



SAM Sensory and Consumer Research
www.samresearch.com

Leading provider of sensory and consumer research with dynamic growth, 19 own locations in 9 countries worldwide (Europe, Africa, Asia, North America), a partner network of over 120 certified institutes in 65 countries, more than 35 years of experience, over 25,000 successfully executed projects: SAM stands for local and international expertise and for conducting studies in all relevant markets from a single source.

State-of-the-art rooms and fully digitised data collection (a total of well over 600 consumer test stations) guarantee the professional conducting of studies at every level of complexity and in almost all product categories (healthcare, food & beverage, cosmetics, body care, home care, hygiene paper, packaging, durables).



High-quality studies of products at a cost-effective level at both global and local level: SAM ensures the optimal storage of products, their category-specific, standardised preparation and portioning for evaluation by consumers or selected target groups. We pay attention to the very important details of product tests in order to deliver valid and robust results without exception.

Our studies are based on a deep understanding of the consumer's decision-making processes as well as in-depth knowledge of the genesis of target-group-specific preferences. Through our own research and our collaboration with renowned universities in the area of sensory and consumer research, we ensure the up-to-dateness of our methods and contribute to the further development of our industry.

SAM has unique expertise in the application of sensory and consumer research in the FMCG industry. Collaborating with SAM means:

- the shortest route to successful products,
- the development of strategies for optimising sensory product positioning,
- the development of market potential via sensory segmentation of the target group,
- the professional performance of complex international tests in over 65 countries.

Range of services

- Own recruitment departments with extensive consumer databases
- Creation of sensory profiles according to QDA®, Spectrum®, DIN
- Difference tests
- Central Location Test (CLT), Home Use Test (HUT), online studies
- Acceptance and preference tests, concept tests, product expectation tests, product performance, time preference tests
- Sensory product optimisation PROP®
- Sensory lab and product development
- Conjoint analyses for marketing mix assessment

- Focus Groups, Creativity Workshops, Concept und Product Labs, Days in Life Online Communities, WhatSAM Instant Messenger Research
- Association test
- TURF analysis
- Temporal Dominance of Sensations and Liking (TDS/TDL)
- Molecular sensory science
- Testing in context (bathrooms, bar settings)
- Ideal Sensory Trajectory
- Upstream Preference Prediction
- Sensign sensory furniture
- Value scoring



Project manager at SAM

Project-related support, advice to our customers on all questions relating to sensory and consumer research; development of the marketing-relevant product portfolio of SAM; development of test design, calculation and tendering; project management and project coordination; statistical analysis and visualisation.

Our locations - fully digitised data acquisition worldwide

Germany

Hamburg

- Beauty & Personal Care: 18 sensory test cabins
- Food & Beverage: 15 sensory test cabins
- 27 CLT test places
- Focus group room

Munich

- 22 sensory test cabins
- 30 CLT test places
- Focus group room

UK

Nottingham

- Beauty & Personal Care: 15 sensory test cabins
- Food & Beverages: 41 sensory test cabins
- 41 CLT test places
- Focus group room

Reading

- 36 sensory test cabins
- 36 test places
- Focus group room

France

Aix-en-Provence

- 12 sensory test cabins
- 32 CLT test places
- Focus group rooms

Rennes

- 15 sensory test cabins
- 24 CLT test places

Paris

- 33 sensory test cabins
- 30 CLT test places
- Focus group room

Nantes

- 32 sensory test cabins
- Focus group rooms

Lille

- 22 CLT test places

Toulouse

- 24 CLT test places

Italy

Milan

- 12 sensory test cabins
- 24 CLT test places
- Focus group room

Spain

Barcelona

- 20 sensory test cabins
- Focus group room

Switzerland

Zurich and Lausanne

- 12 sensory test cabins
- 27 CLT test places (Zurich) and 20 CLT test places (Lausanne)
- Focus group room

China

Shanghai

- 7 sensory test cabins
- 13 CLT test places
- Focus group room

Morocco

Casablanca

- 14 sensory test cabins
- 20 CLT test places
- Focus group room

USA

Livermore, California

- 12 sensory test cabins
- 30 CLT test places
- Focus group room

Plymouth, Minnesota

- 35 sensory test cabins
- 50 CLT test places
- Focus group room



Casablanca reception



Spain CLT



Casablanca CLT



Livermore California kitchen



Plymouth / Minnesota Focus group room



Nantes kitchen

Facilities

at all locations

Sensory cabins

- For food and cosmetics
- Equipment according to DIN
- Data collection with sensory software RedJade and Fizz
- Air circulation, odour control
- Air conditioning system (temperature, humidity)
- Fully digitised data acquisition worldwide

Laboratory kitchens for product preparation

- Induction hobs, ovens, microwaves
- Laboratory equipment (scales, thermometers, etc.)
- High-voltage power supply
- Storage room, cold storage cells
- Refrigerators and freezers

Focus group rooms

- DVD recording
- Observation mirrors
- Client lounge
- Presentation technology
- Video streaming

Contact

SAM Sensory and Marketing International GmbH

Oetzaler Straße 1
81373 Munich
Phone +49 (0)89/7 43 76 70
Fax +49 (0)89/7 69 69 63
www.samresearch.com



Contact

Sebastian Gräper
International Director
Qualitative & Co-Creation
e-mail: sebastian.graeper@samresearch.com