

How a leading bean company captured millennials' tastebuds

We helped the company launch new products in an untouched market segment and maintain their category leadership.

Objective

A leading bean company wanted to understand consumers' interests and preferences and aimed to develop a new, non-traditional product lineup for one of their key lines, targeted to the coveted millennials.

Methodology

To help the company succeed with their new product line, we:

1. Conducted a central location taste test of 4 flavors in key markets
2. Conducted qualitative in-depth interviews among several participants from the taste test that revealed insights on sensory aspects, go-to-market strategy, and label design

Outcome

The company leveraged the insights from our research to launch 3 new flavors in a previously untouched market segment, allowing them to maintain category leadership.

The overall conclusions and recommendations were used to inform actions taken by the company's R&D, marketing, and management team.

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