|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **FACTOR TO CONSIDER** | **SAMPLE**  | **SAMPLE**  | **SAMPLE**  | **SAMPLE**  | **SAMPLE**  | **SAMPLE**  | **SAMPLE**  | **SAMPLE** |
| **COLOR** |  |  |  |  |  |  |  |  |
| **SMELL** |  |  |  |  |  |  |  |  |
| **FLAVOR** |  |  |  |  |  |  |  |  |
| **MOUTHFEEL (INCL. CARBONATION)** |  |  |  |  |  |  |  |  |
| **AFTERTASTE** |  |  |  |  |  |  |  |  |

Assuming all nutritional factors are similar, which one would you buy, and why?

 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Which is your least favorite, and why?

 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_