

Mountain House and Wise Foods: Sensory Evaluation

Independent 3rd Party Testing Conducted by:
Oregon State University
Sensory Science Laboratory
July 24th and 25th, 2012

Purpose of the Study

- To determine consumer acceptability of Mountain House and Wise Company products with a scientific study conducted by an unbiased 3rd party.
- To test the validity of Wise Company marketing materials that portray their products as equal to Mountain House.
 - Wise recipes named after MH recipes
 - Claims of: “Gourmet meals” “your family will love”

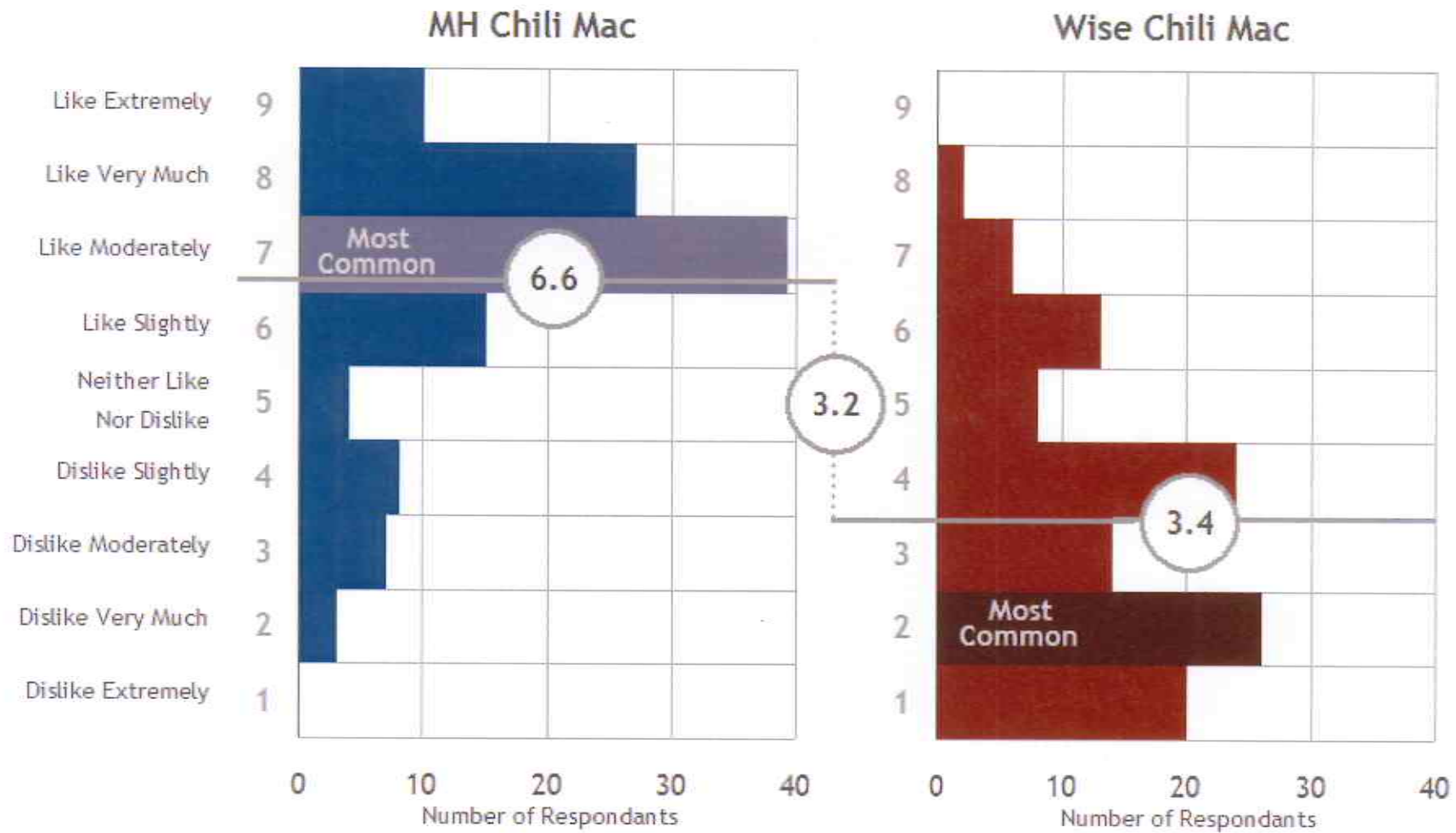
Methodology

- **113 Participants**
- **3 Comparable Mountain House and Wise Company Entrees:**
 - Chili Mac
 - Vegetable Rotini
 - Teriyaki
- **Randomized, Blind Tasting**
- **Standard 9-Point Hedonic Scale**

What the Scores Mean

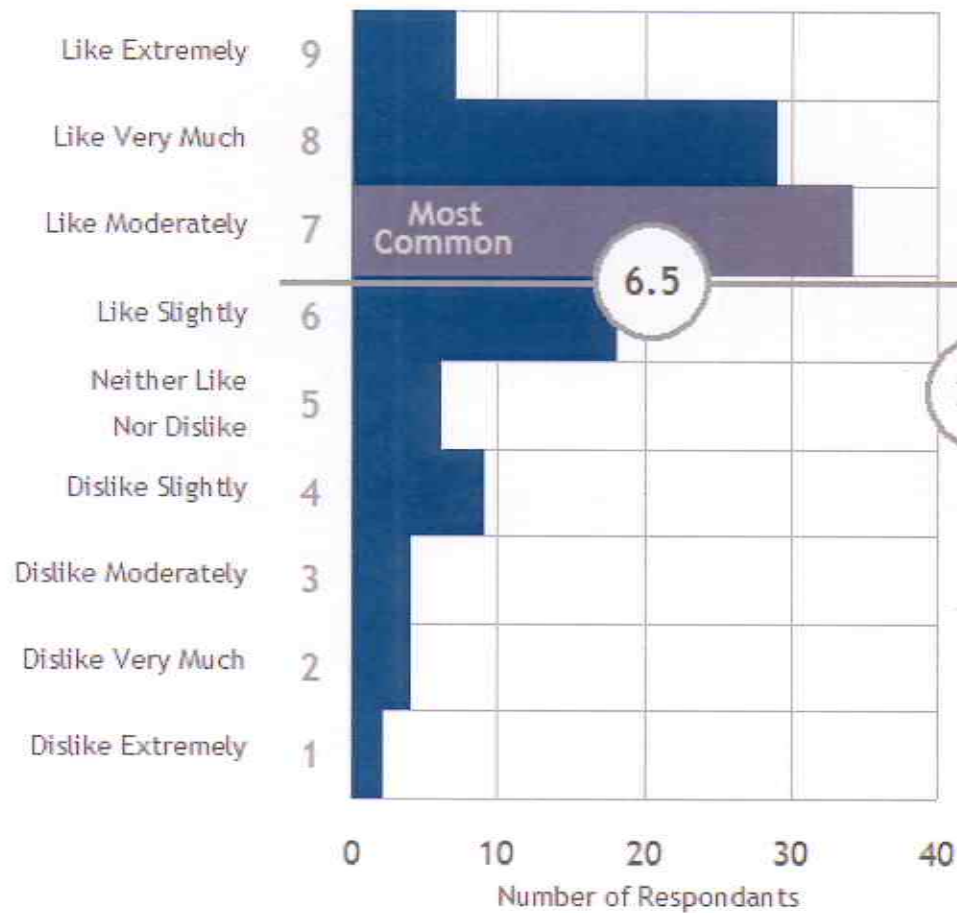
- Scores range from 1 to 9
 - 1 = Dislike Extremely
 - 5 = Neither Like nor Dislike
 - 9 = Like Extremely
- Scores represent “Overall Liking”, including all of the following characteristics:
 - Appearance
 - Aroma
 - Flavor
 - Texture

