

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male \_\_\_\_\_

Age: \_\_\_\_\_

Do you regularly purchase and eat apples? Yes \_\_\_\_\_ No \_\_\_\_\_

What are your favorite varieties of apples? 1) \_\_\_\_\_  
2) \_\_\_\_\_  
3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
A	Cosmic Crisp		
B	Breeze		
C	Sonya		

Would you pay more for your preferred apple? Yes \_\_\_\_\_ No \_\_\_\_\_

What did you like about your preferred apple? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male X

Age: 27

Do you regularly purchase and eat apples? Yes X No \_\_\_\_\_

What are your favorite varieties of apples?

- 1) Gala
- 2) Cameo
- 3) Red delicious

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!) :

Variety	Flavor	Texture	Appearance
<u>A</u>	<u>8</u>	<u>8</u>	<u>8</u>
<u>B</u>	<u>5</u>	<u>6</u>	<u>7</u>
<u>C</u>	<u>7</u>	<u>7</u>	<u>7</u>

Would you pay more for your preferred apple? Yes X No \_\_\_\_\_

What did you like about your preferred apple? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female F Male \_\_\_\_\_

Age: 54

Do you regularly purchase and eat apples? Yes  No \_\_\_\_\_

What are your favorite varieties of apples?  
1) Fuji  
2) Gala  
3) Braeburn

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!) :

Variety	Flavor	Texture	Appearance
<u>A</u>	<u>10</u>	<u>10</u>	<u>10</u>
<u>B</u>	<u>8</u>	<u>7</u>	<u>9</u>
<u>C</u>	<u>9</u>	<u>9</u>	<u>10</u>

Would you pay more for your preferred apple? Yes  No \_\_\_\_\_

What did you like about your preferred apple? amazing flavor (A)  
amazing texture - great color!

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male X

Age: 55

Do you regularly purchase and eat apples? Yes X No \_\_\_\_\_

What are your favorite varieties of apples?  
1) HONEY  
2) JAZZ  
3) LALA

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<u>A</u>	10	8	10
B	7	7	5
C	8	8	9

Would you pay more for your preferred apple? Yes X No \_\_\_\_\_

What did you like about your preferred apple? CRISP, FLAVOR, JUICE

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 28

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?  
1) Gala  
2) Cameo  
3) Golden Delicious

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<u>A</u>	<u>9</u>	<u>8</u>	<u>9</u>
<u>B</u>	<u>4</u>	<u>4</u>	<u>9</u>
<u>C</u>	<u>4</u>	<u>7</u>	<u>6</u>

Would you pay more for your preferred apple? Yes  No

What did you like about your preferred apple? Sweetness

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male X

Age: 35

Do you regularly purchase and eat apples? Yes X No \_\_\_\_\_

What are your favorite varieties of apples?  
1) Fuji  
2) Honey Crisp  
3) Gravenstein

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<u>A</u>	<u>8</u>	<u>8</u>	<u>9</u>
<u>B</u>	<u>7</u>	<u>5</u>	<u>9</u>
<u>C</u>	<u>6</u>	<u>6</u>	<u>8</u>

Would you pay more for your preferred apple? Yes \_\_\_\_\_ No \_\_\_\_\_

What did you like about your preferred apple? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male \_\_\_\_\_

Age: 52

Do you regularly purchase and eat apples? Yes  No \_\_\_\_\_

What are your favorite varieties of apples?

- 1) Pink lady
- 2) honey crisp
- 3) gala

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<del>A</del> B	7	10	10
<del>B</del> A	8	10	10
C	6	6	10

Would you pay more for your preferred apple? Yes  No \_\_\_\_\_

What did you like about your preferred apple? crisp Sweet

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male

Age: 55

Do you regularly purchase and eat apples? Yes  No \_\_\_\_\_

What are your favorite varieties of apples?  
1) \_\_\_\_\_  
2) \_\_\_\_\_  
3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!) :

Variety	Flavor	Texture	Appearance
<b>A</b>	9	8	8
<b>B</b>	7	6	6
<b>C</b>	4	4	6

Would you pay more for your preferred apple? Yes  No \_\_\_\_\_

What did you like about your preferred apple? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 57

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?  
1) \_\_\_\_\_  
2) \_\_\_\_\_  
3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<b>A</b>	<i>Great</i>	<i>Great</i>	<i>Nice deep red</i>
<b>B</b>	<i>Fair</i>	<i>Fair</i>	<i>Nice</i>
<b>C</b>	<i>sweet - Good</i>	<i>Good</i>	<i>Nice</i>

Would you pay more for your preferred apple? Yes  No

What did you like about your preferred apple? Flavor, crispness, juiciness

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 57

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?  
1) A  
2) \_\_\_\_\_  
3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!) :

Variety	Flavor	Texture	Appearance
<u>A</u>	9	9	8
B	5	7	8
C	7	9	8

Would you pay more for your preferred apple? Yes  No

What did you like about your preferred apple? Flavor and texture.  
I did not like the browning  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male X

Age: 61

Do you regularly purchase and eat apples? Yes X No \_\_\_\_\_

What are your favorite varieties of apples?  
1) Fuji  
2) Pink Lady ~~Lady~~ Lady  
3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<u>A</u>	10	10	8
B	7	6	8
C	6	9	8

Would you pay more for your preferred apple? Yes X No \_\_\_\_\_

What did you like about your preferred apple? Crispy, tasty

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 321

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?

- 1) BRABURN
- 2) FUJI
- 3) PINK LADY

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<u>A</u>	10	10	10
B	1	4	10
C	5	5	10

Would you pay more for your preferred apple? Yes  No

What did you like about your preferred apple? TASTE / Juicy

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 24

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?

