

General Assembly 2023. 9th November 2023

CONSUMER ACCEPTANCE VALIDATION OF FunTomP PROTOTYPES

Task 7.2.

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Hello!

We are the visible face of
the AIJU's team:
Adrián, Clara and Pablo

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1.

FunTomP in Task 7.2.

Let's focus on consumer acceptance validation

FunTomP is a project coordinated by Middle East Technical University (Turkey), in which **AIJU** is participating as the **leader of the Task 7.2**.

The project is funded through PRIMA program funds, under the Horizon 2020 Program, within the framework of the European Union's research and innovation program.

OBJETIVE

To reformulate traditional tomato products of the Mediterranean Diet, considering the current trend of "**functional foods**" consumption, using new and nature-friendly processing technologies that will have a minimal impact on nutrients. Through this process, **the tomato will be transformed into various functional foods** (juices, sauces, bars, mix powders) that will offer additional health benefits to meet consumption demands while ensuring a sustainable product and process, revaluing agricultural waste.

FunTomP
FunctionalizedTomatoProducts



FunTomP

FunTomP in the Task 7.2. | Task main objective

Task 7.2. Consumer acceptance validation of the FunTomP prototypes

LITERATURE REVIEW

A) Quantitative study

Electronic survey 300 interviews in 5 European countries (1500 interviews in total)

2. Qualitative study

2 Focus Groups (community technique) + 10 Depth interviews with designed specialist in 3 European countries

D7.2 Consumer acceptancy validation and sensory analysis repot (M48) (Mar 2025)



2.

FunTomP

Let's see the prototypes developed in the project

prototypes

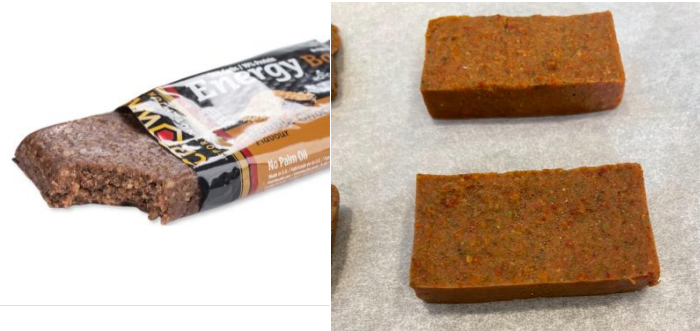
Tomato slice



Ingredients

- 200g of tomato juice
- 1g of pea protein
- 1g of salt
- 1g of powdered oil

Tomato bar



Ingredients

- 100g of tomato juice
- 2g of LMP (low methoxyl pectin)
- 10g of pea protein
- 2g of salt
- 12g of tomato powder
- 2g of powdered oil
- 1g of thyme
- 1g of mint
- 1g of red pepper

Tomato juice



Ingredients

- ???
- ???
- ???
- ???
- ???
- ???

3.

Nutricionists' feedback

Let's see what nutritionists think of the developed prototypes

Do you consider that a product with this composition can be part of a Mediterranean diet? / What nutritional value would you assign to a product with these characteristics? / What are the main benefits that this product can offer to the consumer?

"This snacks have the minimum requirements to be part of a Mediterranean Diet"



Nutrition

"I would find it difficult to recommend the product to a client for a specific goal."



"These foods could be a good supplement, especially between meals."



Nutrition

"It could be useful in diets for athletes, although a bit more protein might be needed."

"This snacks promotes the consumption of local ingredients"



Food Science and Technology

"At first glance, the nutritional value is limited."

FunTomP

FunctionalizedTomatoProducts

Nutricionists' feedback | Opinions of the tomato slice



- The experts indicate that this product does meet the minimum requirements to be part of a Mediterranean diet, but at first glance, everyone agrees that the **protein content (1 gram) is very low.**
- The experts believe that it **does not provide much nutritional value.**
- The experts would only **recommend it if the fiber or vitamin content were remarkable**, as an additional supplement for those who need it.
- They only see its use as a **condiment for foods** such as burgers, sandwiches, salads, etc.
- The experts agree that it is a **healthy food, but it is not balanced** or complete on its own.



