

Verb tense practice – market research

Our company _____ (expand) our product range, so last month we _____ (conduct) a market research campaign. We _____ (sell) 8 flavours of ice cream, but recently, we _____ (add) 2 new ones and we _____ also _____ (change) to new environmentally friendly packaging. So, we _____ (set) up a tasting station in 20 regional grocery stores and _____ (let) the customers try them, this _____ (be) called a hall test. It _____ (be) great because the testers _____ (interview) the customers and _____ (get) instant feedback. We also _____ (give) discount coupons for 20% off the new items. The interviewers said that the customers especially _____ (love) the Brownies & Cream flavour. The customers said that they _____ never _____ (have) such delicious ice cream and the sales reflected this because we _____ (sell) more units than our leading flavour, which _____ (be) Pinacolato. The orange and black licorice _____ (be) also a hit