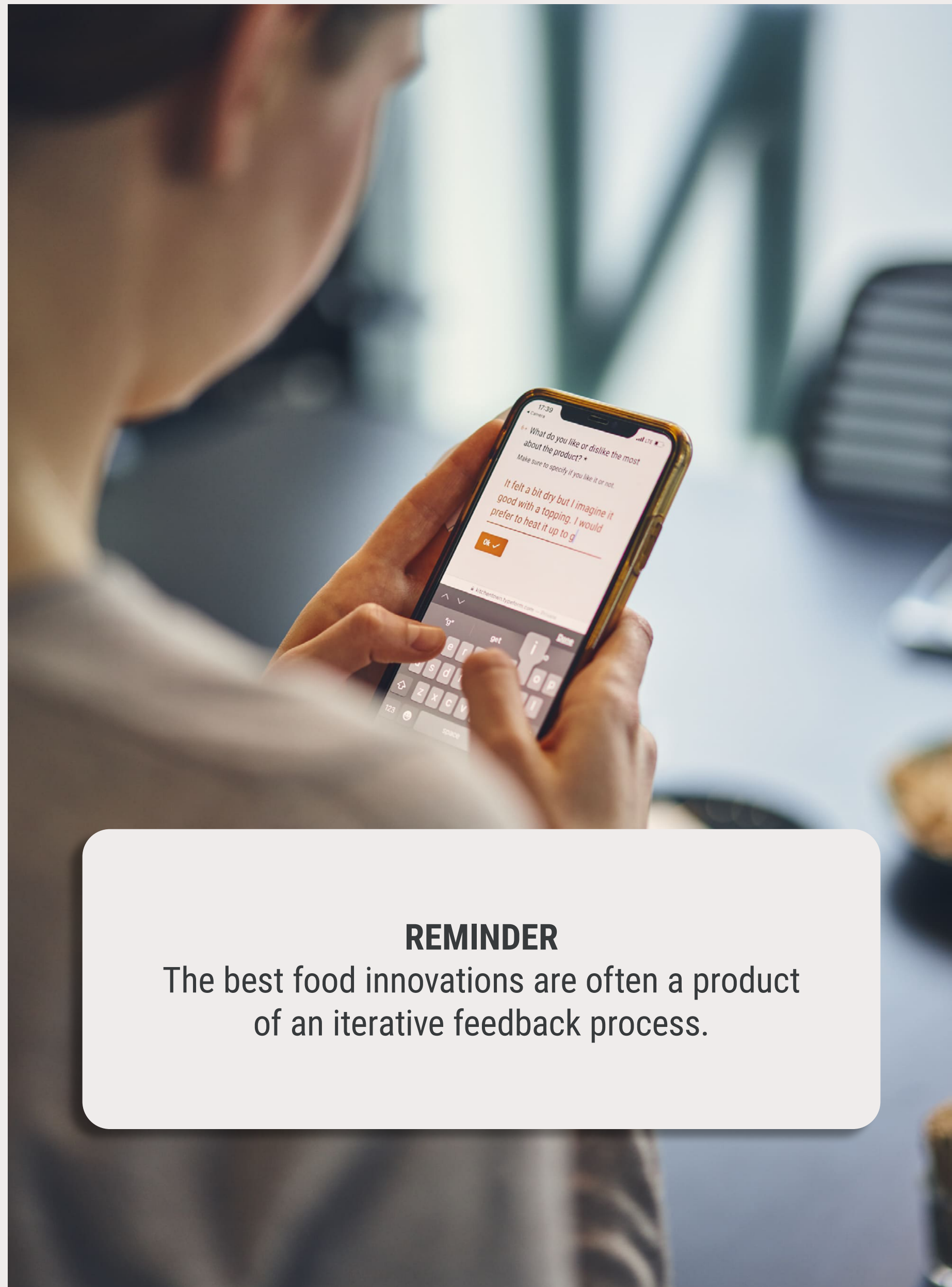




TEST 'N' TASTE AT KITCHENTOWN

HOW IT WORKS AND WHAT IT IS ALL ABOUT





REMINDER

The best food innovations are often a product of an iterative feedback process.

ABOUT THE EVENT

Our Test 'n' Taste event is an engaging platform especially designed for food innovation start-ups. It offers a unique opportunity to gather valuable sensory feedback on novel food innovations from a crowd of dedicated food enthusiasts.

A crucial part of the market fit is consumer acceptance. That's exactly on what we focus on with this event. The Test 'n' Taste centers on sensory-focused evaluations, delving deep into various aspects of your product, from its taste and texture to its appearance and odor.

A significant benefit of this event is the opportunity for you to gather real-world feedback from actual consumers, allowing you to better understand how your product is received. This helps in making informed adjustments and refinements to your product, fostering a more successful and faster development process.



VALUABLE FEEDBACK

We give you the opportunity to have your product/prototype tasted.
You will receive valuable feedback on consumer acceptance and valid
results on the sensory properties of your products.



3 THINGS TO KNOW ABOUT

001

1 CATEGORY 2 PRODUCTS

You have the possibility to have a product category tasted with a maximum of two different products. This can be two different variants of a product or 2 different flavors for example.

