

**Consumer testing was conducted by an independent agency - Cambridge Market Research Ltd to Market Research Society Partner Company Standards**

Each product was tested by a minimum of 100 consumers at locations across Great Britain. All who took part had to be buyers of the type of products they were tasting: e.g., Premium Pork Sausages in the last 2-3 months, with no more than half shopping in Asda for their Main Shop.

For each product the data was subjected to an extended level of statistical analysis to verify the validity of the results with **significances at a minimum of 95% confidence level.**

PRICE CHECKED DATE	ASDA PRODUCT	ASDA WEIGHT	ASDA PRICE	ASDA UNIT PRICING	COMPETITOR	COMPETITOR PRODUCT	COMPETITOR WEIGHT	COMPETITOR PRICE	COMPETITOR UNIT PRICING	SAMPLE SIZE	RESULT	BETTER THAN -		AS GOOD AS -	
												Number	Percentage	Number	Percentage
21/08/2023	Extra Special 2 Gourmet Beef Steak Burgers	340 grams	£3.50	£1.03 per 100g	Harrods	100% Fillet Steak Burger	Each	£10.00	Per Burger	106	Better than	85	80%		
21/08/2023	Extra Special Parmesan & Garlic Mini Twists	100 grams	£1.65	£1.65 per 100g	Fortnum & Mason	Smoked Cromal Cheese Straws	100 grams	£5.95	£5.95 per 100g	100	Better than	77	77%		
21/08/2023	Extra Special Madagascan Dark Chocolate	100 grams	£1.50	£1.50 per 100g	Harrods	84% Cocoa Madagascar Sambirano Valley Single-Estate Chocolate	70 grams	£8.00	£11.43 per 100g	106	Better than	72	68%		
21/08/2023	Extra Special White Sourdough Boule	1 Kilogram	£3.50	£0.35 per 100g	Harrods	Signature Sourdough	2 Kilograms	£10.00	£0.50 per 100g	103	Better than	66	64%		
21/08/2023	Extra Special Mammoth Nocellara Olives	150 grams	£2.70	£1.80 per 100g	Selfridges	Italian Nocellara Belice Olives	510 grams	£7.99	£1.57 per 100g	104	Better than	64	62%		
21/08/2023	Extra Special Raspberry Conserve	370 grams	£2.00	£0.54 per 100g	Harvey Nichols	Fruity Raspberry Jam	325 grams	£4.95	£1.52 per 100g	106	Better than	64	60%		
21/08/2023	Extra Special Orange Blossom Honey	340 grams	£3.55	£1.04 per 100g	Harvey Nichols	Spanish Orange Blossom Honey	250 grams	£5.95	£2.38 per 100g	106	As good as			67	63%
07/08/2023	Extra Special Blackcurrant Conserve	370 grams	£2.00	£0.54 per 100g	Harrods	Blackcurrant Jam Extra Jam	340 grams	£6.00	£1.76 per 100g	131	As good as			81	62%
21/08/2023	Extra Special 6 Cumberland Pork Sausages	400 grams	£3.25	£0.81 per 100g	Harrods	Cumberland Sausage	Sold per kg	£13.50	£1.35 per 100g	100	As good as			61	61%
21/08/2023	Extra Special Prosecco Denominazione Di Origine Controllata Brut	75 Centilitres	#N/A	#N/A	Harrods	Valdobbiadene Prosecco Superiore Denominazione Di Origine Controllata E Garantita Brut	75 Centilitres	£13.60	£1.81 per 100ml	104	As good as			61	59%
21/08/2023	Extra Special Whole Kalamata Olives	200 grams	£2.00	£1.00 per 100g	Selfridges	Greek Kalamata Olives	480 grams	£7.99	£1.66 per 100g	139	As good as			81	58%
21/08/2023	Extra Special Gavi Denominazione Di Origine Controllata E Garantita 2022	75 Centilitres	£9.25	£1.23 per 100ml	Selfridges	La Mesma Gavi DOCG	75 Centilitres	£14.99	£2.00 per 100ml	131	As good as			70	53%

## Price Checking Process

Every Monday the Harvey Nichols, Harrods, Fortnum & Mason and Selfridges items listed on the spreadsheet are purchased instore with receipts collated for proof of purchase and confirmation of price. The spreadsheet on this verification page is checked and updated weekly on the back of this checking process with all prices and unit prices.

## TV Shoot:

ASDA conducted a TV shoot where we blind taste tested against either Harrods, Harvey Nichols, Selfridges or Fortnum & Mason. We filmed with real people who had no idea who they were filming for.

Participants were separated into smaller groups based on their interests, hobbies, or occupation. Five people were nominated per group. These critics were real people including the Women's Institute, BBQ Fanatics, B&B Owners, Hipsters and Socialites. No one knew at the time of tasting the food which brands they were testing.

The groups were invited into the tent one at a time and in front of them was a tasting table with five individual plates, divided in half with an A & B sample sticker. All comparative items were cooked or prepared in exactly the same way.

Participants stood around the table, behind a plate and were asked to try both samples.

Once finished eating or drinking, participants were asked to "vote with their feet" and go and stand on stickers on the either side of the room based on their preference. Either sticker A or B.

Once the choice was made, the brands were revealed.