



CASE STUDY: TOLUNA HELPS BROWNIE BRITTLE FIND THE SWEET SPOT IN NEW PRODUCT DEVELOPMENT

BUSINESS CHALLENGE

When Mains and her company dove into the snack marketplace, they were entering an ultra-competitive environment, with more and more companies vying for consumers' snack dollars. In fact, according to research, the average person reaches for 12 different snacks in any given month—a mouthwatering business opportunity for any food manufacturer.

Recent research also shows that more and more snackers are turning to healthy, low-calorie snacks. That trend, in fact, is driving the real growth in the marketplace. That has created a natural "sweet spot" for Brownie Brittle, which offers all the indulgence of a brownie, but weighs in at just 120 calories per snack serving.

The company turned to Toluna to ensure it was getting a true taste of consumer preferences before developing new products. As the company's chief marketing officer noted, "We need to mitigate some of this risk in new product development by capturing valuable consumer insights prior to commercialization."

SOLUTION

- The Toluna team has worked with Brownie Brittle to:
- Gain on-demand, new-product insights, particularly among its target audience of women 30 years old and older. The Toluna team turned to its global community to survey women in this demographic

CLIENT:



Industry: Food & Beverage

Client Profile/Background:

Brownie Brittle was the inspiration of commercial baker Sheila G. Mains, who began her brownie baking enterprise back in 1992.

Eventually, she was baking more than 1 million brownies a year. In the process of baking all those brownies, she realized that all those hardened drippings on her pans constituted the perfect crunchy snacks. So she developed a process for creating just those brownie crisps, marketing them as—predictably enough—Brownie Crisps. The product never really took off with that name, and was eventually relaunched as Brownie Brittle, with initial deliveries to retail stores in 2011. By 2012 the company was doing \$8 million in sales and was awarded the "Best New Snack Product" prize at the National Confectionery Sales Association awards ceremon



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- Results confirmed that consumers were seeking healthier snack alternatives, prompting the company to launch a brand new line of Organic/ Non-GMO Brownie Brittle.
- Toluna also relied on its community as the testing ground for a wide range of Brownie Brittle flavors, with chocolate the hands-down winner.

RESULT

With Toluna in its corner to help hone the product development process, Brownie Brittle has been able to move ahead with development of a number of new products—confident that valuable time and resources are being put to best possible use. Company marketers also confirmed that its emphasis on chocolate was well-founded. As the company's chief marketing officer noted, "While we plan to present consumers seasonal and on-trend flavor varieties in future products, we will always stay true to our chocolaty heritage."

“Toluna has an outstanding reputation for their professionalism and capabilities, but what struck me as a key differentiator is their spirit of partnership. I partnered with the team to execute our research, and they became immediate members of the Brownie Brittle team. It was as if I had my own internal research department who was fully invested in our brand, the research process, and the consumer insights we were hoping to gain.”

Chief Marketing Officer - Brownie Brittle

