

DIGITAL INSIGHTS FOR FOOD & INGREDIENT COMPANIES



Your customer,
IN FOCUS

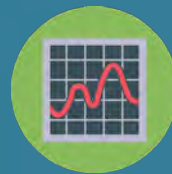
THE WORLD IS CHANGING FAST. ARE YOUR INSIGHTS KEEPING UP?



Research taking too long, costing too much
& conflicting with your corporate
sustainability goals?



Trouble reaching your target
demographic?



Insights missing the full picture?

WHAT CAN FLAVORWIKI DO?

SOFTWARE



BE IN CHARGE!

- Software as a Service Platform
- Intuitive design
- Powerful analytics
- Enterprise integrations
- Annual license per user

MARKET STUDIES



LEAVE IT TO US!

- Consumer research studies
- Capture sensory and hedonic drivers
- Fast and cost effective
- Global reach using Responsive Web App
- Pay per response

FlavorWiki: THE AGILE, AFFORDABLE AND SUSTAINABLE PLATFORM FOR COMPLETE, GLOBAL INSIGHTS



100% digital platform powered by machine learning and patented A.I.



Interact with Worldwide Community – consumer studies with or without product tasting



Real-time analytics across all purchase drivers



Quantitative and qualitative solutions consolidated in one platform



Solutions fit for the unique needs of brands, suppliers and online retailers



ABOUT FlavorWiki

2017
FOUNDED

35+
MULTINATIONAL
CLIENTS

18
COUNTRIES
WORKED IN

35
TEAM
MEMBERS

20
LANGUAGES


LOCATED



GROUP EXPERIENCE

 FlavorWiki

KEY LEADERSHIP



Daniel Protz
Founder & CEO



Luiney Sepúlveda
Head of Consumer Insights



Marcia Young
Sr Advisor Consumer Intelligence



Karla Fuentes
Branding Director



Fernanda Yumi Ushikubo
Operations Manager



Christian Sobolta
Senior Advisor



TRUSTED BY BRANDS & CONSUMERS AROUND THE WORLD

Mondelēz
International

CHR. HANSEN
Improving food & health

ADM

Givaudan[®]

DUPONT

Nestlé

Mycotechnology

METRO

sweetgreen[®]

