



Opinion Test & Taste

If food is your business, let us nourish it

As consumers grow increasingly removed from food production, the role of product creation and advertising becomes more and more important. Legislative demands further increase the pressure on food industry players.

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, we provide 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. Thanks to the Opinion Group's state-of-the-art microbiological lab and close partnerships with other industry players, we have established 'virtual lab' facilities to cover all your lab testing needs.

Sensory testing makes sense

Product innovation

As competition is one of the food industry's major concerns, success highly depends on your ability to innovate. Opinion helps you develop new ideas, determine consumer needs and wants and position your product in the market.

Opinion Test & Taste screens and tests your concept, performs General Acceptance Tests, submits it to representative consumer panels and provides tailor-made analyses for immediate customer insight

Product optimization

In the processing of food products, it is often necessary to adjust certain ingredients for different reasons, such as improving taste, texture, shelf life, functionality, ease of processing, and so on.

Opinion Test & Taste works in close partnership with its customers to reformulate a product to improve its performance, increase sales and expand market share. Count on us for guidance and support to bring your product to market with the organoleptic profile that meets your customers' needs.

Line extensions

Manufacturers often invest substantial resources in line extensions, for instance to add varieties that do not 'cannibalize' on the existing product. There are obviously many factors influencing the outcome of a line extension, but those who succeed tend to be well differentiated from the parent brand. Opinion Test & Taste disposes of the necessary facilities, equipment and panels to rate the uniqueness of the line extension compared to other products.



All's well that ends web...

We've joined innovation, quality, technology and IT in a unique set of full services and web-based functionalities:

Data pooling: Secure areas where client-specific data is stored and can be called upon; Compare products with each other in any combination and format; **Web sales shop:** access to wider market info and product data at prices well below commissioned research.

Web reporter: Maximum usage of research data; Easy access, quick, flexible and user-friendly.

Knowledge base: data, findings and conclusions stored in client-specific area; As knowledge base builds up, sum of individual findings changes into larger patterns; General rules emerge as valuable information for future product development.

Full-service research

Competitor mapping

Sensory evaluation is often used to benchmark products against competitor products, for instance to find out consumer preferences or to determine if reformulation is necessary. By benchmarking your product against one or more similar products from the competition, we provide you with accurate and comprehensive information, as well as insight into crucial matters. If you wish to lead rather than follow, then make sure your products stand out!

Quality control

HACCP (Hazard Analysis and Critical Control Points) is a systematic preventive approach to food safety that addresses physical, chemical and biological hazards as a means of prevention rather than finished product inspection.

Trust upon Opinion Test & Taste to help you ensure safe and high-quality products, improve relationships with trading partners, reduce product waste, limit liability of food-borne illness events and ensure integrity of quality documents.



The best of both worlds

Opinion Test & Taste is the sensory research branch of the Opinion Group, a premier organization offering high-end solutions and sector-specific services for food manufacturers, retailers, suppliers and other industry players. The Opinion Group covers a broad spectrum of disciplines and specialties, from product development and innovation to food labeling, product specification and quality audits.

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.

By intelligently combining analysis results, technical product information and sensory evaluation, you can get in-depth insight in sensory results and obtain information on characteristics and components that are responsible for those results. This will make you understand why your product is evaluated the way it is.



Food for thought

What you can expect from us

By combining sensory services with laboratory testing, Opinion has created a market-oriented organisation, which offers a total package in response to the rapidly changing and demanding food market.

With headquarters in the Netherlands, offices throughout Europe and close collaboration with industry partners and labs, we can guarantee great logistic coverage.

- We give you innovative and forward-looking sensory evaluation and consumer research services;
- We provide insight into key matters and answers to crucial questions;
- We provide accurate and comprehensive information;
- We contribute to successful product launches;
- We maintain customer confidentiality;
- We respond quickly to your needs because time is money.