

How can we build sensory science into our product development processes?



Sensory science has emerged as an academic discipline. It provides a scientific approach to understanding how our different senses respond to stimuli like food and drink.

Technologies

- Gap analysis
- Partner identification

Domain expertise

- Sensory science
- Product development
- Ingredients





Our client asked:

Our client wanted to understand how they could build advances in this area into their product development.

The project story:

By conducting a gap analysis, we identified an opportunity to make better use of ingredients which create a 'trigeminal response' in consumers.

We provided the client with industry examples of where this approach had been successful and details about the new generation of products which have emerged. We listed commercially available sensate ingredients and highlighted products which deliver trigeminal effects such as warmth, cooling, tingling and salivation. We also provided information about some of the world-class practitioners in this field.

Results: deliverables and outcomes

We made a series of recommendations on how the client could build in trigeminal experiences into their product mix and marketing strategies.

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