thermomix

VINDARA

Coca-Cola

IFF

MARS

LAND O LAKES

HelloFRESH

BUNGE
Loders Croklaan

General
Mills

Kellogg's

1.2taste

Keurig
DrPepper

VORWERK

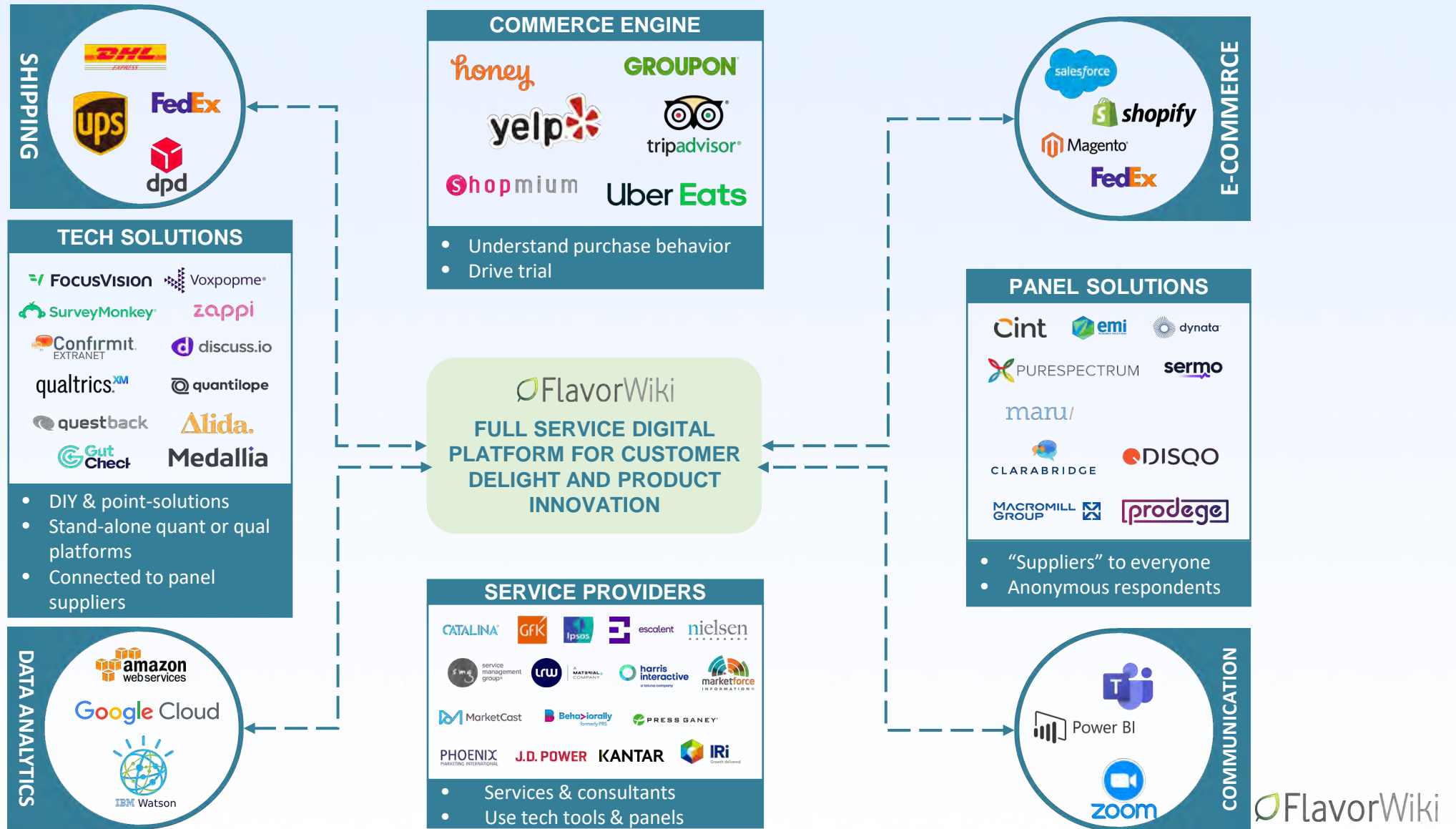
KERRY

...and many more



WE ARE THE TOP USER-RATED TESTING PLATFORM
IN THE MARKET RESEARCH INDUSTRY

2021 PROTOTYPE: The FlavorWiki Landscape



SOLUTIONS FOR THE ENTIRE VALUE CHAIN



CPG COMPANIES

R&D
Marketing
Shopper Insights
Packaging
Qualitative Research



SUPPLIERS & DISTRIBUTORS

Sales Teams
R&D
Customer Understanding



RETAILERS & ONLINE SELLERS

Customer Feedback
Product Innovation
Personalized Targeting

FLAVORWIKI FOR CONSUMER BRAND COMPANIES



Market Mapping



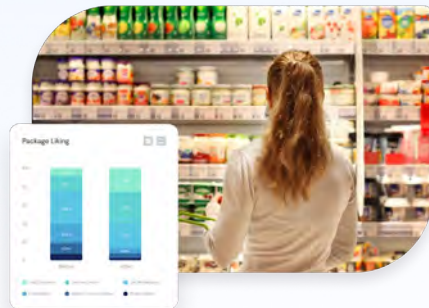
Benchmarking



Shopping Behavior



Fast Digital Surveys
(global)



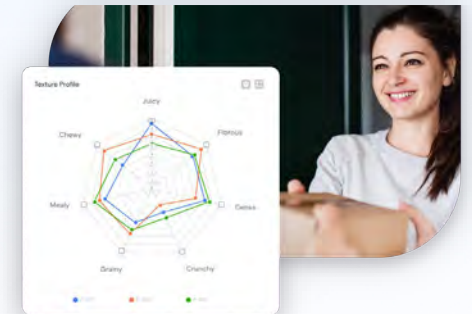
**Concept, Package
and Message Testing**



**Post Launch /
Quality Check**



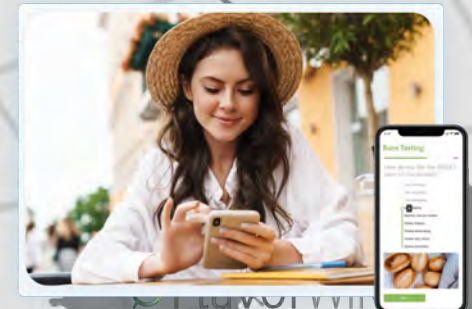
Qualitative Solutions
(with or without tasting)



