



consumerfoodtest

MULTI-COUNTRY SENSORY TESTING HUB

Contents

What we do

Whatever you want tested - as long as it's food

The Consumer Foodtest Partners

The Consumer Collaboration Platform

Our activities

Member Profiles

**MULTI-COUNTRY PROJECT
MANAGEMENT FOR YOUR
CONSUMER SENSORY TESTS**





What we do

Consumerfoodtest is an international platform of market research agencies specializing in coordinating multi-country consumer and sensory research on behalf of Food Companies.





Whatever you want tested - as long as it's food



Food testing requires a specific organization, trained staff and appropriate tools/equipment. We strongly believe in the importance of specialization, which is why we have created the Consumerfoodtest group.

Indeed, the aim of the platform is to deliver the same high level of professional services throughout its locations, giving its Clients the possibility to carry out tests in different countries while having one single point of contact, consistency in the field services and accuracy in the data delivery.



The consumer foodtest partners

Each partner has to pass a tough selection to become a member of the consumer food testing group.

All members were proven to have professional skills such as:

- Specialization in consumer food testing
- High quality reputation
- Passion for this area of activity
- Realistic costing
- Propensity to innovation
- Enthusiasm and interest in becoming members
- Management of complex issues

and their own facilities equipped with:

- Highly qualified technical staff with proven skills
- Rooms to carry out food tests with consumers
- CAWI (computer assisted web interview) capabilities for the online administration of questionnaires
- Warehouses for appropriate storage
- Videoconferencing services

The Consumer Collaboration Platform

Not only an interviewing tool to carry out any type of online survey but also a monitoring device that enables to check fieldwork remotely.

THROUGH OUR WEBCAM
INTERVIEWING SYSTEM





Our activities

TRADITIONAL

- Taste test with cooking
- Taste test without cooking
- In-home product tests
- In-home product tests - frozen products
- Product placement tests
- Shelf test
- In store test

INNOVATIVE

- Consumer Collaboration Platform for online and mobile interviews
- Bulletin Boards and live chat Focus Groups
- Online Focus Groups and IDIs
- Diary Studies
- Insight research communities
- Webcam interviewing system



consumerfoodtest

MULTI-COUNTRY SENSORY TESTING HUB





FRANCE

FRANCE PARTNER PROFILE

Since 2009 as a Consumer Test Station company, we have carried out food testing products in France. Our methodology is to help our clients answer their questions by using a range of typical research ways for food, improved by our experience and approved which make them considering us as a reliable reference partner. Since 2009 to now we have: Collaborated in carrying out more than 300 food product tests / Interviewed more than 90'000 consumers / Worked to improve the quality of all the phases that contribute to the research execution (design; data collection; data processing, analysis and interpretation) / Paid attention to the methodology innovation / Focused on the skill specialization.

CERTIFICATION

UNI EN ISO 9001

PROFESSIONAL ASSOCIATIONS

ESOMAR (European Society for Opinion and Market Research)

RECRUITMENT

- ✓ By street recruitment
- ✓ Pre-recruitment
- ✓ Recruitment for qualitative surveys
- ✓ A database of respondents continuously updated and enriched
- ✓ A consumer testing panel

TYPE OF FOOD PRODUCT TESTS

- ✓ Taste test with cooking.
- ✓ Taste test without cooking
- ✓ In-home product tests
- ✓ In-home product tests – frozen products
- ✓ Product placement tests
- Shelf test
- In store test

INTERVIEWERS

- ✓ Monitoring system:
All interviewers are under the control of the field manager who will check the quotas and the proper application of the questionnaire
- ✓ Training programs:
All new interviewers are pre-selected then are asked to carry out a first interview under the entire scrutiny of the field manager before completing any questionnaires by herself. Prior to any test, the field manager makes a detailed briefing where every questions should be asked

PRODUCT TEST AREA

- ✓ Reception
- ✓ Individual booths
- ✓ Dividers
- ✓ Notebooks / Tablets
- ✓ Odour control system
- ✓ Temperature control system
- ✓ Wireless internet connection
- ✓ Sensory Room for the objective analysis of the product sensory features. The room has 20 equipped and computerised booths where the sensory judges can individually assess the proucts
- ✓ Area for sniff tests
- ✓ Area for product preparation
Experimental kitchen (culinary centre)
- ✓ Room for consumer tests with a one-way mirror viewing room where Clients can watch the tests
- ✓ Warehouse area for fresh products
- ✓ Warehouse area for non-perishable products

