



TEST 'N' TASTE EVENT AT KITCHENTOWN

HOW TO TEST 'N' TASTE LIKE A PRO

Focus on Sensory (not an advertising event)

DISCLAIMER: This event is not an advertising event. This event is specifically about the sensory evaluation of your products in order to gather valuable feedback for further recipe optimization or adjustment. In order not to falsify and influence the results, it is important that the testers approach the matter completely uninfluenced. Therefore, setting up advertising materials, roll-ups, etc. is not desired.

Possibility to test 1 product category in 2 variants

You have the possibility to test one product category in 2 different variations, e. g. two sample with different flavors

Specified test method

We work with a consistent test methodology at Test'n'Taste. Our focus is a combined consumer testing by means of the "Overall Liking" and "JAR (Just about right)" Methods. The survey includes Overall Liking, 4 JAR questions and two open-ended questions per sample.

WHAT DOES KITCHENTOWN DELIVER?

Planning

We plan the event and conduct it at our facilities at Mollstr. 32, 10249 Berlin.

We will acquire the testers for you

There will be between 60 to 100 testers at the event, who will taste your products in small groups over a period of 2-3 hours. There is no demographic pre-selection of the testers. Together with you we create the necessary surveys to ask all relevant information about your products.

Evaluation

After the event we evaluate the results with the help of the Penalty Analysis, provide you with the raw data and hand over the results in PDF format.

Demographics survey

In addition to the results and raw data of your survey, you will also receive the demographic data of the testers who attended the event.

Prep-Space

KitchenTown's product development area will be available to you for the duration of the event to prepare the samples.

Neutralization

We will ensure that your testers are provided with sufficient materials to neutralize the taste.

Networking

Following the tasting event, there will be a cozy get-together at KitchenTown to which you are cordially invited. Perfect for networking and sharing more ideas.



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MANDATORY CHECKPOINTS FOR YOU AS A START-UP

Participation in the Expert Hour on “Sensory testing in f&b” with Linda Ding.

In this mandatory Expert Hour you will learn everything about sensory testing methods, the difference between expert and consumer testing, the creation of the appropriate consumer survey and the evaluation of the penalty analysis.

The survey

Creation of the survey with the help of a template provided by us in accordance with the test method Overall Liking and a JAR. The survey will then be reviewed and approved by our expert Linda Ding.

Attendance at the event the event at KitchenTown Berlin.

You should be at KitchenTown from 4 pm to prepare your station and samples. Testing will then take place from 5-8 pm. Please plan for at least 2 people to ensure that everything runs smoothly. Our recommendation is 3 people.

Production of samples and suitable containers

Of course you also need the samples that are to be tasted. And also the matching glasses, plates, spoons etc. Everything that is needed for tasting the samples. We will let you know the number of registrations until one week before the event starts, so that you can produce the corresponding number of samples.

Costs

The price for participation is €99.00 for KitchenTown members and €299.00 for non-members (prices exclude VAT).

Need help?

Linda Ding (linda@kitchentown.de) will be happy to answer any questions you may have about the testing.

We're looking forward to your participation!