002

FIXED TESTING METHOD

For our Test'n'Taste event we work with a standardized testing methodology. Our focus is on combined consumer testing using the "Overall Liking" and "JAR (Just about right)" methods.

003

FOCUS ON SENSORY

DISCLAIMER: This event is not a promotional event. This event is specifically about the sensory evaluation of your products to gather valuable feedback for further processes. 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.



WHAT KITCHENTOWN PROVIDES

001

RECRUITMENT OF TESTERS

We will recruit the testers for you. There will be about 60-80 testers present to taste your products. Make sure that you can produce enough samples. The testers will start the tasting in groups of 15 people every 15 minutes throughout the afternoon (5-7 p.m.) and taste the products one after the other. Before the start of the tasting, everyone will fill out a demographic survey in the waiting area. We like to invite our corporate partners to the event as well. Not that it would affect the concept in any case, but we want to let you know that there might be some representatives of leading food companies of the food industry in the crowd as well.

002

SETTING UP THE SURVEYS

Together with you, we create the required surveys to ask for all relevant information about your products. You will receive a template from us for this purpose. Your survey can include 2 Overall Liking (attributes like appearance, smell, taste, texture), 4 JAR questions (parameters like color, saltiness, crunchiness...) and two open questions. An example of what a survey may look like can be found [here](#). We will create QR that testers can scan to go directly to your survey.

003

LOCATION AND EXECUTION

The event will be planned by us and held at our premises in Mollstr. 32, 10249 Berlin.

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

We will make sure that your testers are provided with sufficient material to neutralize the taste (water and neutral cracker).

004

EVALUATION OF THE SURVEYS

After the event, we will evaluate the results for you using Penalty Analysis, provide you with the raw data and deliver the results to you in PDF format. In addition to the results and raw data of your survey, you will also receive the demographic data of the testers who participated in the tasting.

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



SAMPLE PRODUCTION AND SUITABLE CONTAINERS

Of course, you will also need the samples to be tasted. And matching glasses, plates, spoons, etc. Everything that is needed for tasting your samples.

In case you have questions on that, feel free to reach Valentin of our KitchenTown team. (valentin@kitchentown.de)

THE PRICE TO GET ALL OF THAT?

To be part of Test'nTaste the **participation fee is 399 €**.

Members of KitchenTown receive a 50% discount (Prices exclude VAT).

The fee has to be **paid in advance until 31.08.2023** at the latest.



MANDATORY CHECKMARKS FOR YOU AS A START-UP

BEFORE THE EVENT

21.08.2023

Application deadline is 21.08.2023, after which we will let you know in a timely manner whether you can participate. We ask you to give us a short feedback and to pay the invoice within the deadline of 1 week.

07.09.2023 | 10:30-11:30

Participate in the Expert Hour on "Sensory testing in f&b" with Linda Ding.

In this Expert Hour you will learn all about sensory testing methods, the difference between Expert and Consumer Testing, creating the appropriate Consumer Survey and evaluating Penalty Analysis. The webinar is scheduled for 45 minutes, with time afterwards so we can clarify any open questions.

By 27.09.2023.

Set of the survey using a template provided by us. The survey will be reviewed and approved by our expert Linda Ding.

27.09.2023

One week before the event we will give you the exact number of registrations for the sample production/provision.

THE EVENT DAY

05.10.2023 | 16:00-20:00

The event will take place on October 05. You should be at KitchenTown from 16:00 to prepare your station and samples accordingly. From 17:00-19:00 the testers will arrive, the tasting is expected to last until 20:00.

Please plan on having at least 2 people there to make sure everything runs smoothly. Our recommendation is 3 people.

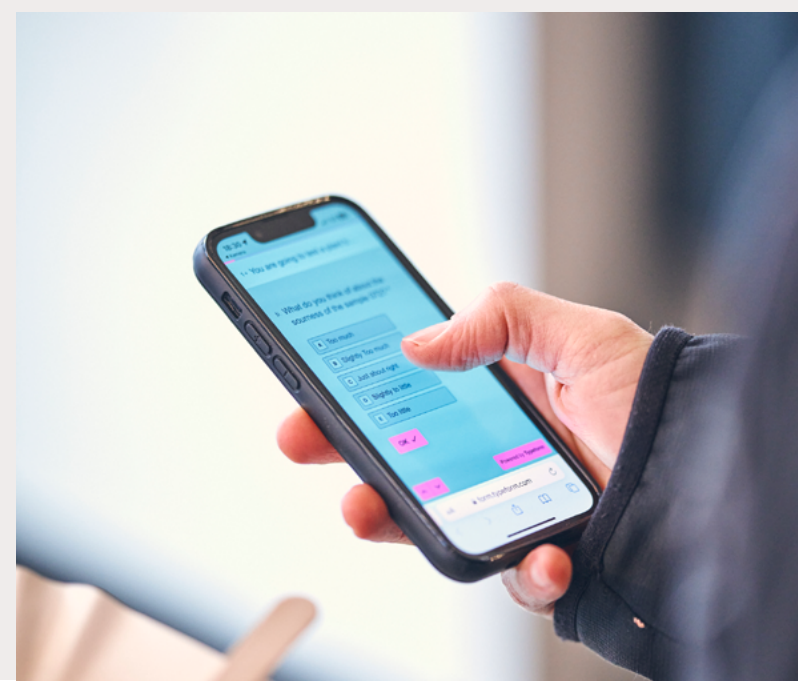
AFTER THE EVENT

05.10.2023 | 16:00-20:00

Within 1 week we will evaluate the questionnaires for you and you will receive all results by 13.10.2023 at the latest.