- 1) Pink Lady
- 2) Honey Crisp
- 3) Fuji

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<u>A</u>	<u>8</u>	<u>10</u>	<u>Pretty</u>
<u>B</u>	<u>7</u>	<u>8</u>	<u>Delightful</u>
<u>C</u>	<u>7</u>	<u>8</u>	

Would you pay more for your preferred apple? Yes  No

What did you like about your preferred apple? Crunchy, Crisp, Tartish

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male

Age: \_\_\_\_\_

Do you regularly purchase and eat apples? Yes  No \_\_\_\_\_

What are your favorite varieties of apples?  
1) Red Delicious  
2) \_\_\_\_\_  
3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance	
<b>A</b>	8	7	8	23
<b>B</b>	7	7	7	21
<b>C</b>	5	4	7	16

Would you pay more for your preferred apple? Yes  No \_\_\_\_\_

What did you like about your preferred apple? The flavor was very good.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 11

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?  
1) Green  
2) red  
3) fuji

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<u>A</u>	<u>10</u>	<u>10</u>	<u>10</u>
<u>B</u>	<u>9</u>	<u>10</u>	<u>10</u>
<u>C</u>	<u>10</u>	<u>10</u>	<u>10</u>

Would you pay more for your preferred apple? Yes  No

What did you like about your preferred apple? It tasted good.

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male

Age: 14

Do you regularly purchase and eat apples? Yes  No \_\_\_\_\_

What are your favorite varieties of apples?  
1) Fuji  
2) Pink Lady  
3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!) :

Variety	Flavor	Texture	Appearance
<u>A</u>	<u>Juicy</u>	<u>rich in flavor</u>	<u>Red (slightly dark)</u>
<u>B</u>			
<u>C</u>			

Would you pay more for your preferred apple? Yes  No \_\_\_\_\_

What did you like about your preferred apple? What I like about these preferred

apples is that they have a lot of delicious flavor in a rich beautiful  
red color. I love them!

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 11

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?  
1) Fuji  
2) \_\_\_\_\_  
3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<b>A</b>	10	10	10
<b>B</b>	1	10	10
<b>C</b>	5	5	10

Would you pay more for your preferred apple? Yes  No

What did you like about your preferred apple? it was good  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 12

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?  
1) fugi  
2) Red Delicious  
3) Pink lady

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<u>A</u>	<u>10</u>	<u>10</u>	<u>10</u>
<u>B</u>	<u>10</u>	<u>10</u>	<u>10</u>
<u>C</u>	<u>10</u>	<u>10</u>	<u>10</u>

Would you pay more for your preferred apple? Yes  No

What did you like about your preferred apple? Flavor.

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 12

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?  
1) fuji  
2) Red delicious  
3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<b>A</b>	10	10	10
<b>B</b>	7	5	10
<b>C</b>	5	10	10

Would you pay more for your preferred apple? Yes  No

What did you like about your preferred apple? It is crachy and sweet and red

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male

Age: 13

Do you regularly purchase and eat apples? Yes  No \_\_\_\_\_

What are your favorite varieties of apples?

- 1) golden delicious
- 2) ~~fuji~~ fuji
- 3) ~~galas~~ gala

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<u>A</u>	10	10	10
<u>B</u>	A	10	<del>light</del> 9
<u>C</u>	<del>taste like an apple</del>	<del>crunchy</del> 8	<del>golden red with red</del> 10

Would you pay more for your preferred apple? Yes  No \_\_\_\_\_

What did you like about your preferred apple? Great taste and its texture is perfect. It looks good so people won't look at it and say "Disgusting."

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male

Age: 12

Do you regularly purchase and eat apples? Yes  No \_\_\_\_\_

What are your favorite varieties of apples?  
1) golden delicious  
2) Fuji  
3) ~~gala~~ gala

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<b>A</b>	10	10	8
<b>B</b>	7	10	6
<b>C</b>	8	7	8

Would you pay more for your preferred apple? Yes  No \_\_\_\_\_

What did you like about your preferred apple? ~~It has~~ It has a really good taste. I also like its texture

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male

Age: 13

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?

- 1) Golden delicious
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<u>A</u>	9.8	9.8	10
B	8	9	10
C	5	6	5

Would you pay more for your preferred apple? Yes \_\_\_\_\_ No

What did you like about your preferred apple? Good Flavor

texture and appearance  
with a nice crunch

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male

Age: 10

Do you regularly purchase and eat apples? Yes  No \_\_\_\_\_

What are your favorite varieties of apples?

- 1) fujj
- 2) red delicious
- 3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<b>A</b>	<u>10</u>	<u>10</u>	<u>10</u>
<b>B</b>			
<b>C</b>			

Would you pay more for your preferred apple? Yes  No \_\_\_\_\_

What did you like about your preferred apple? Flavor Texture

crispy

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 11

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?

- 1) Granny Smith
- 2) fueli
- 3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<del>B</del> <del>A</del>	7	8	7
<u>A</u> <del>B</del>	9	10	10
<del>C</del>	8	crunchy 9	9

Would you pay more for your preferred apple? Yes \_\_\_\_\_ No \_\_\_\_\_

What did you like about your preferred apple? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_



# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 21

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?  
1) Fuji  
2) \_\_\_\_\_  
3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!) :

Variety	Flavor	Texture	Appearance
<u>A</u>	10	very soft 10	10
B	7	soft 9	10
C	10	crunchy 8	9

Would you pay more for your preferred apple? Yes \_\_\_\_\_ No \_\_\_\_\_

What did you like about your preferred apple? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male

Age: 11

Do you regularly purchase and eat apples? Yes \_\_\_\_\_ No

What are your favorite varieties of apples?  
1) B  
2) C  
3) A

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<u>A</u>	10	10	10
<u>B</u>	10	10	10
<u>C</u>	8	10	10

Would you pay more for your preferred apple? Yes \_\_\_\_\_ No

What did you like about your preferred apple? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male \_\_\_\_\_

Age: 41

Do you regularly purchase and eat apples? Yes  No \_\_\_\_\_

What are your favorite varieties of apples?

- 1) Honey Crisp
- 2) Red
- 3) Gala

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<u>A</u>	10	10	10
<u>B</u>	10	10	10
<u>C</u>	10	10	10

Would you pay more for your preferred apple? Yes  No \_\_\_\_\_

What did you like about your preferred apple? \_\_\_\_\_

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 70

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?

