



Milk Chocolate: A Feasibility Report

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Introduction

In this report, we recommend that consumers consider Cadbury chocolate bars over other chocolate bars such as Hershey's, Lindt, and Milka. A chocolate taste test was given to ten random participants consisting of four different chocolates. The chocolates in the taste test were:

- Hershey's Milk Chocolate
- Lindt Milk Chocolate
- Milka Milk Chocolate
- Cadbury Milk Chocolate

These products can be obtained from a Wal-Mart in your area. Each milk chocolate was tested on different criteria. Each criteria was based on a scale of 1 to 5; 1 being the least favorite and 5 being the most favorite. Participants used this scale to rate taste and texture.

Methods for Evaluating the Options

To make our recommendation, we evaluated the milk chocolate using the following criteria.

- Overall Taste
- Overall Texture (Not Smooth, Smooth)
- Overall Texture (Hard, Soft)
- Calories
- Price per ounce

We then conducted a blind taste test of four brands. Each of the chocolates was labeled A,B,C, or D. Each chocolate were surveyed by participants. The taste test was setup as follows:

1. Created a survey to be filled out by participants

Name					
Product	Overall Taste	Overall Texture	Overall Texture		<u>Total</u>
	(1=bitter; 5=sweet)	(1=not smooth; 5=smooth)	(1=hard; 5=soft)		
A					
B					
C					
D					

2. Divided area in front of my computer with napkins label A, B, C, and D.
3. Set out four napkins.
4. Placed ten three quarter inch by three quarter inch pieces of chocolate on each napkin.
5. Placed Hershey's Milk Chocolate on napkin A.
6. Placed Lindt Milk Chocolate on Napkin B.
7. Placed Milka Milk Chocolate on Napkin C.
8. Placed Cadbury Milk Chocolate on Napkin D.
9. Asked ten class mates to participate in the blind taste study.

Results

Survey data was collected, and the overall results follow.

Hershey's Milk Chocolate

The most well-known milk chocolate of the four is Hershey's. In the category of overall taste, Hershey's ranked first. In the category of overall texture (not smooth vs. smooth) Hershey's came in second. In the category of overall texture (hard vs. soft) Hershey's came in second. In the category of price, Hershey's came in first at 38.1 cents per ounce. In the category of calories, Hershey's came in first with only 180 calories per serving. Hershey's scored a 118 in the overall score making it the second most liked milk chocolate.

Lindt Milk Chocolate

Lindt was the second milk chocolate used. In the category of overall taste, Lindt ranked third. In the category of overall texture (not smooth vs. smooth) Lindt came in third. In the category of overall texture (hard vs. soft) Hershey's came in third. In the category of price, Lindt came in third at 50.7 cents per ounce. In the category of calories, Lindt came in third with 220 calories per serving. Lindt scored a 106 in the overall score making it the third most enjoyed milk chocolate.

Milka Milk Chocolate

Milka was the third milk chocolate used. In the category of overall taste, Milka ranked fourth. In the category of overall texture (not smooth vs. smooth) Milka came in fourth. In the category of overall texture (hard vs. soft) Hershey's came in fourth. In the category of price, Milka came in fourth at 54.5 cents per ounce. In the category of calories, Milka came in fourth with 230 calories per serving. Milka scored a 92 in the overall score making it the least enjoyed milk chocolate.

Cadbury Milk Chocolate

Cadbury was the fourth milk chocolate used. In the category of overall taste, Cadbury ranked second. In the category of overall texture (not smooth vs. smooth) Cadbury came in first. In the category of overall texture (hard vs. soft) Hershey's came in first. In the category of price, Cadbury came in second at 42 cents per ounce. In the category of calories, Cadbury came in third with 200 calories per serving. Cadbury scored a 121 in the overall score making it the most enjoyed milk chocolate.

Conclusion

All the milk chocolates chosen were similar in size. Their calories and price per ounce differed slightly. Cadbury Milk Chocolate had the greatest texture, almost as great a taste as Hershey's, and a medium calorie and price making it the best purchase. Hershey's came in second place with the highest rating in taste and second in texture. Hershey's also had the lowest price and calorie content. Lindt and Milka lacked in taste and texture as well as being pricey and having the greatest number of calories.

Milk Chocolate	Overall Taste	Overall Texture (bitter to sweet)	Overall Texture (hard to soft)	Price per ounce	Calories per serving
Hershey's Milk Chocolate	1 st	2 nd	2 nd	38.1 cents	180
Lindt Milk Chocolate	3 rd	3 rd	3 rd	50.7 cents	220
Milka Milk Chocolate	4 th	4 th	4 th	54.5 cents	230
Cadbury Milk Chocolate	2 nd	1 st	1 st	42 cents	200

Recommendation

When craving milk chocolate and looking for the best taste at the best value, we recommend Cadbury Milk Chocolate. Based on the observation in the blind taste test Cadbury was ranked number one in the overall score.