

Alaska Symphony of Seafood 2009

Official Judging Form

Product:
Producer:

1. PACKAGING AND PRESENTATION

Keeping in mind what you know to be the requirements and preference of the market category indicated, rate the appropriateness and appeal of this product's packaging and labeling.

A. Packaging

Very appealing 5 4 3 2 1 Very unappealing

COMMENTS:

B. Labeling

Very appropriate 5 4 3 2 1 Very inappropriate

COMMENTS:

2. EATING EXPERIENCE

A. Appearance

Very appealing 5 4 3 2 1 Very unappealing

COMMENTS:

B. Aroma

Very pleasant 5 4 3 2 1 Very unpleasant

COMMENTS:

C. Flavor

Very pleasant 5 4 3 2 1 Very unpleasant

COMMENTS:

D. Texture

Very pleasant 5 4 3 2 1 Very unpleasant

COMMENTS:

E. Overall eating experience

Very positive 5 4 3 2 1 Very negative

COMMENTS:

3. MARKET POTENTIAL

A. Potential to open new doors

How well does this product address this contest's objective of stimulating real product development in light of today's consumer-driven market demands?

Great approach 5 4 3 2 1 Will not open any doors

COMMENTS:

B. Value

Taking into account your experience of this product and your knowledge of the demands of the market category specified, do you think this product would be considered a good value by potential customers?

A good value 5 4 3 2 1 A poor value

COMMENTS:

C. Potential for commercial success

Considering this product's quality, packaging, positioning and price, how would you rate its potential for commercial success?

Highly successful 5 4 3 2 1 unsuccessful

COMMENTS:

ADVICE COLUMN

Do you have any additional comments or advice to the producers of this product to help make it more successful in its market category?