

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