Sensory preferences – organic food marketing opportunities and challenges

WP 3 Sensory Analysis

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Sensory Preferences

- The sensory properties of food products are an important market success factor.
- In the organic market, many producers and distributors of organic foods claim superior tastes for their products compared to the conventional alternative.

Source: FRoSTA AG, Bremerhaven Germany
Sensory Preferences

- How is the real situation?
- Is organic food always better?
- How are consumer preferences influenced?
- How can we meet the consumer expectations/emotions?
Sensory Marketing

Sensuousness

➤ Sensuousness is achieved via the five senses – appearance, smell, taste, touch and the sound.

➤ If lots of sense systems are activated by signals and stimulus of products, the probability that consumer buy a certain product increases.

Sensory Marketing

What is sensory marketing and why is it interesting and important?

- It is marketing that engages the consumers’ senses and affects their emotions. Sensory aspects of products, i.e., the touch, taste, smell, sound, and look of the products, affect our emotions, memories, perceptions, preferences, choices, and consumption of these products.

- Feeling good tastes better!
Sensory Marketing

Our product tastes good! - Fine!

But….

› How does it tastes?
› How does it differs from other products?
› What are the differences to the conventional alternatives?
› Does it meets the consumers expectations and emotions?
Sensory Marketing
Example: Sunflower Oil

Organic native oil differs from conventional market leader.
Sensory Marketing
Example: Sunflower Oil

More intensive and natural taste is preferred in this product group.
Sensory Marketing
Example: vanilla yoghurt

Winner Blind Test
Winner Labelled Test
Sensory Marketing: vanilla yoghurt

Organic vanilla yoghurt:

- Pure natural yoghurt fresh and slightly sour in organic quality from cows from our region.
- Bourbon Vanilla from Madagascar from fair trade plantation provides fine taste from natural vanilla without any vanillin-flavour taste.
- Sweetness comes from raw cane sugar with a very slight caramel-taste.
Sensory Consumer Tests

Blindtest vs Branded test

Image

Preference mapping

Synthesis
Influences on sensory quality:
Organic Standards, etc.
Technologie, Ingredients, etc.

2. OSIS -Database
Thanks for your attention!