KITCHEN

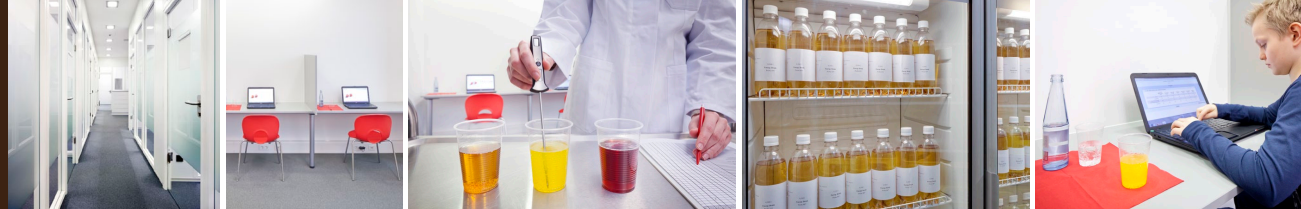
- ✓ Electric ovens
- ✓ Gas burners
Electric burners
- ✓ Microwave ovens
- ✓ Fridges
- ✓ Freezers



consumerfoodtest

MULTI-COUNTRY SENSORY TESTING HUB





GERMANY PARTNER PROFILE

We are running a number of facilities all over Germany for more than ten years. We are specialized in conducting various methods like food testing. Therefore, we apply the established methodologies and most innovative approaches. Our clients are 9 out of 10 of the companies with the highest turnover in Germany. Moreover, we please more than 200 different clients from all over the world. We have confirmed our client's confidence with nearly one million interviews. Of course, our long existing team is obligated to observe all relevant quality standards.

RECRUITMENT

- ✓ National coverage: a network of 80 recruiters disseminated throughout Germany
- ✓ By street recruitment
- ✓ Pre-recruitment
- ✓ Recruitment for qualitative surveys
- ✓ A database of respondents continuously updated and enriched
- ✓ A consumer testing panel

TYPE OF FOOD PRODUCT TESTS

- ✓ Taste test with cooking
- ✓ Taste test without cooking
- ✓ In-home product tests
- ✓ In-home product tests – frozen products
- ✓ Product placement tests
- ✓ Shelf test
- ✓ In store test

INTERVIEWERS

- ✓ National coverage: a network of 600 interviewers and 20 supervisors
- ✓ Monitoring system: Briefing for all interviewers in our company, later on monitored by supervisor during fieldwork personally, through mirror or video
- ✓ Training programs: Permanently training on the job, monitored by supervisor. General trainings

PRODUCT TEST AREA

- ✓ Reception
- ✓ Individual rooms and rooms for gang surveys
- ✓ Dividers
- ✓ Notebooks / Tablets
- ✓ Odour control system
- ✓ Temperature control system
- ✓ Wireless internet connection
- ✓ Sensory Room (Iso 8589) for the objective analysis of the product sensory features. The room has 10 equipped and computerised booths where the sensory judges can individually assess the products
- ✓ Area for sniff tests
- ✓ Area for product preparation
- ✓ Experimental kitchen (culinary centre)
- ✓ Room for consumer tests with a one-way mirror viewing room where Clients can watch the tests
- ✓ Warehouse area for fresh products
- ✓ Warehouse area for non-perishable products

KITCHEN

- ✓ Electric ovens
- ✓ Gas burners
- ✓ Electric burners
- ✓ Microwave ovens
- ✓ Fridges
- ✓ Freezers



GERMANY



consumerfoodtest

MULTI-COUNTRY SENSORY TESTING HUB





ITALY

ITALY PARTNER PROFILE

Since 1992, testing food products in Italy has been our job. We have adopted a specialized strategy in the area of food product testing that aims to enhance the development of a range of research methodologies / services offered and that has led our Clients to consider us as a reference partner in these areas.

Since 1992 to now we have: Collaborated in carrying out more than 6000 food product tests / Interviewed more than 500'000 consumers / Set up different facilities in Italy equipped to carry out food product test and sensory analysis / Worked to improve the quality of all the phases that contribute to the research execution: Design / Data collection / Data processing, analysis and interpretation / Paid attention to the methodology innovation / Focused on the skill specialization.

