

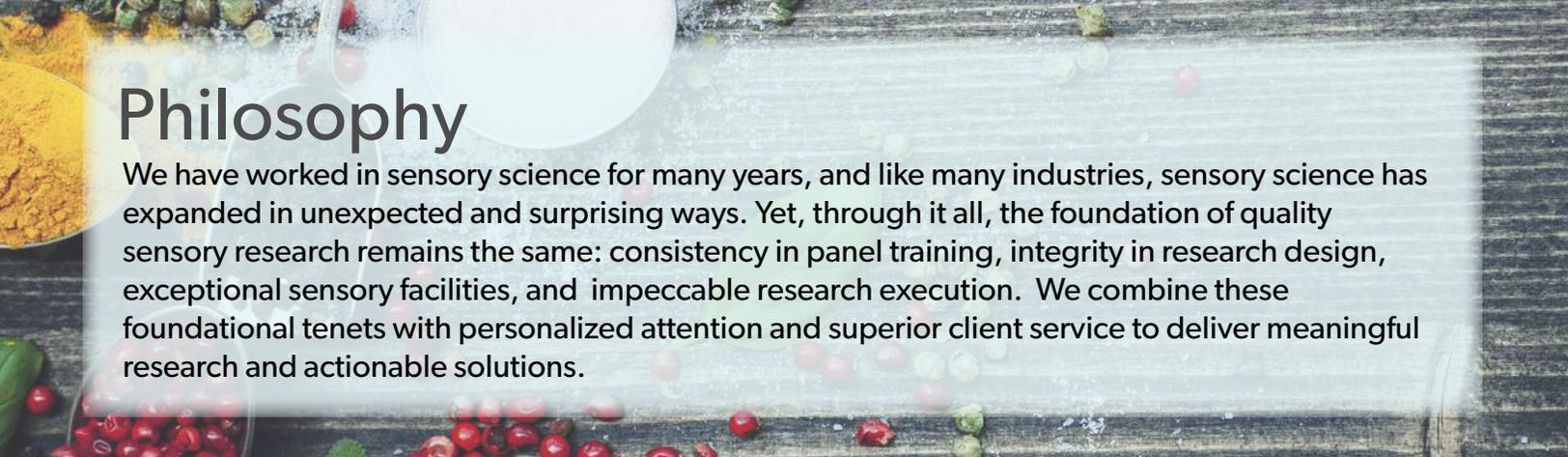


The Institute for  
Sensory Research  
*Sensory. Science. Success.*

## In sensory research, experience matters.

At ISR, we have been conducting full-service sensory research since 2000. We provide sensory research solutions, panel administration, and testing facilities for food, beverage, household 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 at the facility and panel level to provide reliable research results for confident decision making.**



## Philosophy

We have worked in sensory science for many years, and like many industries, sensory science has expanded in unexpected and surprising ways. Yet, through it all, the foundation of quality sensory research remains the same: consistency in panel training, integrity in research design, exceptional sensory facilities, and impeccable research execution. We combine these foundational tenets with personalized attention and superior client service to deliver meaningful research and actionable solutions.

## Leadership

The Institute for Sensory Research (ISR) is one of the most experienced sensory research organizations in the country. It is directed by Avishan Amanat, a 19-year veteran of sensory sciences with a strong background in consumer packaged goods, and is owned by Reckner, a U.S.-based market research leader providing healthcare fieldwork, facilities and market research services for more than 25 years.

ISR also partners with its sister company, Blueberry, a full-service market research firm specializing in consumer sensory and marketing research for the product pipeline. 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

## Defining the Sensory Space

- Hybrid Descriptive Analysis
- Preference Mapping / Category Appraisal
- Flash Profiling
- Time Intensity
- Temporal Dominance of Sensation

## Determining Product Differences

- Discrimination Testing
- Shelf-life Studies
- Round-table Tasting / Product Screening
- Flash Discrimination Testing

## Customized Solutions

- Client-site panel screening and training
- Hybrid methodologies for your specific needs
- Discrimination and Descriptive Panels screened and trained to your specifications
- Adherence to your pre-defined protocols

# Panels

## Your Site. Our Site. Your Choice.

Recruiting and maintaining a sensory panel is an investment. Whether you need your own on-site panel, a panel at our location designed for you, or a panel that you can use as needed, we offer a variety of flexible panel solutions to align with your sensory research needs.

We also deliver one of the industry's best panels whether it is on your site or ours. With extensive panel screening and coaching including protocol & lexicon instructions, our highly-trained panelists provide meaningful references and specific insights to ensure actionable solutions.



# 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. Technology, luxury and spaciousness align to ensure comfort, quality and efficiency for all of your sensory research needs.

