

In-country international consumer research

A new and cost-effective approach of using a diverse European community to test an innovative self-heating coffee drink

RIBAU-DOMINGUES Rita, MARTIN Raúl, FUERTES Jorge, CARRETERO Cristina, FERNÁNDEZ Sergi, SILVA Patricia
Eurofins | SAM Sensory and Marketing Research International

Objective

Decision to launch an innovative coffee drink comparing three prototypes

A new self-heating coffee drink to be used for on-the-go situations was evaluated by an international consumer panel. The main objective was to decide which of the prototypes should be launched to the market and how the Spanish versus other European cultures evaluate the coffees.

Approach

An international sensory consumer panel

150 Drinkers of Hot Beverages

40% men / 60% women

33% 18 – 25 years old, 33% 26 – 45 y/o, 33% 46 – 65 y/o

23 Nationalities: Mediterranean, Germanic, Benelux, Scandinavian, Eastern Europe, Britain, Ireland



Central Location Tests

Ratings on a five point scale, from 0 = bad to 5 = excellent, on: coffee color, smell, taste, texture, and Overall Liking
Mean compared by Analysis of Variance (ANOVA)

Results

Comparison of coffees – total consumer sample

Parameter	Coffee A	Coffee B	Coffee C
Mean of overall evaluation 5 point scale (± std. dev.)	2.5a ± 1.0	2.5a ± 0.1	3.0b ± 1.1
First Preference	25%	16%	59%

Comparison of consumer subgroups – Coffee C

Parameter	International panel	Spanish panel
Mean of overall evaluation 5 point scale (± std. dev.)	2.8a ± 1.2	3.3b ± 1.0
First Preference	54%	63%

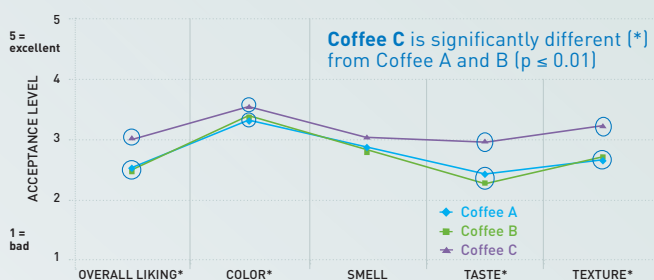
There were no significant differences between men and women for all tested parameters.

Conclusions

Sensory evaluation is a powerful tool for product development

- **Coffee C** performed significantly better than the other two prototypes, in most parameters evaluated.
- **Spanish consumers** had a better appreciation for Coffee C than those from the consumer sample.
- **With a simple, fast and cost effective study** design it was clear that Coffee C is the right product to be launched in the Spanish market, in the first place.
- **Country-specific further studies** on Coffee C should be performed for the international launch of this product.

TOTAL CONSUMER SAMPLE EVALUATION



Significances (α=5%): Different letters, solid lines, arrows or circles in blue
Significances (α=10%): Different letters, dashed lines, arrows or circles in grey

8 Countries | 16 Locations

CHINA Shanghai
FRANCE Aix-en-Provence | Nantes | Paris, rue Cadet | Paris, rue Armand Carrel | Rennes
GERMANY Munich | Hamburg
ITALY Milan | Turin
MOROCCO Casablanca
SPAIN Barcelona
SWITZERLAND Lausanne | Zurich
USA Livermore CA | Plymouth MN

Global Network | 120 Partners | 60 Countries | www.samresearch.com

