



vineland
RESEARCH & INNOVATION CENTRE

Consumer Insights



HELPING YOU DETERMINE WHAT CONSUMERS WANT

WHO WE ARE

The Consumer Insights team at Vineland Research and Innovation Centre consists of industry experts in sensory and consumer science with backgrounds in biology, food science, psychology, oenology and culinary arts.

Together, we are a powerful resource for your business. Let us help de-risk your high-level business decisions, guide your marketing initiatives and ultimately drive your sales.

We are designated as an eligible research institute by the Canada Revenue Agency, meaning your project may be eligible for research tax credits.



In-house sensory evaluation laboratory





OUR EXPERIENCE

Our experience includes sensory and consumer research on a wide range of horticultural products:

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|---------------------|---------------------------|
| ■ Fruits | ■ Ciders |
| ■ Vegetables | ■ Sweet potato fries |
| ■ Herbs | ■ Fruit smoothies |
| ■ Ornamental plants | ■ Purées |
| ■ Wine | ■ Plant-based ingredients |



SERVICES



Sensory profiling
by our trained
panel



Focus groups
and intercept
interviews



Consumer taste
tests



Demographic
data



Online surveys



Instrumental and
statistical analysis
of product
characteristics



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