**In Home
Sample Assessment**

FlavorWiki

GLOBAL SAMPLING CAPABILITIES



FLAVORWIKI FOR SUPPLIERS & DISTRIBUTORS



**Customer
Interaction**



**Internal &
Prototype
Testing**



**Market
Understanding**



**Trade Show
Samples**

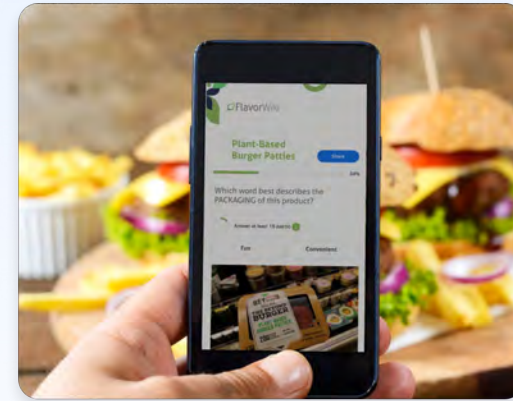
FLAVORWIKI FOR ONLINE SELLERS



**Customer
Feedback**



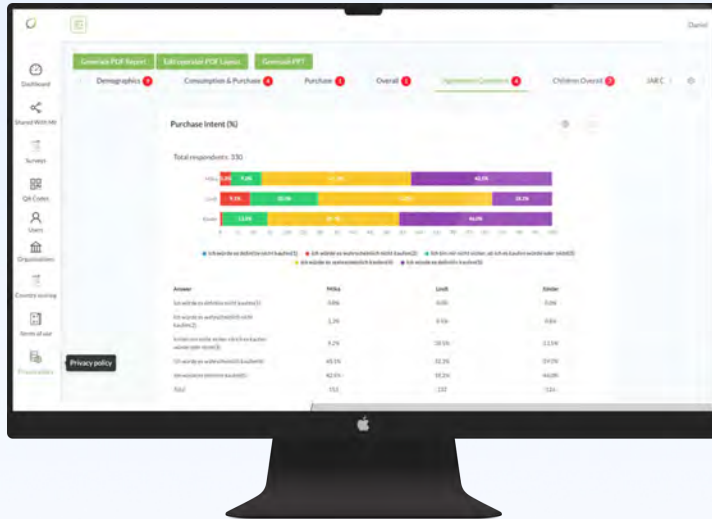
**Product
Innovation**



**Personalize
your offer**

DATA VISUALIZATION & REPORTING

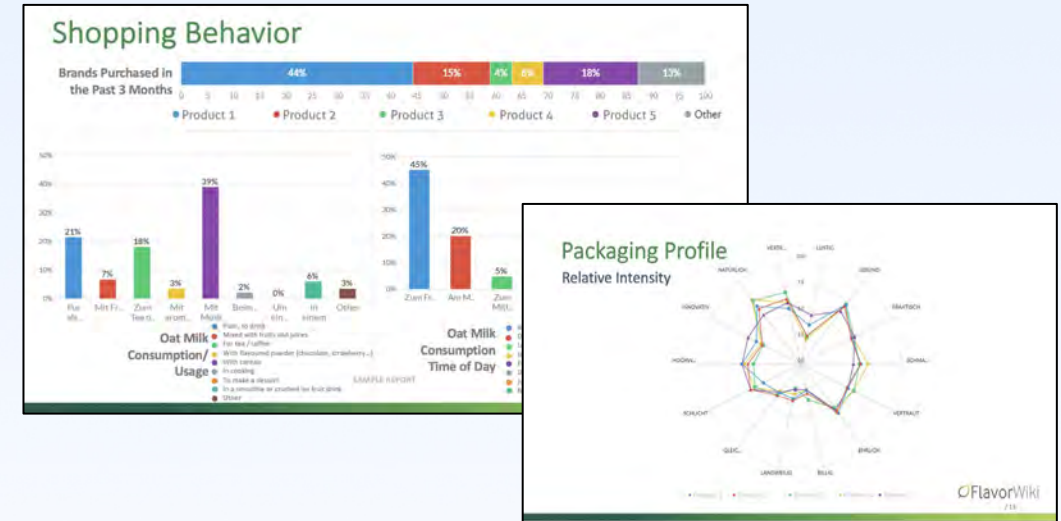
SOFTWARE



POWERFUL ANALYTICS!

- In app statistics
- Create data cuts in app
- Upload external data
- Build custom models
- Share live data with colleagues and customers

CUSTOM REPORTING



IN PLATFORM REPORTING

- Present consumer research to customers
- Standard reports make meeting prep easy
- Fast – Stop wasting time preparing reports
- Save templates
- White label with your own brand



GET IN TOUCH!



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