

# Case Study: How to introduce a new food into the U.S. market

## Business Problem

Our client has a highly-popular international food item (a non-meat Turkish street fare) which they would like to introduce into the U.S. food market.

- Explore how consumers might use the product
- Determine how to position the product in the U.S.
- Identify any product adjustments to better fit the U.S. palate

## Our Approach

Conduct two qualitative focus group discussions with potential consumers who are open to the idea of a popular Turkish street food fare. Consumers must be “adventurous eaters” - those who have tried other international foods, such as Falafel, Gyros, Hummus, Tabbouleh, and Tar-tar.

## Methodology

- First, we discussed the food as a whole (non-meat, possible pairings, usage) and then everyone was able to sample the product in its base form.
- To encourage product experimentation, we offered a buffet which included the product in its base form, as well as various types of food items that it could be paired with.
- Participants were encouraged to be creative with the product and to share with each other what they made and what they liked – assimilating a ‘lunch table’ discussion.



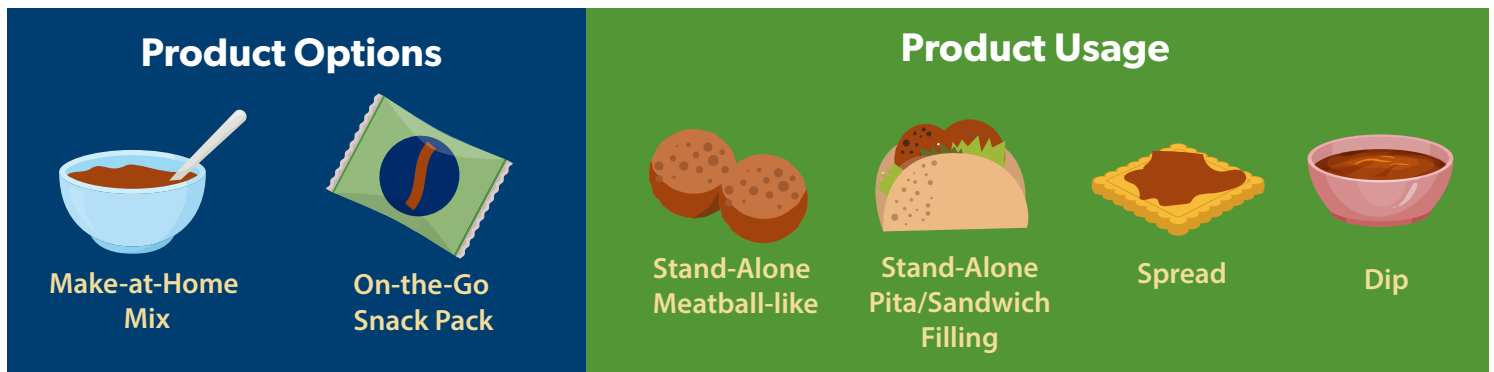
# What We Learned

Overall, the product was well-liked and generated excitement as a new flavor experience with multiple usage occasions.

## Product

Because we did not define how this food product should be consumed, we were able to explore what was interesting/desirable to US consumers, versus setting expectations as to how it is typically consumed (in other countries).

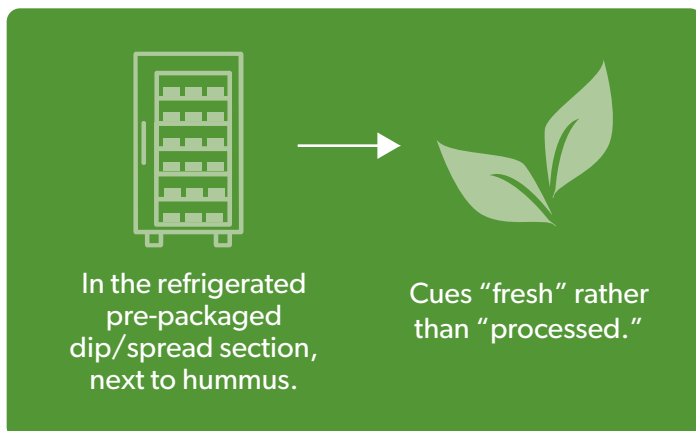
- The expected form – a dry mix - wasn't perceived as highly desirable, but once consumers were allowed to "play with the product" new ideas were uncovered.
- Consumers also identified additional usage occasions, aside from the typical "street fare".



## Marketing

- The Turkish roots of the product were a highly appealing feature.
- Anchoring to other established international products offers familiarity yet a sense of adventure.
- While meatless, the product should not be marketed as vegan as that label is too restrictive.

### Placement



### Packaging

