

FOOD & BEVERAGE RESEARCH

swift research

We are proficient at conducting food & beverage studies, including concept development and taste tests, both in central locations and the home environment.

Foods and drinks tested are ambient, chilled and frozen and as diverse as yoghurts, chocolate, sweeties, chips, champagne, beers, soft drinks, noodles, sauces, meat and poultry.

Our in-house sensory lab opens up opportunities within certain food and beverage categories, flavours & fragrances, with 10 open booths, designed and built to ISO sensory lab specifications, and 6 closed booths. A language development/discussion room sits alongside the lab, complete with viewing mirror and client observation room.

Our viewing facility, Innervations, includes 2 studios, viewing room and a mini prep kitchen enabling food and beverage research within focus group discussions or quantitative hall testing.

NPD research for healthy lunchtime snacks

Two food manufacturers approached Swift Research for assistance in the new product development of a new style of lunchtime snack. Research was needed to explore the criteria for a successful non bread based hand held snack, and analysis of the construction and content of the prototypes.

The solution:

Swift Research carried out consumer research to identify what elements were essential to create a healthy alternative to a traditional sandwich or tortilla wrap.

A list of criteria was established including food robust enough to be held in the hand while on the move. Anything that needed a plate or cutlery was ruled out.

The research also incorporated taste testing of the prototypes. Two separate groups of men and women provided feedback on a range of issues including practicality, taste, texture, satisfaction and aesthetic appeal.

Low carb products using prawn or chicken, with noodles and optional sauce, in lettuce based wraps were produced and the groups were observed by the client through one way screens to gauge first hand their reactions. The research delivered valuable results highlighting areas of likes and dislikes and practicality.



The benefits:

Armed with the results the manufacturers were able to revise their recipes to have maximum appeal. Production methods were also adjusted to meet the necessary criteria for a practical and successful product.

As a result the manufacturers were able to produce a product which met the approval of retailers and was successfully brought to market.

After carrying out research in the food and drink sector for many years, it's part of our "bread and butter"!