



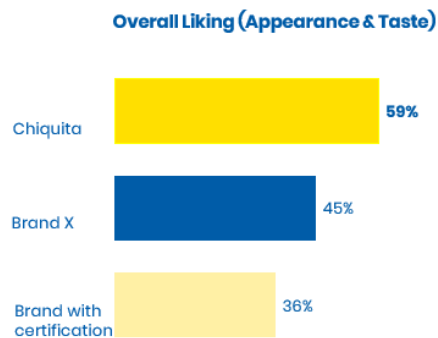
Chiquita WINS in Taste and Quality

There's no shortage of love for Chiquita bananas. Long time advocates for the brand swear that it's the best tasting banana they've had and continue to encourage others to share in their belief.

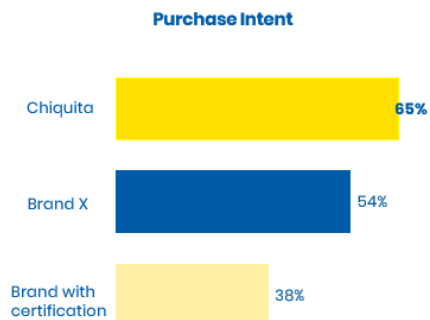
While numerous taste tests have been conducted in the past, Chiquita commissioned an updated a scientific research to determine which banana brand do consumers like the most. Based on a recently conducted (Aug 2020) research amongst German consumers, Chiquita has emerged as the banana brand that has the highest overall liking in appearance and taste in both blind and branded taste tests.

Chiquita engaged UK-based research agency MMR, experts in food and beverage, to conduct the research. Almost 360 individuals participated in the study with the basic requirement of each of them being regular banana consumers. Gender split was nearly even and the age range of respondents were from 18-64 to simulate the spectrum of banana consumers. Respondents were pre-recruited to attend a central location test in Germany. A sequential monadic research design was employed to test Chiquita versus six (6) other brands.

In both blind and branded taste tests, Chiquita bananas win in overall liking based on appearance (before and after peeling) and taste.

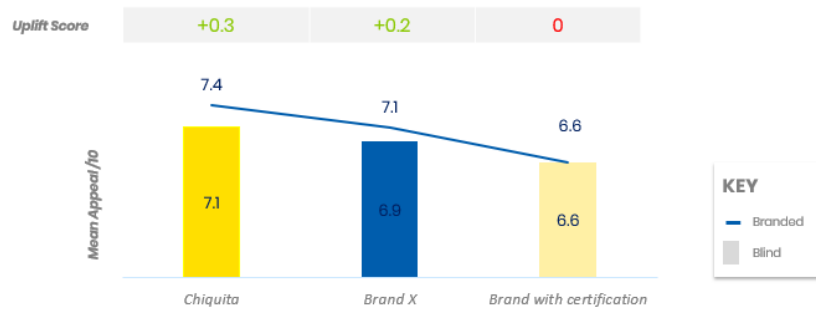


In terms of purchase intent, Chiquita has scored significantly higher versus other brands.

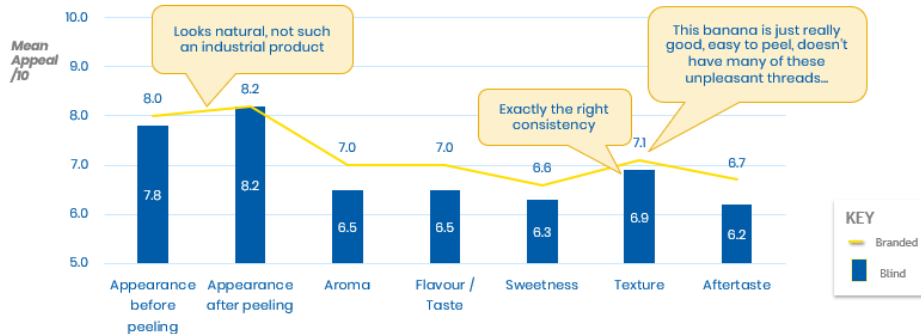




The chart below illustrates the brand power of Chiquita in the minds of consumers. In a blind taste test, Chiquita scores higher on overall liking versus the competition. But when the iconic Chiquita Blue Sticker is displayed on the banana in the branded taste test, the disparity in overall liking scores is increased. Chiquita has a higher uplift score when branded vs the competition. Additionally, there seems to be no difference in overall liking for brands with certification in both blind and branded tests.



Analyzing Chiquita banana’s attributes even further, one can see an emerging pattern: the Chiquita brand elevates nearly all attributes favorably; from appearance, taste, sweetness and even aftertaste.



The above datapoints lends credence to the perception that Chiquita bananas have the best taste. And this is achieved by design, not as an accident. Chiquita’s value chain is systematically structured to ensure that each Chiquita banana, from the moment the rhizome is planted to when the bananas are harvested, then transported in carbon saving vessels and expertly ripened by Chiquita and its partners, has that same superior taste and quality consumers love.

For more information on Chiquita’s value chain and product sourcing agility, please visit: www.chiquitabrands.com