Chili Mac Scores

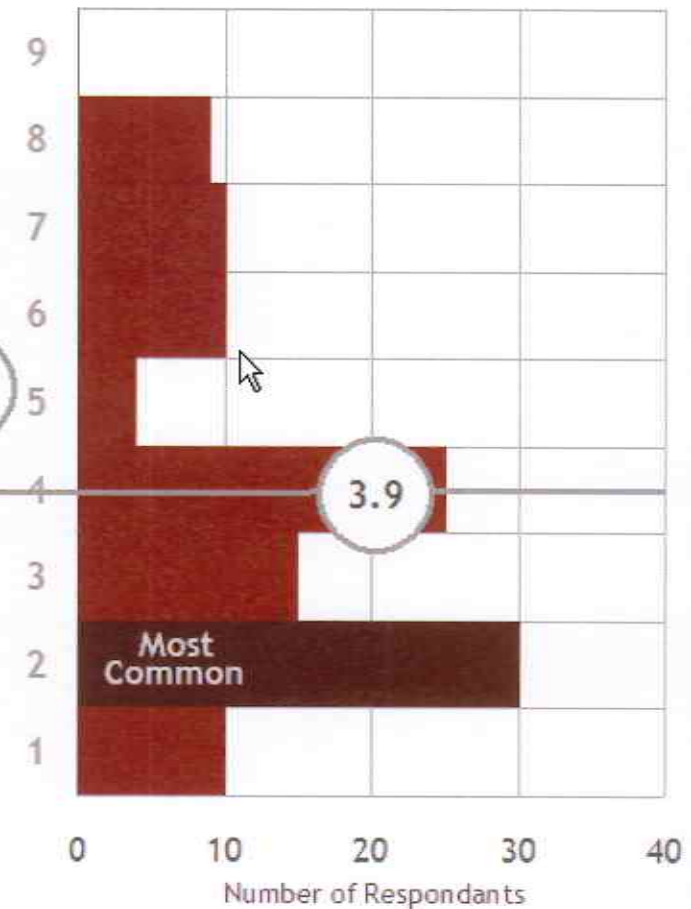


Pasta Scores

MH Pasta Primavera

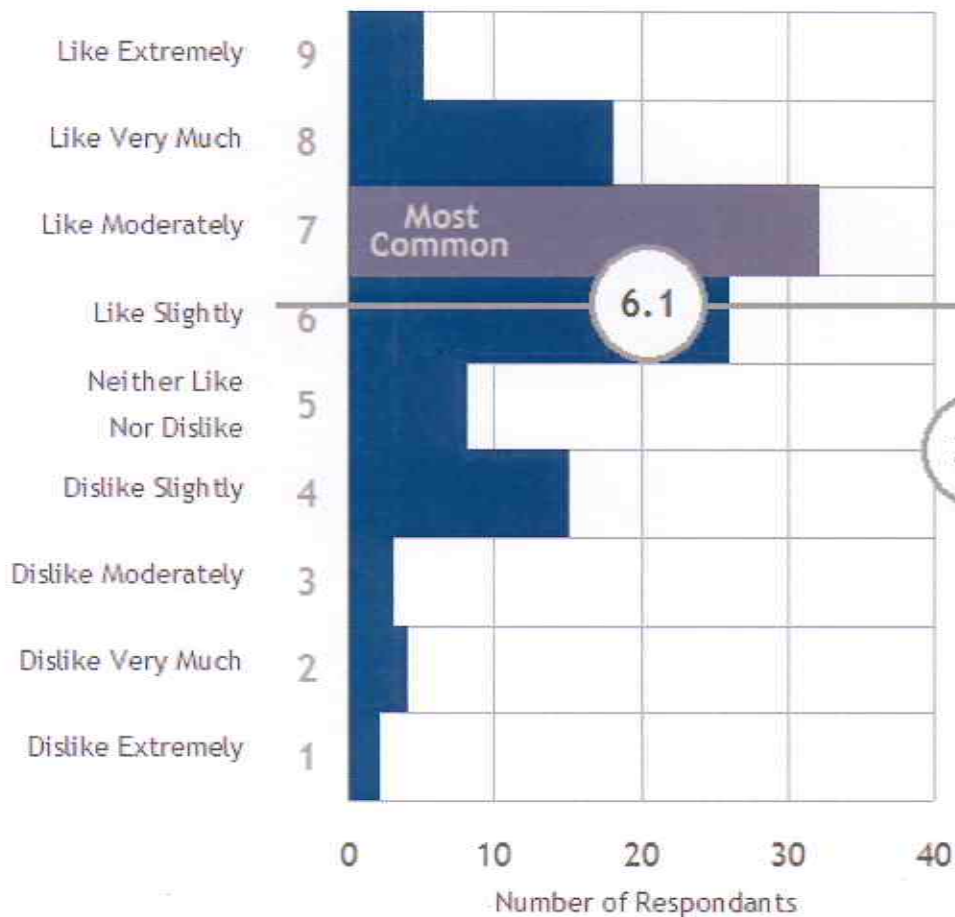


Wise Creamy Rotini

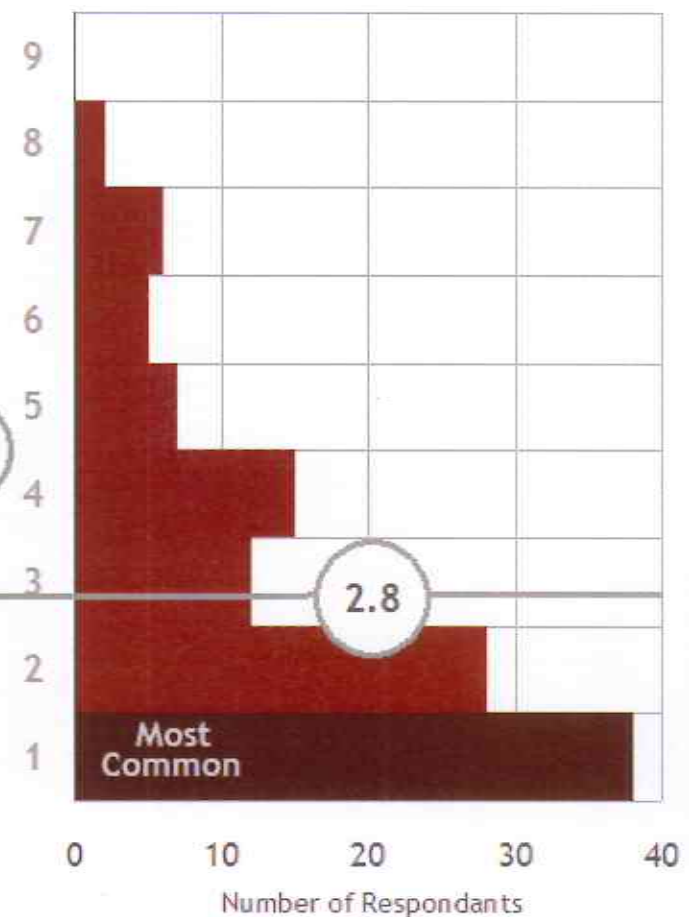


Teriyaki Scores

MH Teriyaki



Wise Teriyaki



Overall Comparison

- “In a blind taste test, Mountain House was liked more than Wise by a significant margin”:
 - Chili Mac: 95%
 - Pasta: 86%
 - Teriyaki: 90%
- Results have a “99.9% confidence level”.

Our Conclusion

- OSU Study results indicate that Wise Company products are not equal to Mountain House products in terms of consumer acceptability.
- Columbia Food Laboratory studies have shown Wise products to be inferior to Mountain House products in terms of shelf life.
- Please feel free to share this data with customers who are interested in the quality of their emergency food supplies.