

On behalf of DuPont Teijin Films™, KOR Food Innovation facilitated three focus group sessions to capture consumer insight around fresh vegetables and the MYLAR® STEAM cooking pouch. Choosing from broccoli, cut sweet potatoes, kale, or carrots, participants seasoned and cooked their desired fresh vegetable according to instructions provided, and then evaluated the product for appearance, taste, and texture.

Safety

Participants feel it is important that the pouch is safe for the microwave and BPA free. Most participants said that they like the idea that the pouches are sealed before arriving at the store, meaning they are tamper-evident and secure from contamination. The majority said that as long as the packaging says the vegetables are clean, they would trust it. Many participants liked that the package was cool to touch after they removed it from the microwave.

"The fact I can open pouch and season was very impressive. Also was cool to the touch."

"It looks safe. It looks fresh. So I would try it."

"It's clear, it's easy to get into, it's easy to close, and even a child could use it."

Convenience

All participants felt that the short cook times were amazing and most felt that this was much less labor-intensive than preparing the vegetables themselves. The ease of use, convenience and clean-up were impressive to the participants. They loved that there was no prep necessary and the overall sentiment was "quick and easy, but fresh."

"The less, the better. This is really convenient. I can say this is something I would use during the week because a couple nights a week I get home really late and I just got to do something quick. So this is very convenient, this is fast and it's good."

"90 seconds and [snap], you got kale. Come on, Grandma took all day to make kale."

"I like that you can season it yourself, the way that you and your family like to eat it. A lot of them that are microwave steamable my boys won't eat."

"I would mainly recommend this to people that have kids because it's easy, it's quick, it's not a lot of clean-up and stuff. I would say for the convenience and everything and the taste... the taste is really good."

"I love that I can throw it away and then I don't have one more thing to do. I've got 3 young children under the age of 7. So if there's anything I can cross off my list it's great."

Quality

Majority of the participants were impressed with the taste and texture especially when compared to frozen. The package should include a range of cook times, so that consumers can cook to their preferred doneness. A number of the participants commented that the clarity of the package was positive since they can see the quality of the vegetables they are buying.

"I thought the taste was excellent. The texture was really good as well. I think, sometimes when I buy a frozen bag of vegetables, and I open it to cook it, I'll get a lot of stems and they kind of sneak that in there because you can't see in the packaging. So this concept is so much nicer because you can actually get to pick and choose."

"It's amazing. It's really nice. I was telling my partner that if I would have cooked this, I probably would have boiled it too much and it would have been really soggy, but it's actually really good."

"I love it. I think it's perfectly cooked, easy, and convenient. I don't see anything wrong with it actually."

Nutrition

When asked, 14 out of 20 participants said that they focus on a “healthy” lifestyle and that vegetables play an important role. All noted that the cooking pouch would help to support their “healthy lifestyle.” Participants felt that this concept would allow them to expand the variety of vegetables they serve. Additionally, 18 out of 20 believed steamed vegetables have a higher nutritional value than those that have been boiled or canned.

Who would you recommend MYLAR® STEAM to?

“I would say a lot to coworkers... Everyone is trying to stay in shape all the time, and looking for healthy lunch options that are cheaper than going out to eat. And I think that that’s a great side dish to whatever your main meal, sandwich, to take with you.”

“I eat a lot of vegetables, but bok choy is one that I do like. I have no idea how to cook. So, if they have bok choy in a pouch, I would probably buy that.”

“Most of the time I don’t buy the steamable packages because they already have the flavoring and seasoning in them. And I like to cook them the way I want them, so that is my favorite part about it.”

“Especially for someone that’s dieting and wants to eat healthy and nutritiously. Single people, it’s just nice to be able to pop it in the microwave, and busy people.”

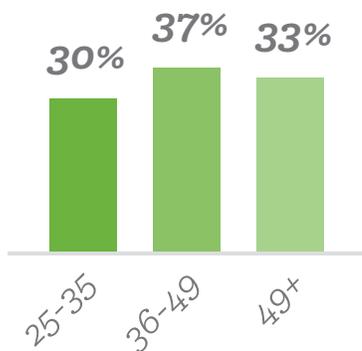
Demographics

Based on three sessions with 10 people per session (total of 30 people)

Gender



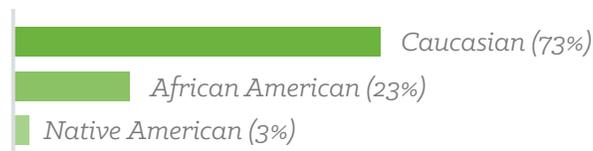
Age



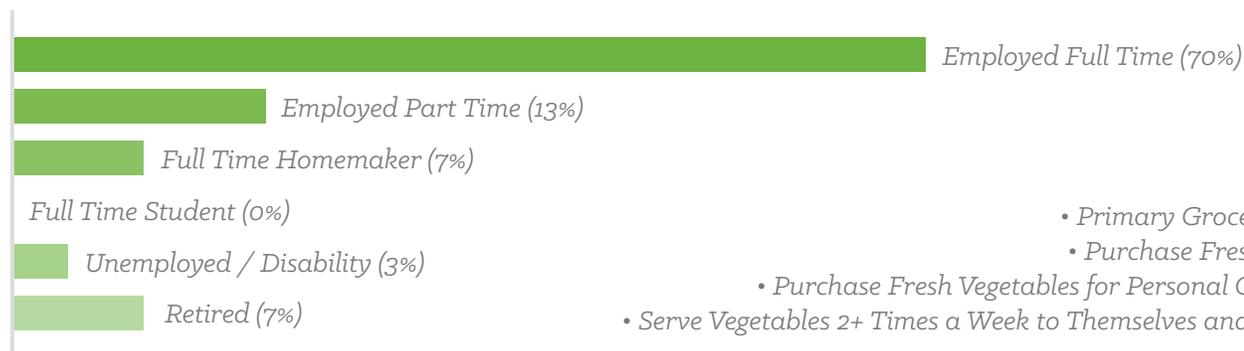
Household Income

\$75,000 +

Ethnicity



Employment Status



Qualifiers

- Primary Grocery Shoppers
- Purchase Fresh Vegetables
- Purchase Fresh Vegetables for Personal Consumption
- Serve Vegetables 2+ Times a Week to Themselves and / or Family