

Dedicated to teamwork Passionate about food Driven by technology

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. We offer world-class capabilities in the area of sensory research and lab analyses, consulting and process engineering. We cover a broad spectrum of disciplines and specialties, from product development and innovation to food labeling, product specification and quality audits.

The companies that make up the Opinion Group all share market knowledge, experience and technological know-how. We can work on a project base executing a client-specific request, or offer long-term, totally integrated solutions. Whatever the work we do, we are always guided by principles of quality, reliability and commitment to excellence.

The Opinion Group can roughly be divided into four divisions:

- Opinion Sensory Research
- Opinion Consultancy
- Opinion Lab Research
- Opinion Technology



If food is your business,
let us nourish it

Sensory research

Opinion Test & Taste is an ambitious, future-oriented and ICT-driven company offering product development and optimization services to manufacturers looking to develop and/or improve their products' taste, ingredients and packaging.

By evaluating and benchmarking products, as well as determining consumer preferences, Opinion Test & Taste provides you with crucial insight.

Our approach to sensory services is all encompassing: it looks at all aspects related to launching and marketing a product: from the ingredient's intrinsic sensory qualities over packaging and shelf position to pricing.

Our forward-looking sensory testing contributes directly to successful product (re)launches and innovations in order to meet consumers' and industry's high standards and demands.

Opinion Test & Taste's sensory research covers product innovation and optimization, line extensions, competitor mapping and quality control.



Solutions that stand out
from the crowd

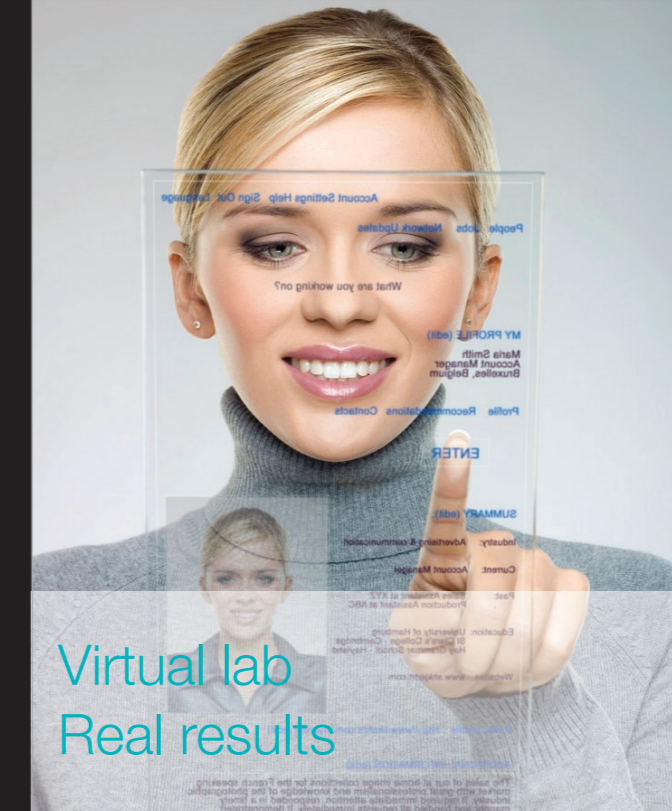
Consultancy

FOODscore is an organization committed to developing high-end solutions for the food industry and providing no-nonsense advice. Our team members have unparalleled experience and expertise within their operating field. We focus on retailers and their industry-specific needs to guarantee solutions that are made-to-measure and cover your every requirement.

FOODscore takes a holistic approach to your business: whether you are looking to have your product specs defined, your labels checked or your lab and sensory research done, we act as a single point of contact.

We are the ideal partner for retailers across Europe or pan-European retailers looking for high-quality solutions and consulting.

FOODscore's solutions are web-based and our procedures highly automated. This makes us a unique player in the industry. If you want to stand out and gain operational advantages in a fiercely competitive industry, then count on FOODscore to get the job(s) done!



Virtual lab
Real results

Laboratory

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.

Incorporating the latest technology and keeping your requirements in mind, our virtual lab services have been designed to process large volumes of samples efficiently and effectively at the most appropriate lab. This allows us to offer high speed, high quality sample analysis and unmatched service standards.

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

Furthermore, we ensure that the labs comply with the highest quality standards, while we offer you HACCP support and consultancy. In terms of logistics, we can arrange pick-up and transport of your samples across Europe, thus saving you time and assuring smooth operations. We can even arrange sample-taking if you wish.

Last but not least, we have our own state-of-the-art lab to perform a wide range of microbiological testing at the highest quality standards and with cutting-edge technology.

Let us take the hassle out of the search for the right lab, save time and money while taking advantage of improved quality and safety.



Hi-5
for Hi-tech

Technology

Innovation is increasingly important for sustaining business growth, but ever more difficult to achieve because of fierce competition. We strongly believe that information technology is a critical element to accomplish innovation. We have therefore gathered a number of companies that are strictly focused on developing breakthrough technologies. Know-how of IT, web applications and process engineering lies at the heart of the Opinion Group and provides the technical backbone of the group's solution-oriented companies.

