



Putting Consumer Intelligence to Work for You

Need help defining your consumer market?

Contract research to determine flavour profiles, consumer preferences and product positioning is now an important part of what Vineland's Consumer Insights team can offer you. Our services include:

- Determining how a product resonates with consumers to inform brand development
- Defining consumer preferences for taste, flavour, appearance, texture and buying habits
- Defining consumer segments and relating consumer preference to demographic differences
- Utilizing Vineland's trained sensory panel to create flavour profiles of new products for comparison with those already on the market

Focus groups, online and in-person surveys are some tools we use to gather qualitative and quantitative information to help organizations fine-tune business plans, support new variety introductions and better understand the marketplace.

For more information, contact:

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