



# The Institute for Sensory Research

*Sensory. Science. Success.*

Located just outside New York City, we are a nationally-recognized, full-service sensory research organization providing sensory research solutions, panel administration and testing facilities.

We are one of the most trusted and experienced research organizations with twenty years working with manufacturers from across the United States and around the globe.

**Our approach links established sensory and scientific methodologies with strict quality controls at the facility and panel level to provide reliable research results for confident decision making.**

## Extensive Category Experience

Our client partnerships span more than a decade

## Creative Lexicon Development

We capture the unique features & in-the-moment experiences of each product category

## Flexible Approaches

We recognize the distinctive characteristics and needs of our client partners

## In-House Recruiting

Our phone room has extensive experience recruiting for sensory & marketing research

## Philosophy

**We believe that quality sensory work depends on consistency in panel training, integrity in research design and impeccable research execution.**

**We combine these beliefs with personal attention and superior client service to deliver accurate results for confident decision-making.**

## Leadership

ISR is owned by Reckner, a U.S.-based market research leader providing market research services, facilities and healthcare fieldwork for more than 30 years.

ISR also partners with its sister company, Blueberry, a full-service market research firm specializing in consumer sensory and marketing research. ISR and Blueberry often collaborate to bridge the gap between the consumer and sensory landscapes.

*We invite you to begin a conversation with us.*

## Solutions

- Product Attribute Analysis
- Competitive Landscaping
- Agile Sensory Snapshots
- Trained Category User Analysis
- Custom Programs

## Methods

- Hybrid Descriptive Analysis
- Preference Mapping/  
Category Appraisal
- Flash Profiling
- Time Intensity
- Temporal Dominance of  
Sensation
- Discrimination Testing
- Shelf-life Studies
- Round-table Tasting/  
Product Screening
- Flash Discrimination  
Testing

## Facilities

**Exceptional testing facilities, just outside the heart of Manhattan.**

Our new state-of-the-art facility offers 12 personal care/sink booths and 23 food & beverage booths, plus a test kitchen, focus group and multipurpose rooms.

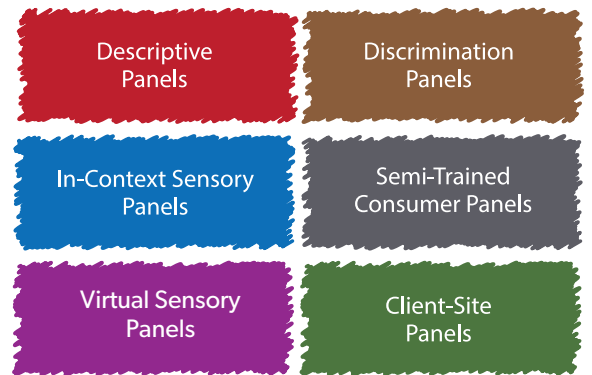


## Panels

**Your Site. Our Site. Even Virtual. It's Your Choice.**

From virtual panels to on-site (yours/ours), from trained panels to consumer & semi-trained, we offer flexible panel solutions to align with your unique needs.

And we deliver accuracy and reliability regardless of panel location. With extensive panel screening and coaching, our highly-trained panelists provide meaningful references and specific insights to ensure actionable solutions.



On-Site Panel Training



On-Site Sensory Testing



Remote Training



Remote Testing

