



RTD Orange Juice Taste Test

APRIL 2026



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Orange juice remains a staple within the beverage category, valued by consumers for its refreshing taste, natural associations, and everyday versatility. Within this category, flavour profile, balance, and overall sensory experience play a critical role in driving consumer acceptance and repeat purchase. As competition intensifies, delivering a taste experience that meets or exceeds consumer expectations is essential for both established brands and new product development.

This report presents the findings from a consumer taste evaluation conducted to assess perceptions of orange juice products. The study compares two established brands, Orchard and Fruta, alongside two Nestlé trial samples. The objective of the research was to evaluate key sensory attributes, including overall liking, flavour, sweetness, aroma, mouthfeel, and aftertaste, to better understand how the trial samples perform relative to current market benchmarks.

The findings provide a comprehensive view of consumer response, highlighting strengths and areas for improvement across each sample. These insights are intended to support product optimization and inform strategic decisions around formulation and positioning within the orange juice category.

Research Approach

RECRUITMENT:

- No. of responses - 178

DEMOGRAPHICS:

- Age: 25-49 age group (57%), Kids (7 to 12yrs) (43%)

SCREENING CRITERIA:

- Individuals who consume RTD orange juices
- Individuals who are not employees of a research, marketing or advertising agency

METHODOLOGY:

- Respondents were presented with 4 samples of orange juice (standardised method)
- Samples were tasted randomly with each taste test conducted with its own sequence

SURVEY:

- Face to face data collection at Sacoda Serv's testing facility

SESSIONS:

- Sample collected over a 3-day period
- Participants were accommodated at individual stations, in rotations of 1-12 participants

PARTICIPANTS:

- Adults assessed the orange juice samples using:
 - A 1-7 likert scale to evaluate overall liking, colour, taste, texture/mouthfeel, and aftertaste.
 - A 1-5 JAR (Just-about-right) scale was used to assess sweetness, thickness, orange taste and aromatic intensity
- Junior tasters utilised:
 - A 1-5 likert scale to evaluate overall liking
 - A pass/fail rating to assess if samples were sweet enough
- Respondents were strongly advised to cleanse their palate with crix and water between samples.

Product Description

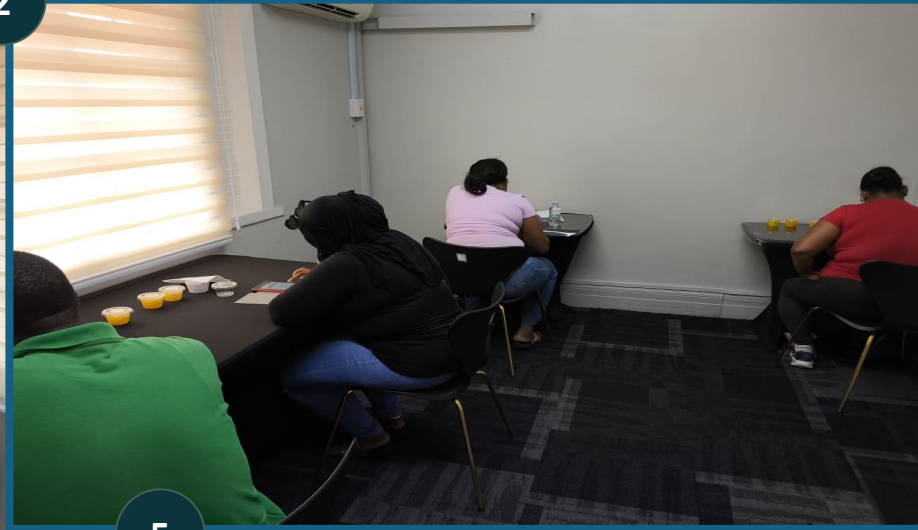
Codes	Product	Description
311	V1 Trial	Products being tested
322	V2 Trial	
331	Current Orchard Orange	The vibrant taste of orange is best enjoyed when it's natural, refreshing, and comes in the perfect portion to share. Orchard presents its orange juice enriched with vitamin C, ideal for accompanying breakfasts, keeping you hydrated throughout the day, or simply giving you a citrusy, revitalizing moment. Its smooth texture, balanced sweetness, and freshness in every liter make it a reliable and delicious choice for the whole family.
350	Fruta Orange	Quality juice with no artificial preservatives added. Contains vitamins A, E, and 100 % vitamin C, refreshing goodness in every drop.

