

MMR opens new Sensory Science Centre in Singapore

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Specialist research agency adds eighth international panel of professional sensory assessors as part of its continuing commitment to offer clients globally consistent research methodologies; South East Asia expansion builds on recent growth to a third sensory panel in China.

In response to demand from multinational food, drink, personal and household care clients for locally based research and sensory profiling expertise, MMR Research Worldwide (MMR) has launched a new Sensory Science Centre in Singapore. At an official opening event on Friday 21st November, clients, partners and the MMR team were hosted by MMR Group chairman and CEO, Prof. David Thomson.

The new operation has employed a panel of 13 sensory assessors, with a panel leader and assistant. A strict selection and training process ensures the most reliable sensory data which is then integrated with other forms of research to provide MMR's customers with detailed insight into consumer choice, product functionality and the delivery of pleasure and emotional satisfaction.

The team will work under the guidance of new sensory director Antonella Scarabelli, formally co-founder and principle consultant at sensory and consumer research specialists, insight2market. Scarabelli will work closely with MMR's Shanghai office to boost capability across the APAC region, which opened a third sensory panel earlier this year.

The centre will help global companies develop successful brands for the Asian markets, with MMR offering its full remit of research services from the Singapore office, including product development of both new and existing products, pack research and Brandphonics' emotion-based techniques.

Mat Lintern, MMR global CEO, said, "We are standardising our panels across countries, making MMR an exceptionally consistent research supplier, which is essential for clients running multinational development projects. Singapore is an excellent base for our South East Asian operations due to its multicultural society, geographical location and the continued development of research and development centres for some of our major clients and their flavour/fragrance partners."

Guests at the event received presentations on expert panel methodology toolkits, the role of sensory in qualitative research and also the role packaging can play in influencing product sensory perceptions.