- 1) feji
- 2) pink lady
- 3) honeycrisp\*

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!) :

Variety	Flavor	Texture	Appearance
<u>*A</u>	<u>good</u>	<u>good</u>	<u>good</u>
<u>B</u>	<u>OK</u>	<u>OK</u>	<u>OK</u>
<u>C</u>	<u>OK</u>	<u>OK</u>	<u>OK</u>

Would you pay more for your preferred apple? Yes  No

What did you like about your preferred apple? excellent tart but sweet

flavor

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 41

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?

- 1) Honey crisp
- 2) Fuji
- 3) Pink lady

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!) :

Variety	Flavor	Texture	Appearance	
<b>A</b>	8	7	8	23
<b>B</b>	6	7	9	22
<b>C</b>	6	7	7	20

Would you pay more for your preferred apple? Yes  No

What did you like about your preferred apple? Flavor was better -  
sweeter & crispier

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male X

Age: 12

Do you regularly purchase and eat apples? Yes X No \_\_\_\_\_

What are your favorite varieties of apples?  
1) Red delicious  
2) Granny smith  
3) Fuji

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<u>A</u>	10	10	10
<u>B</u>	6	8	9
<u>C</u>	10	10	10

Would you pay more for your preferred apple? Yes X No ~~\_\_\_\_\_~~

What did you like about your preferred apple? It was juicy and tasty

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male

Age: 40

Do you regularly purchase and eat apples? Yes  No \_\_\_\_\_

What are your favorite varieties of apples?

- 1) HONEYCRISP
- 2) PINKS
- 3) FUJI

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<u>A</u>	9	8	
B	7	8	
C	8	8	

Would you pay more for your preferred apple? Yes  No \_\_\_\_\_

What did you like about your preferred apple? TASTE ONLY IS PRIMARY CRITERIA

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 15

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?  
1) Fuji  
2) Granny Smith  
3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!) :

Variety	Flavor	Texture	Appearance	
<b>A</b>	10	8	6	24
<b>B</b>	6	7	10	23
<b>C</b>	2	3	5	10

Would you pay more for your preferred apple? Yes  No

What did you like about your preferred apple? I like apple A because it  
tasted amazing & I could eat it every day. It was very  
refreshing & juicy.

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 15

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?  
 1) cranny smith  
 2) figi  
 3) other apples

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance	
<u>A</u>	<u>8</u>	<u>8</u>	<u>8</u>	24
<u>B</u>	<u>6</u>	<u>9</u>	<u>9</u>	24
<u>C</u>	<u>7</u>	<u>9</u>	<u>7</u>	23

Would you pay more for your preferred apple? Yes  No

What did you like about your preferred apple? It had rich flavor,  
good texture, and it looked nice.

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 66

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?  
1) NO FAVORITE  
2) \_\_\_\_\_  
3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<u>A</u>	6	7	5
<u>B</u>	8	8	5
<u>C</u>	7	8	5

Would you pay more for your preferred apple? Yes \_\_\_\_\_ No

What did you like about your preferred apple? CRISP

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male X

Age: 64

Do you regularly purchase and eat apples? Yes \_\_\_\_\_ No X

What are your favorite varieties of apples?

1) Honey crisp

2) \_\_\_\_\_

3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<u>A</u>	1	2	1
<u>B</u>	3	3	1
<u>C</u>	2	1	1

Would you pay more for your preferred apple? Yes X No \_\_\_\_\_

What did you like about your preferred apple? Sweet & juicy

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 11

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?  
1) red delicious  
2) granny Smith  
3) Fuji

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!) :

Variety	Flavor	Texture	Appearance
<u>A</u>	10	7	9
<u>B</u>	9	8	10
<u>C</u>	8	10	8

26  
27  
26

Would you pay more for your preferred apple? Yes  No

What did you like about your preferred apple? The Flavor

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male

Age: 13

Do you regularly purchase and eat apples? Yes  No \_\_\_\_\_

What are your favorite varieties of apples?  
1) Granny Smith  
2) Fuji  
3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!) :

Variety	Flavor	Texture	Appearance
A	10	9	10
B	10	10	10
C	10	10	10

Would you pay more for your preferred apple? Yes \_\_\_\_\_ No

What did you like about your preferred apple? The tart was different

for apples

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male

Age: 11

Do you regularly purchase and eat apples? Yes  No \_\_\_\_\_

What are your favorite varieties of apples?

- 1) granny smith
- 2) gala
- 3) fuji

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<u>A</u>	<u>4.5</u>	<u>4.5</u>	<u>4.5</u>
<u>B</u>	<u>5</u>	<u>5</u>	<u>5</u>
<u>C</u>	<u>4</u>	<u>4</u>	<u>4</u>

Would you pay more for your preferred apple? Yes  No \_\_\_\_\_

What did you like about your preferred apple? It was way sweeter

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 38

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?

- 1) Lady Alice
- 2) fugi
- 3) honey crisp

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
A	tart 5	crunchy 8	OK 5
<b>B</b>	sweet/tart 8	alittle soft But good 8	nice color 10
C	sweet 8	good 8	nice color 9

*Thick skin* (with arrow pointing to Texture column)

Would you pay more for your preferred apple? Yes  No

What did you like about your preferred apple? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male

Age: 68

Do you regularly purchase and eat apples? Yes  No \_\_\_\_\_

What are your favorite varieties of apples?

- 1) Envy
- 2) Jazz
- 3) Pink lady

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
A	8	8	7
B	7	7	8
C	9	8	<del>8</del> 9

Would you pay more for your preferred apple? Yes  No \_\_\_\_\_

What did you like about your preferred apple? flavor & texture

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 68

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?

- 1) Envy
- 2) Jazz
- 3) Honeycrisp

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
A	8	6	8
B	9	6	8
<u>C</u>	6	9	9

Would you pay more for your preferred apple? Yes 4 No

What did you like about your preferred apple?

Crisp!  
Juicy!  
little tart  
& flavor

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 62

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?