- This snack **meets the minimum requirements to be part of a Mediterranean Diet**, thanks to the ingredients used in its composition.
- However, due to its limited nutritional value, it is **recommended to consume this food between meals or as a supplement** to one of the main five meals of the day, **rather than substituting** any of them.
- The experts believe that the **10 grams of protein are not to enough as a specific complement for muscle gain, performance improvement, or recovery**. Perhaps consuming **two servings** would be more appropriate.
- This product is a healthy, balanced product that promotes the consumption of local ingredients and aligns with the principles of the Mediterranean Diet and promotes the sustainable consumption due to use components as waste.

4.

Target audience: an

approach

Let's think all together about the final consumer

Target audience: an approach | Your (maybe) daily work



FunTomP



**Let's think
outside our
labs and
offices**







TOMMY HILFGE
NEW
YORK CITY
85

MEYVE & SEBZE
FRUIT & VEGETABLES

BABACAN-45
KILIÇARSLANTARIM



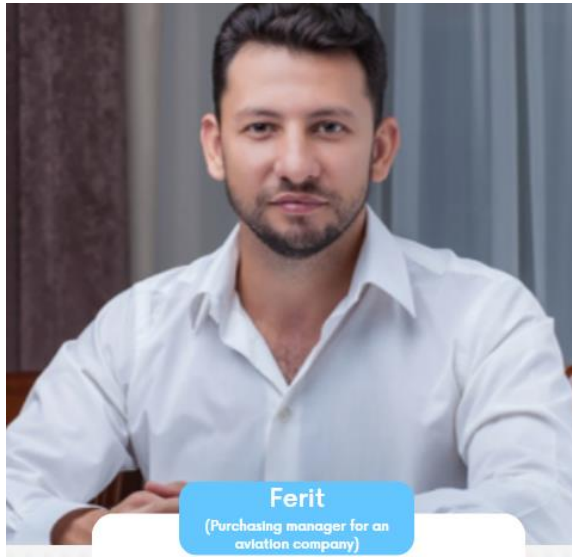
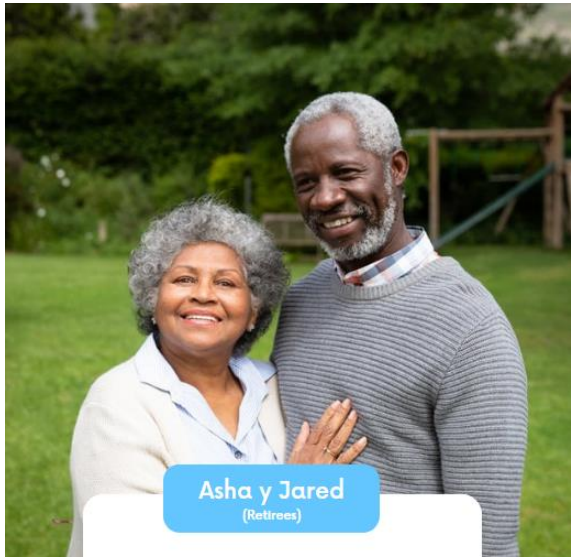
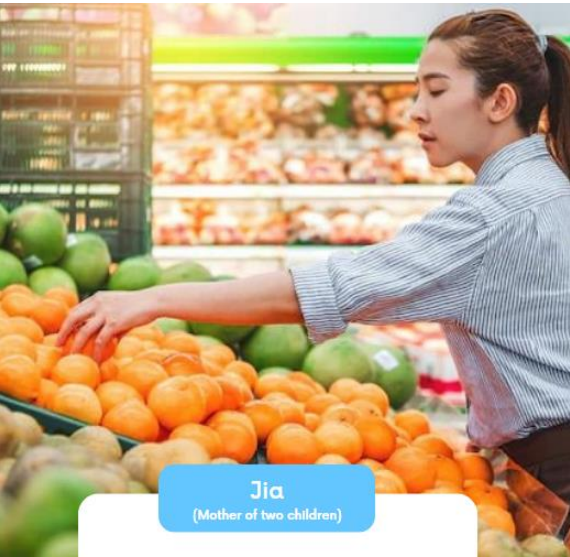
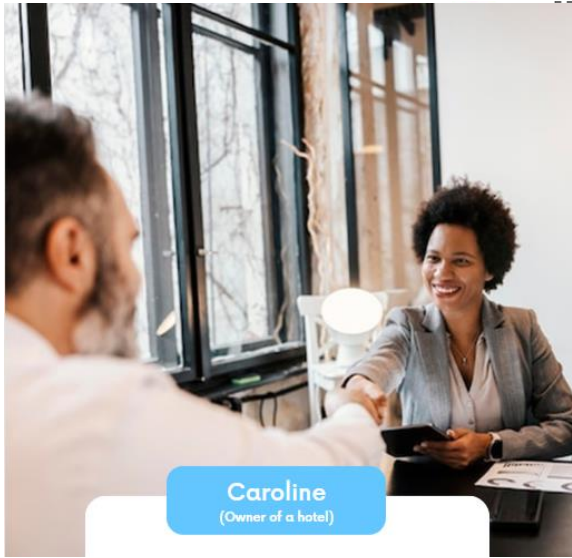
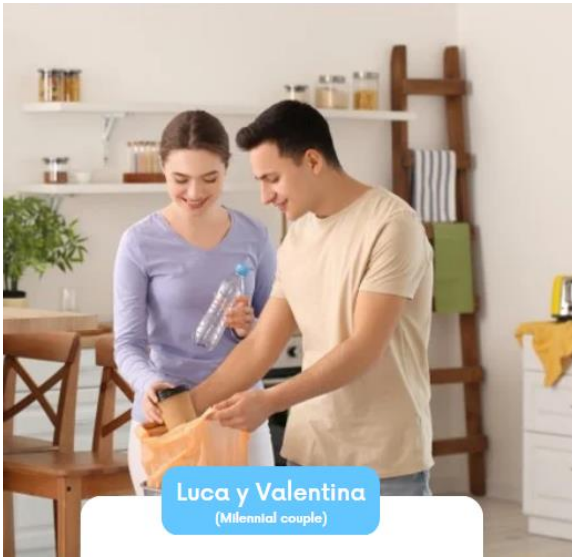
1st



