



TFTAK | CENTER OF FOOD
AND FERMENTATION
TECHNOLOGIES

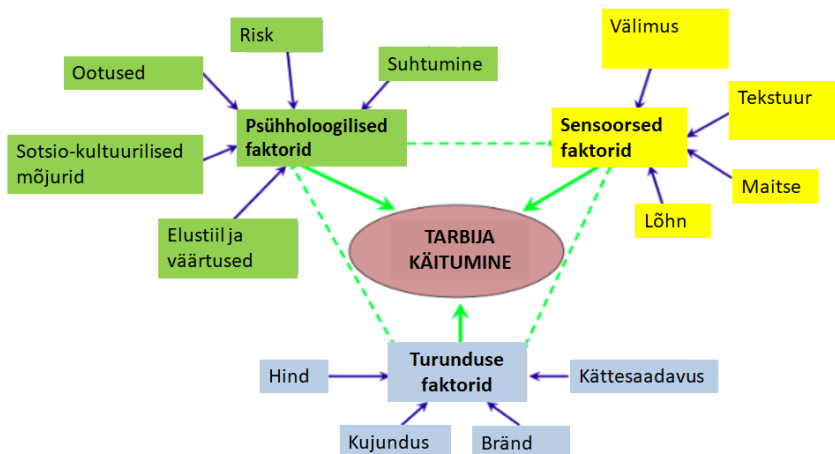


Tarbijakäitumine ja kommunikatsioon

Sirli Rosenvald, PhD
Sensoorika suunajuht, TFTAK
26.09.19

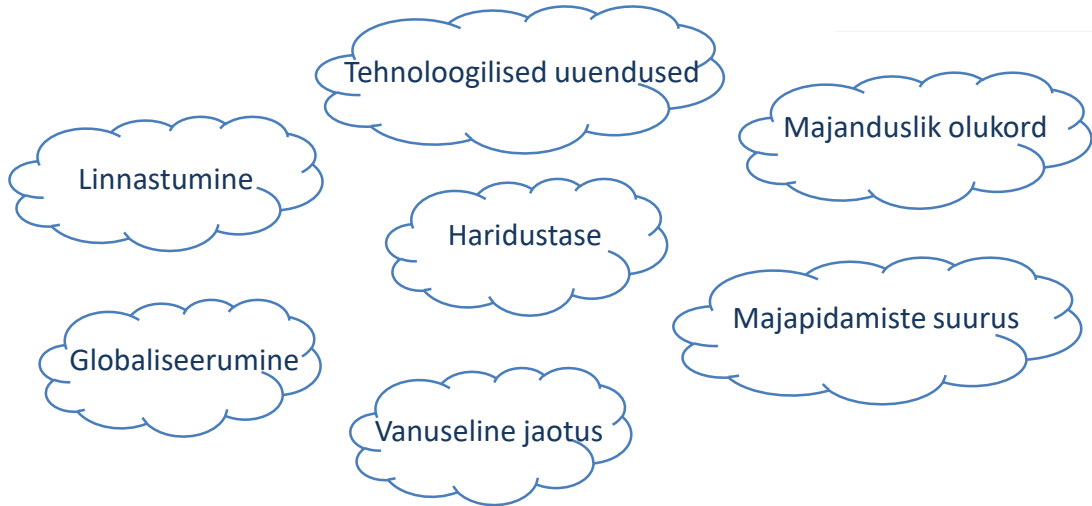


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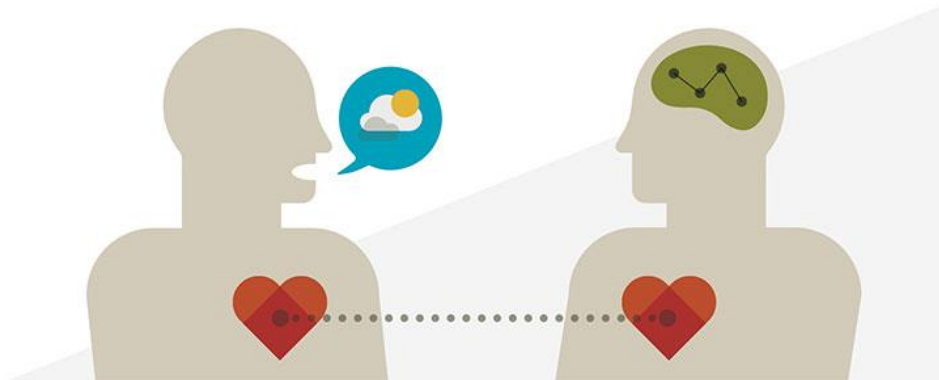
Allikas: Font-I-Furnols, Guerrero. 2014

Tootevälised faktorid





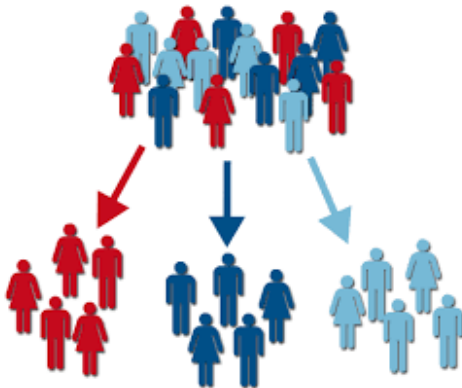
„Storytelling“



Mida tarbijad tahavad ?



