



Selected Experience in the Alcoholic Beverage Industry

- Conducted a three phase bar and street intercept study in Manhattan among drinkers in trendy bars for an Asian liquor considering US market entry.
- Conducted a global online survey on attitudes and behavior towards wine
- Conducted focus groups for a new beer can in US for a European beer manufacturer.
- Quantitative study among Hispanics living in L.A, Chicago and Houston in order to test 4 different alternatives of packages for a new product concept for beer in US.
- Conducted beer taste testing in NYC among high income beer drinkers.
- Conducted mall intercepts among several beer drinker segments for a US brewing company in the Houston Area
- Conducted focus groups for vodka in US.
- Conducted home visits to gain insight in the beer drinking habits, attitudes towards home beer drinking and draft beer.
- Developed, wrote, and optimized consumer insights and qualitatively checked feasibility and fitted to consumers.
- Developed, wrote, and optimized concepts belonging to the most promising consumer insights.
- Conducted a beer test in the US for a new product concept for light beer.
- Quantitative survey for a manufacturer of spirits in the USA and Europe.
- Conducted focus groups in several Asian countries for cognac drinkers.
- Conducted a taste test of alcoholic beverages in Puerto Rico.
- Conducted multi-phase intercept study at upscale bars in NYC to guide an Asian beer producer's market entry.

- Taste testing of Japanese Shochu in the United States.
- Conducted mall intercepts among “blue collar” consumers of beer.
- Conducted alcoholic beverage testing study in San Francisco
- Conducted a research study regarding Japanese Sake labels
- Conducted alcoholic beverage study in Poland, France and China

Selection of Our Current and Past Clients

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- Boston Beer Company
- Coors
- Grolsch
- Heineken
- Seagrams
- Tecate