

# **Sensory preferences – organic food marketing opportunities and challenges**

## **WP 3 Sensory Analysis**

**Kirsten Buchecker, ttz Germany**

ttz Bremerhaven

YOUR IDEAS NEED A HOME

## 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.

(Source: <http://www.business-wissen.de/marketing/sinnlichkeit-der-weg-in-die-koepfe-der-kunden-fuehrt-ueber-fuenf-sinne>)



Source: FRoSTA AG, Bremerhaven Germany

21/02/09

# 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....

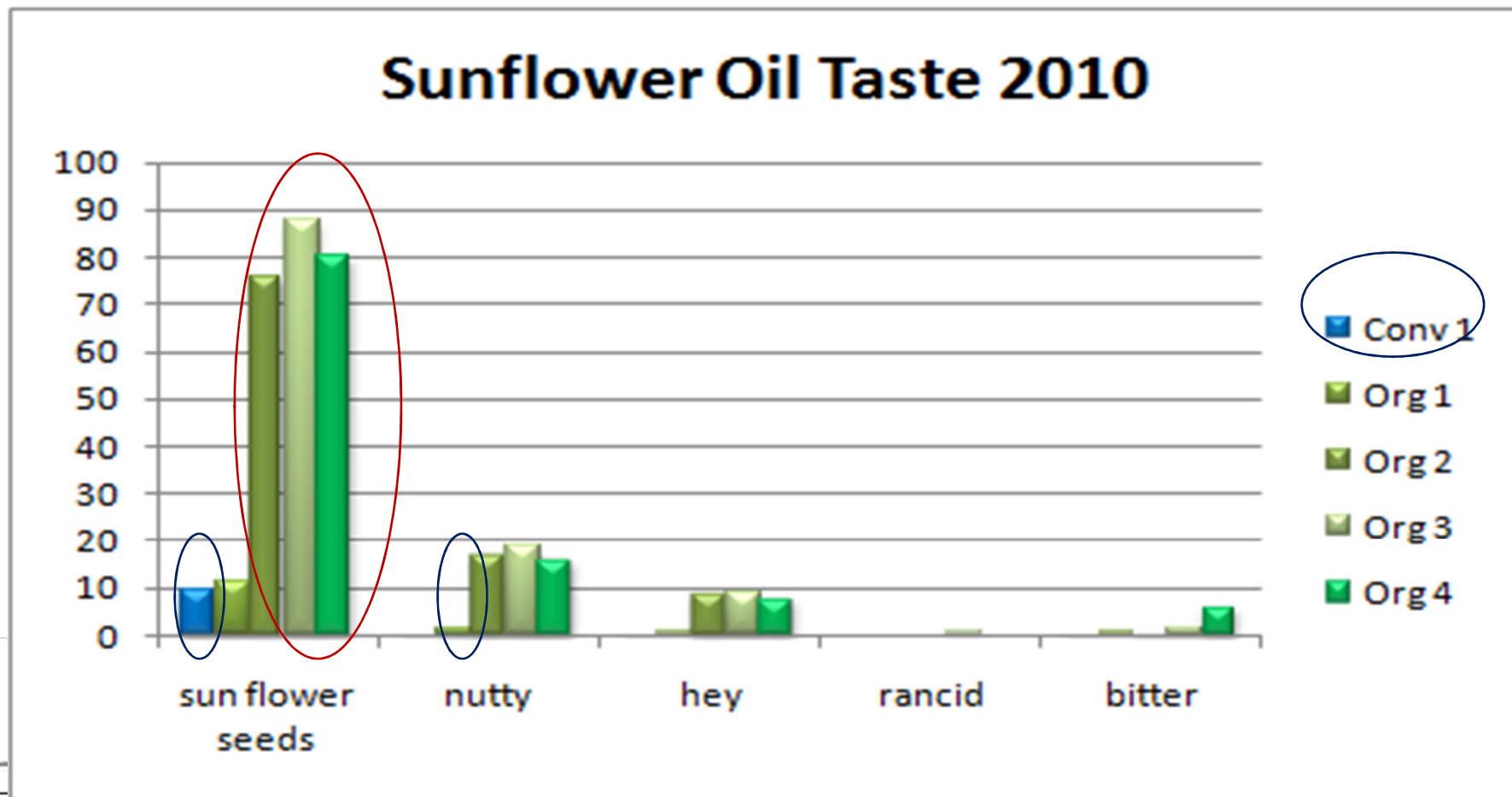
- How does it tastes?
- How does it differs from other products?
- What are the differences to the conventional alternatives?
- Does it meets the consumers expectations and emotions?