Segmenteerimine



Magus = 10

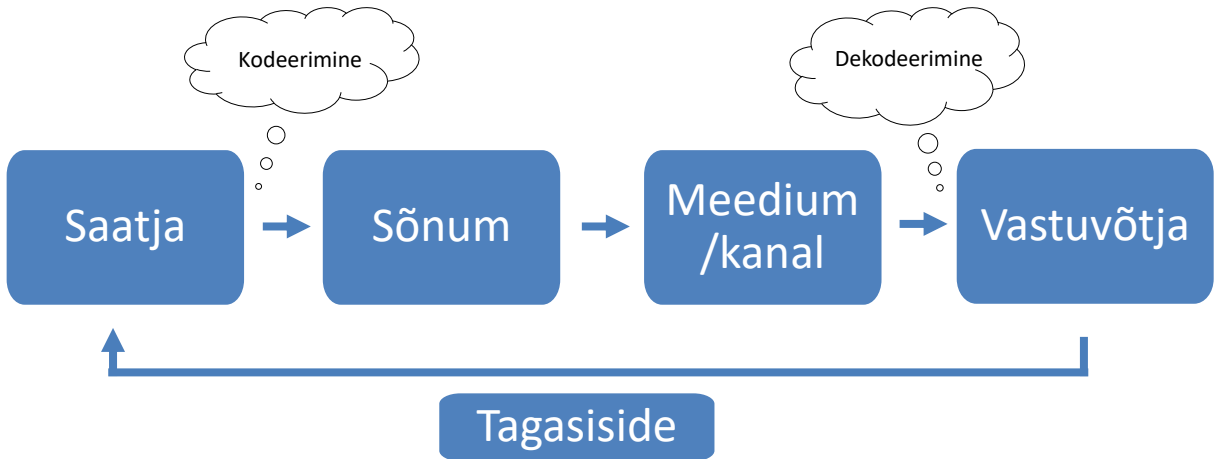


Magus = 6

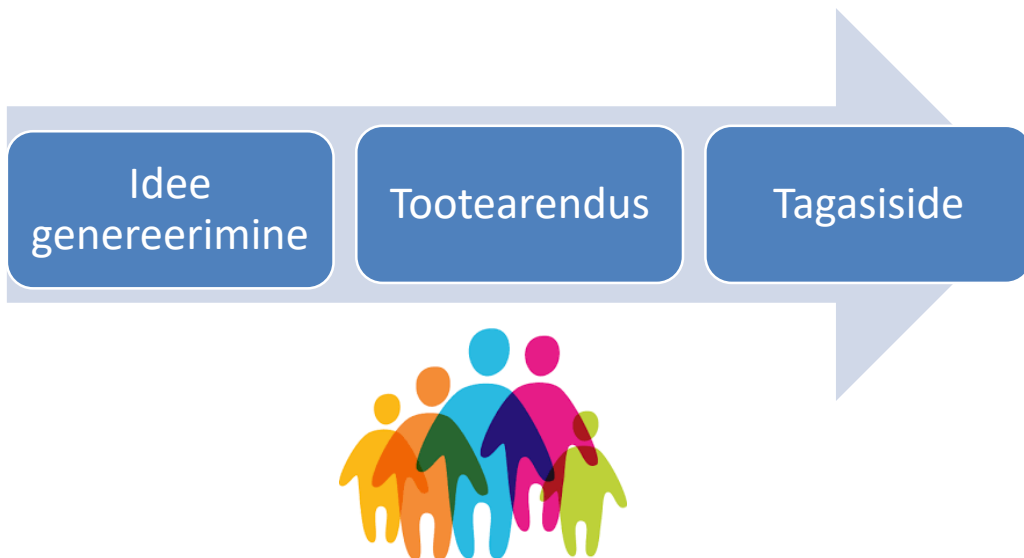


Magus = 2

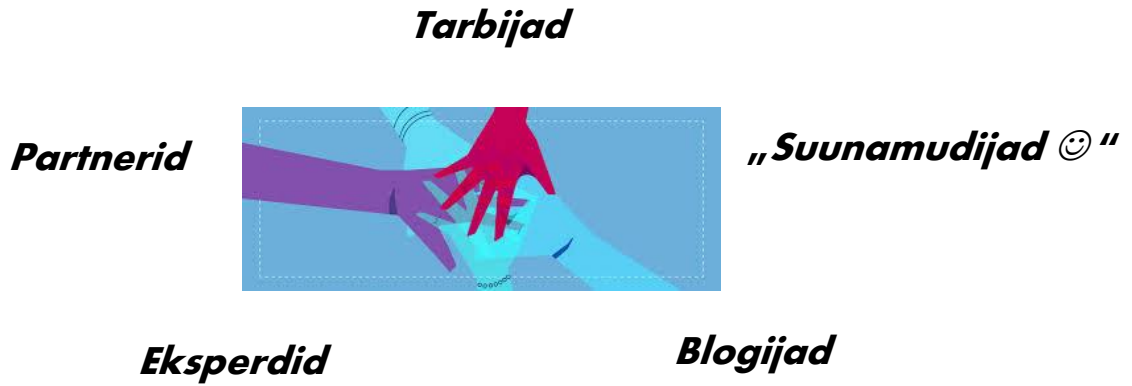
Kommunikatsioon



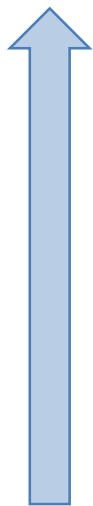
Tarbijate kaasamine



Koosloome (co-creation)



TARBIJATE KAASAMINE



Uus toode

Uus tootegrupp

Tootegrupi täiendus

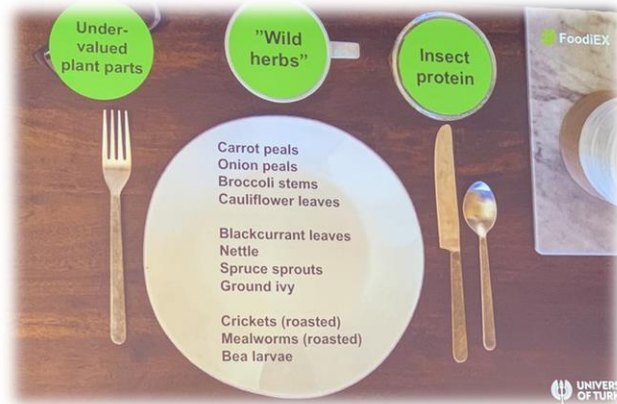
Parendamine

Ümberpositsioneerimine

Kulude vähendamine