- 1) Honeycrisp
- 2) Fuji
- 3) Granny Smith

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
A	6	7	8
B	7	6	5
<b>C</b>	9	8	8

Would you pay more for your preferred apple? Yes  No

What did you like about your preferred apple? taste & texture

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male X

Age: 25

Do you regularly purchase and eat apples? Yes X No \_\_\_\_\_

What are your favorite varieties of apples?  
1) Cranmy Smith  
2) Fuji  
3) Red Delicious

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
A	10	10	7
B	6	10	8
C	10	10	10

Would you pay more for your preferred apple? Yes \_\_\_\_\_ No X

What did you like about your preferred apple? It was crispy and the flavor

surprised me

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male

Age: 68

Do you regularly purchase and eat apples? Yes  No \_\_\_\_\_

What are your favorite varieties of apples?

- 1) Jonagold
- 2) Reds
- 3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
A	9	8	7
B	7	7	7
<b>C</b>	8	9	9

Would you pay more for your preferred apple? Yes \_\_\_\_\_ No \_\_\_\_\_

What did you like about your preferred apple? \_\_\_\_\_

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male X

Age: 73

Do you regularly purchase and eat apples? Yes X No \_\_\_\_\_

What are your favorite varieties of apples?  
1) Honey KRISP  
2) Fuji  
3) Gala

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!) :

Variety	Flavor	Texture	Appearance
A	7	8	8
B	5	8	8
<u>C</u>	10	10	8

Would you pay more for your preferred apple? Yes X No \_\_\_\_\_

What did you like about your preferred apple? (C) CRISPY - MOST FLAVOR, SWEETEST

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male

Age: \_\_\_\_\_

Do you regularly purchase and eat apples? Yes  No \_\_\_\_\_

What are your favorite varieties of apples?

- 1) ~~Green~~ Honeycrisp
- 2) Fuji
- 3) Pink Lady

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
A	7	8	6
B	4	9	9
<b>C</b>	9	9	10

Would you pay more for your preferred apple? Yes  No \_\_\_\_\_

What did you like about your preferred apple? the flavor

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 11

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?

- 1) Red
- 2) Green
- 3) Fuji

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
A	10	8	9
B	8	9	10
<b>C</b>	10	10	10

Would you pay more for your preferred apple? Yes  No

What did you like about your preferred apple? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male

Age: 49

Do you regularly purchase and eat apples? Yes  No \_\_\_\_\_

What are your favorite varieties of apples?

- 1) Honey crisp
- 2) well on Del
- 3) Gala.

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!) :

Variety	Flavor	Texture	Appearance
A	<sup>10</sup> Great	<sup>10</sup> Firm	<sup>8</sup> Great
B	8	10	8
<b>C</b>	10	10	10

Would you pay more for your preferred apple? Yes  No \_\_\_\_\_

What did you like about your preferred apple? Very Very Good.

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male \_\_\_\_\_

Age: \_\_\_\_\_

Do you regularly purchase and eat apples? Yes \_\_\_\_\_ No \_\_\_\_\_

What are your favorite varieties of apples?

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
A	7	8	8
B	7	9	9
C	9	9	9

Would you pay more for your preferred apple? Yes \_\_\_\_\_ No \_\_\_\_\_

What did you like about your preferred apple? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 13

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?

- 1) ~~King~~ Fuji
- 2) Gala
- 3) Golden delicious

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!) :

Variety	Flavor	Texture	Appearance
A	8	10	10
B	5	8	10
<u>C</u>	9	10	10

Would you pay more for your preferred apple? Yes  No

What did you like about your preferred apple? The flavor.

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 12

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?

- 1) Fuji
- 2) Golden Apples
- 3) red apples

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
A	9	10	10
B	4	8	<del>10</del> 10
<b>C</b>	10	10	10

Would you pay more for your preferred apple? Yes  No

What did you like about your preferred apple? It had so much flavor

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 13

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?

- 1) Golden apples
- 2) red delicious
- 3) galas

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
A	6	9	9
B	10	8	10
<u>C</u>	10	10	10

Would you pay more for your preferred apple? Yes  No

What did you like about your preferred apple? Everything about it is  
amazing I would not change that apple.

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male

Age: 43

Do you regularly purchase and eat apples?  Yes \_\_\_\_\_ No \_\_\_\_\_

What are your favorite varieties of apples? 1) Fuji

2) Gala

3) yellow delicious - only fresh off tree

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
A	9	9	10
B	7	9	8
<input checked="" type="radio"/> C	10	9	10

Would you pay more for your preferred apple? Yes  No \_\_\_\_\_

What did you like about your preferred apple? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 2

Do you regularly purchase and eat apples? Yes  <sup>Man</sup> No

What are your favorite varieties of apples?

- 1) Johnny Gold
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
A	not so good	so	
B	not so good	so so	pretty
<u>C</u>	good	good	good

Would you pay more for your preferred apple? Yes  No

What did you like about your preferred apple? color - taste (:)

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male

Age: 68

Do you regularly purchase and eat apples? Yes  No \_\_\_\_\_

What are your favorite varieties of apples?  
1) B  
2) A  
3) C

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<u>A</u>	TART 7	5	5
<u>B</u>	SWEET 8	5	5
<u>C</u>	MILD 6	5	5

Would you pay more for your preferred apple? Yes  No \_\_\_\_\_

What did you like about your preferred apple? PERFECT BALANCE BETWEEN SWEET

+ TART.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female X Male \_\_\_\_\_

Age: 23

Do you regularly purchase and eat apples? Yes X No \_\_\_\_\_

What are your favorite varieties of apples?

- 1) Honeycrisp
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<u>A</u>	<u>Okay, Mild</u>	<u>A little soft</u>	<u>Beautiful</u>
<u>B</u>	<u>Oh yes</u>	<u>wonderful</u>	<u>Good, pretty</u>
<u>C</u>	<u>Good, sweet</u>	<u>A little soft</u>	<u>Very Pretty</u>

Would you pay more for your preferred apple? Yes X No \_\_\_\_\_

What did you like about your preferred apple? crispy, strong flavor. Sweet?

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male X

Age: 24

Do you regularly purchase and eat apples? Yes \_\_\_\_\_ No X

What are your favorite varieties of apples?

