

A close-up photograph of a woman with dark, curly hair, smiling broadly. She is holding a single, shiny golden egg in her hands. The background is dark and out of focus. The image is framed by a gold bar at the top and a dark grey bar at the bottom containing the text.

# Opinion Consultancy by FOODscore

## Food industry solutions that stand out from the crowd

FOODscore's mission is to provide appropriate answers to current and future food industry's needs and to help our customers gain operational advantages in a fiercely competitive industry.

FOODscore develops specific solutions for the food industry, including web-based product specification and label checks, product development, consulting and quality control, consumer research and lab analysis.

Our dedicated team members are each expert in their specific domain and are committed to offering sound and no-nonsense advice. Our solutions clearly answer current market needs, including the demand for more efficiency, transparency and uniformity. By making optimal use of the Internet's potential, our offer is highly automated and largely digitalized.

# See things bigger

## Product Specifications

FOODscore offers a multilingual, totally web-based module to manage the complete product specification process, from entering ingredients declarations to dealing with all related documents and supervising communication.

Food quality and safety issues tend to be very complex and so are retailers' demands. Our services help establish relations between retailer and manufacturer through easy-to-use digital platforms. The web portal facilitates the product specification process and renders it more transparent. We can even take care of the whole procedure ourselves or simply provide you with the necessary support, training and consultancy.

As each change in recipe, components or production requires a new product spec inventory, an online module with digitalized information substantially improves efficiency. Clearly defined roles with task-specific authorization rights ensure a smooth running process whilst guaranteeing high quality standards.



## Label Checks

Food labels have to comply with food labeling regulations and fulfill nutrition labeling requirements. Regulation is necessary to protect consumers and help them make informed buying decisions. Furthermore, it helps prevent fraud and establishes the means for fair competition.

Our food labeling services assist manufacturers in getting labels right and avoiding the risk of mislabeled products that invariably lead to costly recalls. We are committed to offering effective advice and providing fast and responsive services. As the whole process is automated and web-based, requests are done through our user-friendly web portal and results.

## New Product Development

Food goes in and out of fashion more or less the same way clothes or cars do, for the simple reason that people's tastes change over time. No matter how successful your product is or has been, it can fall 'out of fashion'. Because consumer preferences quickly change and the industry is very competitive, (new) product development can be risky and expensive.

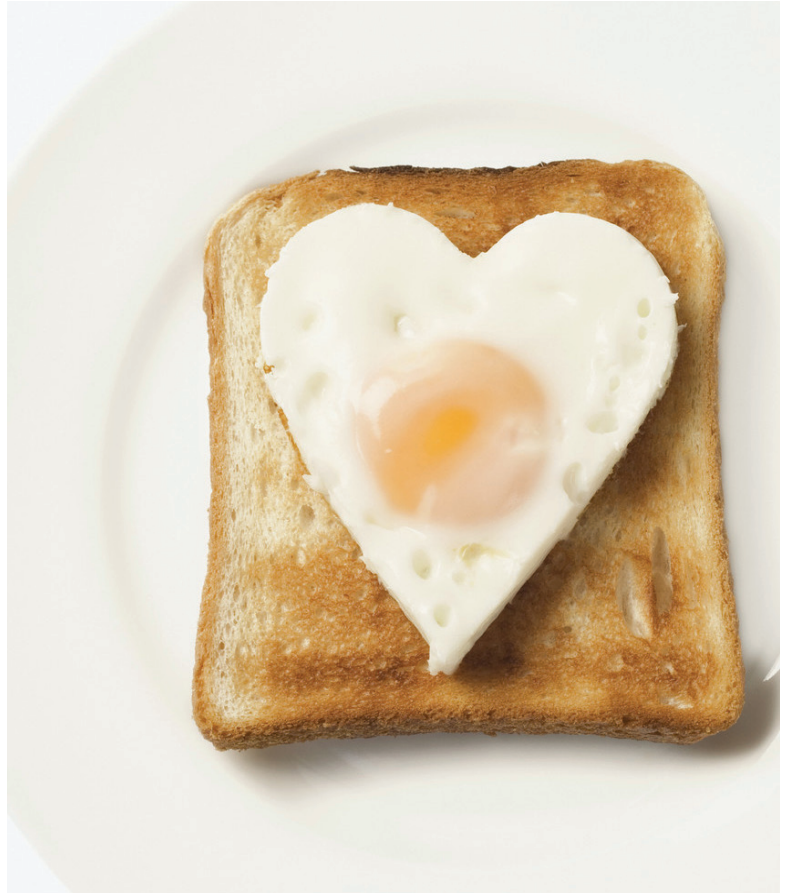
FOODscore delivers services to all food manufacturers wishing to develop new products or rethink existing ones, both with regard to taste and ingredients as well as look and go-to-market strategy. In close collaboration with our partners, we can perform routine or complex lab tests, analyze your product's nutritional ingredients and check for compliance with retailer demands. We can even have your products evaluated by test panels based on your target audience. The scope of our services is as small or as large as you wish it to be.

# For the love of food

## Consulting & Quality Audits

Players in this industry are faced with harsh competition, fast changing rules and regulations and influences of many trends and conditions. If you want to focus on your core business, you can't possibly keep up to date with everything that is going on in the industry. Specifically with regard to HACCP certification, you can trust upon us to provide you with expert, practical and helpful advice to support your business, optimize your processes and improve profitability.

Our focus is on quality audits but we can also help you with competitive analyses, ideas for product launches, advice on marketing-related issues, operational improvement, company strategy or change and crisis management.



## Sensory Research

Sensory research is a variety of qualitative and quantitative methods to identify a product's sensory attributes including (but not limited to) taste, texture, aroma and appearance. FOODscore's sensory research services are aimed at gathering and analyzing consumer feedback to help retailers make important business decisions, discover profitable opportunities and maximize the potential of new or existing products. Our services include:

- Evaluation of existing products;
- Benchmarking private label products against competition;
- Gauging consumer response to products;
- Determining consumer preferences.

## Lab Analysis

FOODscore takes the hassle out of the search by offering accredited lab research at democratic prices in the lab that best suits your needs. Thanks to close collaboration with labs around Europe, we have established a so-called virtual lab to cover your routine microbiological and chemical research, as well as very specialized research (for instance determining the exact amount of lycopene in tomatoes in light of a tomato breeding programme).

Not only do we make sure that your lab research gets done fast and efficiently, we also guard turnaround times, report when set timeframes are exceeded, handle all correspondence with the labs and provide valuable feedback, analyses and reports through online databases.



# Looking for golden opportunities?

## Part of a bigger picture

FOODscore became a member of the Opinion Group in November 2009. Since then, it is also branded as Opinion Consultancy.

The Opinion Group is a premier organization, which offers high-end solutions and sector-specific services for food manufacturers, retailers, suppliers and other industry players.

The Opinion Group has gathered a number of companies that are experts in their own specific domain and together allow us to service you from a to z. The Opinion Group offers world-class capabilities in the area of sensory research and lab analyses, consulting and process engineering. It covers a broad spectrum of disciplines and technology plays an important role as it is crucial to support business growth.

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