

CASE STUDY

identifying opportunity through custom research

Product Testing

The Issue:

Faced with impending government requirements on food labeling, a major consumer packaged goods manufacturer was prompted to reformulate a significant portion of its products. The client needed to find a way to reformulate those products with healthier ingredients without sacrificing quality and taste.

The Solution:

MRSI was asked to partner with the client throughout the multi-year process. We developed intensive comparative product tests among heavy-users of each product to determine if the new formulations performed as well as, if not better than, the current in-market products. Testing was conducted across multiple product lines, as well as flavors within lines. MRSI worked closely with the client to identify areas for refinement until the new products were acceptable.

Business Implication:

The client was able to successfully reformulate its products with healthier ingredients while continuing to meet consumer expectations for taste and quality. What's more, the client was able to comply with the new food labeling guidelines without any negative impact on sales or market share.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.