RTD Orange Juice Taste Test Photos

1



2



3



4



5



- Pictures 1 -4 illustrating participants tasting samples and completing the survey
- Image 5 highlighting tasting station set up

Paired Analyses

Adults



Paired T-test Analysis (Adults)

Table 1: Mean Scores of all Samples

Mean Scores	V1 Trial	V2 Trial	Current Orchard	Fruta
Mean	4.46	5.27	4.61	5.46

Table 2: T-Test of Samples

	Current Orchard vs.				V2 Trial vs.	
	V1 Trial	V2 Trial	Fruta		V1 Trial	Fruta
<i>n</i>	102			<i>n</i>	102	
Mean of differences	0.147	-0.667	-8.53	Mean of differences	0.814	-0.186
Variance	2.92	2.60	3.13	Variance	3.34	2.56
<i>t</i>	-0.869	-4.175	-4.864	<i>t</i>	4.496	-1.174
critical - <i>t</i> value	±1.66			critical - <i>t</i> value	±1.66	
Diagnostic	Parity	Loss	Loss	Diagnostic	Win	Parity

- Statistical Approach:

- The test calculates the difference between each pair of observations and derives a t-statistic based on the mean of these differences, adjusted for the variability of the differences and the sample size. The resulting t-value is then evaluated against the sampling distribution determined by the degrees of freedom ($n-1$) and the chosen significance level (α) to determine whether the observed difference is statistically significant.

- Results:

- Statistical comparison of the Mean Overall Liking revealed that the Current Orchard formula is **significantly lower than the V2 Trial and Fruta** ($p < 0.05$; $\alpha = 0.05$) **but at parity with the V1 Trial** ($p > 0.05$; $\alpha = 0.05$)
- Statistical comparison of the Mean Overall Liking revealed that the V2 Trial is **significantly higher than the V1 Trial** ($p < 0.05$; $\alpha = 0.05$) but **at parity with Fruta** ($p > 0.05$; $\alpha = 0.05$)

Frequency Analysis

Table 3: Frequency across Juice Samples (Raw Values)

Overall Liking	V1 Trial	V2 Trial	Current Orchard	Fruta	Total
(7) Excellent	4	19	10	26	59
(6) Very Good	22	26	15	23	86
(5) Quite Good	28	34	27	32	121
(4) Neither good nor poor	22	14	30	15	81
(3) Quite Poor	19	6	17	5	47
(2) Very Poor	3	2	1	1	7
(1) Extremely Poor	4	1	2		7

- V1 Trial has the lowest share of “Excellent” ratings. It also has a highest share of and “Extremely Poor” ratings.
- V2 Trial has the 2nd share of “Excellent” ratings and the lowest number of neutral ratings.
- The Current Orchard has the highest number of neutral ratings.
- Fruta has the highest share of “Excellent” ratings and no “Extremely poor” ratings.