# Sensory Marketing

## Example: Sunflower Oil

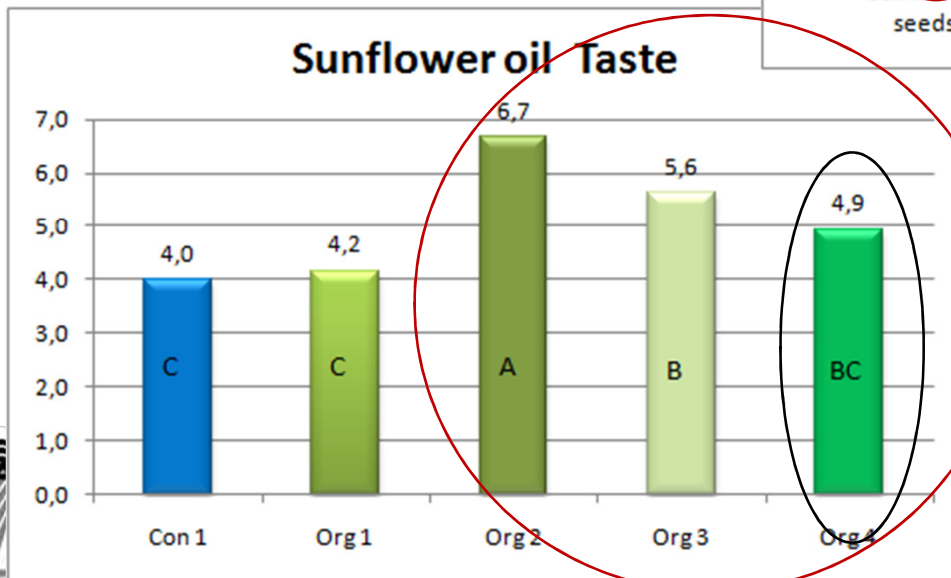
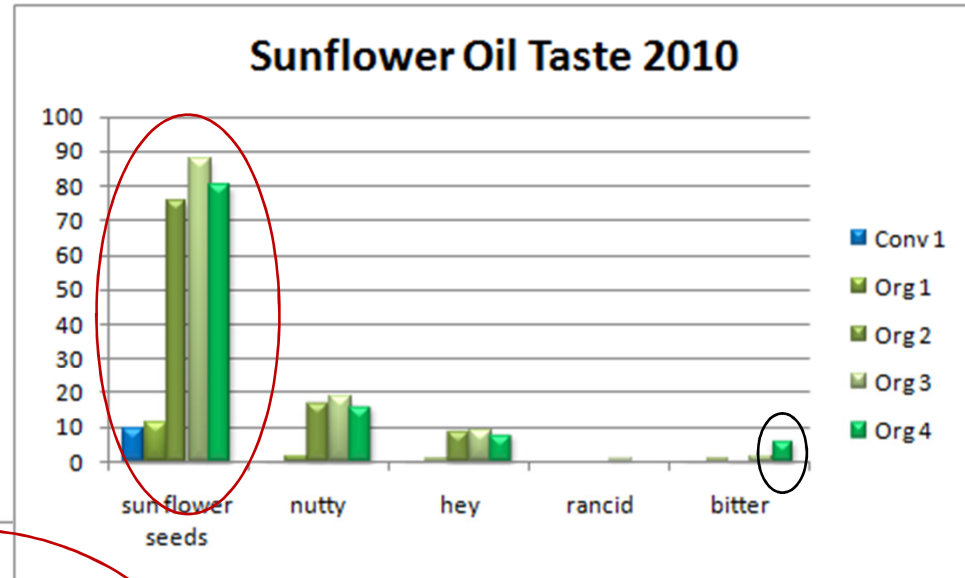
- Organic native oil differs from conventional market leader