1) granny smiths

2) fuji

3) pink lady

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<u>A</u>	<u>Jolly rancer like</u>	<u>crisp</u>	<u>forbidden</u>
<u>B</u>	<u>innovative</u>	<u>crisp</u>	<u>delicious</u>
<u>C</u>	<u>mild</u>	<u>Jolly</u>	<u>normal</u>

Would you pay more for your preferred apple? Yes ✓ No \_\_\_\_\_

What did you like about your preferred apple? Flavor

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male \_\_\_\_\_

Age: 18

Do you regularly purchase and eat apples? Yes  No \_\_\_\_\_

What are your favorite varieties of apples?

- 1) fuji
- 2) honey crisp
- 3) granny.

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<u>A</u>	<u>her 9</u>	<u>9</u>	<u>10</u>
<u>B</u>	<u>10</u>	<u>10</u>	<u>9</u>
<u>C</u>	<u>8</u>	<u>9</u>	<u>10</u>

Would you pay more for your preferred apple? Yes  No \_\_\_\_\_

What did you like about your preferred apple? more flavor

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 32

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?

1) Fuji

2) Honey Crisp

3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
A	7	7	10
B	10	10	10
C	6	6	10

Would you pay more for your preferred apple? Yes  No

What did you like about your preferred apple? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female F Male \_\_\_\_\_

Age: 27

Do you regularly purchase and eat apples? Yes X No \_\_\_\_\_

What are your favorite varieties of apples? 1) Honeycrisp  
2) \_\_\_\_\_  
3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
A	8	9	10
<u>B</u>	9 1/2	10	<del>8</del> 9
C	8	<del>8</del> 9	9

Would you pay more for your preferred apple? Yes X No \_\_\_\_\_

What did you like about your preferred apple? Full flavor, not too sugary

Crisp  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

27

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male \_\_\_\_\_

Age: 31

Do you regularly purchase and eat apples? Yes  No \_\_\_\_\_

What are your favorite varieties of apples?

- 1)  Golden Delicious
- 2) Pink lady
- 3) Fuji

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<b>A</b>	10 Sweet w/ a little tart	10 Crisp	10 Pretty
<b>B</b>	10 Sweet slightly pearly	10 Crisp	10 Classic
<b>C</b>	8 Bitter & gingery	6 Grainy	10 Autumn

Would you pay more for your preferred apple? Yes  No \_\_\_\_\_

What did you like about your preferred apple? The Juicy Crispness

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male

Age: 56

Do you regularly purchase and eat apples? Yes  No \_\_\_\_\_

- What are your favorite varieties of apples?
- 1) FUJI
  - 2) CRITERION (OLD)
  - 3) HONEY CRISP

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<b>A</b>	JONAGO CRISP <u>6</u>	CRISP <u>9</u>	GALA X HONEY CRISP CRISP <u>8</u>
<b>B</b>	RED/JONATHAN <sup>8</sup> / <sup>8</sup> / <sup>8</sup> <u>8</u>	CRISP <u>9</u>	OSARK BLAK / JONATHAN <u>9</u>
<b>C</b>	BANANA/ <u>4</u>	DRYER / SOFTER <u>5</u>	<u>5</u>

Would you pay more for your preferred apple? Yes  No \_\_\_\_\_

What did you like about your preferred apple? B.

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 60+

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples? 1) \_\_\_\_\_  
2) \_\_\_\_\_  
3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
A	Crisp		
<u>B</u>		Juicy +	
C			

Would you pay more for your preferred apple? Yes  No

What did you like about your preferred apple? Juicy + crisp liked

very much

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male \_\_\_\_\_

Age: 48

Do you regularly purchase and eat apples? Yes  No \_\_\_\_\_

What are your favorite varieties of apples?

- 1) Braeburn
- 2) Honeycrisp
- 3) Granny Smith

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<u>A</u>	9	10	9
<u>B</u>	9	10	9
<u>C</u>	<u>Tangy 6</u> <u>Somewhat chalky</u>	<u>FIRM 9</u>	<u>yellow 7</u>

Would you pay more for your preferred apple? Yes  No \_\_\_\_\_

What did you like about your preferred apple? \_\_\_\_\_  
crisp, tangy  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_



# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male \_\_\_\_\_

Age: \_\_\_\_\_

Do you regularly purchase and eat apples? Yes \_\_\_\_\_ No \_\_\_\_\_

What are your favorite varieties of apples? 1) \_\_\_\_\_  
2) \_\_\_\_\_  
3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!) :

Variety	Flavor	Texture	Appearance
A	8		
B		9	
C			5

Would you pay more for your preferred apple? Yes \_\_\_\_\_ No \_\_\_\_\_

What did you like about your preferred apple? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: \_\_\_\_\_

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?

1) Spies

2) \_\_\_\_\_

3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<u>A</u>	(10) Excellent	Firm (10)	Beautiful. 10.
<u>B</u>	(10+)	(10)	(10)
<u>C</u>	(6)	(6)	(6)

Would you pay more for your preferred apple?

Yes yes No \_\_\_\_\_ like B best

What did you like about your preferred apple?

Dry spicy crisp. (B)

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 27

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?

1) Macintosh

2) Jonagold

3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<u>A</u>	<u>6</u>	<u>6</u>	<u>10</u>
<u>B</u>	<u>8</u>	<u>7</u>	<u>9</u>
<u>C</u>	<u>7</u>	<u>7</u>	<u>8</u>

Would you pay more for your preferred apple? Yes \_\_\_\_\_ No

What did you like about your preferred apple? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 15

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?  
1) \_\_\_\_\_  
2) \_\_\_\_\_  
3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!) :

Variety	Flavor	Texture	Appearance
A	5	good	good
B	7	great	great
C	9	great	great

Would you pay more for your preferred apple? Yes  No

What did you like about your preferred apple? Both B & C were

amazingly great!

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male

Age: 66

Do you regularly purchase and eat apples? Yes  No \_\_\_\_\_

What are your favorite varieties of apples?  
1) Fuji  
2) ✓  
3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
A			
<u>B</u>	<u>10</u>	<u>10</u>	<u>10</u>
C			

Would you pay more for your preferred apple? Yes  No \_\_\_\_\_

What did you like about your preferred apple? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

A

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female   l   Male       

Age:   19  

Do you regularly purchase and eat apples? Yes   l   No       

What are your favorite varieties of apples?

