

**Can Cutting Results & Evaluation:
Ocean Spray vs. Thirster**

	Thirster Orange Juice	Ocean Spray Orange Juice
Appearance	4	3.83
Taste/Flavor	3.33	3.5
Texture/Consistency	3.33	3.83
Aroma	3.8	3.5
Overall Rating	3.33	3.5
Preference	1	5

	Thirster Apple Juice	Ocean Spray Apple Juice
Appearance	4.3	4
Taste/Flavor	4.3	3.5
Texture/Consistency	4.16	3.33
Aroma	4	3.83
Overall Rating	4.16	3.83
Preference	4	2

	Thirster Cranberry Juice	Ocean Spray Cranberry Juice
Appearance	4.16	4.16
Taste/Flavor	3.5	3.16
Texture/Consistency	3.67	3
Aroma	4	3.33
Overall Rating	3.83	3.16
Preference	3	3

	Thirster Grape Juice	Ocean Spray Cran-Grape Juice
Appearance	3.33	4
Taste/Flavor	2.33	3.83
Texture/Consistency	2.67	3.67
Aroma	2.67	3.83
Overall Rating	1.83	3.83
Preference	1	5

Overall evaluation of Ocean Spray vs. Thirster Juices revealed the following: Ocean Spray orange juice preferred, Thirster apple juice preferred, even preference for cranberry juice, and Ocean Spray cran-grape preferred. The only strong dislikes noted were for Thirster grape juice; and most did not particularly care for Ocean Spray cran-grape juice. The majority of tasters recognized only slight taste differences between Ocean Spray and Thirster apple and cranberry juice, with none or very little difference between orange juices. Nutritional analysis does not reveal any significant difference between Ocean Spray and Thirster orange, apple,

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cranberry or grape juice. The contract prices for Thirster juices are not available yet, but they are projected to be approximately \$5.00 cheaper than Ocean Spray juices. Since there is a high cost savings and general liking towards Thirster juices based upon satisfaction of tasters, it will a wise decision to switch from Ocean Spray to Thirster juices.