Our technology branch consists of two sub-divisions:

- **Web and Data Engine:**
 - Development, hosting and maintenance of made-to-measure web applications and network solutions;
 - Software solutions for process automation in laboratories and other industries.
 - Custom-made application building;
- **Process Engine:**
 - Assessment, design, installation, operation and maintenance of production units.

We do not believe in technology as a goal in itself, but rather as a means to achieve goals. Because we understand your needs with regard to strategic innovation, we can develop technologies that address those needs. In a way, we are technology-driven but we always take into account your actual needs and demands.

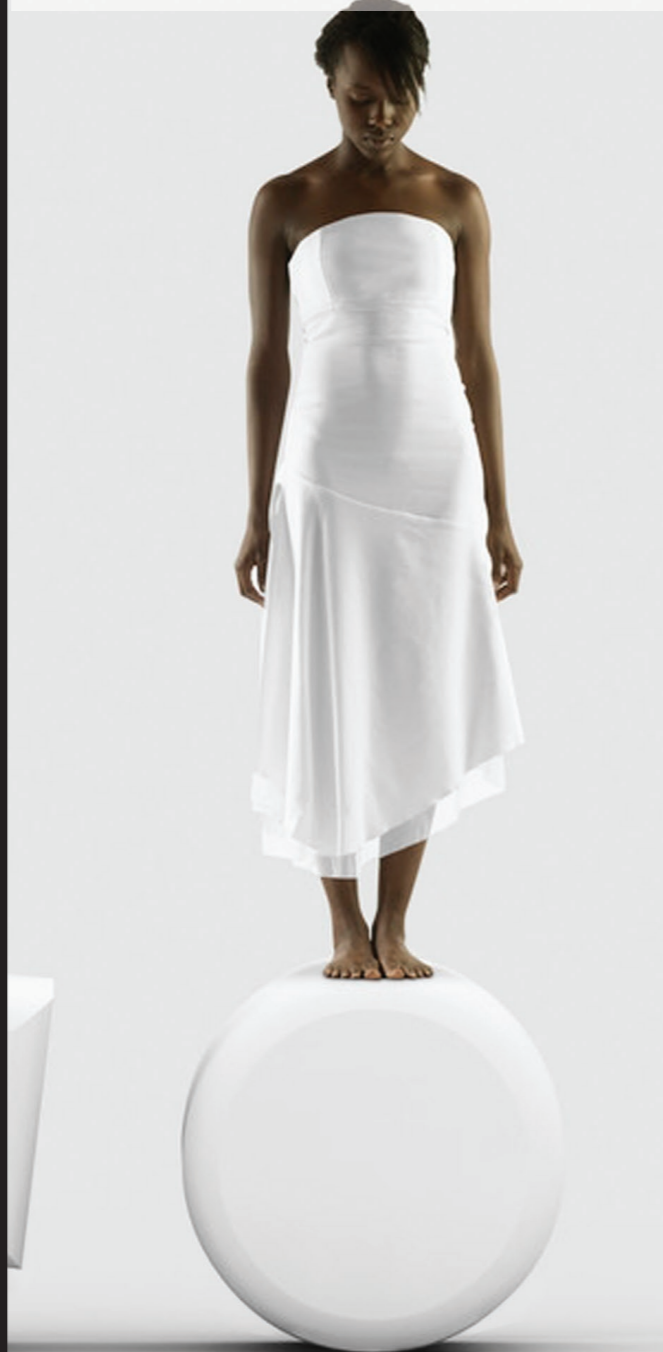
Create a vision for food and wrap it up in success

Nutrition, health, convenience, food safety and environmental concerns are closely tied and forcing you to rethink the way you do business. The quest for innovation is becoming harder. Consumers are marketing-savvy and have increasingly sophisticated tastes and preferences.

We at Opinion have gathered a number of companies that are experts in their own specific domain and together allow us to service you from a to z. There are four 'divisions' in the Opinion Group, all of them strongly integrated. Our employees also work in close collaboration so that each of them realizes a benefit from working together. As we can draw on talented people from throughout the Group, our customers benefit from a wide pool of specific skills, knowledge and operational expertise.

Technology plays an important role in our professional offering because we believe it is crucial to support business growth and because it can significantly improve your bottom line. By applying the right technology, you can create the means that are needed to reach new markets and the innovation necessary to sustain profitability.

Ultimately, it is our goal to assist you in meeting both short- and long-term goals by offering all the tools and services, tactics and strategies that are essential for your future success. We've joined innovation, quality, technology and IT in a unique set of full services and web-based functionalities. With our help, you can finally live up to the great expectations of the food industry.



FOOD

is an important part of a balanced diet.

Fran Lebowitz

FOOD

is our common ground, a universal experience.

James Beard 1903 - 1985



OPINION GROUP

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