#FoodiEX



#FoodiEX



**1. Multisensory
R&D approach**



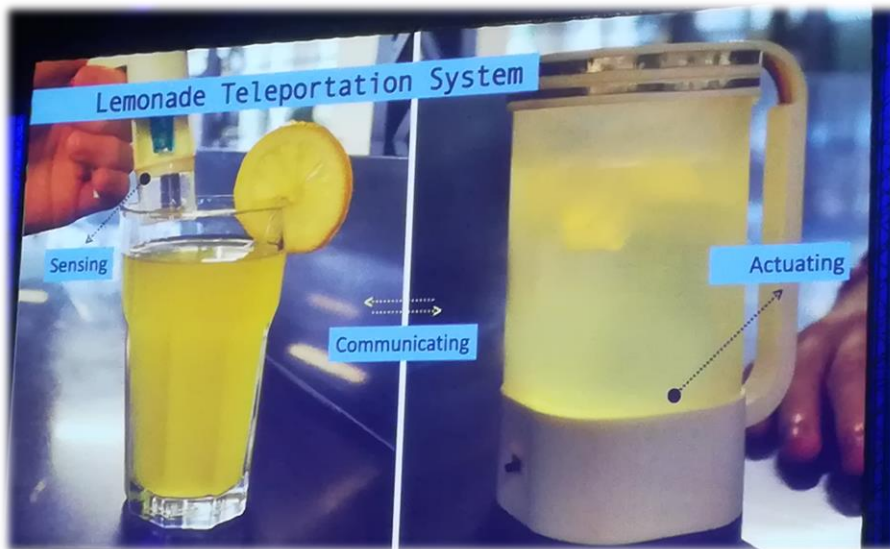
**2. Co-creation with food
influencers, chefs,
food producers &
researchers**



**New inspiring and sustainable food
concepts & refinement techniques
tested with consumers in Finland,
Sweden, France and Spain**



Vocktail





Vocktail



Sustainable food for conscious consumer

May 4 - 6 2020, Tallinn, Estonia





TÄNAN TÄHELEPANU EEST!