

Packaging Communication Test Summary

January 2021

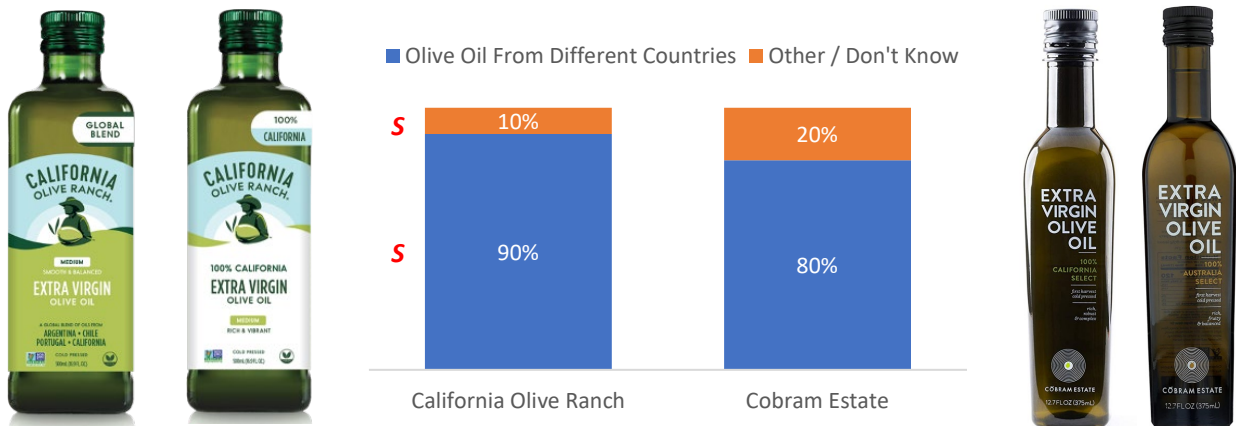
Executive Summary:

- The new labels for California Olive Ranch® brand's *100% California* and *Global Blend* are very effective in communicating the different sources of olive oil to consumers
- Consumers understand that the *Global Blend* from California Olive Ranch ("COR") is sourced from a variety of international locations
- After each group of respondents viewed both packages together, significantly more COR respondents than Boundary Bend's Cobram Estate® brand respondents played back international sourcing as the primary difference between brand packaging.

Q. (After viewing one package) Based on what you read, where do you believe the olive oil is from in this package?



Q. (After viewing both packages of the brand together) What do you think the primary difference between the products in each package?



S = Statistically Significant at 95% confidence level

Methodology: a randomized sequential monadic research design. Qualified respondents were 1) Male or Female Head of Household between 25-70 years of age and 2) Have purchased extra virgin olive oil in the past 6 months. Conducted online in January 2021; a total of 342 respondents in the contiguous U.S. participated in the research. 226 viewed COR packages and 116 viewed Cobram Estate® packages.