



## Consumers prefer high quality food

If your company has a new product that needs to achieve a certain quality before sale, or a product that deviates from the standard, then DMRI have the methods for testing



### Our methods are well-established and can be used for different purposes

<b>Consumer test</b> Identification of the consumers' preferences and acceptance	<b>New and handy rapid methods</b> Are used during product development, product comparison and consumer tests
<b>Descriptive analysis</b> Provides a description of a product in words and numbers	<b>Difference test</b> Shows if there is a difference between two products

### We can also assist you in:

- Establishing and training an in-house panel
- Systematizing sensory quality control
- Elaborating product specifications



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## Which marinades do the consumers prefer?

Friland A/S received the answer to this question by using the method **Holistic by DMRI™**, which is based on assessment of products according to so-called abstract words such as "traditional" and "summery". "We would like to know the attitude of the consumers towards the marinades in a purchasing situation, so we asked the consumers to assess the appear-

ance of retail packed marinated pork chops" says Arne Dyrebjerg, head of sales and product development at Friland A/S, Danish Crown Nordic. By using **Holistic by DMRI™** the consumers associated different words to the marinades, and all 75 consumers agreed: Marinades with distinct colour and visible seasoning and herbs were described positively with the words 'appetizing, delicious, summery and exciting'.



Consumers prefer marinades with distinct colour and visible seasoning and herbs. This was established by using the method **Holistic by DMRI™**.



## Screening during product development

During product development it can be necessary to work with several different parameters at the same time, but how do you form a general view of the influence of different parameters on the finished product? The sensory method **Mapping by DMRI** is a profitable tool for screening.

## ABOUT DMRI

**DMRI is focussing** our attention on methods and technologies for efficient production of safe meat products of a high quality at competitive prices. At the same time, DMRI is committed to enhancing the working environment and animal welfare as well as demonstrating due care to the external environment.

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