IMPRESSIONS

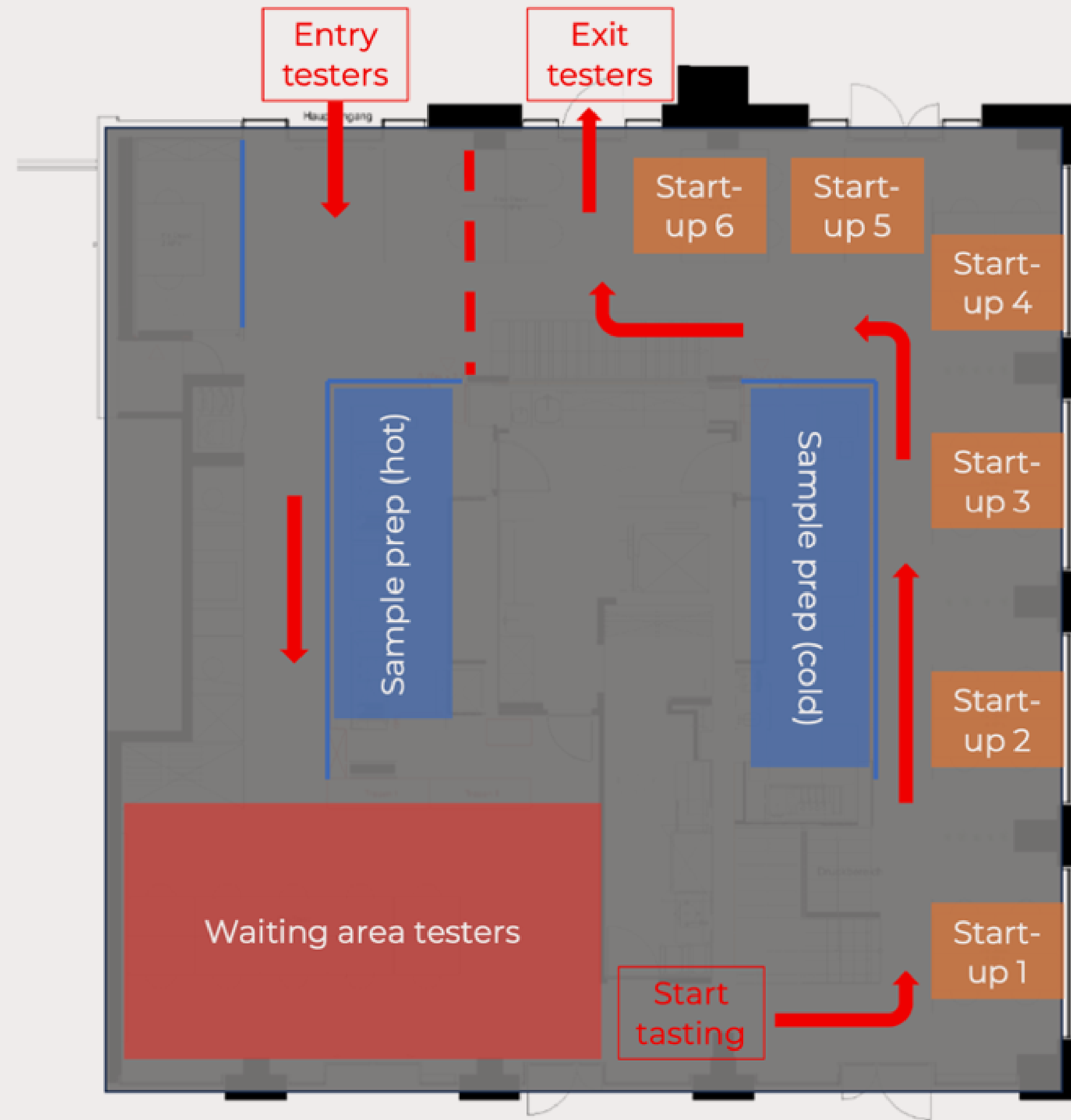


THE LOCATION

KitchenTown | Mollstr. 32 | 10249 Berlin

In order to get a better idea of the location and the setup on site, we have drawn the setup once in the floor plan of the area here.

The testers will start the tasting in groups of 15 people every 15 minutes throughout the afternoon (5-7 p.m.) and taste the products one after the other. Before the start of the tasting, everyone will fill out a demographic survey in the waiting area.



QUESTIONS?

For all questions concerning the testing event please
contact Valentin Pellio (valentin@kitchentown.de).

