

## **New Products – Chuck Roll In-Home Use Test (IHUT)**

### **Objective**

The first step in the process of bringing a new product to the market place is to validate the product as one consumers will enjoy, value (be willing to pay for) and add into their ongoing purchases. This is the purpose of an IHUT (in-home use test) – testing the product in a “real life” setting. Three new chuck cuts, developed by the Beef Innovations Group and the Product Enhancement Team, recently went through an IHUT, co-funded by The Beef Checkoff and the Iowa Beef Council.

### **Methodology**

The new cuts - Denver Cut, America’s Beef Roast and Boneless Country-Style Beef Chuck Ribs – were tested in four cities (Atlanta, Dallas, San Francisco and Chicago) with 50 consumers in each market. The IHUT was followed by two focus groups of medium and heavy beef users.

### **Major Insight**

The overall rating for the Denver Cut and the Country-Style Beef Chuck Ribs exceeded the testing scores in 2001 for all three of the initial value cuts (Flat Iron, Petite Tender, Ranch Steak). The America’s roast is seen as a flavorful option to everyday roasts such as the chuck roast.

### **Key Learnings**

#### **The Denver Cut**

- Exceeded good product norms on the most important product attributes (appearance, taste, flavor, juiciness and ease of preparation).
- Ease of preparation makes this a likely candidate for both weekend and weekday dinners.
- Tested as well as the previous launch of value cuts (Flat Iron, Petite Tender, Ranch Steak).
- Has high purchase intention.
- Showed strong grocery store and reasonably priced family-style restaurant potential.
- Received high scores for leanness in focus-group research.



*“I really liked the steak. It was easy to cook, it was a perfect size and I cooked it the way I normally cook steak. It tasted good.”*

*“The steak was light, juicy and very flavorful.”*

*“...the house smelled like a roast. You know it smelled really good.”*



- **America’s Beef Roast**
- Rated high on freshness, color, smell while cooking, and ease of preparation.
- Flavor was the top reason for preference of this product.
- Shorter preparation time (1.5 hours) is a major benefit versus other roasts.
- Tests better than the other everyday roasts (Chuck Roasts) currently being offered to consumers.

*“The roast is very easy to just sprinkle seasoning on it and put it in the pan and put it in the oven.”*



### **The Boneless Country-Style Beef Chuck Ribs**

- Rated similarly to the Denver Cut, and on most attributes, these ribs rated higher than the ribs eaten most often by participants.
- Received good scores on the major product attributes, especially tenderness.
- Strongest potential of the three products tested to gain share from other proteins.
- Strong grocery store and reasonably priced family style restaurant potential.



*"I was really impressed with how fresh they (ribs) looked; they looked really good – almost too good."*

### **Future Research Plans**

Discussions are underway to test these three new beef products in a major retail account with concurrent consumer research. In addition, the foodservice team presented the cuts to a panel of chefs and received strong interest.