



Passion for better food

“A traditional fresh product in a modern, consumer driven, concept makes an excellent fit with the health trend.”

About VION Food Group

VION Food Group is an international food company and has production and sales branches on all continents. VION produces high quality foods and ingredients for both humans and animals with ‘Passion for better food’ as the motto.

VION supplies its products to consumers within and beyond Europe through industrial, retail and food service partners. The Food product portfolio comprises fresh pork, beef, lamb and chicken and derived convenience food products, as well as a wide range of vegetarian consumer products.

VION Food Group has more than 27,000 staff members worldwide and generates a turnover of €9.0 billion. This puts VION among the Netherlands’ leading industrial companies, and also makes it one of the largest food companies in the world.

Challenge

VION was faced with the challenge of turning a traditional product like minced meat into a modern and accepted meal component for people who care about healthy living based on balanced nutrition, using both animal and vegetable proteins.

A new minced meat concept had to be developed based on insight in consumer habits. The new product should contain less fat and cholesterol in comparison with ‘regular’ minced meat. As the taste aspect is the most crucial factor in overall consumer acceptance, it was key to develop a great recipe that meets customers’ needs. As packaging has a major influence on consumers’ buying decisions, it had to be part of the research process.

Solution

Consumer acceptance is key ‘bottom-line’ information for the manufacturer. Sensory testing is considered the best way to establish a product’s appeal without ‘biasing’ effects of labels, shelf positioning and so on.

Opinion conducted a so-called blind sensory test within a pre-selected target group of participants screened to be (potential) users of the product in question. Multiple products were compared at the same time to find out which product had the highest appeal. Furthermore, Opinion also included questions on the various packaging designs, health claims and buying intentions.

Advantages

VION was able to make well-informed decisions in favour of a specific recipe and its accompanying packaging design. Analysis results were also used to draw up a selling strategy and story for potential retail customers. In the mean time, the product has been launched successfully in the market!

More information

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