But, above all, we have tried to give our Clients the pleasure of working together with a dynamic and efficient group.

CERTIFICATION

UNI EN ISO 9001 : 2008
HACCP

PROFESSIONAL ASSOCIATIONS

ESOMAR (European Society for Opinion and Market Research)
ASSIRM (Associazione tra Istituti di Ricerche di Mercato)
ESN (European Sensory Network)
SISS (Società Italiana Scienze sensoriali)

RECRUITMENT

- ✓ National coverage: a network of 100 recruiters disseminated throughout Italy
- ✓ By street recruitment
- ✓ Pre-recruitment
- ✓ Recruitment for qualitative surveys
- ✓ A database of respondents continuously updated and enriched
- ✓ A consumer testing panel

TYPE OF FOOD PRODUCT TESTS

- ✓ Taste test with cooking.
- ✓ Taste test without cooking
- ✓ In-home product tests
- ✓ In-home product tests – frozen products
- ✓ Product placement tests
- ✓ Shelf test
- ✓ In store test

INTERVIEWERS

- ✓ National coverage: a network of 700 interviewers and 22 supervisors
- ✓ Monitoring system: We keep a close contact with interviewers. While carrying out the study, our fieldwork unit monitor our interviewers. The "On Line Monitoring Date System" requires them to send the scheduled updates thanks to which we check the survey progress and inform our customer about the progress of the study
- ✓ Training programs: personal briefing with supervisors and interviewers; pilot interviews to test interviewers' skills; internal training courses

PRODUCT TEST AREA

- ✓ Reception
- ✓ Individual booths
- ✓ Dividers
- ✓ Notebooks / Tablets
- ✓ Odour control system
- ✓ Temperature control system
- ✓ Wireless internet connection
- ✓ Sensory Room (Iso 8589) for the objective analysis of the product sensory features. The room has 10 equipped and computerised booths where the sensory judges can individually assess the products
- ✓ Area for sniff tests
- ✓ Area for product preparation
- ✓ Experimental kitchen (culinary centre)
- ✓ Room for consumer tests with a one-way mirror viewing room where Clients can watch the tests.
- ✓ Warehouse area for fresh products
- ✓ Warehouse area for non-perishable products

KITCHEN

- ✓ Electric ovens
- ✓ Gas burners
- ✓ Electric burners
- ✓ Microwave ovens
- ✓ Fridges
- ✓ Freezers



consumerfoodtest

MULTI-COUNTRY SENSORY TESTING HUB





SPAIN PARTNER PROFILE

Our Company was founded in 1989 and it was the first fieldwork company in Spain. In the past 23 years we have conducted more than 10,000 projects. We have our own in-house team, giving us a technical and logistical framework. Since 1989, we have been conducting fieldwork projects, and one of our main areas has been testing food products in Spain. Since 1989 to now we have in Spain collaborated in carrying out more than 5000 food product tests and interviewed more than 750'000 consumers.

We have different facilities in Spain equipped to carry out food product test and sensory analysis and one room in Madrid with capacity of 50 people, to conduct food product test in a big scale.

We have always tried to provide our clients with a fast and quality delivery projects together with the added value of the knowledge of the country.

PROFESSIONAL ASSOCIATIONS

ESOMAR (European Society for Opinion and Market Research)

EPHMRA (European Pharmaceutical Marketing Research Association)

MRS (Market Research Society)

MRA (Market Research Association)

AQR (Association for Qualitative Research)

AEDEMO (Asociación Española de Estudios de Mercado)

PBIRG (Pharmaceutical Business Intelligence and Research Group)

PMRG (Pharmaceutical Marketing Research Group)

BHBBIA (British Healthcare Business Intelligence Association)

INTERVIEWERS

- ✓ National coverage: a network of 850 interviewers and 20 supervisors
- ✓ Monitoring system: Each supervisor is in charge of their own team and provides twice a day with daily updates to the Project Manager of the study. There is a continuously briefing and de-briefings during the study.
- ✓ Training programs: We conduct a training of 2 days to all of our interviewers and we have each 6 months update trainings. Our supervisors assist by web each 4 months to a global training. We have a briefing in each starting of the project, after 4 days of fieldwork and another one at the end of the study, to ensure that if there has been any issue we will have been able to fix for the next study or within the study.

