

Global Sensory, Consumer & Product Research



SAM is the leading solution provider for product performance: We drive **brand and product development** decisions.

We deliver **actionable results**, focusing on **consumers & culture, innovations to better predict product success, data integrity** and **advanced analytical skills**.

Dedicated to our clients' success via enhanced brand-product performance.

Consumer research



Qualitative



Quantitative



Descriptive
Analysis

Leader in global sensory evaluation

- > QDA-type profiling, Spectrum® approach
- > Temporal descriptive methods
TDS/TCATA/TOS/IST, Progressive profiling
- > Hybrid / modified / customized approaches
- > Multi-category product knowledge and experience



sensory and marketing
international

Global Network | 120 Partners | 65 Countries

Hot Topics: Latest Research Studies

How have consumers changed in lockdown?



6
countries

3,860
respondents

Consumers' views of sugar and reduction/replacement



7
countries

2,029
consumers



Hot Topics: New Tools & Trainings



23,000+

successfully
conducted
studies

Selected Methods, Tools, Approaches

- > Value Scoring
- > CLT@Home allowing Quantitative Research even in Lockdowns
- > Agile & Bespoke Descriptive Approaches
- > Sugar Reduction (strategies and tactics)
- > In-Context Product Evaluations (e.g. Casual Bar Setting)
- > Days in Life

Training & Internal Support

- > Professional scientific support with staff
- > Maintaining flexibility AND data integrity
- > Enhancing skills and protocols

Sensory Furniture

[[catalogue available](#)]



Product Sourcing & Logistics



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Contact us for more information

Solutions for R&D and Marketing

How we drive brand and product development decisions

On a daily basis we:

- > **analyze** product and brand performance
- > **generate** insights & ideas
- > **reveal** potential in new markets
- > **deliver** input to NPD and innovation strategies
- > **identify** strengths and weaknesses of products
- > **align** brand and product
- > **enhance** product-packaging synergy
- > **optimize** range/flavor portfolios
- > **identify & characterize** consumer segments
- > **model & define** ideal sensory profiles
- > **support** recipe cost reduction
- > **optimize & reformulate** products
- > **position & reposition** products
- > **screen** products and prototypes
- > **support** claim substantiation
- > **enhance** consumeability
- > **measure** consumers value perception
- > **manage** multi-country complex CLTs/HUTs
- > **source** and ship test products
- > **improve & refine** methods



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Solutions for R&D and Marketing



Quantify Product Performance

- CLT / HUT / Product Performance (e.g. 60/40)
- Ideal Sensory Trajectory (IST)
- Preference Mapping / Modelling / Product Optimization
- Conjoint Studies
- Measurement in Context / Immersive Testing
- TURF / Range Optimization of Flavors



Characterize Products Objectively

- Quantitative Descriptive Analysis
- Spectrum® Descriptive Approach
- Temporal Descriptive Methods (TDS, TCATA, etc.)
- Rapid Profiling (Flash, Napping, Free Sorting)
- Discrimination Tests (Triangle, Tetrad, etc.)
- Repertory Grid



In-depth Understanding

- Days in Life
- Co-Creative Workshops
- Real Life Evaluations
- Ethno-Exploration
- Consumer Days
- Sensory Product Lab

Support & Input on Successful Products



Slim Fast
RTD shake



Dulce de Leche
Ice-Cream



Freixenet Prosecco
Sparkling Wine



Freixenet Mia
Wine-Range



Desperados Ginger
Flavored Beer



Les Petites
Sardines



Danone Yaourts
du Monde Dairy



Evian fruit et plantes
Flavored Water



Jacobs Flavored
Coffee



Nestlé Pure Waters
Flavored Waters

We look forward to demonstrating how our skills, experience, tools and methods will help you to find opportunities and overcome challenges ...

... and, of course, help you **make great products!**

120 accredited Partners in 65 Countries

Providing clients with solutions
for over 33 years.



16 wholly owned facilities

Contact:

FRANCE
GERMANY

ITALY
SPAIN
SWITZERLAND
MORROCCO
CHINA

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