Cracking the Code: Palatability, Sensory Analysis and Consumer Insights

April 3, 2017
K-State Olathe
“It was an excellent value. Having access to the experts and utilizing the test kitchen resulted in a worthwhile event.”

Get involved in the only interactive workshop where the “Taste of Pet Food’s Future” is demonstrated with intimate presentations focused on palatability, sensory analysis and consumer insights. Creating the next generation of pet food products requires the use of the latest technology, understanding the research data points, and applying innovative techniques. This workshop provides the format for companies to present specific information about their own capabilities and services in a small group, university-based laboratory setting to truly focus on the needs of the attendees.

Each year this exclusive event is organized in conjunction with the annual Petfood Forum conference and exhibition. The program starts at the Kansas City Convention Center where attendees then board a bus to K-State Olathe for a series of six (6) demonstrations that will explore the critically important parts of the business of making pet food regarding Palatability, Sensory Analysis and Consumer Insights.
“It was a fun environment to get to know your group and some of the companies. For that reason, I think the workshop was most valuable.”

Connect one-on-one with participants

✔️ Palatability: Palatability and flavors are the gateway to creating and selling successful pet foods, providing answers to the questions “Do pets like it and will they eat it?” and “Will my pet perform well on it?”

✔️ Sensory Analysis: This workshop will provide all the components that go into the pet and the pet owner’s acceptability of pet food by demonstrating results of a full sensory analysis. Attendees will learn what elements to test for in pet food, and how to administer the data as well as interpret the results.

✔️ Consumer Insights: Exclusive consumer insights will explain how to successfully bring a product to market and achieve alignment of all 3 of the key elements needed between a pet, an owner and the food. Attendees will be educated on how to arrive at the knowledge needed to leverage their results in pet food validation and claims, gaining significant insights into product design, promotion, and evaluation.

Past attendees included

✔️ C-level, Owners
✔️ Sales, Marketing & New Product Development
✔️ R&D, Ingredients, Formulators, Technologists, Food Science
✔️ Plant Management, Operations, Purchasing
SPONSORSHIP INCLUDES:

✔ Demonstration Sponsor: $7,500 each
Demonstration sponsors will be given the opportunity to provide detailed hands-on education of their products and services up to six (6) times during the daylong event for 175-200 participants.
Demonstration sponsors receive:
• Table top for the display of additional company information, literature and items for attendees to gather
• Marketing and promotion of the event to include sponsor information, description of sponsor’s demonstration station and sponsor logo on website, show program and literature
• Access for two (2) company representatives to this event
• Attendee List provided one week prior to the event and an updated copy once the event concludes

✔ Indirect/Conference Sponsors: $4,500 net
Indirect/Conference Sponsors have the opportunity to be affiliated with a world class educational event in the pet food manufacturing market and promote their company to this audience.
Conference sponsors receive:
• Their company logo on show signage and in the show program as a sponsor
• Access for one (1) person to the conference event
• Table Top with the ability to hand out additional information to attendees
• Attendee List one week prior to the event and an updated copy once the event concludes.

✔ Item Sponsors: $2,500
Sponsorship opportunities for individual items include:
• Grab and Go Breakfast at the Kansas City Convention Center
• Workshop lunch at K-State Olathe
• Coffee Break
• Petfood Innovation Workshop 2017 Program of Events (SOLD)