- 1)   GALA
- 2)   PINK LADY
- 3)   HONEY CRISP

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<u>  A  </u>	<u>  8  </u>	<u>  10  </u>	<u>  10  </u>
<u>  B  </u>	<u>  10  </u>	<u>  10  </u>	<u>  8  </u>
<u>  C  </u>	<u>  6  </u>	<u>  10  </u>	<u>  9  </u>

Would you pay more for your preferred apple? Yes   l   No       

What did you like about your preferred apple?   I LIKE B. GOOD FLAVOR  

  A I LOVE THE CRUNCH!  

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 05

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?

- 1) honey crisp
- 2) pink lady
- 3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<u>A</u>	<u>sweet + tart</u>	<u>crisp</u>	<u>pretty size w/ thin skin</u>
<u>B</u>	<u>sweet</u>	<u>medium crunch</u>	<u>pinkish red delicious</u>
<u>C</u>	<u>milky</u>	<u>softer</u>	<u>like honey crisp</u>

Would you pay more for your preferred apple? Yes \_\_\_\_\_ No \_\_\_\_\_

What did you like about your preferred apple? \_\_\_\_\_

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 60

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?

- 1) Honey Crisp
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<b>A</b>	<u>rich, crisp</u>	<u>crisp.</u>	<u>Beautiful coloring</u>
<b>B</b>	<u>not as sweet as A</u> <u>sweet + flavorful crisp.</u>		
<b>C</b>	<u>not as sweet as A</u>	<u>not as crisp</u>	

Would you pay more for your preferred apple?

Yes  No

What did you like about your preferred apple?

Crisp + Sweet.

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender: Female \_\_\_\_\_ Male X

Age: 64

Do you regularly purchase and eat apples? Yes X No \_\_\_\_\_

What are your favorite varieties of apples?

- 1) Gravenstein
- 2) Fuji
- 3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<u>A</u>	<u>tart</u>	<u>crisp 1st</u>	<u>X 1+</u>
<u>B</u>	<u>med</u>	<u>good 2nd</u>	<u>X 1+</u>
<u>C</u>	<u>excellent</u>	<u>softer 3rd</u>	<u>X 1+</u>

Would you pay more for your preferred apple? Yes X No \_\_\_\_\_

What did you like about your preferred apple? crisp - tart - trad. color

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male

Age: 75

Do you regularly purchase and eat apples? Yes  No \_\_\_\_\_

What are your favorite varieties of apples?

1) Fuji

2) Gala

3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<u>A</u>	<u>6</u>	<u>8</u>	<u>10</u>
<u>B</u>	<u>8</u>	<u>8</u>	<u>6</u>
<u>C</u>	<u>4</u>	<u>7</u>	<u>7</u>

Would you pay more for your preferred apple? Yes  No \_\_\_\_\_

What did you like about your preferred apple? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male

Age: 30

Do you regularly purchase and eat apples? Yes  No \_\_\_\_\_

What are your favorite varieties of apples?  
1) Money crisp  
2) Fuji  
3) Gala

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!) :

Variety	Flavor	Texture	Appearance
<u>A</u>	9.5	10	10
B	8	8	7
C	9	7	9.

Would you pay more for your preferred apple? Yes  No \_\_\_\_\_

What did you like about your preferred apple? Crisp, very nice flavor.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male

Age: 47

Do you regularly purchase and eat apples? Yes  No \_\_\_\_\_

What are your favorite varieties of apples?  
1) \_\_\_\_\_  
2) \_\_\_\_\_  
3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<u>A</u>	9	8	9
B		8	8
C		8	8

Would you pay more for your preferred apple? Yes \_\_\_\_\_ No \_\_\_\_\_

What did you like about your preferred apple? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 58

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples? 1) Wen sap

2) Bra burn

3) Hanny Smith HoneyCrisp

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!) :

Variety	Flavor	Texture	Appearance
<u>A</u>	10	10	10
B	8	8	5
C	6	7	7

Would you pay more for your preferred apple? Yes  No

What did you like about your preferred apple? juicy, crispy, shenny

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male

Age: 21

Do you regularly purchase and eat apples? Yes  No \_\_\_\_\_

What are your favorite varieties of apples?

- 1) Fuji
- 2) Gala
- 3) Pink lady

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<u>A</u>	<u>8</u>	<u>10</u>	<u>10</u>
<u>B</u>	<u>8</u>	<u>7</u>	<u>7</u>
<u>C</u>	<u>6</u>	<u>8</u>	<u>6</u>

Would you pay more for your preferred apple? Yes  No \_\_\_\_\_

What did you like about your preferred apple? Flavor

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 92

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?  
1) Honey Crisp  
2) Fuji  
3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<b>A</b>	5	5	7
<b>B</b>	5	5	5
<b>C</b>	5	5	5

Would you pay more for your preferred apple? Yes  No

What did you like about your preferred apple? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female ~~Male~~ Male \_\_\_\_\_

Age: 22

Do you regularly purchase and eat apples? Yes  No \_\_\_\_\_

What are your favorite varieties of apples?  
1) Fuji  
2) Pink  
3) Gala

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!) :

Variety	Flavor	Texture	Appearance
<u>A</u>	10	10	10
B	8	10	9
C	9	9	9

Would you pay more for your preferred apple? Yes  No \_\_\_\_\_

What did you like about your preferred apple? I like my apples sweet +  
crunchy



# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 56

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?

- 1) Jonas
- 2) Honeycrisp
- 3) macoun

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!) :

Variety	Flavor	Texture	Appearance
<u>A</u>	10	10	10
B	10	9	10
C	<u>Sweet</u> 9	8	10

Would you pay more for your preferred apple? Yes  No

What did you like about your preferred apple? flavor / texture

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 37

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?

- 1) Fuji
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<u>A</u>	<u>7</u>	<u>10</u>	<u>8</u>
B	<u>9</u>	<u>8</u>	<u>7</u>
C	<u>6</u>	<u>7</u>	<u>6</u>

Would you pay more for your preferred apple? Yes  No

What did you like about your preferred apple? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male \_\_\_\_\_

Age: 30

Do you regularly purchase and eat apples? Yes  No \_\_\_\_\_

What are your favorite varieties of apples?

