

MTestJapan.com Consumer Online InfoPack

(Sample – AA Honey)

Project Name: Australian natural honey survey 11Sep2012 v1-2

Customer: Australia Anytime Honey Pty., Ltd.

Completed by: Export Manager, Head Office

Audience: Consumer Online Testing

Document: Info Sheet Data (supplied by AA Honey for Consumer reference)

Digital Assets Information:

1. List of questions Consumer will be asked

*(Where indicated *, questions are fixed format – those not so marked, may be replaced by questions of your choice for a total of 10 questions. Additional free format questions come at additional cost – visit MTestJapan.com for pricing.)*

- Evaluation of product positioning statement*
- From photos, external packaging appearance
- External packaging text comments
- From photos, internal packaging appearance*
- Internal packaging text comments*
- Size and weight of product*
- Evaluation of product's apparent packaging functionality*
- Special certificates, marks, etc.
- Suggested pricing*
- Suitability of product as a gift*
- Will consumers buy directly online?
- Competition*
- *Your question, up to 50 words* [If we were to offer product online for sale from Australia to Japanese consumers, would they be interested in buying it?]
- *Your question, up to 50 words* [Can you suggest a low-cost but effective way to advertise a product like our's?]

2. Maker's product positioning statement

(Your comments should refer to positioning of product in home market, who buys it naturally, why, how you are better than the competition, how you see the product fitting in the Japanese market, etc.)

AA honey is a genuine natural Australian food product, sourced directly from apiarists harvesting the honey. It is heated at low temperature to preserve its natural qualities and flavor. The product is not listed as organic, as our apiarists are unable to certify that all sources of nectar are organically grown. However, we note that we do not harvest within 50km of major areas of manufacturing.

The audience for AA honey is people who appreciate the unique taste of Stringy Bark and Mallee tree flowers. The taste is distinctive of Australian bush honies. Generally people prepared to pay a premium for such tastes are already honey consumers and are looking to experience something different.

3. Photos of external packaging physical appearance

(Your photos should be clear, well lit, and show all angles. Consumers will refer to these photos in making their conclusions about the suitability of your product.)

- [None]

4. External packaging text and directions

(Be sure to type all information – no photos – to facilitate translation. Consumers will refer to this text information in conjunction with the photos that you supply.)

- [None]

5. Photos of internal container (which holds the contents) packaging physical appearance

(Your photos should be clear, well lit, and show all angles. Provide JPEGs of at least 1MB in size. Consumers will refer to these photos in making their conclusions about the suitability of your product.)



Front side of bottle, stored right way up.



Front side of bottle, stored upside down – suitable as the honey level goes lower or is viscous due to cool weather, to get honey to the dispenser more quickly. Our no-leaks dispenser has a membrane to stop honey flow unless there is hand pressure on the side of the bottle.



Back side of bottle, stored upside down. Note the label reads correctly in this position, indicating to consumer that this form of storage is correct.



Front side of bottle, stored upside down.



Angled side of bottle, showing how the bottle is beveled to fit the user's hand and facilitate squeezing.



Another view of the back side of bottle, stored upside down.

6. Internal container text and directions

(Be sure to type in all relevant information – no photos – to facilitate translation. Consumers will refer to this text information in conjunction with the photos that you supply.)

- Front

Discover
Australian Honey
Red Stringybark Honey

- Flat side

Nutrition Information	Servings per package 20 Serving size 25g		PER SERVE	Per 100g
		Energy	320kJ	1320kJ
		Protein	Less than 1g	Less than 1g
		Fat Total	0g	0g
		Fat Saturated	0g	0g
		Carbohydrate	20.5g	82.1g
		Sugars	20.5g	82.1g
		Sodium	3.5mg	14mg

Our honey is produced in open country areas where everything remains natural. We extract it without extra heat, to conserve the aroma and flavor. Every batch will vary slightly. It may crystallize quickly, but that's proof it's OK. Warm it gently in the sun, the bottle is designed for that purpose, or stand it in hot water. There is no need to refrigerate our honey.

- Back

Discover
Australian Honey
This honey is from Red Stringybark hardwood trees on the foothills of mountains in NSW. Big white blossoms yield rich smooth nectar, that creates a delicious result. It's ideal on toast, breakfast cereal, as a marinade, and of course, with ice cream for dessert. Bound to become a favorite.
www.australianhoney.com.au
Australian Honey (Exports) Pty. Ltd.
Beecroft, NSW, Australia
500gms min.
Product of Australia

7. Details on physical size and weight of product

Measure	Value	Comments
Weight filled	500gm	
Height	130mm	To top of cap
Front side width	90mm	
Flat side depth	65mm	Non-beveled side

8. Packaging functionality comments/photos



Dispensing honey is easy. Simply open the cap, place the honey over the target and squeeze from the beveled (narrowest) side of the bottle. AA Honey has a membrane in the cap which will cleanly cut off the honey flow when pressure is released from the bottle. This prevents drips and leakage.

9. Special certificates, marks, properties of product

- [None]

10. Suggested pricing

(Indicate pricing in your home market, and desired pricing in Japan.)

- Australia (home market) – Retail is AUD10 per 500gm bottle
- Japan – minimum retail suggested at JPY1,000 per 500gm bottle

11. Product availability direct from Australia

- [No, our website is down for reconstruction.]