



# The Taste of Ice Cream

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Møn ice cream made from the producer's own cows.

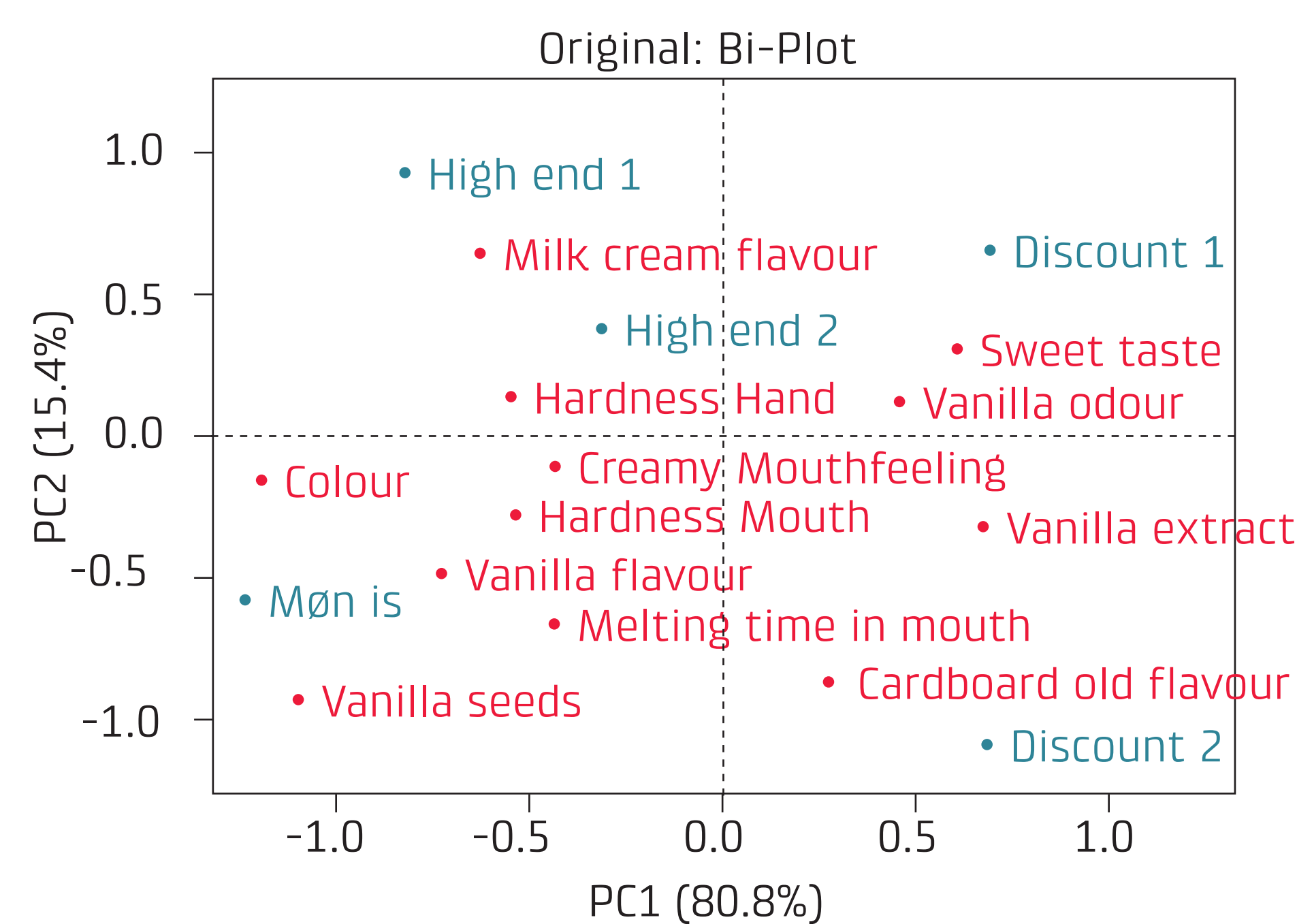


## WE WANT TO INVESTIGATE

Can the freshness be tasted?  
Which ice cream for which consumer segment?  
What is the marketing potential?