- 1) Honey Crisp
- 2) Fuji
- 3) Pink Ladies

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<u>(A)</u>	<u>9</u>	<u>8</u>	<u>8</u>
<u>B</u>	<u>6</u>	<u>7</u>	<u>7</u>
<u>C</u>	<u>8</u>	<u>7</u>	<u>8</u>

Would you pay more for your preferred apple? Yes  No \_\_\_\_\_

What did you like about your preferred apple? \_\_\_\_\_

A & C apples were both had a "refreshing" taste & had a nice crunch -  
C Apple almost had a slight taste of honey.

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_

Male

Age: 41

Do you regularly purchase and eat apples?

Yes  No \_\_\_\_\_

What are your favorite varieties of apples?

1) Honeycrisp

2) \_\_\_\_\_

3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<u>A</u>	10	10	10
B	8	8	8
C	8	8	8

Would you pay more for your preferred apple?

Yes \_\_\_\_\_ No

What did you like about your preferred apple?

Taste

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 52

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?

- 1) tart, good
- 2) sweet, good
- 3) delicious

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
A			<u>good</u>
B			<u>good</u>
<u>C</u>			<u>good</u>

Would you pay more for your preferred apple?

Yes  No

What did you like about your preferred apple? \_\_\_\_\_

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 54

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?

- 1) Pink lady
- 2) Fuji
- 3) opal

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
A	<u>Fancy Tangy</u>	<u>Crisp</u>	<u>8-Shiny</u>
B	<u>sweet Mild Sweet</u>	<u>Crisp</u>	<u>10 Pretty</u>
<u>C</u>	<u>sweet Tangy</u>	<u>Crisp</u>	<u>10</u>

Would you pay more for your preferred apple? Yes  No

What did you like about your preferred apple? \_\_\_\_\_

Appearance Taste, Texture

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male \_\_\_\_\_

Age: 43

Do you regularly purchase and eat apples? Yes  No \_\_\_\_\_

What are your favorite varieties of apples?

- 1) C Fuji
- 2) B honeycrisp
- 3) A granny smith

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
A	8	8	10
B	9	10	9
C	10	10	10

Would you pay more for your preferred apple? Yes  No \_\_\_\_\_

What did you like about your preferred apple? crisp, tasty

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 02

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?

- 1) Gala
- 2) Opal
- 3) Honey Crisp

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
A	8	9	10
B	7	8	9
C	9	9	10

Would you pay more for your preferred apple? Yes  No

What did you like about your preferred apple? smooth refreshing

flavor - juicy

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 61

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?

1) C

2) \_\_\_\_\_

3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
A	6	10	good
B	8	10	good
<b>C</b>	10	10	good / apple / pear

Would you pay more for your preferred apple? Yes  No

What did you like about your preferred apple? like a sign pear

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 59

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?

- 1) Gala
- 2) Fuji
- 3) Honey crisp

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
A			
B			
<b>C</b>	<u>10</u>	<u>10</u>	<u>10</u>

Would you pay more for your preferred apple? Yes  No

What did you like about your preferred apple? Flavor + texture just right

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male

Age: 31

Do you regularly purchase and eat apples? Yes  No \_\_\_\_\_

What are your favorite varieties of apples?

1) GRANNY SMITH

2) FUJI

3) PINK LADY

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!) :

Variety	Flavor	Texture	Appearance
A	4	5	10+
B	8	10	9
C	10	10	10

Would you pay more for your preferred apple? Yes  No \_\_\_\_\_

What did you like about your preferred apple? THE CRISP TEXTURE, FLAVORFUL FLESH AND VERY TIGHT HARD SKIN. WELL BALANCED IN FLAVOR AND AROMA.

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male  \_\_\_\_\_  
Age: 30  
Do you regularly purchase and eat apples? Yes  No \_\_\_\_\_

What are your favorite varieties of apples?  
1) Fuji  
2) Honeycrisp  
3) Golden Delicious

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
A	7	8	8
B	7	8	7
C	8	8	8

Would you pay more for your preferred apple? Yes  No \_\_\_\_\_

What did you like about your preferred apple? well balanced, slightly sweet  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 38

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?  
1) Sweet  
2) \_\_\_\_\_  
3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
A	9	9	9
B	9	9	9
<b>C</b>	10	10	10

Would you pay more for your preferred apple? Yes \_\_\_\_\_ No

What did you like about your preferred apple? its Sweet and really mild.

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 44

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?  
1) C  
2) B  
3) A

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
A	7	8	9
B	8	8	8
<b>C</b>	10	10	8

Would you pay more for your preferred apple? Yes  No

What did you like about your preferred apple? Great taste and  
crunch

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male X

Age: 26

Do you regularly purchase and eat apples? Yes X No \_\_\_\_\_

What are your favorite varieties of apples? 1) \_\_\_\_\_  
2) \_\_\_\_\_  
3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<u>A</u>	9	10	9
B	7	8	8
<u>C</u>	10	10	8

Would you pay more for your preferred apple? Yes \_\_\_\_\_ No \_\_\_\_\_

What did you like about your preferred apple? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 20

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?  
1) Honeycrisp  
2) Opal  
3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
A	7	10	10
B	8	10	8
<b>C</b>	10	10	10

Would you pay more for your preferred apple? Yes  No

What did you like about your preferred apple? Crispness and sweetness.

The flavor is sweeter and something different.

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male X

Age: 49

Do you regularly purchase and eat apples? Yes \_\_\_\_\_ No X

What are your favorite varieties of apples? 1) MGC  
2) Gala  
3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<b>A</b>	<u>Sweet</u>		
<b>B</b>	<u>Tart</u>		
<b>C</b>	<u>Semi</u>		

Would you pay more for your preferred apple? Yes \_\_\_\_\_ No X

What did you like about your preferred apple? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male

Age: 60

Do you regularly purchase and/or eat apples? Yes  No \_\_\_\_\_

What are your favorite varieties of apples?

- 1) Fuji
- 2) Envy
- 3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!) :

Variety	Flavor	Texture	Appearance
Cosmic Crisp	9	10	10
Your Usual Favorite <u>Fuji</u> Apple	<del>Fuji</del> 8	9	9
Another of Your Favorite Apples <u>Envy</u>	7	9	9

Would you pay more for Cosmic Crisp than you normally pay for apples?

