BLIND TASTE TEST PREMIUM GIN

Summary of the test results

Study design

Comparative blind product test. Number of participants: N= 123 participants. 2 locations: Antwerp and Liège. All participants are product category users - responsible for the purchase of food products.
Date: 6-7 September 2019 CAWI – questionnaire on tablet.

ALDI Wellinghouse VERSUS Tanqueray

MAIN PARAMETER: general appreciation

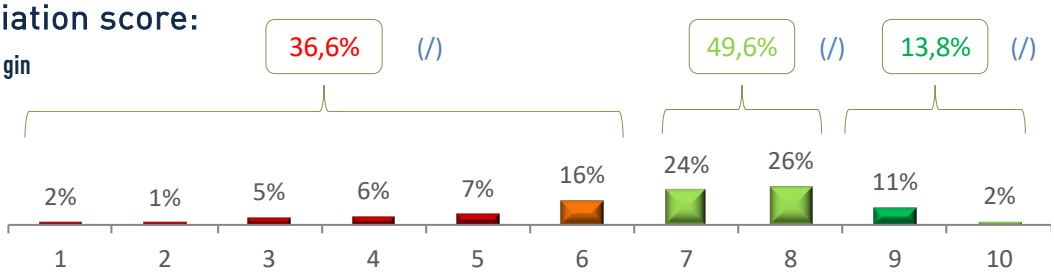
Study question:
How would you score this product, with 1 = "very bad" and 10 = "very good"?

Tested product	ALDI Wellinghouse premium gin	Tanqueray
Average general appreciation score on a 10-point scale	6,75 (/)	6,51

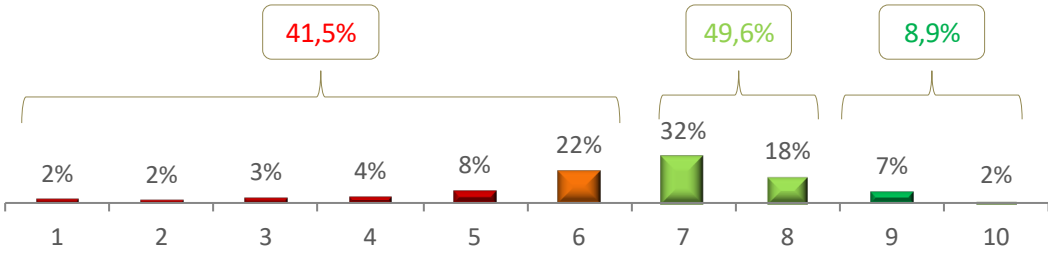
How should these results be interpreted? Look at the small, blue mark under or next to the score. A backslash (/) means the difference was not significant. A (b) refers to a statistically significant difference.

Graph of appreciation score:

ALDI Wellinghouse premium gin



Tanqueray



Conclusion:
There is no significant difference in general appreciation between ALDI Wellinghouse premium gin and Tanqueray.

SCORES BY PARAMETER

Summary of the individual questions for each taste component.

Hedonistic (5=max)

	Appearance		Smell		Taste	
ALDI Wellinghouse	3.7	(/)	3.66	(/)	3.49	(/)
Tanqueray	3.72		3.5		3.24	

Conclusion:
ALDI Wellinghouse premium gin obtains a score similar to that of Tanqueray in terms of appearance, smell and taste.

Diagnostic (deviation compared to 0)

	Colour		Spiciness		Sweetness		Strength of the gin-flavour	
ALDI Wellinghouse	0.07	(/)	0.2	(/)	0.07	(/)	0	(/)
Tanqueray	0.07		0.16		-0.03		-0.19	

Conclusion:
There are no significant differences between ALDI Wellinghouse premium gin and Tanqueray for the diagnostic variables.

General conclusion:

- ALDI Wellinghouse premium gin obtains a general appreciation score similar to that of Tanqueray.
- ALDI Wellinghouse premium gin obtains a score similar to that of Tanqueray for appearance, smell and taste.
- There are no significant differences for the diagnostic variables.