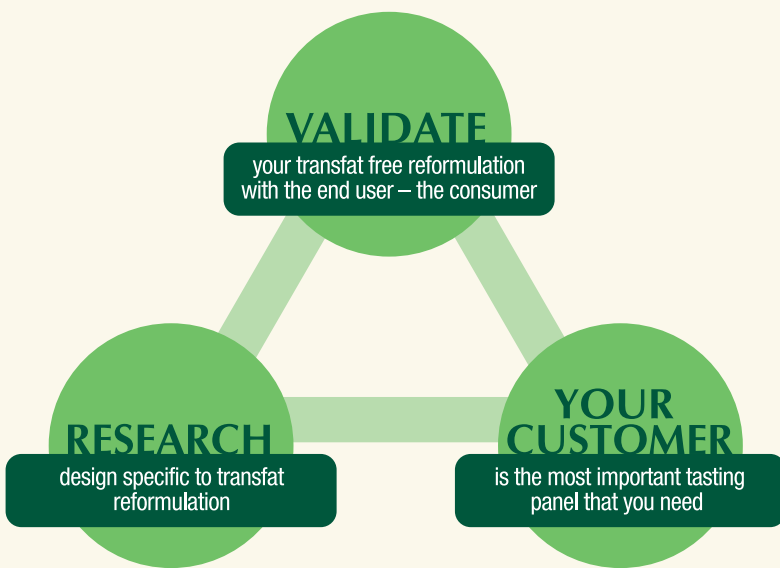


# TransValidate<sup>TM</sup> .....

Consumer validation of  
transfat reformulations

Make sure your transfat reformulations are on target with TransValidate<sup>TM</sup> and the food research experts at Focus On Food.



**Y**our customer is ultimately the most important person to verify that your transfat reformulations deliver the identical flavor profile, texture and mouth feel of your existing products. Culinologists who do consumer research, Focus On Food has developed TransValidate<sup>TM</sup> consumer research designed using your end user consumer with “Gold Standard” research methodology specifically designed to analyze and verify acceptance of transfat reformulations.

## Your Customer is the Ultimate and Most Important Person

Whether you need to find the right alternative fryer shortening, or reformulate baked goods to entrees and appetizers, the culinary research professionals at Focus On Food can provide you with the method, knowledge and resources to make sure your reformulations are on-target with your most important tasting panel, *your customers*.