Figure 2: Overall Liking and Good Taste Benchmark

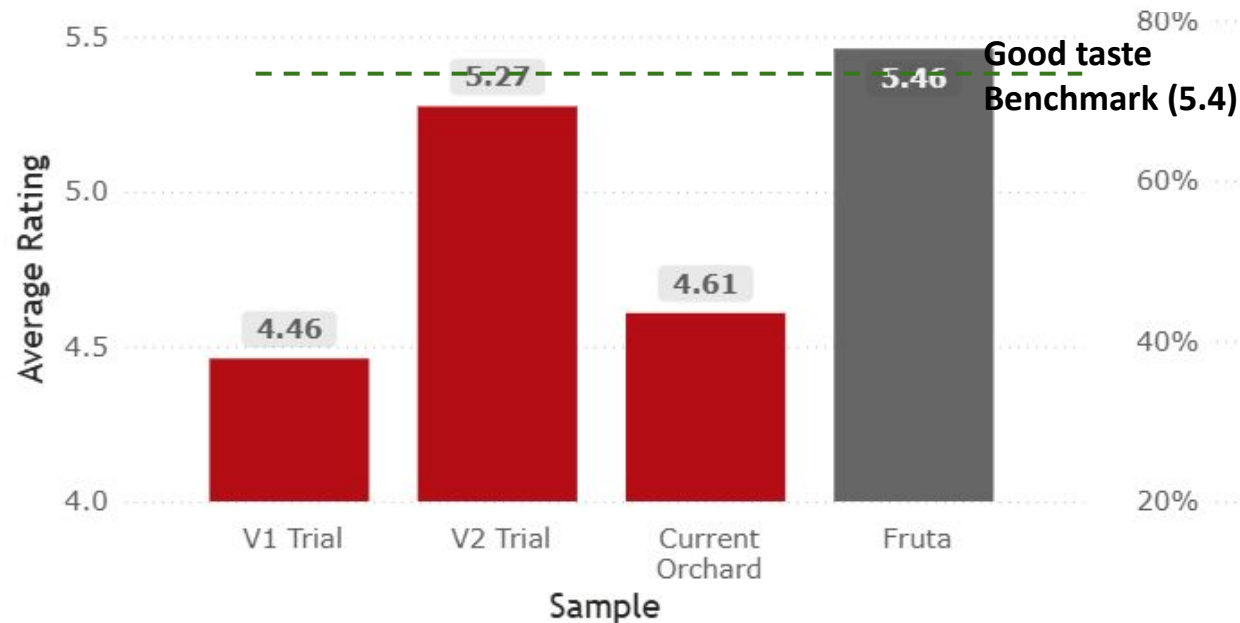
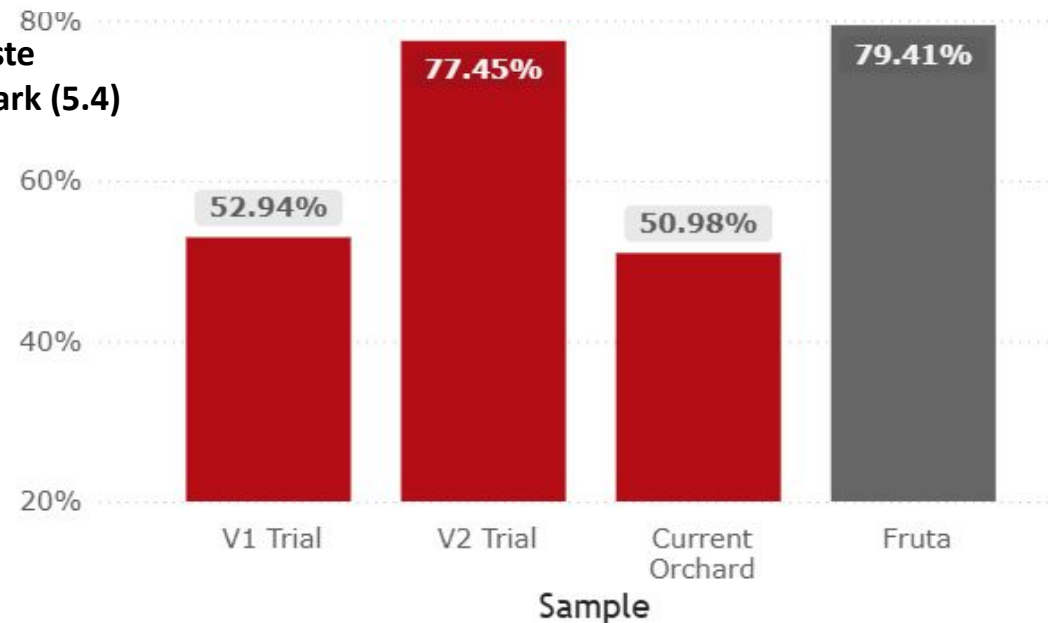


