

Please rate each concept variety from a scale of 1-5.	1 Dislike very much	2 Dislike slightly	3 Neither like nor dislike	4 Like	5 Like very much	OVERALL RATING	Comments
A) Chocolate Milk							
Powder							
A							
B							
C							
D							
E							
F							

Please rate each concept variety from a scale of 1-5.	1 Dislike very much	2 Dislike slightly	3 Neither like nor dislike	4 Like	5 Like very much	OVERALL RATING	Comments
B) Chocolate Milk							
RTD							
A							
B							
C							
D							
E							
F							
G							

Please rate each concept variety from a scale of 1-5.	1 Dislike very much	2 Dislike slightly	3 Neither like nor dislike	4 Like	5 Like very much	OVERALL RATING	Comments
C) Strawberry Milk							
Powder							
A							
B							
C							
D) Strawberry Milk							
RTD							
A							
B							

Please rate each concept variety from a scale of 1-5.	1 Dislike very much	2 Dislike slightly	3 Neither like nor dislike	4 Like	5 Like very much	OVERALL RATING	Comments
E) Vanilla Milk							
Powder							
A							
B							
C							
D							
E							
F							
G							

Please rate each concept variety from a scale of 1-5.	1 Dislike very much	2 Dislike slightly	3 Neither like nor dislike	4 Like	5 Like very much	OVERALL RATING	Comments
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F) Vanilla Milk

RTD							
A							
B							
C							
D							
E							

Please rate each concept variety from a scale of 1-5.	1 Dislike very much	2 Dislike slightly	3 Neither like nor dislike	4 Like	5 Like very much	OVERALL RATING	Comments
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G) Mocha (coffee)

Powder							
A							
B							
C							

H) Mocha (coffee)

RTD							
A							
B							
C							
D							
E							