

Scoop in the food industry

Fully equipped trailer-based lab enables mobile sensory testing throughout Europe

Oosterhout, 18 April 2011 – A 13 meter long trailer equipped with a sensory lab is ready to take on Europe from its home location in Oosterhout, the Netherlands. This will enable food manufacturers and retailers to execute consumer sensory research in the whole of Europe, without being dependent on a fixed testing facility. The mobile test centre and its trained staff are ready for their European mission from May 2011 onwards.

The mobile test centre is a project by Opinion Test & Taste, one of Europe's major players in the area of sensory/consumer research. "Taking into account the increasing international demand for sensory research, we have opened new offices in Poland and Greece the past year, on top of our locations in the Netherlands, Belgium, France, Germany and the UK", says Edwin Wekking, General Manager Opinion Group. "To be able to respond to the demand for sensory testing in other European locations where no fixed lab is available (yet), we decided to build a mobile version."

Unique in Europe

Opinion's mobile test centre is unique in Europe. A 13m long trailer was equipped with all necessary provisions to perform sensory research according to the highest standards in quality, safety and hygiene. The test centre disposes of a fully equipped kitchen with a regular oven, a microwave, electrical cooker, fridge, deepfreeze, sink and water tanks for both clean water supply and wastewater. The 10 individual booths have laptops for real-time data entry of test results. Consumers can be recruited by different types of campaigns, including on-street recruitment, all according to the client's requirements.

Rich history, ambitious future

Opinion has a great track record in market research in the food industry. The company was founded in 1991 by current general manager Edwin Wekking and was branded under the name Opinion Market Survey. Since December 2009, Opinion Test & Taste is a division of the Opinion Group, an umbrella organisation that covers four industry branches: Opinion Sensory Research (Opinion Test & Taste), Opinion Consultancy, Opinion Virtual Lab and Opinion Technology. The Group's expertise includes sensory research, consultancy, product specifications, label checks, quality audits, industrial automation and energy management.

Opinion Group is a customer-oriented and very innovative player with mostly web-based solutions. With the new mobile test centre, a great alternative for consumer research in fixed labs, Opinion offers its clients even more flexibility and efficiency.

For more information on the mobile test centre, check out the website www.opiniontt.com/mobile or contact Edwin Wekking by e-mail (Edwin@opinion-group.com) or by phone: 0653 10 49 14.