**Which consumer profile do you
think is the best recipient of the
prototypes developed?**

Identify the right audience of FunTomP products

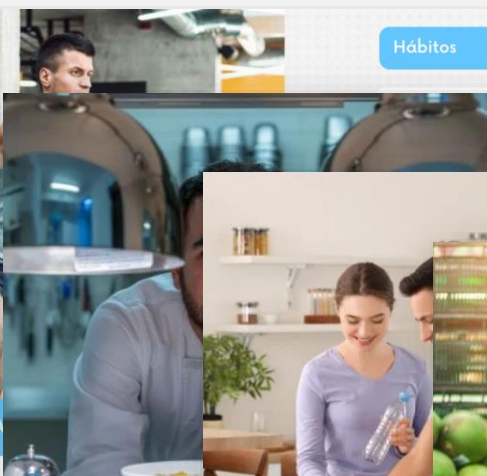
Target audience: an approach | User Personas profiles in a nutshell



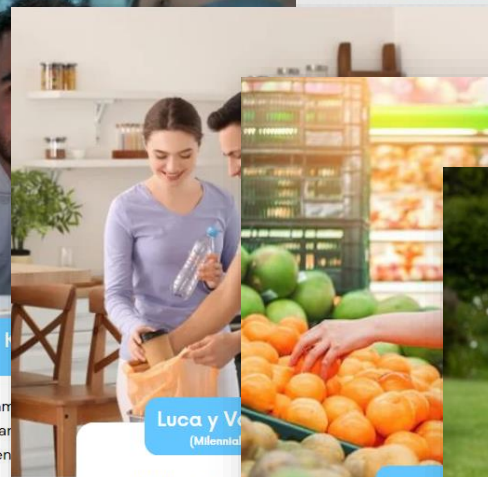
Target audience: an approach | User Personas profiles



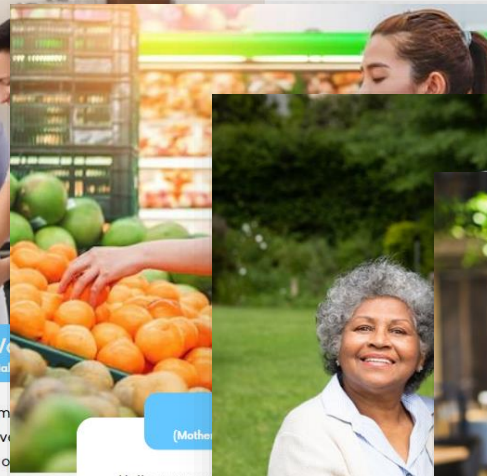
A
(Hello, my name is A, and I am a medical student.)



