

FOOD AND BEVERAGE INDUSTRY




SELECT EXPERIENCE IN THE FOOD AND BEVERAGE INDUSTRY

Food and beverage firms now compete on a global basis. Food Manufacturing firms, restaurants, fast food chains are increasingly competing for a global market share. SIS International Research can help you expand your business in North America, South America, Europe, Asia and the Middle East. In addition, SIS specializes in new product concept testing for food and packaging. Our innovative research methods with central location and taste tests help you to assess market demand for your products in local and global markets.

In addition, we can apply our strategic and market and competitive intelligence research methods to your products to enable you to increase your market share in local and global markets. In addition, we can apply our innovative brand research techniques to your food and beverage products.





We have worked with top names in all industries on the way towards earning a reputation of excellence in our over 30 years of extensive marketing research experience.

Market Research | Leading business research, insight and data solutions for strategic advantage.

We provide Qualitative and Quantitative Market Research modus recusabo intereset. We employ multiple research methods to assist you with your global growth strategy.

Strategy Research | We help you to get better prepared to get good leads and convert them to more sales.

We are experts in Competitive Intelligence, Lead Generations Techniques, Market Research and much more.

Data Collection | SIS incorporates robust quantitative statistical components with other forms of information gathering to achieve our client's research needs.

SIS International's analytics allow clients to enhance their decision making by maximizing return and minimizing risk. As a full-service market research and intelligence agency, our specialists immerse themselves in our clients' needs and devise a solution delivering complete market insights

Focus Group Facilities | Focus Groups and In-Depth Interviews

With an in-house staff of trained recruiters and a national panel of research participants, SIS is fully equipped to recruit a broad range of consumer and B2B respondents.



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Comprehensive solutions for the Food and Beverage Industry

- Global current events tracking for competitive products and firms in the Food and Confectionery industries.
- Competitive Intelligence Study in Mexico for a major US-based food company.
- Study of egg machine.
- Coffee product test in New York City and San Francisco.
- Study of existing and new flavors to have new products align with local tastes/habits.
- Conducted ethnographic research in Tier 1, 2, 3 cities in Mainland China about attitudes and preferences toward potato food products.
- Conducted a high level (C-Level) study across the United States among executives in the beverage industry to understand how the social and private sector can work together to create shared value, understand industry trends, key business objectives and challenges.
- In-depth market analysis of the market size, segmentation, channels of distribution, pricing, and competitive framework for five snack products in China.
- Market testing of a new snack food product in Japan.
- Taste test study for the general food market in the US versus competitor's product.
- Cream liqueur study in Germany and China.
- Conducted focus groups on consumers of smoked salmon.
- Cereal bar study in Mexico.
- Released news flashes of worldwide acquisitions of companies in the Food industry.
- Qualitative and quantitative assessment of the market potential for a fast food firm, encompassing customer attitudes, usage, and eating habits in the UK.
- Qualitative and quantitative study of a fast food firm's menu changes, evaluating the strategic repositioning of the company and its products on a global basis.
- Green tea drinks focus group.

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- Study in NY of yogurt consumers.
- Market feasibility study on the potential for organic produce in the US and UK.
- Strategic information audit for a major food company: analyzed the utility of their existing information sources, assessed the information flow within the firm, and designed a prototype BI/CI tracking system.
- Quarterly tracking for the Frozen Novelties and Desserts industry.
- Market analysis of competitive technologies employed within the Food industry.
- Market analysis of the use of information technology within the Food industry.
- Customized Intelligence Reporting System for a major food company that reported new food products, foreign and private companies, health and nutrition, eating habits, acquisitions and divestitures, marketing activities, etc.
- In-depth market overview of the US Snack Food industry.
- In-depth overview of the fast food market in India.
- Conducted focus groups in 7 countries on advertising.
- Conducted in-depth interviews to gain insight on consumer perceptions of a vegetarian food brand and its products.
- Focus group of semi-health conscious consumers regarding their consumption of dry pre-packaged meals.
- Quantitative analysis of 100 cutlery customers and 100 non-customers in Korea.
- Conducted focus groups, supermarket intercepts, and expert interviews for wholesome food project.
- Conducted CATI interviews with ordinary customers who shopped at different supermarkets in London to evaluate their shopping experience/needs.
- Conducted an intercept study on brand image for food companies.
- Qualitative study among Hispanics living in L.A., Chicago, and Houston in order to test alternative beer packages.
- Conducted a blind taste test study on chocolate in Mexico
- Conducted a study to gain insight on beer drinking habits and attitudes towards home beer drinking
- Market intelligence survey to determine the market size, potential, and optimum distribution of a drink product from Mexico into India.



- Conducted a nationwide study on consumer perception and motivation to drink Mexican wine.
- Conducted a gum candy manufacturer benchmarking study in Asia.
- Conducted cafeteria intercepts for leading food and beverage provider of cafeterias.
- Conducted intercept study at cafeterias in New York.
- Focus Groups with competitor's brands consumers and Opinion leader telephone interviews to get an impression of the US-Chewing Gum Market
- Conducted Focus Groups and in home interviews in China to explore Eastern cuisines, tastes, food habits and eating rituals
- Conducted chewing gum market study in the United States using a focus group approach.
- Conducted a global study on sugar prices, market trends and market size.



Sample of Our Past and Present Clients

- American Sugar Alliance
- Aramark
- Best Foods Baking Group
- Borden, Inc.
- Campbell Soup Company
- Carlson Restaurants Worldwide
- Coca-Cola
- Companion Pet Food
- Dragon Brands
- Foodtech International, Inc.
- Frito-Lay, Inc.
- General Mills
- Grolsch
- Hershey Foods Corporation
- Jack Link's
- Joseph E. Seagram & Sons
- Kraft Foods International
- Lipton/Knorr
- Mars Corporation
- Master Foods S.A.
- Nabisco Brands
- NutraSweet Company
- Sara Lee
- Tecate
- TESCO
- Veggie Patch
- Wendy's International