CASE STUDY | Determining the right proposition for a key retailer

SITUATION

Mizkan was looking for growth in Costco but needed to determine the right product proposition for each retailer.

The challenge was to identify which sauce varieties, pack formats, and price points would appeal to shoppers and fill gaps in existing assortments.

APPROACH

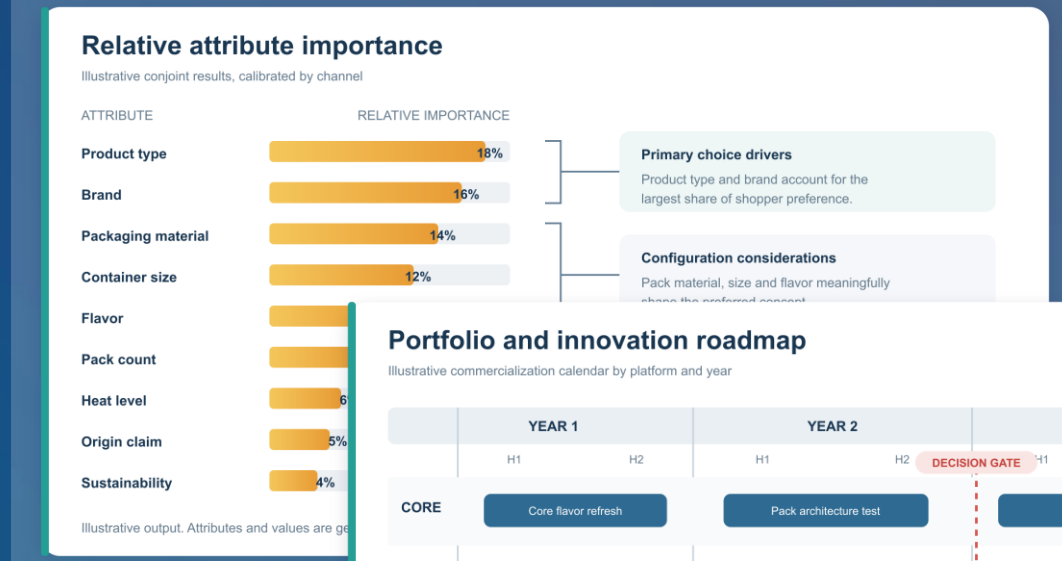
Use shopper conjoint research to build the portfolio by channel.

- **Identify what matters:** Quantify how shoppers value product attributes and price.
- **Test the options:** Simulate different product, pack, and pricing combinations.
- **Translate into action:** Prioritize channel-specific concepts and an innovation roadmap.

RESULTS

A sharper portfolio strategy and a Costco win.

- **Clear portfolio priorities:** Identified white and pink sauce opportunities that filled gaps in retailer assortments.
- **A focused innovation direction:** Prioritized premium sauces and rotating flavors.
- **A Costco win:** Helped the client sell a key concept into Costco.







Conjoint scenario simulator

Illustrative comparison of three product propositions

ATTRIBUTES	CONCEPT A	CONCEPT B	CONCEPT C
Price range	Mid	Premium	Value
Product type	Core recipe	Small batch	Cream-based
Brand	Brand A	Brand A	Retail brand
Flavor	Classic	Herb	Roasted garlic
Packaging	Glass jar	Glass jar	Lightweight jar
Container size	Medium	Small	Medium
Pack count	Single	Two pack	Single
Origin claim	Yes	Yes	No
Share of preference	34%	29%	37%
Revenue index	104	99	112

Illustrative output. Concepts, attributes and results are generalized.