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Editorial

Dear clients, colleagues, suppliers and friends

We are glad to inform that the SAM group is continuing also this year to perform a solid growth. In addition to this we have extended our investments into the exploration of new exciting solutions to cover extensively all product related needs in the marketing mix. We are certainly one of the strongest partner in Europe for product relaunch and innovation!

One of our latest success is in the in the alcoholic beverage category, where we could help one of our clients to significantly boost with an innovative product his overall sales in a declining market. Product formulation, packaging design and innovative consumer segmentation analysis were part of this project. Our very strong operational feedback helped our client to perform this innovation step in a fragment of the usual time necessary for such an innovation. A real success in this very competitive market!

With this newsletter edition we report to our client that this year we have decided to merge our two regular periodicals "ASAP Informiert" and "SAM Newsletter" and continue their publication into one single edition. This edition will inform about the application of our research tools in the category of nutritional complements. Moreover we announce with this newsletter about our next EPP® report. After the successful first edition for the beer market, we have decided to approach the red wine category. This multiclient study will certainly capture the attention of many of our European and overseas clients, including manufacturers and distributors.

We continue to present to our clients in the different European markets some of our people and national specific aspects. In this edition we will spotlight our senior statistician and inform about a new development in the German market. Last but not least we will focus on presenting our first seminar "Sensory Marketing as a Success Factor", taking place this year on the 8 and 9 of November 2004.

I wish you a pleasant reading. Yours sincerely,



Dr. M. Bomio
CEO

Sensory Marketing Seminar

**Sensory seminars begin
in Zurich in November 2004.
Sensory Marketing as a Success Factor**

Case Studies

Food nutritional complements

Effervescent calcium tablets: healthy products should taste good too

Calcium compounds sold as food supplements are usually consumed in regular intervals over a longer period. The probability of a repeat purchase increases if the products have an appealing taste.

As part of a case study done by ASAP, testers evaluated the taste of the most important over-the-counter effervescent calcium tablets. The study shows the sensory product differences in the form of taste profiles, and correlates these with consumer taste acceptance.



The study answered the following questions:

- Which main sensory characteristics of the calcium-mineral compounds are relevant for consumers?
- How do the individual products rate with consumers in the blind acceptance test?
- Which taste characteristics do consumers rate positively, which ones do they rate negatively?
- Are there clusters, i.e. taste characteristics preferred by certain groups of people?
- What influence do price, taste, positioning and brand have on the purchase decision and how are these factors interrelated?
- How can the product be optimized from a sensory perspective?

One conclusion of the study is that especially compounds, which deviate from the mainstream "citrus flavour" find clear favour with consumers. In general, a poor result in the consumer test was less due to the principal taste components than to undesired "off notes". A bitter or metallic aftertaste in particular curbs consumers' desire for the healthy supplements.

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EPP®-Report 2004

European Red Wine Bouquet precisely mapped

Following the successful 2003 EPP® Report about the taste landscape of European beer, the SAM Group focused its attention on the red wine market in 2004.

In contrast to the negative trend for overall wine consumption, this segment of the market is in a boom phase. In 1990 only one in four German households bought red wine. Most recently, this figure has increased to one in two households. The quantity of red wine imported to Germany has increased by over 50% during the past 10 years.

European wines are being forced to compete with an increasing number of wines from overseas. How can brands achieve a favourable strategic position in this market? The EPP® Red Wine Report analyses and maps the diverse flavours of European red wines. It thus provides valuable information for facilitating innovation and supporting brand management decisions.

News & Trends

Sensory seminars begin in Zurich in November 2004. Sensory Marketing as a Success Factor

Today, modern sensory marketing makes possible the targeted and successful adaptation of food products, drinks, cosmetics, perfumes, detergents, cleaning agents and tobacco to consumers' sensory expectations. Unfortunately, this possibility is being made use of by very few companies in a systematic manner. Most companies with products which affect the senses still miss out on significant opportunities to sell more at higher profit.

The Zurich sensory seminars will show you how sensory research can be systematically applied in order to successfully introduce innovation and design market oriented products.

The theme of the sensory seminar is not methodology but the application of sensory marketing as a management tool for the sustainable improvement of a company's product offering and the creation of value. The seminar is intended for vice presidents, general managers and managers of departments responsible for managing the combined activities of development, production and marketing.

Highly qualified experts will explain the thematic basics and present case studies of successful products. The participants too will add value to the seminar. Top managers from a diverse range of product areas, product managers with their own sensory marketing experience and leading researchers from European institutions involved in related research and consulting projects, that have been actively applying sensory marketing to product development for many years, promise a most informative exchange of experience!



Sensory Marketing as a Success Factor

News & Trends

DLG commissions ASAP to carry out a consumer test

The DLG (German Agriculture Association) in Frankfurt am Main analyses over 20,000 national and foreign products each year. The focal point of the tests and awards is sensory analysis by experts from trade and industry.

For several product groups the DLG supplemented the analyses with consumer tests this year. The acceptance tests show how the products are received by consumers and thus by future buyers. Munich based ASAP GmbH has the organizational and conceptual responsibility for the consumer tests, which are being carried out in the sensory laboratories of ASAP in Munich and SAM GmbH in Mannheim.

News & Trends

Our man for complex questions

Modern sensory research, which the SAM-Group has been offering its clients for many years, makes use of several methodological tools that support the process of bringing food, cosmetics and tobacco products to market. With the help of these methods, flops can be successfully and verifiably avoided.

The key to combining data derived on the basis of various testing methods to produce an overall result, is statistical methodology. This is becoming increasingly important in sensory analysis. Certified statistician Sven Henneberg has been working in this area for nearly ten years. With regard to the role of statistics in sensory analysis he comments, "so-called sensometrics allows modern sensory research to uncover consumer patterns more precisely than has been hitherto possible. Thus we can provide our customers with an even better basis for their decisions."



Cert. stat. Sven Henneberg - head of institute ASAP in Munich

With Sven Henneberg, the SAM Group has an absolute specialist for complex statistical methods. Apart from his role as Director of ASAP GmbH, Sven Henneberg is a member of the DIN-Committee for sensory research within the Sensometric Gesellschaft, which addresses specialized statistical methods in the sensory research field.

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