B
(Hello, my name is B, and I am an end chef, and I like to experiment.)



Luca y Valentina
(Millennial)
(Hello, our names are Luca and Valentina. We love nature.)



D
(Mother)
(Hello, my name is D, and I am a 30-year-old student.)



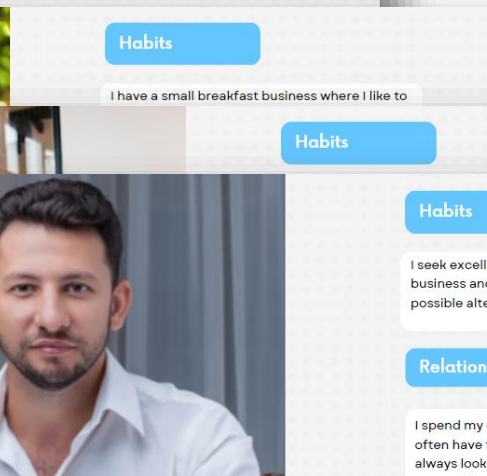
Asha y
(Retiree)
(Hello, our names are Asha and I. We enjoy nature and walking with our grandkids.)



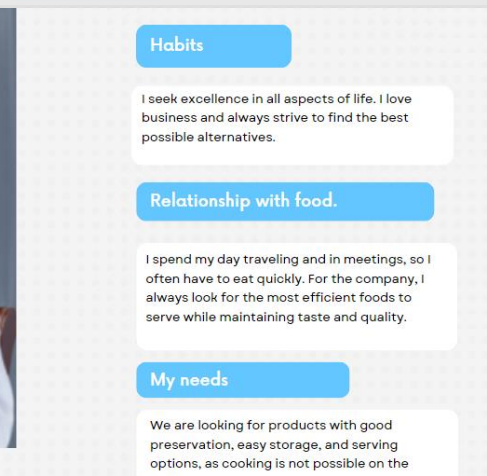
F
(Hello, my name is F, and I am an owner of a company that compares products.)



Ferit
(Purchasing manager for an aviation company)
(Hello, my name is Ferit, and I am in charge of purchasing the food served on the plane.)



H
(I have a small breakfast business where I like to serve people.)



I
(Habits)
(I seek excellence in all aspects of life. I love business and always strive to find the best possible alternatives.)