RECRUITMENT

- ✓ National coverage: a network of 150 recruiters disseminated throughout Spain
- ✓ By street recruitment
- ✓ Pre-recruitment
- ✓ Recruitment for qualitative surveys
- ✓ A database of respondents continuously updated and enriched
- ✓ A consumer testing panel

TYPE OF FOOD PRODUCT TESTS

- ✓ Taste test with cooking
- ✓ Taste test without cooking
- ✓ In-home product tests
- ✓ In-home product tests – frozen products
- ✓ Product placement tests
- ✓ Shelf test
- ✓ In store test

PRODUCT TEST AREA

- ✓ Reception
- ✓ Individual booths
- ✓ Dividers
- ✓ Notebooks / Tablets
- ✓ Odour control system
- ✓ Temperature control system
- ✓ Wireless internet connection
- ✓ Sensory Room
- ✓ Area for sniff tests
- ✓ Area for product preparation
- ✓ Experimental kitchen (culinary centre)
- ✓ Room for consumer tests with a one-way mirror viewing room where Clients can watch the tests
- ✓ Warehouse area for fresh products
- ✓ Warehouse area for non-perishable products

KITCHEN

- ✓ Electric ovens
- ✓ Gas burners
- ✓ Electric burners
- ✓ Microwave ovens
- ✓ Fridges
- ✓ Freezers



consumerfoodtest

MULTI-COUNTRY SENSORY TESTING HUB





UNITED KINGDOM PARTNER PROFILE

We have been organising taste & sensory testing in the UK for nearly 10 years. Based in Manchester, England, we have experience conducting research all over the country, with over 400 nationwide recruiters & interviewers on our books. We have tested everything from coffee to ice-cream over the years, in our purpose built facilities and taste testing venues around the country.

CERTIFICATION

ISO 20252

PROFESSIONAL ASSOCIATIONS

- ✓ MRS (Market Research Society) Fair Data
- ✓ MRS (Market Research Society) Company Partners
- ✓ AQR (Association for Qualitative Research)

RECRUITMENT

- ✓ National coverage: a network of 400 recruiters disseminated throughout UK
- ✓ By street recruitment
- ✓ Pre-recruitment
- ✓ Recruitment for qualitative surveys
- ✓ A database of respondents continuously updated and enriched
- ✓ A consumer testing panel

TYPE OF FOOD PRODUCT TESTS

- ✓ Taste test with cooking.
- ✓ Taste test without cooking
- ✓ In-home product tests
- ✓ In-home product tests – frozen products
- ✓ Product placement tests
- ✓ Shelf test
- ✓ In store test

INTERVIEWERS

- ✓ National coverage: a network of 400 interviewers and 22 supervisors
- ✓ Monitoring system: We employ supervisors to monitor all our interviewers, and we monitor and appraise both recruiters and supervisors on a regular basis. We only work with recruiters who are registered on the ICO's Database Protection Register
- ✓ Training programs: We conduct a face to face training program with the supervisors and recruiters at least once a year. The training involves: Developments in role play, new techniques for interviewing, full ipad training, full quality control update, full validation training

PRODUCT TEST AREA

- ✓ Reception
 - ✓ Individual booths
 - ✓ Dividers
 - ✓ Notebooks / Tablets
 - ✓ Odour control system
 - ✓ Temperature control system
 - ✓ Wireless internet connection
- Sensory Room for the objective analysis of the product sensory features. The room has 20 equipped and computerised booths where the sensory judges can individually assess the products
- ✓ Area for sniff tests
 - ✓ Area for product preparation
 - ✓ Experimental kitchen (culinary centre)
 - ✓ Room for consumer tests with a one-way mirror viewing room where Clients can watch the tests.
 - ✓ Warehouse area for fresh products
 - ✓ Warehouse area for non-perishable products

KITCHEN

- ✓ Electric ovens
- ✓ Gas burners
- ✓ Electric burners
- ✓ Microwave ovens
- ✓ Fridges
- ✓ Freezers



consumerfoodtest

MULTI-COUNTRY SENSORY TESTING HUB



SAINT PETERSBURG

MOSCOW

ROSTOV



RUSSIA PARTNER PROFILE

We are the only one research company in Russia focused in consumer testing and sensory science.

