



Flash Discrimination Testing

Fast & Simple Discrimination Testing for any Budget

Need to know product differences right away?

Identifying product differences is critical for ensuring market success. Unfortunately, not all products warrant the time and expense involved in comprehensive discrimination testing.

ISR's Flash Discrimination Testing delivers efficient discrimination testing for every product and any budget.

With ISR's Flash Discrimination Testing, you can identify product differences quickly and affordably.



Simple

Project lead time of just 5 business days

Affordable

Pricing starts at \$3,000

Fast

Full results in less than 48 hours

How it Works

- Screen up to 6 products simultaneously
- Leverage our experienced, acuity-screened Discrimination Panel
- Employ a variety of new and traditional methodologies
- Receive a comprehensive sensory research report

We are a nationally-recognized, full-service sensory research organization, providing sensory research solutions, panel administration, and testing facilities. Located just outside New York City, we are one of the most experienced scientific sensory research organizations with 15+ years working with food, beverage, home care and personal care manufacturers from across the United States and around the globe. Our approach links established sensory and scientific methodologies with strict quality controls to provide reliable research results for confident decision making.



The Institute for
Sensory Research
Sensory. Science. Success.