

Focus on Food
Research Network.....

Bring the national consumer perspective to your research

Focus On Food owns and operates an unparalleled commercial test kitchen and consumer research facility in the Atlanta market. And Focus On Food manages consumer research projects across multi-markets by sourcing the appropriate facilities in the markets that are strategic to your project design.

Fielding Your Project

We make “taking the show on the road” easy. Focus On Food partners with a variety of facilities across the country offering simple to highly complex food and beverage research project execution. No matter where your market is, we seamlessly manage the project for you. Our culinary and research team experts may also travel with your projects to insure execution excellence.

- Full service, multi-market project design and management
- Large scale taste tests/CLTs
- Focus groups and IDIs
- Ethnography studies
- On-line, field intercept and telephone surveys

What Makes the Difference

Our business is devoted to the food service and food & beverage manufacturing industries. Our competencies surpass those of generalist research firms who conduct food and beverage research as a component of their business. The entire Focus On Food team is comprised of experienced culinary, research and marketing professionals. Single point communications, reporting and invoicing bring ease and integrity to your multi-market research project.

- Experienced culinary staff
- Fully-equipped commercial test kitchen
- Research design and protocol development
- Product innovation protocol development
- Specialized food service industry moderators
- Data entry, tabulation and summary report