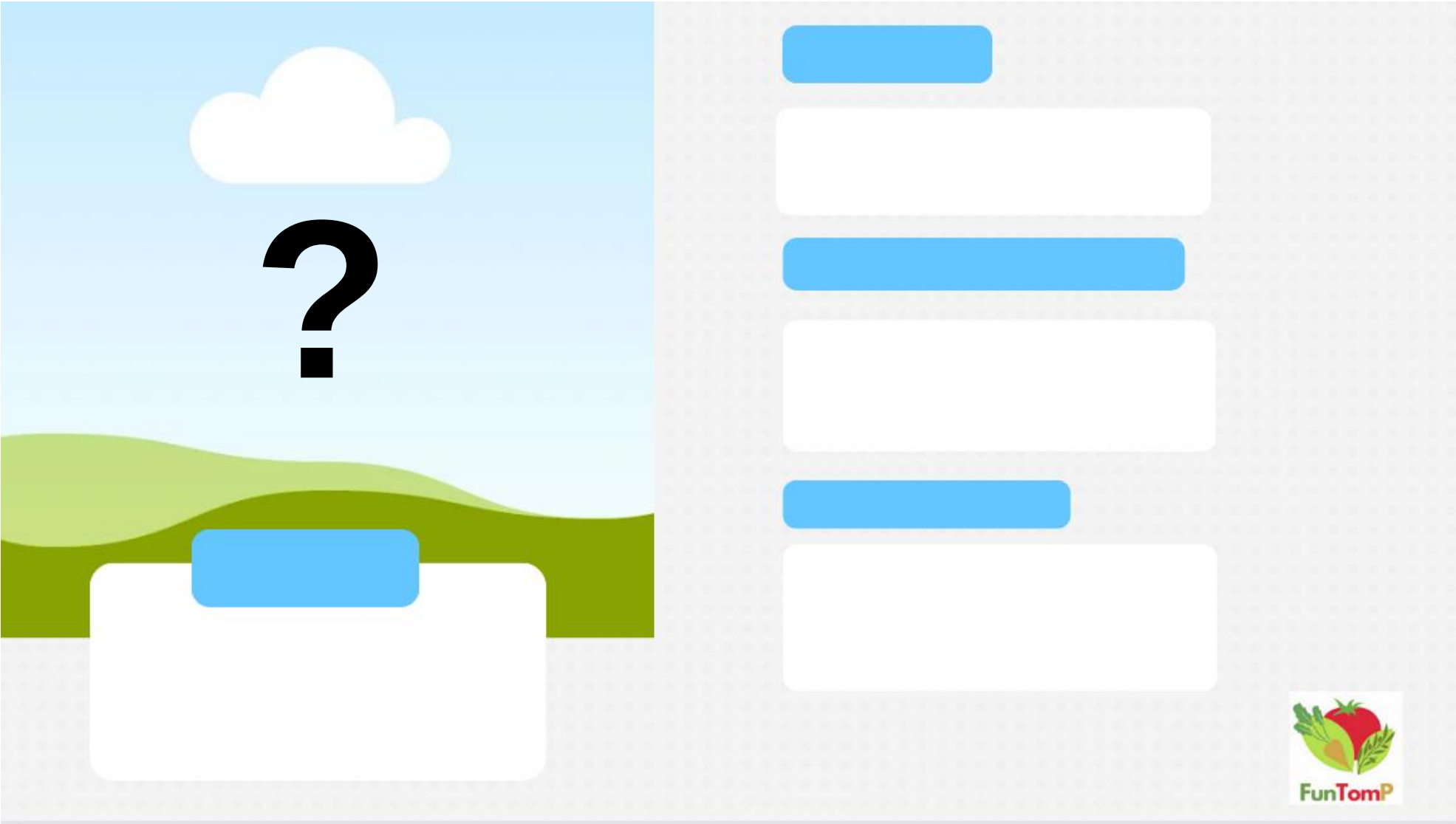
Relationship with food.
(I spend my day traveling and in meetings, so I often have to eat quickly. For the company, I always look for the most efficient foods to serve while maintaining taste and quality.)

My needs
(We are looking for products with good preservation, easy storage, and serving options, as cooking is not possible on the plane.)



