

SENSORYGURUS

ARE YOU A FOOD AND BEVERAGE BRAND OWNER?

Would you like to understand consumer preferences regarding your new food or beverage products?

Do you wish to compare consumer perceptions of your products with those of your competitors?

Are you interested in having credible consumer testing data to enhance your product pitches to retailers?

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

CONSUMER SENSORY TESTING

We can offer a package that simplifies the process of conducting consumer sensory research

Simply provide us with samples of the product for testing and what you want to learn about your product, and we will take care of the rest

Packages available from \$1385 + GST per product

What's included

- Sensory testing undertaken at dedicated sensory facility with best practice quantitative sensory methodologies
- Evaluation of your products by minimum 60 household shoppers and food and beverage consumers
- 5 customised sensory questions for each product
- Comprehensive summary report of results

The next session is in April 2024, so act quickly

Contact us : sensory@bfgs.co.nz to book your products into the next sensory session

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

www.bfgs.co.nz

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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 to book your place in the next concept session

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