

# SENSORYGURUS

## ARE YOU A FOOD AND BEVERAGE BRAND OWNER?

Do you want to know if your product idea resonates with real consumers?

Do you want guidance from consumers on what could elevate your product idea from good to great?

Do you want to be able to compare multiple ideas with consumers so that you can put your resource on the idea most likely to succeed?

If your answer is YES to any of these questions, then SENSORYGURUS can help you

## PRODUCT CONCEPT TESTING

We offer a product concept testing package that simplifies the process of gathering feedback from consumers

Simply provide us with the product concept/s and what you want to learn, and we will take care of the rest

**Packages start from \$1385 + GST per product**

What's included

- Evaluation by minimum 60 household shoppers and food consumers tasting your product
- 5 customized concept questions for each product
- Comprehensive summary report of the results

The next consumer session is April 2024, so act quickly

Contact us today: [sensory@bfgs.co.nz](mailto:sensory@bfgs.co.nz) to book your place in the next concept session

SENSORYGURUS is delivered by the team at Beverage and Food Gurus Ltd

[www.bfgs.co.nz](http://www.bfgs.co.nz)