FunTomP

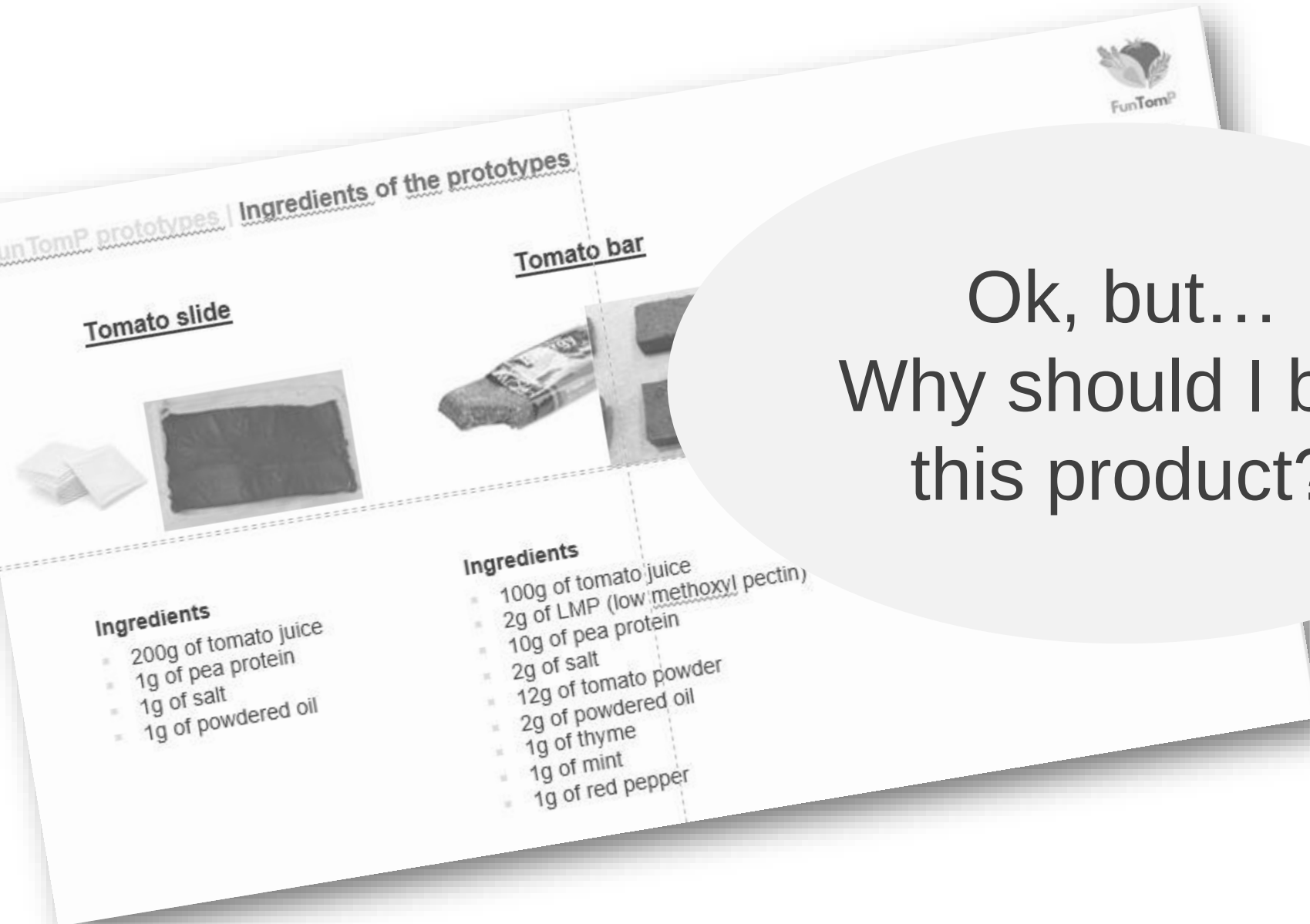
Target audience: an approach | User Personas profiles



5.

Value proposition or how to make my customer fall in love

Now we have chosen an specific target, let's find how to reach him/her



Ok, but...
Why should I buy
this product?