Yes \_\_\_\_\_ No

What did you like about Cosmic Crisp? Flavor and sweetness

very well-balanced.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# CONSUMER TASTE TEST

Product Code: WA 38

Gender: Female  Male

Age: 52

Do you regularly purchase and/or eat apples? Yes  No

What are your favorite varieties of apples?

- 1) Fuji
- 2) Gala
- 3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<b>Cosmic Crisp</b>	<u>10</u>	<u>10</u>	<u>10</u>
Your Usual Favorite Apple	<u>8</u>	<u>7</u>	<u>9</u>
Another of Your Favorite Apples	<u>8</u>	<u>7</u>	<u>9</u>

Would you pay more for Cosmic Crisp than you normally pay for apples?

Yes \_\_\_\_\_ No

What did you like about Cosmic Crisp? Very Sweet with the right amount of tanginess. I love the crispiness. Very important to me.

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female X Male \_\_\_\_\_

Age: 55

Do you regularly purchase and/or eat apples? Yes ✓ No \_\_\_\_\_

What are your favorite varieties of apples?  
1) Envy  
2) Fuji  
3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<b>Cosmic Crisp</b>	10	10	10
Your Usual Favorite Apple	9	9	9
Another of Your Favorite Apples	9	9	9

Would you pay more for Cosmic Crisp than you normally pay for apples?

Yes X No \_\_\_\_\_

What did you like about Cosmic Crisp? not too sweet and was very crispy. Plus it had a little tartness

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 60

Do you regularly purchase and/or eat apples? Yes  No

What are your favorite varieties of apples?

- 1) Honeycrisp
- 2) Fuji
- 3) Envy

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<b>Cosmic Crisp</b>	9	10	9
Your Usual Favorite Apple	9	8	8
Another of Your Favorite Apples	8	8	8

Would you pay more for Cosmic Crisp than you normally pay for apples?

Yes  No

What did you like about Cosmic Crisp? It was just sweet enough +  
Very crispy!

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male

Age: 65

Do you regularly purchase and/or eat apples? Yes  No \_\_\_\_\_

What are your favorite varieties of apples?  
1) Gala  
2) Fuji  
3) \_\_\_\_\_

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<b>Cosmic Crisp</b>	10	10	10
Your Usual Favorite Apple	9	9	9
Another of Your Favorite Apples	9	9	9

Would you pay more for Cosmic Crisp than you normally pay for apples?

Yes  No \_\_\_\_\_

What did you like about Cosmic Crisp? Crunchy & has good taste

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 57

Do you regularly purchase and/or eat apples? Yes  No

What are your favorite varieties of apples?  
1) FUJI  
2) GALA  
3) DELICIOUS


Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<b>Cosmic Crisp</b>	<u>10</u>	<u>10</u>	<u>10</u>
Your Usual Favorite Apple	<u>FUJI</u>	<u>FUJI</u>	<u>FUJI</u>
Another of Your Favorite Apples	<u>GALA</u>	<u>GALA</u>	<u>GALA</u>

Would you pay more for Cosmic Crisp than you normally pay for apples?

Yes  No

What did you like about Cosmic Crisp? GREAT TASTE, CRUNCHY NOT

MURKY, NOT TOO TART 

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age: 53

Do you regularly purchase and/or eat apples? Yes  No

What are your favorite varieties of apples?  
1) Fuji  
2) Gala  
3) —

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
<b>Cosmic Crisp</b>	10	10	10
Your Usual Favorite Apple	9	9	9
Another of Your Favorite Apples	9	9	8

Would you pay more for Cosmic Crisp than you normally pay for apples?

Yes  No

What did you like about Cosmic Crisp? Its flavor foremost and the smooth texture next. I think it is amazing! Appearance is pretty much inviting, too! I would recommend it to my family & friends.



# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female  Male

Age:

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples? 1) Honeycrisp

2) Braeburn

3) Red

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
Cosmic Crisp	8	8	8
B			
C			

Would you pay more for your preferred apple? Yes  No

What did you like about your preferred apple? crisp, excellent tart and sweet combination, juicy

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male X

Age: 36

Do you regularly purchase and eat apples? Yes X No \_\_\_\_\_

What are your favorite varieties of apples?

- 1) Honey crisp
- 2) Gala
- 3) Fuji

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
Cosmic Crisp	8	8	8
B			
C			

Would you pay more for your preferred apple? Yes X No \_\_\_\_\_

What did you like about your preferred apple? Hard, crunchy and sweet.

good apple and color

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender: Female  Male

Age: 54

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?  
1) Envy / Koru  
2) Gala  
3) Golden (yellow only)

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
Cosmic Crisp	8	9	8
B			
C			

My cosmic crisp was dense texture, juicy, mild to tart flavor.  
Would you pay more for your preferred apple? Yes  No

What did you like about your preferred apple? I like firm texture with juice.  
I tend to like mild to sweet flavor  
but I like "interesting flavor" of any  
sort if good condition.

# CONSUMER TASTE TEST

Product Code: WA 38

Gender : Female \_\_\_\_\_ Male

Age: 43

Do you regularly purchase and eat apples? Yes  No \_\_\_\_\_

What are your favorite varieties of apples?

- 1) Fuji
- 2) Granny Smith
- 3) Honeycrisp

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
Cosmic Crisp	Sweet/Tart/Sour	Firm/Dense	Deep Red Color/Green
B			
C			

Would you pay more for your preferred apple? Yes \_\_\_\_\_ No

What did you like about your preferred apple? Consistent

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# CONSUMER TASTE TEST

Product Code: WA 38

Gender: Female  Male

Age: 15

Do you regularly purchase and eat apples? Yes  No

What are your favorite varieties of apples?

- 1) Honey crisp
- 2) Golden Delicious
- 3) Fuji

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
Cosmic Crisp	<del>7</del> 7	<del>7</del> 7	1 7
B			
C			

Would you pay more for your preferred apple? Yes  No

What did you like about your preferred apple? Honey crisp is a sweeter apple with a stronger taste.

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