Figure 3: Percentage of Consumers who Assigned Overall Liking Ratings of ≥ 5



- The V1 and V2 Trials had satisfaction ratings ≥ 5 of 52.94% and 77.45%, respectively. For the current orchard, 50.98% of participants gave ratings ≥ 5 .
- When compared to the global Nestle benchmark of **5.40**, the V2 Trial is within the zone of parity (4.80 - 5.4) however, the V1 trial and Current Orchard are below the benchmark.

Paired Analyses

Juniors



Paired T-test Analysis (Kids)

Table 4: Mean Scores of all Samples

Mean Scores	V1 Trial	V2 Trial	Current Orchard	Fruta
Mean	3.54	3.74	3.54	3.53

Table 5: T-Test of Samples

	Current Orchard vs.				V2 Trial vs.	
	V1 Trial	V2 Trial	Fruta		V1 Trial	Fruta
<i>n</i>	76			<i>n</i>	76	
Mean of differences	0.000	-0.197	0.132	Mean of differences	0.197	0.211
Variance	1.49	1.73	1.91	Variance	1.92	1.66
<i>t</i>	0.000	1.307	-0.83	<i>t</i>	1.242	1.424
critical - t value	±1.668			critical - t value	±1.668	
Diagnostic	Parity			Diagnostic	Parity	

- **Statistical Approach:**

- The test calculates the difference between each pair of observations and derives a t-statistic based on the mean of these differences, adjusted for the variability of the differences and the sample size. The resulting t-value is then evaluated against the sampling distribution determined by the degrees of freedom ($n-1$) and the chosen significance level (α) to determine whether the observed difference is statistically significant.

- **Results:**

- Statistical comparison of the Mean Overall Liking revealed that the Current Orchard formula is **at parity with all samples** ($p > 0.05$; $\alpha = 0.05$)
- Statistical comparison of the Mean Overall Liking revealed that the V2 Trial **at parity with all samples** ($p > 0.05$; $\alpha = 0.05$)

Frequency Analysis

Table 6: Frequency across Juice Samples (Raw Values)

Overall Liking	V1 Trial	V2 Trial	Current Orchard	Fruta	Total
(5) Fantastic	13	21	15	16	65
(4) Really good	26	25	18	22	91
(3) Okay	27	20	37	27	111
(2) Not very good	9	9	5	8	31
(1) Awful	1	1	1	3	6

- V1 Trial has the lowest share of “Fantastic” ratings.
- V2 Trial has the highest share of “Fantastic” and “Really good” ratings (combined) and the lowest number of neutral ratings.
- The Current Orchard has the highest number of neutral ratings and the lowest number of “Fantastic” and “Really good” ratings (combined)
- Fruta has the highest share of “Not very good” and “Awful” ratings

Preliminary Conclusions

The V2 Trial is the strongest performing Nestlé product in this evaluation and demonstrates parity with Fruta based on overall liking ratings of the Adults. Though results of the junior tests was not significantly different, preliminary analyses also suggest that the V2 Trial will be well accepted across a broader consumer base. While detailed analysis of individual sensory attributes is still underway, this preliminary result suggests that the V2 Trial is already competitive with a leading market brand in terms of general consumer appeal. This early finding indicates strong potential for the V2 Trial to be positioned alongside established brands and highlights its promise as a viable entrant within the orange juice category.

Further analysis will help identify specific drivers of liking and opportunities to refine the formulation for even greater consumer preference.