

FACILITATOR CHEAT SHEET

Running a taste test

1. Buy two versions of the same product e.g. Jaffa cakes – one branded and one supermarket own brand. (The basic ranges can work well but are more variable in quality so you may want to test these out yourself first.) The packets don't need to be the same size.
2. Work out like-for-like price e.g. per 100g or per biscuit and fill in 'A' card for one brand and 'B' card for the other. **See overleaf for how to do this calculation.**
3. If the packets are the same size, you can work out the savings per year of buying the supermarket own brand product instead of the branded version. Assume someone buys one packet of the product once a week and multiply the saving per packet by 52 – a small saving can start to look quite big! **See overleaf for how to do this calculation.**
4. Put items on plates with A and B cards in front of each plate (make sure you've matched the brand with the correct A or B card!)
5. Keep the packaging and set it out separate from the plates
6. Ask people to look at the two plates - get them to think about the look, smell and finally the taste of the products as well as asking them what they think of the packaging. You might want to ask if people prefer A or B, and take a show of hands!
7. When they're ready reveal the prices.

The idea is **not** to see if people can guess which is the more expensive or *real* product (although you have to accept that is what people will try to do!). It is also **not** saying that people need to eat value brands or cheap food!

The aim is to start people thinking about what they buy, why they buy it and to what extent price differentials are worth the taste differentials (if there are any).

The exercise is also a springboard into discussing spending & attitudes to consumerism, advertising, pester power, shopping etc. You can also use it as a way in to talk about how small savings in everyday life can make a big difference to our money situations.

One good question to ask '*why do you buy the food you buy?*' Some suggestions might be the taste, or price, perceived quality, packaging, advertising, where it is on the shelf, what other people will think, habit, brand-loyalty, contents, impulse, healthiness...or other things!

SESSION 1: Introduction

Example one – how to get like for like prices

Brand X costs £2.00 for a 200g bag of tortillas. The supermarket version is 75p for a 150g bag.

To show the like for like cost of 100g of tortillas you need to work out the price per gram and multiply to get the price per 100g

Branded tortillas

Price Size you want to use for your like for like comparison

↓ ↙

$$\frac{\pounds 2.00}{200} \times 100 = \pounds 1.00 \text{ per } 100\text{g}$$

↑

Size of bag/packet

Supermarket own brand tortillas

$$\frac{75\text{p}}{150} \times 100 = 50\text{p per } 100\text{g}$$

The saving per 100g of tortillas is £1.00 branded version minus 50p supermarket version = 50p saving.

Example two – annual savings

This makes most sense when the packets are the same size.

Brand Y costs £1.20 for a 100g bar of chocolate. The supermarket version is 35p for the same size bar.

So the difference per bar is 85p. If someone bought a bar of chocolate every week and decided to buy the supermarket version instead of the branded version then, per year, they would save

$$52 * 85\text{p} = 4,420\text{p} = \pounds 44.20! \text{ for the year}$$