Since 2000 we have provided our clients with reliable solutions to make proper marketing decisions. Our methodologies embrace all the classical methods (qualitative and quantitative methods, including hall-tests, focus-groups and in-depth interviews) and innovative original approaches, which take into account the peculiarities of Russian business. Our agency has a large staff of competent interviewers that allows carrying out full-scale research of Russian market.

We TEST FOOD everyday: everyday we do between 50-70 completes. Our team is experienced in ALL categories and also we work with sophisticated protocols like beers, coffee, or raw materials like cooled chicken.

We take a disciplined approach to our work, based on scientific standards and best practices.

PROFESSIONAL ASSOCIATIONS

ESOMAR (European Society for Opinion and Marketing Research)

SSP (Society of Sensory Professionals)

RECRUITMENT

✓ Coverage: Moscow, Rostov-na-Donu

✓ By street recruitment

✓ Pre-recruitment

✓ Recruitment for qualitative surveys

A database of respondents continuously updated and enriched

A consumer testing panel

TYPE OF FOOD PRODUCT TESTS

✓ Taste test with cooking

✓ Taste test without cooking

✓ In-home product tests

✓ In-home product tests – frozen products

✓ Product placement tests

✓ Shelf test

✓ In store test

INTERVIEWERS

✓ National coverage: to arrange consumer test in regions we can provide a network of partnered shopping centers in all 11 Russian cities with pop/ more than 1 mln. people

✓ Monitoring system: We provide remote video observation of survey process and distant link to control dynamically data collection process

✓ Training programs: Regular trainings for team and interviewers, sensory educational courses for office staff (e.g. Sensory Spectrum), collaborational workshops with R&D teams of clients-food companies.

PRODUCT TEST AREA

✓ Reception

✓ Individual booths

Dividers

Notebooks / Tablets

Odour control system

✓ Temperature control system

✓ Wireless internet connection

Sensory Room for the objective analysis of the product sensory features

Area for sniff tests

✓ Area for product preparation

Experimental kitchen (culinary centre)

Room for consumer tests with a one-way mirror viewing room where Clients can watch the tests

✓ Warehouse area for fresh products

✓ Warehouse area for non-perishable products

KITCHEN

✓ Electric ovens

Gas burners

✓ Electric burners

✓ Microwave ovens

✓ Fridges

✓ Freezers



consumerfoodtest

MULTI-COUNTRY SENSORY TESTING HUB



 SAN FRANCISCO

A stylized, light brown map of the United States is centered on the page. Two orange squares are placed on the map to indicate specific locations: one on the West Coast (San Francisco) and one in the central region (Kansas City). The text labels for these locations are positioned to the right of their respective squares.

 KANSAS CITY



USA

USA PARTNER PROFILE

We offer what is arguably the premiere food testing kitchen in the entire San Francisco Bay Area. Clients enjoy a state-of-the-art facility that is fully equipped to meet the needs of even the most discerning of the world's finest food manufacturers.

Our highest priorities are to deliver best-in-class service. It starts with a significant participant database, extends to highly trained and experienced hosting and project management staff, and is complimented by extensive quality control at all stages of the project process.

PROFESSIONAL ASSOCIATIONS

MRA (Marketing Research Association)

AMA (American Marketing Association)

QRCA (Qualitative Research Consultants Association)

RECRUITMENT

- ✓ Coverage: We have focus group databases in the San Francisco Bay Area and in Kansas City. We also have a national database of several hundred thousand people.

By street recruitment

- ✓ Pre-recruitment
- ✓ Recruitment for qualitative surveys
- ✓ A database of respondents continuously updated and enriched

A consumer testing panel

TYPE OF FOOD PRODUCT TESTS

- ✓ Taste test with cooking
- ✓ Taste test without cooking
- ✓ In-home product tests
- ✓ In-home product tests – frozen products
- ✓ Product placement tests
- ✓ Shelf test
- ✓ In store test

INTERVIEWERS

- ✓ National Coverage: In-house interviewing staff
- ✓ Monitoring system: We confirm 15% of all interviewers surveys by calling participants and asking them specific questions related to their experience
- ✓ Training programs: All of our interviewers go through a thorough training program and are briefed to understand the nuances of each project and perform practice tests before going live

