



SENSORY & CONSUMER TESTING FOR:

# Food & Beverage Companies

## Drive Growth Through Sensory-Driven Product Development

Food and beverage manufacturers from private label to national brands rely on testing sensory attributes, sensory differences, and consumer liking to grow and maintain their brands.

Compusense software combines sensory and consumer data to determine which sensory attributes drive consumer liking for successful product development.

### Key Benefits:

#### Seamless Test Management

- **Intuitive Design Tools:** Build tests for consumer preference studies on beverages, dairy, snacks, etc., using drag-and-drop tools with 40+ question types.
- **Versatile Methodologies:** Conduct discrimination (e.g., triangle, tetrad), descriptive, and large-scale consumer tests in one platform.
- **Template Library:** Reuse templates for shelf-life studies, regional sensory tests, and product optimization across locations.
- **Training Panelists:** Calibrate sensory panels to evaluate subtle changes in taste, texture, or appearance during product development and optimization.

#### Flexible Panelist Management

- **Panelist Library:** Segment consumers or trained panels by demographics, consumption habits, or dietary needs (e.g., vegan, gluten-free).
- **Scheduling:** Allow panelists to self-schedule to ensure balanced quotas for age, region, or preferences.
- **Panelist Rewards:** Manage incentives for panels evaluating new beverage formulations or snack textures.
- **Panelist SSO:** Simplify access for internal panels with SSO for higher participation.

#### Robust Analytics & Reporting

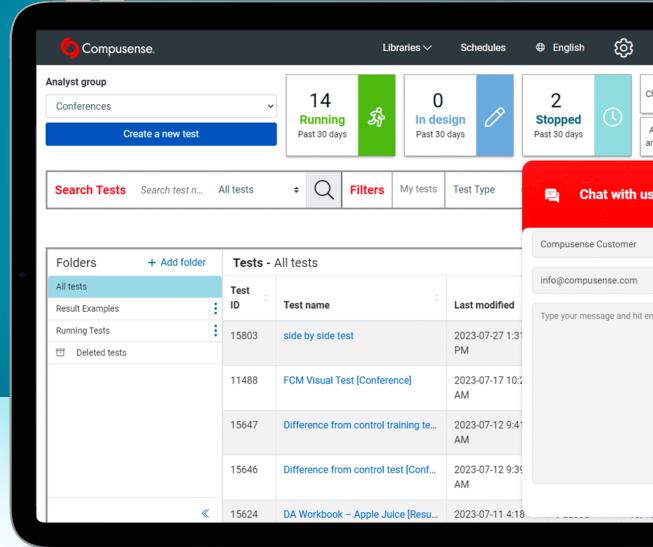
- **One-Click Statistics:** Quickly analyze consumer liking scores, attribute ratings, or shelf-life data and export to PPT, Excel, or Word.
- **AI Comment Analysis:** Use AI to extract insights from consumer comments to highlight drivers of preference and opportunities for product optimization.
- **Visual Data Exploration:** Create visuals showing how new products perform against benchmarks, helping cross-functional teams make better decisions.
- **Cross Study-Insights:** Analyze multiple studies to track trends like demand for reduced-sugar products or plant-based innovations.

**“Compusense has been an invaluable part of our product development process! We are able to utilize quick ballot creation, customizable questions and easy statistical analysis with fast report generation.”**

– Sensory Scientist, Retail Grocery Company

# Quality Testing

For brand maintenance, researchers can determine whether cost-saving initiatives or ingredient differences are perceptible or might potentially threaten the brand. Test changes before they impact your market position.



## Key Benefits:

### Streamlined Workflow

#### **Template Tests**

Build standardized tests for verifying product quality attributes like taste consistency, texture, color, or shelf-life across all production facilities.

#### **Limited Access Users**

Restrict access so QC staff can only run pre-approved tests (e.g. routine checks on beverage sweetness levels or dairy mouthfeel) to ensure compliance with company protocols.

### API Integration

#### **Product Library**

Integrate Compusense with ERP or PLM systems to automatically pull product codes, formulations, and SKUs, reducing manual errors in testing records for beverages, dairy, snacks, etc.

#### **Test Data**

Automatically transfer test results into BI tools to monitor quality KPIs like sensory scores, defect rates, or regional performance of finished products.

### Easy Reporting

#### **One-Click Reports**

Instantly produce reports summarizing QC checks for key attributes, such as taste scores for beverages, color consistency for sauces, or texture for bakery products, to confirm products meet internal standards.

#### **Trends Across Locations**

Analyze quality results across manufacturing plants to detect regional differences in taste perception, ingredient performance, or process variability, helping maintain brand consistency.

## Dedicated Support for Your Research Success

Compusense delivers award-winning support that sets the standard in sensory and consumer research. Our experienced team provides expert guidance on everything from test design and statistical analysis to research best practices. Support is available from 3 am to 6 pm EST in English, French, and Spanish, with 97% of inquiries resolved within 24 hours. We continuously improve our platform based on client feedback and industry trends, helping you stay ahead in a fast-evolving research landscape.



Scan the QR code or visit [compusense.com/demo](https://compusense.com/demo) to schedule a personalized demo and see how our platform can streamline your QC sensory testing.

