Consumer Perception & Marketing of Pulses

John Chan
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- What Consumers Want
- Perception of Pulses
- What You Can Do
What Consumers Want...

“I need to maintain long term relationships with family and friends.”

“I need help being efficient so my life runs smoothly.”

“I am an organized and energetic person.”

“I look at the big picture and seek the opinions of experts and friends.”

“I want to feel fulfilled by meeting everyone’s needs.”

Sensible Sandra
What Consumers Want ...

“I need to surround myself with family who have a sense of independence.”

“I need help to pursue my goals.”

“I am a person with traditional values for family, yet contemporary values for myself.”

“I want to trust the information presented to me.”

“I want to feel a sense of satisfaction that comes from doing my best.”

Healthy Helen
What Consumers Want ...

Sensible Sandra

“\textit{When I take care of myself, I can take better care of my family.}”

Healthy Helen
What Consumers Want ...

Healthy Family
What Consumers Want ...

Food Manager (Sandra) & Food Investor (Helen)
What Consumers Want ...

Vegetables & Fruit
What Consumers Want ...

Carbohydrates
What Consumers Want ...

Protein

Vegetables & Fruit

Carbohydrates

Sandra & Helen’s Ideal Meal
Perception of Pulses ...

Pulses Deliver
Perception of Pulses ...

Pulses Taste Good
Perception of Pulses ...

Health Benefits of Pulses

- Protein
- Fibre & Vitamins
- Filling
Perception of Pulses ...

Healthier source of protein than red meat

Stronger nutrition profile than vegetables

More filling and nutritious than carbs

Advantages of Pulses
Perception of Pulses ...

Food Manager (Sandra) & Food Investor (Helen)
What You Can Do ...

Make it easy to eat healthy
What You Can Do ...

Prepared foods

Cereal  Tortillas  Bread  Soup  Frozen Entrees  Pasta

Crackers  Chips  Salty Snacks  Dips

Snacks
What You Can Do ...

Glass Jar

Re-sealable Pouch

Frozen

Meal Kits

Ready to prep

Pulse Bar

Ready to eat
What You Can Do ...

What Sandra & Helen Want

✓ Healthy family
✓ Taste & Health (Sandra)
✓ Health & Taste (Helen)
✓ Protein

What Pulses Offer

✓ Makes it easy to eat healthy
✓ Healthy source of protein
✓ Convenience & Variety

Sensible Sandra

Healthy Helen
What You Can Do ...

 Variety

 Presence of “+”

 Absence of “-”

 Taste

 Health

Convenience

Appeals to the whole family

Food Manager (Sandra) & Food Investor (Helen)
What Consumers Want ...

Sensible Sandra

Help her feel that she made a sensible choice

Healthy Helen
Next Steps

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Questions?

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