PRODUCT TEST AREA

- ✓ Reception
- ✓ Individual booths
- ✓ Dividers
- ✓ Notebooks / Tablets (up to 15 at a time)
- ✓ Odour control system
- ✓ Temperature control system
- ✓ Wireless internet connection
- Sensory Room for the objective analysis of the product sensory features
- ✓ Area for sniff tests
- ✓ Area for product preparation
- ✓ Experimental kitchen (culinary centre)
- ✓ Room for consumer tests with a one-way mirror viewing room where Clients can watch the tests
- ✓ Warehouse area for fresh products
- ✓ Warehouse area for non-perishable products

KITCHEN

- ✓ Electric ovens
- Gas burners
- ✓ Electric burners
- ✓ Microwave ovens
- ✓ Fridges
- ✓ Freezers



consumerfoodtest

MULTI-COUNTRY SENSORY TESTING HUB





USA

USA PARTNER PROFILE

Our venue is Atlanta's premier focus facility. With two locations in Atlanta, we can provide both urban and suburban respondents in beautifully appointed spaces.

Our Perimeter location offers a wide range of flexibility, with a commercial kitchen and up to 1200 sq. Ft. Auditorium for the most cumbersome projects. Our Midtown location is only 12 miles from the airport, and offers local dining and the High Museum all within walking distance.

Our focus facilities have been consistently "Top-Rated" by the Impulse Survey since 2001.

With over 50 years of experience as Atlanta's longest standing research facility, we know that customer service and training is what set us apart from our competitors. Our staff are trained extensively in sensory testing, and only those that go through vigorous testing and pass our internal proprietary classes are allowed to serve in this capacity.

CERTIFICATION

ISO 20252

PROFESSIONAL ASSOCIATIONS

AMA (American Marketing Association)

MRA (Marketing Research Association)

PMRG (Pharmaceutical Marketing Research Group)

ESOMAR (European Society for Opinion and Marketing Research)

CASRO (Council of American Survey Research Organizations)

RECRUITMENT

- ✓ Coverage: Atlanta and Boston
- By street recruitment
- ✓ Pre-recruitment
- ✓ Recruitment for qualitative surveys
- ✓ A database of respondents continuously updated and enriched
- ✓ A consumer testing panel

TYPE OF FOOD PRODUCT TESTS

- ✓ Taste test with cooking
- ✓ Taste test without cooking
- ✓ In-home product tests
- ✓ In-home product tests – frozen products
- ✓ Product placement tests
- ✓ Shelf test
- ✓ In store test

INTERVIEWERS

- ✓ Coverage: Atlanta and Boston
- ✓ Monitoring system:
Our quality control department can direct dial into any phone in our system for monitoring purposes.
- ✓ Training programs:
All interviewers are trained, and must pass our internal testing before allowing to work on this type of work.

PRODUCT TEST AREA

- ✓ Reception
- Individual booths
- ✓ Dividers
- ✓ Notebooks / Tablets
- ✓ Odour control system
- ✓ Temperature control system
- ✓ Wireless internet connection
- ✓ Sensory Room for the objective analysis of the product sensory features
- ✓ Area for sniff tests
- ✓ Area for product preparation
- ✓ Experimental kitchen (culinary centre)
- ✓ Room for consumer tests with a one-way mirror viewing room where Clients can watch the tests
- ✓ Warehouse area for fresh products
- ✓ Warehouse area for non-perishable products

KITCHEN

- ✓ Electric ovens
- ✓ Gas ovens
- ✓ Gas burners
- ✓ Electric burners
- ✓ Microwave ovens
- ✓ Fridges
- ✓ Freezers



consumerfoodtest

MULTI-COUNTRY SENSORY TESTING HUB





USA

USA PARTNER PROFILE

For more than a decade, we have conducted thousands of consumer tests for the most recognized food and beverage brands. All of our facilities feature spacious, state-of-the-art commercial kitchens with all of the resources our clients need to conduct effective food research. Our staff also includes state-licensed food preparation professionals with the knowledge and expertise needed to ensure reliable test results.

Our dedication to quality research, including large-scale taste tests, focus groups and more, has helped our clients make confident and reliable business decisions. We demonstrate our passion and commitment to quality through our personal attention throughout the entire research process.

You can count on us to provide consistent, on-target research with accurate results and superior customer service.

