

Groot-Bijgaarden, 25 July 2016

A new Sensobus to identify consumer preferences, test products, concepts and benchmark them against the competition



Puratos invested in a new Sensobus for the European continent. The Sensobus is a unique and fully-equipped sensory analysis lab on wheels that can travel to where consumers shop for food and welcome up to 300 people a day. Finding out the preferences of consumers has never been easier.

Charting consumer preferences and translating them into business opportunities

Once on board the Sensobus, volunteers are seated at one of the eight sensory booths and presented with a selection of bakery, patisserie or chocolate products (depending on the survey performed). Puratos' team of researchers then ask them a variety of questions about their preferences, generating feedback that can immediately – and precisely – help an industrial manufacturer or retailer with their product development.

The Sensobus also allows to test pricing, marketing and communication concepts. What type of packaging do consumers prefer, what increases their brand perception, what information do they need and consider to make a choice? In just a few days of fieldwork, a representative sample can be collected right at the heart of a relevant target audience.

Last but not least Puratos also uses its 10 years of expertise in consumer research to benchmark the results against an industry average within the survey category and region.

Sensory analysis across the globe

Consumer insight gathering has always been part of the innovation DNA at Puratos. Puratos now offers a full range of mobile consumer sensory analysis solutions across the globe. Sensobuses are active in Europe and the United States and the Sensovan drives across Iberica. In Asia-Pacific there are 3 Sensoboxes, which are mobile labs in the form of fair booths that can be installed in shopping malls or at any other location. At this moment one Sensobox is located in China, one in Malaysia to support South-East Asia and one is shared between New-Zealand and Australia.

It is traditional research done in a contemporary way.

Nanno Palte, Group Marketing Intelligence Manager at Puratos: *"We have observed that consumers have become more articulate over the last few years. They want to have a say in the products that are coming their way. With the Sensobus Puratos can help its customers to involve consumers in product development, gather insights and turn formerly uncertain new product launches into success."*

About Puratos

Puratos is an international group, which offers a full range of innovative products, raw materials and application expertise for artisans, industry, retailers and food service customers in the bakery, patisserie and chocolate sectors. Our headquarters are located on the outskirts of Brussels (Belgium), where the company was founded in 1919. Today, our products and services are available in over 100 countries around the world. In many cases, they are produced locally by our subsidiaries. Above all, we aim to be 'reliable partners in innovation' across the globe to help our customers deliver nutritious, tasty food to their local communities.

For further information, visit www.puratos.com.

Are you looking to gather consumer insights? Contact one of our Puratos representatives.

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