



Tasteocracy Express Testers

What is a Tasteocracy Express Tester? A Tasteocracy Express Tester is a small select group of Tasteocracy Testers between the ages of 18 and 65 who are given exclusive access to certain testing opportunities. Tasteocracy Express Testers are paid an average of \$30 per hour for their participation and can participate in tests as often as every other week, or up to 24 times per year.

How do I become a Tasteocracy Tester? Spots for Tasteocracy Express Testers are limited. When a spot becomes available, the Tasteocracy Express Testing Panel Survey will be visible in your available studies list. Recent participation in a regular Tasteocracy test will not prevent you from trying the Tasteocracy Express Testing Panel Survey.

The testing panel needs a very specific demographic composition, so, depending on the quotas that have to be filled, some testers may have the Tasteocracy Express Testing Panel Survey visible to them, while you do not. We will make every effort to ONLY have the survey visible to you when we believe there is a spot available for you.

Some of the testing panel needs to have specific behaviors and attitudes. We know that behaviors and attitudes can change over time. If you try to screen for the Tasteocracy Express Testing Panel and find you do not qualify, you will have another opportunity to try to qualify after one year has gone by. Always answer truthfully! You never know the specific behavior or attitude that the panel might need!

Also, only one adult per household may be on the Tasteocracy Express Testing Panel at a time.

How do I qualify for an Express Test? Once you are on the panel, you will not see regular Tasteocracy testing opportunities in your available studies. You will only see Express Tests. Express Tests will become available on Tuesdays at 10am. An email notification will be sent to all Tasteocracy Express Testers who did not test the week before, but you don't have to wait for the email. Check your available studies just after 10am on Tuesdays to see if there is one or more Express Tests that week. If there is a test, click on "take the survey" and answer the short screening survey. Most Tasteocracy Express Testers will qualify for most Express Tests. If you qualify, you will be presented the option to schedule. If you schedule, you will receive a confirmation email with the information about your test. You will receive a reminder email 48 hours prior to the Express test and an automated phone reminder 24 hours prior to the Express Test.

What is it like on test day of an Express Test? Express Tests will ALWAYS be held at Tasteocracy's Headquarters in Plymouth, MN, or Livermore, CA. Express Tests will almost always be on Fridays, Saturdays, or Sundays. Express Tests can be as short as 30 minutes and as long as 75 minutes. For tests 45 minutes or less you will be paid \$25. 60 minute tests will pay \$30, and 75 minute tests will pay \$35.

Just like our regular tests, it is a good idea to arrive 15 minutes prior to the start time of your test. However, the check in process will be faster and less extensive at an Express Test.

Just like our regular tests, you will be directed at each step of the way. Once checked in, you will be ushered to the testing room. You will be given instructions about how to interact with the product being tested and how to submit your opinions. Once complete, you will receive your check and be on your way!

Express Testing sounds great! Can I always be an Tasteocracy Express Tester?

We want everyone to have the opportunity to experience Express Testing and we still need a lot of Tasteocracy Testers for our more complex tests, our discussion groups, and our home use tests. Because of this, we limit your participation on the Express Test Panel to one year. Once you have been on the panel for twelve months, you will receive an email letting you know that you are no longer an Tasteocracy Express Tester. You will be eligible for regular Tasteocracy tests 60 days after your last participation on an Express Test. You may join the Tasteocracy Express Testing Panel again after one year of regular testing.

If you find that Express Testing is not for you, you may opt out at any time. You can do this by calling our customer care line at 763-354-2776 (Minnesota) or 925-551-4214 (California). After opting out, you will be eligible for regular Tasteocracy Tests 60 days after your last participation on an Express Test. You may join the Tasteocracy Express Testing Panel again after one year of regular testing.

Tasteocracy reserves the right to remove anyone from our Express testing Panel for any reason. There are some reasons, however, which will result in immediate removal:

- **Not Showing Up for a Scheduled Test:** If an Tasteocracy Express Tester does not show up for an Express test for which they are scheduled, they will be immediately removed from the panel. The No-show will count towards their regular Tasteocracy testing history. All Tasteocracy Testers are inactivated from our testing database upon their 4th No-Show to any Tasteocracy Test.
- **4+ Scheduled Test Cancellations:** While canceling from a regular Tasteocracy test does not negatively affect eligibility for taste tests and home use tests (it can impact discussion group eligibility), it matters if you are an Tasteocracy Express Tester! Tasteocracy Express Testers will be removed from the panel upon their 4th cancelation. It is important for Tasteocracy Express Testers to only schedule for the Express Tests that they feel confident they will attend.