

Sensory and consumer services

Consumer services

Campden BRI Magyarország Nonprofit Kft's consumer department capabilities offer good support with a wide range of consumer methods according to the expectations of clients from all over Europe. It has consumer panel Consumer tests are also carried out in a business-to business environment. Campden BRI Hungary provides access to many Hungarian consumers, even when special needs have to be fulfilled, such as tests with children and adolescents. A screened consumer panel (150-200 people) for basic taste is also available for when you want to make sure that the consumers who are evaluating your products really can recognize and describe different taste perceptions.

Campden BRI Magyarország Nonprofit Kft's facilities provide the same sensory services that are available at Campden BRI, UK, thus making it possible to carry out comparative studies in at least two parts of Europe. The services incorporate both sensory analysis and market research in an integrated approach product quality checking, product development and product optimisation.

Qualitative research:

- focus group discussions, in-depth interviews and using observational techniques.

Quantitative research:

- home use tests, central location tests, laboratory tests, on-line surveys
- market segmentation tests, product related test methods such as preference mapping

Sensory services

A well-equipped sensory laboratory has been operating at Campden BRI Magyarország Nonprofit Kft under the guidance of Campden BRI, UK Sensory and Consumer Team.

The sensory laboratory and its preparation area comply with international and national standards. We are a member of ESN (European Sensory Network).

The laboratory provides descriptive analysis and hedonic consumer tests accredited to MSZ EN ISO/IEC 17025:2005.

- Descriptive analysis
- Discrimination testing
- Triangle tests, taint testing, ranking tests
- Sensory quality grading
- Product benchmarking
- Specialist sensory and consumer research for:
 - Beer and wine industries
 - Spirits industries
 - Frozen food industries
 - Canning industries
 - Bakery industries
 - Confectionary industries
 - Meat industries
 - Water and soft drink industries.

Consultancy and training ACCORDING to clients' needs "Tailor made"

- Basic sensory training course
- Advanced sensory training course
- Introduction to sensory analysis for people working with marketing
- Statistical evaluation of sensory data, experimental design
- Product specific training course
- Sensory panel development

Sensory and consumer science research interest to provide solutions for the Client

Health and diet

- Consumer attitudes towards health food and diet
- Consumer issues around labelling of the food items mainly healthy products

Attitude and behavioural studies with:

Target groups: Children, Adolescents and Adults (mothers)

- Influence of the situation on the food choices and preferences
- Influence of personality on the food choices and preferences
- Understanding of consumer purchasing behaviour, consumer behaviour (TPB)
- Understanding of the members of the supply chains from the supply chain performance factors point of view

Cross cultural studies and collaboration research

- On traditional food items: Truefood
- On healthy eating habits and behaviour of adolescents Helena
- On taint recognition: CalibSensory
- Sensory panel check monitoring: ProfiSens, etc.
- Packaging acceptance among countries
- Odour preferences among countries

Consumer tests in business-to business environment

- Measurement of innovation capacity, collaboration activities among supply chain members
- Supply chain performance
- Inventory of users' needs in agri-food sector for functions of ICT technologies

Product innovation

- Food reformulation eg. reduced salt, sugar
- Determination of limits of the acceptance of product defect on vegetables and confectionary products
- Prediction of consumer liking regarding novel healthy products

Understanding the relationship between instrumental and sensory data

- Relationship between colour and sensory assessment on colour eg. red pepper
- Relationship between texture and sensory assessment on texture eg. praline