



pommonde®



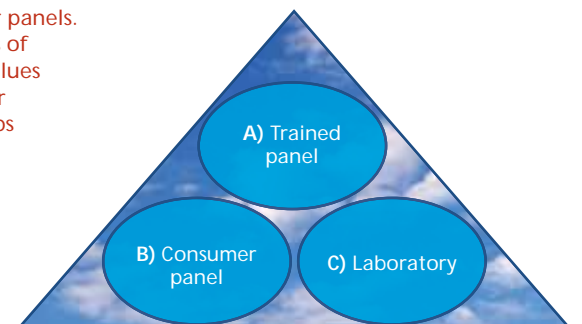
Consumers want to choose potatoes by taste!

Many consumers have difficulty making a distinction between the current offerings of table potatoes in the supermarket. The classification by cooking type means little to them. But things are now changing. After many years of research and preparation, table potatoes selected on taste are available at the Dutch supermarket Albert Heijn under the name Pommonde®. HZPC has developed a taste concept for table potatoes that matches the requirements of the consumer.

METHOD OF TASTE EXPERIENCE RESEARCH

The taste research is based on three elements which together provide a complete picture.

- A) Research into taste profiles is carried out by a trained panel from an international company specialized in sensory research. Different varieties with large differences in taste, smell and texture are assessed by this panel of specialists. In this way HZPC has developed a taste card, with which the taste profiles of the various varieties can be determined.
- B) To obtain insight into consumer taste preferences HZPC has made use of consumer panels. A consumer panel consists of approx. 130 individuals who assess different varieties of potatoes. Each panel member indicates on a scale of nine points, how he or she values the taste of the variety in question. In this way HZPC has determined the consumer taste preferences for varieties and has made a further division of preference groups with characteristic taste profiles.
- C) The observations of the various taste characteristics take place at the HZPC R&D station in Metslawier.



Many elements play a role in the flavour of potatoes; of course basic flavours such as sweet, sour, salt or bitter but also texture and consistency such as dry, moist, firm and soft and finally the smell such as fresh, green and buttery.

The 4 flavour profiles:

On the basis of extensive consumer research in various European countries the specialists at the HZPC potato research centre have determined that the consumer distinguishes four different flavours of potatoes.



Fine (creamy and refined); a potato with a creamy structure. The potato is further characterized by a flavour which is based on fresh, sweet and buttery tones. Fine potatoes are especially suitable for high-quality culinary dishes in which the potato is in balance with the other dishes.



Lite (light and subtle); a potato with a light subtle structure which is suitable for light dishes and meals which contain ingredients with soft neutral flavours and texture. Lite potatoes are therefore light and easy to digest as a result of the soft, almost moist, texture and structure.



Bite (firm and tasteful); a potato with a distinctive firm texture and a full rich taste. To get your teeth into. The potato for consumers with a preference for a firm structure.



Ripe (dry and floury); a floury, dry potato, which is suitable for many applications. This potato has the typical characteristics of a floury potato.



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The production of Pommonde® potatoes is provided, under HZPC supervision, by selected growers. Only varieties with a unique combination of properties can satisfy the stringent quality requirements in the area of taste. **Continuity** and **consistency** are the keywords for the success of the concept. During the growing period samples are taken and tested on taste characteristics and texture characteristics. Also after the harvest and during storage extensive testing takes place so that only products with the correct quality are sold in the market.