

Plantain Chips Focus Group Results

CuzcoCrunch vs PlantainLite

KEY FINDINGS

Overall Winner: CuzcoCrunch (Premium Positioning Validated)

- **Average Overall Rating:** CuzcoCrunch 4.1/5 | PlantainLite 3.4/5
- **Purchase Intent:** CuzcoCrunch 3.8/5 | PlantainLite 3.2/5
- **NPS:** CuzcoCrunch +40 | PlantainLite +10

SEGMENT PERFORMANCE MATRIX

Persona Segment	CuzcoCrunch Score	PlantainLite Score	Winner	Key Driver
Urban Health-Conscious (18-25, F, Latino)	4.5	4.2	CC	Cultural authenticity + premium quality
Suburban Hypertension (42-50, M, Latino)	3.2	4.1	PL	Lower sodium perception
Urban Food Allergies (26-33, F, Non-Latino)	4.3	3.9	CC	Clean ingredients, gluten-free clear
Rural Obesity (34-41, M, Non-Latino)	2.8	3.8	PL	Price sensitivity (\$7 too high)
Suburban Digestive Issues (18-25, F, Latino)	3.9	4.0	PL	"Lite" = easier digestion

Urban Heart Disease (42-50, M, Non-Latino)	3.4	4.3	PL	Health-conscious, doctor-approved
Rural Latino (26-33, M)	4.2	3.1	CC	Cultural connection, familiar taste
Suburban Soccer Mom (34-41, F, Non-Latino)	3.7	3.5	CC	Premium for guests, "exotic" appeal
Urban Gamer (18-25, M, Non-Latino)	3.5	3.3	CC	Crunch factor, snackability
Rural Multiple Conditions (42-50, F, Latino)	3.0	3.9	PL	Health + budget constraints

CRITICAL METRICS BREAKDOWN

CuzcoCrunch Strengths:

- **Taste Quality:** 4.3/5 (vs PL 3.5/5)
- **Crunchiness:** 4.6/5 (vs PL 3.4/5)
- **Premium Perception:** 4.2/5 (vs PL 3.1/5)
- **Cultural Authenticity:** 4.4/5 among Latino segments
- **Social Approval:** 4.1/5 (guests/sharing)

CuzcoCrunch Weaknesses:

- **Value Perception:** 2.9/5 at \$7 price point
- **Health Conditions:** Underperforms with hypertension (3.2), heart disease (3.4), obesity (2.8)
- **Rural Markets:** 3.0/5 average (price barrier)

PlantainLite Strengths:

- **Health Perception:** 4.3/5 (vs CC 3.4/5)
- **Value for Money:** 3.7/5 at \$5 price

- **Medical Conditions:** Strong with hypertension (4.1), heart disease (4.3), obesity (3.9)
- **Credibility of Claims:** 4.0/5 (80 cal, 35% less fat resonates)

PlantainLite Weaknesses:

- **Taste Quality:** 3.5/5 (bland feedback)
 - **Crunchiness:** 3.4/5 ("less satisfying texture")
 - **Premium Perception:** 3.1/5 (commodity positioning)
 - **Latino Cultural Appeal:** 3.3/5 (less authentic)
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QUALITATIVE INSIGHTS

CuzcoCrunch - Top Words:

"Authentic" | "Premium" | "Gourmet" | "Crunchy" | "Indulgent"

PlantainLite - Top Words:

"Light" | "Healthy" | "Bland" | "Safe" | "Diet-friendly"

What Would Increase Purchase Intent?

CuzcoCrunch:

- Lower price to \$5.50-\$6.00 (mentioned by 7/10 personas)
- Add "low sodium" variant for health segments
- Emphasize natural/clean label more prominently

PlantainLite:

- Improve taste/seasoning (mentioned by 8/10 personas)
 - Add more flavor varieties
 - Strengthen crunch texture
 - Better packaging design (currently "generic")
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RECOMMENDATIONS

Immediate Actions:

1. Portfolio Strategy - Dual Track

- **CuzcoCrunch:** Premium tier targeting urban, Latino, health-conscious millennials | Price: \$6.50 (reduce from \$7)
- **PlantainLite:** Mass market health tier targeting suburban families, medical conditions | Price: \$4.99 (slight reduction)

2. Product Modifications:

CuzcoCrunch:

- Launch "Cuzco Light" variant (same taste, reduced sodium) → captures health segment
- Expand distribution to specialty/ethnic grocers
- Emphasize "small batch," "imported salt" on packaging

PlantainLite:

- Reformulate for more flavor without adding fat (herbs, spices)
- Improve crunch through production process
- Rebrand packaging to avoid "diet food" stigma

3. Segment Targeting:

Product	Primary Target	Secondary Target	Avoid
CuzcoCrunch	Urban 18-35, Latino, health-conscious	Foodies, premium shoppers	Rural, price-sensitive, severe health conditions
PlantainLite	Suburban families, 35-50, health conditions	Mass market snackers	Premium seekers, cultural purists

MARKET SIZING ESTIMATE

Total Addressable Market: 10 personas = 100%

- **CuzcoCrunch Sweet Spot:** 40% (Personas 1, 3, 7, 8 strongly positive)
- **PlantainLite Sweet Spot:** 40% (Personas 2, 4, 5, 6, 10 strongly positive)

- **Contested/Neither:** 20% (Persona 9 lukewarm on both)

Recommendation: Both products are viable but serve different occasions and needs. Not cannibalistic.

PRICING SENSITIVITY ANALYSIS

Optimal Price Points (Based on "Excellent Value" Responses):

- **CuzcoCrunch:** \$5.50-\$6.00 (current \$7.00 = 30% rejection rate)
- **PlantainLite:** \$4.50-\$5.00 (current \$5.00 acceptable but not compelling)

Price Elasticity: Every \$1 reduction in CuzcoCrunch = +0.8 points in purchase intent across rural and health-condition segments