

SAM News letter

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Editorial

SAM International's expansion strategy was further developed in 2005 with the launch of Innocat Corporation. Innocat is based in Switzerland, operating in different European countries, providing consulting services in innovation management for the food, tobacco, pharmaceutical and cosmetic industries. The company is managed by Dr. Michele Bomio, who stepped back from his CEO position at SAM International. With his 15 years experience in the fast moving consumer goods, Dr. Bomio will deliver operational added value in innovation to Innocat clients and consult SAM International in his role as member of the board.

New CEO at SAM International is Dr. Martin Kern, who will continue to manage and lead the expansion strategy of SAM. Dr. Kern received his M.S. degrees in Enology and his Ph. D from the Justus-Liebig-University, Germany in agricultural science. His background includes experience in the general management of various companies in the wine and spirits industry in Spain and Germany as well as Export Director and Head of Research and Development in a company in the mechanical engineering sector. Dr. Kern as C.E.O. of SAM International is as of April 1st, 2005 responsible for all SAM European subsidiaries and ASAP.



Dr. Martin Kern

We wish you a pleasant reading.

Yours sincerely,

Dr. Martin Kern
CEO SAM International

Dr. M. Bomio
CEO Innocat Corp.

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Case Studies

French Consumer Insights: which are the new strategies for the orange juice market?

At a first look the French orange juice market is very complex. Two points of sale, different juice types and orange origins, several packaging materials and shapes, juice with or without pulp and a tailor-made pricing policy...

What would happen if we expose the French consumer- in this market complexity - with additional well-known European products? Would freshly squeezed orange juice be the winner? Is there any logic between consumer preference and marketing strategy? Which type of juices would be considered innovative?

18 orange juices representing 2 points of sale, 3 types of juice, different packagings including the most popular European brands were investigated in blind and branded consumer test. Drivers of preference for kids, teenagers, adults and seniors were determined. The marketing mix elements which impacted first purchases were graded and measured.

The freshly squeezed orange juice was the winner of the test, additionally cluster analysis showed an alternative sensory product positioning for kids and teenagers. One of the big players in this category covered recently this specific market need by launching a new range of fresh products...

The results also showed that marketing efforts are hardly perceived by the French consumers. On the one hand, the "chilled products" strategy doesn't pay for the product taste in blind. On the other hand, for branded products the first purchase is more affected by juice type, followed by the brand and the packaging and less by the point of sale.

For more information and a presentation of these results, please contact the managers at SAM France in Paris. Also many other case studies are available. Do not hesitate to contact your next SAM affiliate in your country.

SAM Product Information

Sensory marketing: a key to the entrepreneurial success

"Sensory marketing as management function earns stronger attention: it decides on the success of a product and thus on the entrepreneurial success." This strong statement is the major outcome of our first international seminar. More than 70 participants from six European countries participated in November 2004 in Zurich at our seminar on the topic "success factor sensory marketing - how flops can be avoided and the added value be increased".



The time where sensory research is seen as secondary to the product development and marketing process may finally belong to the past. In this first management seminar the lectures and discussions showed that sensory research aided in making substantial management decisions of many innovations and established products in various industries.

The seminar will be regularly repeated in the future and the next is planned for Spring 2006.

SAM

SENSORY & ANALYTIC MEASUREMENT

News & Trends

Personal Changes in Munich, Mannheim and Zurich

ASAP GmbH Munich:

As recently announced, Dr. Alexander Quadt in addition to his existing mandate in Mannheim has become Managing Director of ASAP Munich. Former Managing Director Claudia Rummel will keep on working for ASAP as a Senior Advisor. Sandra Heinrich is now part of the Project Management Team of ASAP, but will still be in charge for her Mannheim Accounts. She will replace Martin Stark, who will take over project management responsibilities for SAM Zurich. Silke Drachner left ASAP at the end of March. We thank her for her support in the past years. Her tasks will be taken over by Christiane Lange.

