**Q1.** What is your opinion of this product **overall**?

Please use the scale from 1 to 9, where 1 means that you “dislike the sample extremely” and 9 means that you “like the sample extremely”, and answer by tapping the number that best corresponds to your answer.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Dislike extremely |  |  |  |  |  |  |  | Like extremely |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |

**Q2.** What is your opinion of the **overall appearance** of this product?

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Dislike extremely |  |  |  |  |  |  |  | Like extremely |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |

Q3. What is your opinion of the overall flavour of this product?

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Dislike extremely |  |  |  |  |  |  |  | Like extremely |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |

Q4. And is the **strength of flavour**…

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Not nearly strong enough |  | Just right |  | Much too strong |
| 1 | 2 | 3 | 4 | 5 |

Q5.What, if anything, do you particularly like about this product? Please type in your answer.

Q6. And what, if anything, do you particularly dislike about this product? Please type in your answer.

***Please have a drink of water and then assess the second coded sample.***

*Once the consumers have tried both samples they are presented with the following final question*

Q13: Which of the two products do you prefer?

**Consumer acceptance and preference questionnaire**