2nd



**What is the value proposition for the
ideal consumer of the product?**

Design the script of the advertisement of a FunTomP product

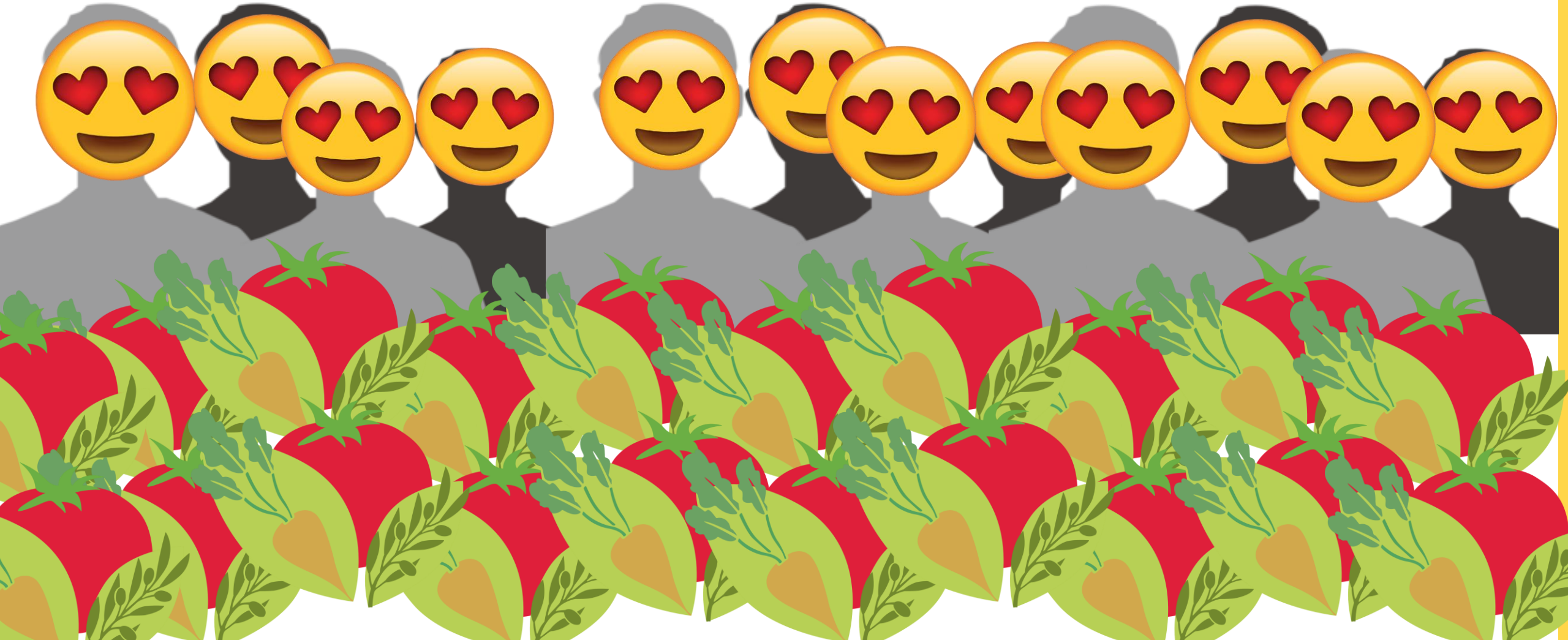
Value proposition or how to make my customer fall in love | Beyond ingredients



Value proposition or how to make my customer fall in love | Beyond ingredients



FunTomP



Value proposition or how to make my customer fall in love | Some examples



FunTomP



This drink Danacol® allows a reduction of 'bad' LDL-cholesterol without reducing the 'good' HDL-cholesterol.

Value proposition or how to make my customer fall in love | Some examples



FunTomP



This instant noodles are ready to eat in 3 minutes

Value proposition or how to make my customer fall in love | Some examples



ENERGY BOOST

Try with...

Vitaldin
SPORT

COMBINE POWER GUMMIES®

Our range of bites are ideal for you to combine during exercise and so take advantage of its different benefits and improve your performance: Caffeine & Taurine, Electrolytes and BCAAs.



RECOVERY



REPLENISH
ELECTROLYTES

BENEFITS POWER GUMMIES®



ENERGY BOOST

Quick and sustained energy.



CAFFEINE & TAURINE

High Carb mix + 80 mg Caffeine + 40 mg Taurine



WITH VITAMIN B6

Contributes to the reduction of tiredness and fatigue.



PORTABLE PACKAGING

Comfortable bite size and easy-open packaging.



GUMMY TEXTURE

Pleasant berries flavour and spectacular gummy texture.



ALL NATURAL

Manufactured with natural colours and flavours.



VEGAN

Gelatine and Allergen free.

Vitaldin
SPORT

These gummies are intended for athletes

Get the ball rolling!



1st CHALLENGE

Which consumer profile do you think is the best recipient of the prototypes developed?

Identify the right audience of FunTomP products



1st. Choose the most appropriate one (or define it yourself).

2nd. Write it down on the registration sheet

2nd

What is the value proposition for the ideal consumer of the product?

CHALLENGE

Design the script of an the adverstisement of a FunTomP product



1st. Think in the target you selected previously

2nd. Write the sentences that would be part of such an advertisement on the registration sheet



Thanks!!

Any questions?

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