SAM GmbH Mannheim:

In Mannheim there are two new team members: Sonja Hainz (Junior Project Manager) and Arzu Uenal (Front Desk).

SAM AG Zurich:

Birgit Walter is on maternity leave and Carla Bomio, whom we also thank for her support in the past years has left the company. In addition to Martin Stark (Project Manager) the new staff members Rahel Roth (Junior Project Manager) and Doris Baumgartner (Project Assistant) are supporting our facility in Zurich.



News & Trends

Low, light and low again: trend or fad?

After low Cal (calories), low Carb (carbohydrates), now it is the turn for a new trend: the low Glycaemic Index (GI) products containing slow digestible carbohydrates.

The most highly developed market for low GI products is Australia. In Europe, Norway and Sweden followed by other European countries are marketing more and more of these new trend products.

Specifically in Europe, the low GI approach could be the alternative to the low Carb concept, which is highly developed in the US, as it is more attractive and suitable to the continental habits and provides a more durable successful healthy diet approach.

Similar to fat and also applicable for carbohydrates: it all comes down to quantity and quality.

For a well-balanced healthy diet, low glycaemic index products (<55) releasing sugars more gradually into the blood and thus keeping one's appetite under control are essential. However, a healthy diet cannot be reduced to the metabolism of carbohydrates. It depends on the amount of food, the way it is prepared, its fiber, fat, protein, vitamin and mineral content as well as the product taste.

The logical NPD approach to lowering the GI of products is to reduce their sugar content, replacing some sugars with low-GI ingredients. However, sugars contribute to structural, textural and stability attributes to food products, as well as sweetness.

Will the Consumer accept a low-GI value as a healthier option? Will this new "Low Concept" be associated to "Low Pleasure" like for others low-light-trends?'

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News from SAM Italy

SAM Italy, established in Parma in 2002, has inaugurated a new branch, situated in Milan, to satisfy the rising demands of the national and international customers. The office is situated in Viale Monza, 270, close to the metropolitan station Villa San Giovanni. Paolo Manfredi, managing director of SAM Italy, is also responsible for this subsidiary.

The laboratory, with approximately 300 m², offers a series of solutions to support all SAM Italy's activities: an equipped kitchen, 12 booths for sensory analysis (with controlled aeration and lighting system), a consumer test (CLT) room and a focus group room. Additionally, a special client room is available, from which it is possible to observe through a television camera, the development of the tests in course and to receive the respective audio/video recordings. Already - only a few months from the opening - several trained panels have been implemented in various categories.

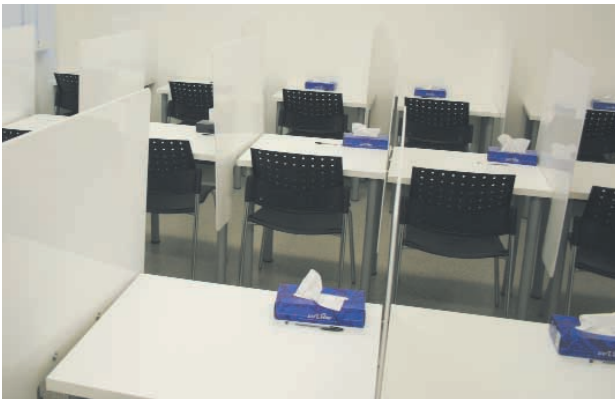
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Events

ESOMAR "Fragrance Research - Unlocking the sensory experience" 15.05. - 17.05.05, New York (USA)
www.esomar.org

ESN seminar "Sensory Evaluation - More than just Food" 25.05. - 26.05.05, Madrid (Spain)
www.esn-network.com

6th Pangborn Sensory Science Symposium
07.08. - 11.08.05, Harrogate (U.K.)
www.pangborn2005.com

Drinktec-Interbrau Weltmesse für Getränketechnik
12.09. - 17.09.05, München (Germany)
www.drinktec.de

ESOMAR "Excellence in Consumer Insights"
15.11. - 17.11.05, Barcelona (Spain) www.esomar.org

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