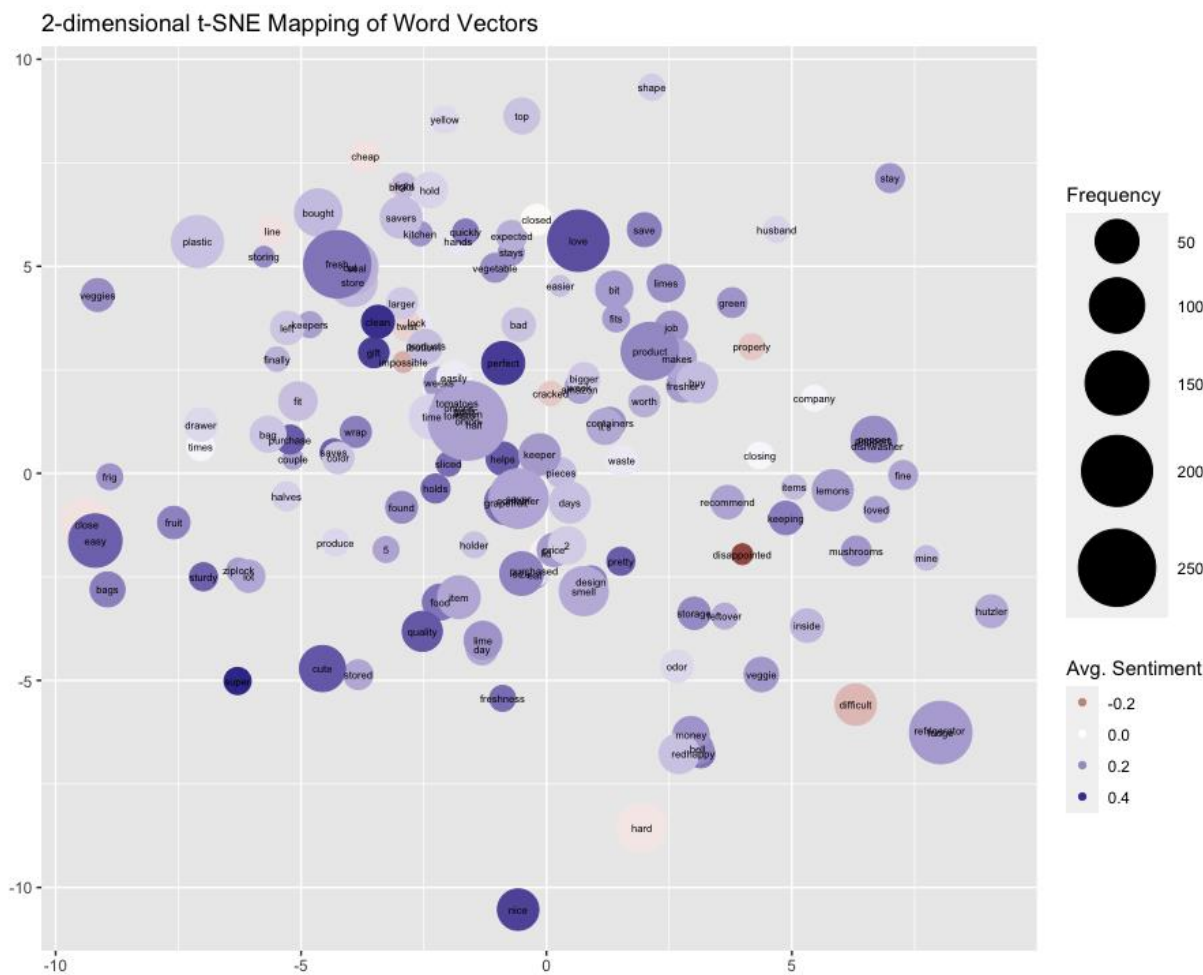


Chart 3