CERTIFICATION

ISO 20252

PROFESSIONAL ASSOCIATIONS

ESOMAR (European Society for Opinion and Marketing Research)

SSP (Society of Sensory Professionals)

MRA (Marketing Research Association)

RECRUITMENT

- ✓ Coverage: Chicago, Springfield and Dallas
- ✓ By street recruitment
- ✓ Pre-recruitment
- ✓ Recruitment for qualitative surveys
- ✓ A database of respondents continuously updated and enriched
- ✓ A consumer testing panel

TYPE OF FOOD PRODUCT TESTS

- ✓ Taste test with cooking
- ✓ Taste test without cooking
- ✓ In-home product tests
- ✓ In-home product tests – frozen products
- ✓ Product placement tests
- ✓ Shelf test
- ✓ In store test

INTERVIEWERS

- ✓ Coverage: Chicago, Springfield and Dallas
- ✓ Monitoring system:
Supervisors check in daily with interviewers and will check in face-to-face on in-store recruits that are local to our offices
- ✓ Training programs:
We train using MRA training modules for interviewing methods, mock-interviewing and intercepting

PRODUCT TEST AREA

- ✓ Reception
- ✓ Individual booths
- ✓ Dividers
- ✓ Notebooks / Tablets
- ✓ Odour control system
- ✓ Temperature control system
- ✓ Wireless internet connection
- ✓ Sensory Room for the objective analysis of the product sensory features
- ✓ Area for sniff tests
- ✓ Area for product preparation
- ✓ Experimental kitchen (culinary centre)
- ✓ Room for consumer tests with a one-way mirror viewing room where Clients can watch the tests
- ✓ Warehouse area for fresh products
- ✓ Warehouse area for non-perishable products

KITCHEN

- ✓ Electric ovens
- Gas burners
- ✓ Electric burners
- ✓ Microwave ovens
- ✓ Fridges
- ✓ Freezers



consumerfoodtest

MULTI-COUNTRY SENSORY TESTING HUB





USA

USA PARTNER PROFILE

Beginning in 2001, our company's mid US sensory location has provided adaptable facilities and methodologies to meet the evolving innovations and needs of our clients worldwide. We pride this location's ability to do qual/quant and handle all our company's US based traditional sensory as well as alternative and new methods in the sensory sciences.

Our newest location, just opened late 2013, was built with industry researchers and sensory scientists in mind.

This new space is the ONLY dedicated sensory and testing facility in Colorado, and the "Go-To" for testing in Denver and the entire mid US region. We chose downtown Denver for this amazing new 11,800 sq. ft. sensory and testing facility for its central location, it's diverse population and because it is headquarters to more quick casual restaurants and fast growing organic companies than many other US market.

This new facility has both fully stocked commercial and consumer test kitchens and boasts an array of unique sensory testing services you can't find at any of our other US locations. Along with traditional sensory of course, this new space also includes the sensory industry's first "Reality Research Restaurant™" for new menu item testing, observational research and other unique methods as well as the first "Reality Research Bar™" for alcohol and beverage testing. We also have our top rated "Reality House™" for in-context testing of home-based cooking products for CPG's clients and other research that needs the comfort and realism of an actual high-end consumer home.

Come see us at our newest locations in Denver and discover what a difference "Marketing Research In-Context™" can make! Better Research, Truer Results!

CERTIFICATION

Profession Research Certification

PROFESSIONAL ASSOCIATIONS

CRA (Colorado Restaurant Association)

SSP (Society of Sensory Professionals)

MRA (Marketing Research Association)

QRCA (Qualitative Research Consultants Association)

RECRUITMENT

- ✓ Coverage: Denver and Mid-US Region
- ✓ By street recruitment
- ✓ Pre-recruitment
- ✓ Recruitment for qualitative surveys
- ✓ A database of respondents continuously updated and enriched
- ✓ A consumer testing panel

TYPE OF FOOD PRODUCT TESTS

- ✓ Taste test with cooking
- ✓ Taste test without cooking
- ✓ In-home product tests
- ✓ In-home product tests – frozen products
- ✓ Product placement tests
- ✓ Shelf test
- ✓ In store test

INTERVIEWERS

- ✓ Coverage: Colorado region
- ✓ Monitoring system: Online pre-qualifying software for easily verifiable and expedited recruiting; Heavily trained and monitored recruiting staff; Multi-touch confirmation process; Validation protocol
- ✓ Training programs: Extensive training manuals and protocols; frequently updated to meet the changing needs of our clientele

