

Technical Services Sheet

Sensory and consumer services – Campden BRI Hungary

Sensory and consumer science services are offered both at our UK (Chipping Campden) site as well as in Hungary (Campden BRI Magyarország Nonprofit Kft)

Having similar, internationally recognised facilities in both UK and Hungarian sites, we can carry out comparative studies at multiple different locations within Europe.

Campden BRI Hungary have the experience to provide such services that comply with clients expectations from all over Europe.

Consumer services

We offer

- A wide range of consumer testing methods
- Expert consumer panel
- Tailored consumer tests in a business-to business environment
- Access to a large Hungarian consumer panel
- Tailored consumer panels by demographic properties
- Trained and screened consumer panel (150-200 people) for basic taste
- Integrated approach: sensory analysis and market research in line with product quality check, product development and product optimisation

Qualitative research:

- focus group discussions, in-depth interviews
- observational techniques

Quantitative research:

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

Sensory services

- ESN (European Sensory Network) membership
- Descriptive analysis and hedonic consumer tests accredited to MSZ EN ISO/IEC 17025:2018.
 - Descriptive analysis
 - Discrimination testing
 - Triangle tests, taint testing, ranking tests
 - Sensory quality grading
 - Product benchmarking
 - Specialist sensory and consumer research for:
 - Beer, wine and 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 "Tailored"

- 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

Our sensory and consumer science research interest:

Health and diet

- Consumer attitudes towards healthy food and diet
- Issues around labelling, mainly healthy products

Attitude and behavioural studies with:

Target groups: Children, Adolescents and Adults (mothers)

- Effect on food choices and preferences
- Influence of personality on food choices and preferences
- Understanding of consumer purchasing behaviour, consumer behaviour (TPB)
- Understanding of supply chain performance factors

Cross cultural studies and collaboration research

- Traditional food items: Truefood
- Healthy eating habits and behaviour of adolescents: Helena
- Taint recognition: CalibSensory
- Sensory panel check monitoring: ProfiSens, etc.
- Packaging acceptance in different countries
- Odour preferences in different countries

Consumer tests in business-to business environment

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

Product innovation

- Food reformulation e.g. reduced salt, sugar
- Determination of acceptance criteria (vegetables and confectionary products)
- Prediction of consumer liking regarding new healthy products

Understanding the relationship between instrumental and sensory data

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

Ref: Hungary TSS / 5525 / 2021