## CAN THE FRESHNESS BE TASTED?

**Method:** A sensory profiling analysis comparing 'Møn vanilla ice cream' with discount and high-end ice creams.



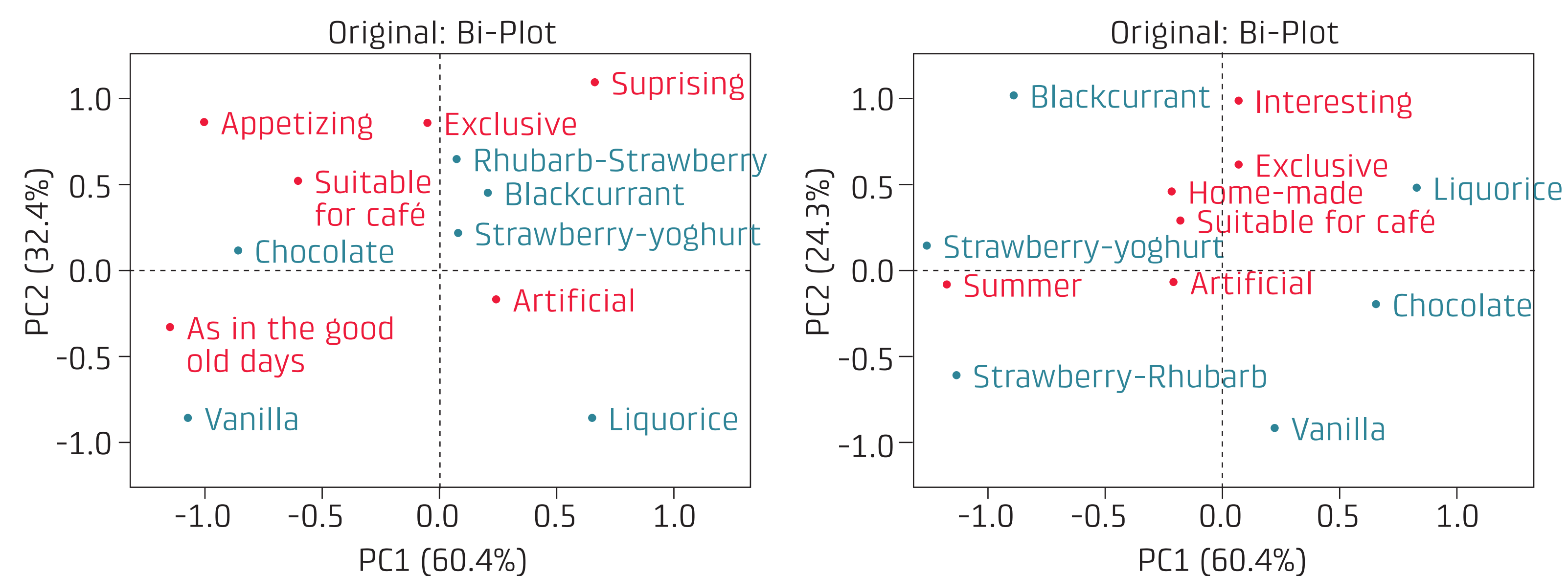
**Conclusion:** The Møn ice cream was more yellow, with more visual vanilla corn and a more intensive vanilla flavour. The intensity of 'milk cream flavour' and 'creamy mouth-feeling' was high, however, at the same level as the other high-end ice creams.

## WHICH ICE CREAM DO YOU PREFER?

Families	Café segment
1: Black currant	Chocolate and Black currant
2: Strawberry/Rhubarb	Strawberry/yoghurt and Liquorice
3: Liquorice	Evenly divided between all ice creams

## WHICH ICE CREAM FOR WHICH SEGMENT?

**Method:** A hall consumer test with families at a livestock show and a CLT consumer test with café consumers testing five different ice creams.



**Conclusion:** The family segment (children and adults) rated the ice cream with chocolate and vanilla as being the most appetizing and most 'as in the old days', and the ice cream with liquorice as the least appetizing and being least 'as in the old days'. Only minor differences were seen between the other variants.

The café segment rated the chocolate and the liquorice variant as less summer-like compared with the ice creams containing berries.

## CONCLUSION

The milk flavour and creaminess reflect freshness and could be marketing parameters even though they did not differ from other high-end ice creams. The chocolate and liquorice ice creams may have a potential for the café market, and in this way ensure a sale throughout the entire year.