# Sensory Marketing

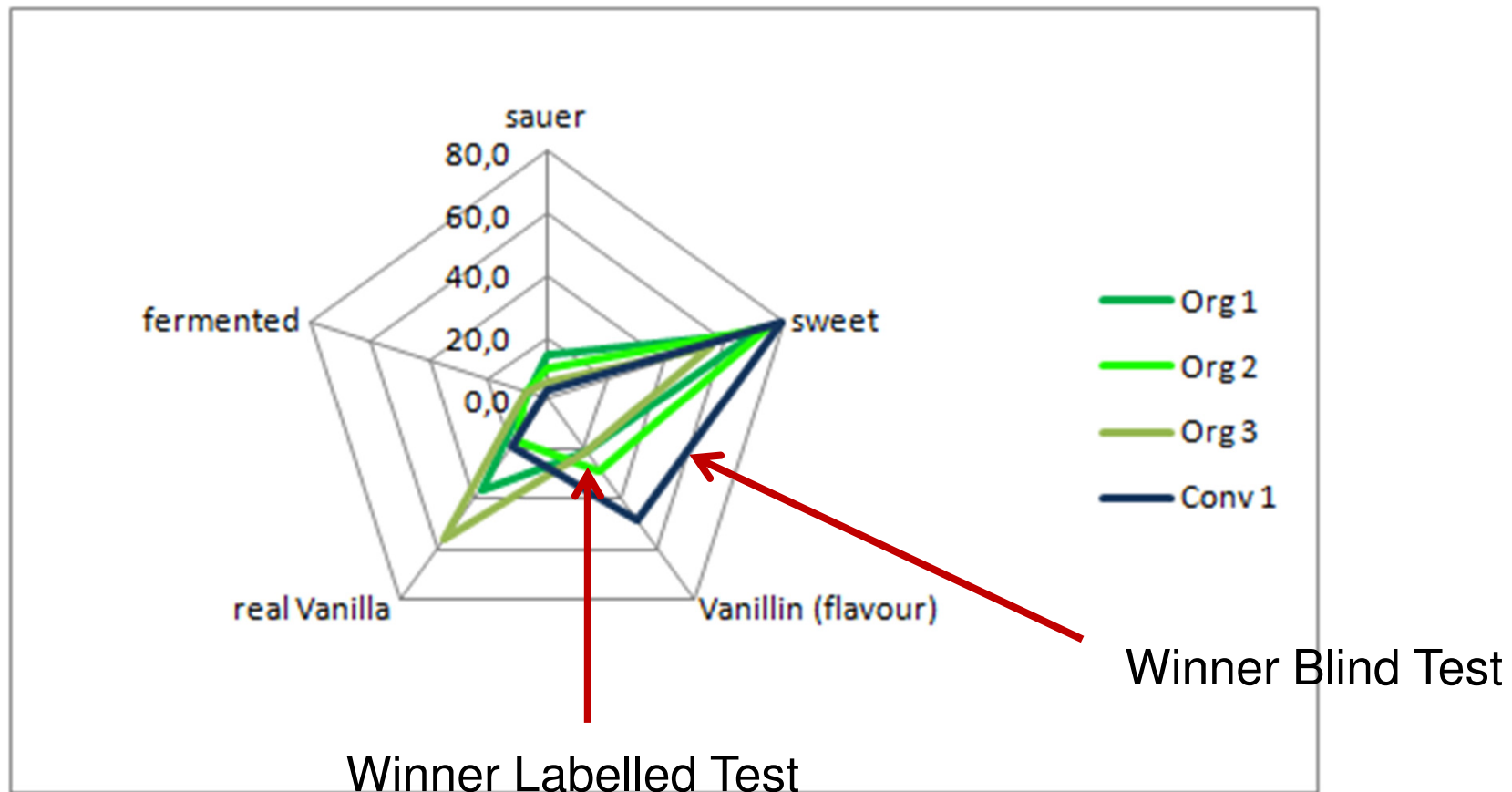
## Example: Sunflower Oil

- More intensive and natural taste is preferred in this product group



# Sensory Marketing

## Example: vanilla yoghurt



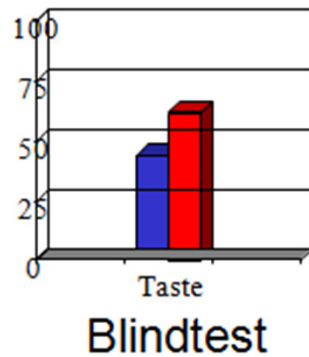
# Sensory Marketing: vanilla yoghurt



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 can sugar with a very slight caramel-taste.

## Sensory Consumer Tests



Image



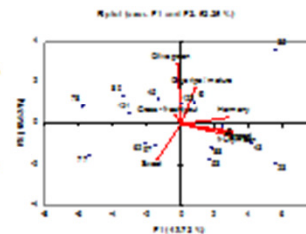
## Preference mapping

Synthesis

Influences on sensory quality:

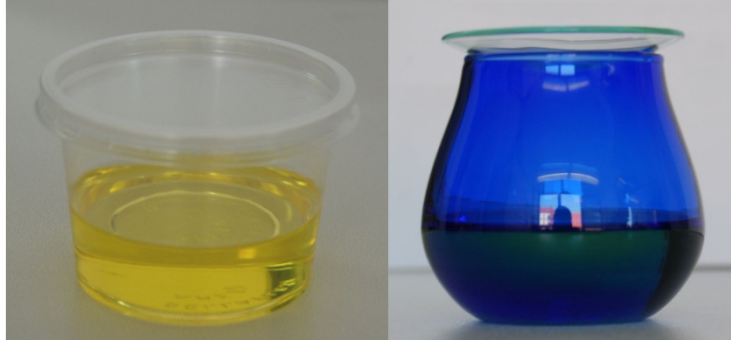
Organic Standards, etc.

Technologie, Ingredients, etc.



2. OSIS -Database





# Thanks for your attention !



ttz Bremerhaven



CAPACITIES