PRODUCT TEST AREA

- ✓ Reception
- ✓ Individual booths
- ✓ Dividers
- ✓ Notebooks / Tablets
- ✓ Odour control system
- ✓ Temperature control system
- ✓ Wireless internet connection
- ✓ Sensory Room for the objective analysis of the product sensory features
- ✓ Area for sniff tests
- ✓ Area for product preparation
- ✓ Experimental kitchen (culinary centre)
- ✓ Room for consumer tests with a one-way mirror viewing room where Clients can watch the tests
- ✓ Warehouse area for fresh products
- ✓ Warehouse area for non-perishable products

KITCHEN

- ✓ Electric ovens
- Gas burners
- ✓ Electric burners
- ✓ Microwave ovens
- ✓ Fridges
- ✓ Freezers



consumerfoodtest

MULTI-COUNTRY SENSORY TESTING HUB





BRAZIL

BRAZIL PARTNER PROFILE

Since the 80's we have been testing food products in Brazil. During those years, our team used to work for several other research institutes, when eventually and on purpose we all gathered in 1997 to establish our own new standard in tests all around the country with innovative techniques. Market changes, so our strategy is always being updated to further enhance the data and experience brought up to us in each new food testing. Our last job involved 3.200 Food testers all at once. The main purpose of the study was assessing the acceptability of a large transnational hamburger producer with franchises all around the world. We conducted the evaluation of ingredients and tastes, with pre-coded and sample-controlled ingredients and toppings, and we managed to suggest possible adaptations to the specificities of the Brazilian market. For 17 years we have been passionately setting up different facilities in Brazil, equipping them to carry out food product tests, working on fast recruiting and precise services and getting accurate processed data collection our studies. Nevertheless, it is the challenge of attending to our high client's demands what triggers our passion to dynamically work in each food test conducted in Brazil.

PROFESSIONAL ASSOCIATIONS

ESOMAR (European Society for Opinion and Marketing Research)

AMA (American Marketing Association)

ABEP (Associação Brasileira de Estudos Populacionais)

ASBPM (Associação Brasileira de Pesquisadores de Mercado)

RECRUITMENT

- ✓ National coverage: a database with more than 250.000 individuals from several backgrounds, kept and updated by 48 recruiters spread all around Brazil for about 17 years.
- ✓ By street recruitment
- ✓ Pre-recruitment
- ✓ Recruitment for qualitative surveys
- ✓ A database of respondents continuously updated and enriched
- ✓ A consumer testing panel

TYPE OF FOOD PRODUCT TESTS

- ✓ Taste test with cooking
- ✓ Taste test without cooking
- ✓ In-home product tests
- ✓ In-home product tests - frozen products
- ✓ Product placement tests
- ✓ Shelf test
- ✓ In store test

INTERVIEWERS

- ✓ National coverage: a network of 1500 interviewers and 22 verifiers and 35 supervisors.
- ✓ Monitoring system: All projects conducted outside the premises of the company, in other cities of Brazil, are accompanied by our supervisors to ensure that the research methodology is applied uniformly in all fields. We have 2500 Interviewers names registered in our software, which optimizes the production process by enabling the selection of interviewers by the type of work in which they have a better performance. In order to be an interviewer of ours, it's necessary undergraduation, being a college attendant or at least completed High School certification.
- ✓ Training programs: Once a year our interviewers, managers and supervisors attend courses at ASBPM - Brazilian Association of market research, media and opinion Researchers. The courses cover a wide array of market research techniques and capabilities, usually making our team acquainted to new trends.

PRODUCT TEST AREA

- ✓ Reception
- ✓ Individual booths
- ✓ Dividers
- ✓ Notebooks / Tablets
- ✓ Odour control system
- ✓ Temperature control system
- ✓ Wireless internet connection
- ✓ Sensory Room for the objective analysis of the product sensory features
- ✓ Area for sniff tests
- ✓ Area for product preparation
- ✓ Experimental kitchen (culinary centre)
- ✓ Room for consumer tests with a one-way mirror viewing room where Clients can watch the tests
- ✓ Warehouse area for fresh products
- ✓ Warehouse area for non-perishable products

KITCHEN

- ✓ Electric ovens
- ✓ Gas burners
- ✓ Electric burners
- ✓ Microwave ovens
- ✓ Fridges
- ✓ Freezers



Whatever you want tested
as long as it's food

www.consumerfoodtest.com