



Pinpoint feedback from over **23,000** registered members



#### In-Home-Use-Tests

- low-threshold test situation at home
- valuable quantitative and qualitative data
- focus on marketing



#### Surveys

- classic primary market research
- focus on quantitative data
- demand analysis & A/B-Tests

Segmentation by age, region, diet and other demographic criteria possible



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#### Tastings

- controlled local tastings
- focus on qualitative data
- blind tastings, focus groups and benchmark tests possible



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