MMR Serves Up The Perfect Blend

Contributed by MMR Research
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New research delves deeper to reveal how to enjoy the perfect coffee moment to launch Carte Noire Instinct, a new Wholebean Instant Coffee

Ahead of the star-studded launch of its new coffee, Carte Noire called in the expertise of MMR Research Worldwide (MMR) to investigate which sensory stimuli best fit the new Wholebean Instant coffee. With the objective of incorporating the findings into a consumer tasting experience at The Silk Rooms, the partnership created the first sensory optimised environment for drinking Wholebean Instant coffee â€“ and with 70 million cups of coffee drunk every day in the UK[1], this certainly was an area worth investigating.

Specialist consumer research agency to the food and drink market, the research was used by Carte Noire to create The Silk Rooms, the worldâ€™s first Wholebean Instant coffee tasting experience. This multi-sensory coffee tasting, brought together flavour, texture, aroma and sounds to create the perfect coffee moment. Emotive and functional associations were explored to understand consumer experience of each sensory stimulus and, crucially, what makes Carte Noire Instinct different.

Four sensory modalities were investigated using MMRâ€™s proprietary Early Rules of Success (EROS) technique, revealing findings which challenge the busy cafÃ© culture. When coffee lovers were asked what features of vision, odour, touch and sound best combine to enhance the enjoyment of their coffee, they revealed that a relaxing break is the key to the perfect cup of coffee and the best place to enjoy it is at home

Specifically, MMR concluded that sitting at home on a quality leather chair, listening to the silky tones of saxophone-based jazz, surrounded by the deep colour purple, with the coffee in a porcelain mug, accompanied by a slice of Victoria sponge cake was found to be the ideal situation for enjoying the blend.[2] A far cry from a busy bistro by anyoneâ€™s standards, MMRâ€™s findings demonstrate the importance of a quiet, relaxing moment, even when out and about.

MMR researcher James Gater says,
â€œâ€˜Weâ€™re thrilled that Carte Noire recognised our expertise when planning its product launch. Our research was brought life at the exclusive event, as all stimuli from the food to the music, either had a strong relationship with the brand or the sensory properties of Carte Noire Instinct working together to create the ultimate coffee moment.
EROS identifies whatâ€™s needed to make a new product successful, involving customers in product development right from the start, so it was the ideal fit for the launch and making sure Kraft could take guests on a truly multi-sensory journey.â€•

To find out more about the event, the research, or new Carte Noire Instinct, please visit www.facebook.com/CarteNoireUK.

About MMR Research Worldwide
For more information please visit www.mmr-research.com

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