

## **Calling all Warwickshire residents – Campden BRI wants you to taste food and get paid!**

'Taste food and get paid for it' sounds too good to be true but for Warwickshire residents, this could soon be a reality as leading food and drink research organisation, Campden BRI, is looking for locals to take part in occasional food and drink taste tests!

Campden BRI is actively seeking local residents from the Warwickshire area to apply to join its consumer panel – an extensive list of members of the public who are occasionally invited to take part in tasting sessions for market research activity on new food and drink products – and are paid a small fee for doing so (typically between £10 and £100 depending on the opportunity).

These consumer studies were recently featured on BBC1's Summer Supermarket Secrets, hosted by Gregg Wallace. And following the long established tests at its centre in Chipping Campden, the company is now running tests at local Leamington Spa business 'The People Place' to broaden the reach of its consumer research through the fully-equipped facilities in Dormer Place.

Janetta Hylands from Campden BRI's Consumer and Sensory Sciences Department said: "We all eat and drink and we are all consumers. This means that anyone can provide useful information and feedback to food manufacturers, retailers, researchers and scientists about what tastes we like, what we don't particularly like and why, as well as our views on the products we consume."

"Our consumer panel consists of many people from all walks of life who have expressed an interest in taking part on an occasional basis in some food and drink research. They do this by participating in taste tests, getting involved in consumer discussions and focus groups, or completing online surveys on food-related issues in the comfort of their own home. A taste test typically takes up to an hour and a focus group around 90 minutes."

"Consumers are able to register to take part, and are then invited for particular sessions depending on the product and the consumer feedback that is needed. The system is very flexible, so if a consumer can't make a particular test they can just decline the invitation."

We are really delighted to offer a Warwickshire-based venue for our consumer panel members to take part in our range of product tests and focus groups."

Campden BRI has been running consumer panels for around six years, with many members in North Gloucestershire near its Chipping Campden base, but it is looking to extend its reach to the Warwickshire region.

Panel members are contacted approximately every three months to see whether they would like to participate in a research project. There is no obligation to do so but all research is carried out at different times of the day and week to make it easy for panel members to take part.

Janetta Hylands added: "There aren't many opportunities in life to taste different foods and get paid for the privilege and so we'd encourage Warwickshire locals to give it a go! We've had many participants in the past join our consumer panels to save a little bit of extra money for a holiday or a family wedding. And the great thing is you can stay on the consumer panel for as long as you wish and opt out at anytime."

More information about joining Campden BRI's Consumer Panel, including a video showing a panel in action, can be found [here](#) and for more background information on Campden BRI's services to the food and drink industry, please visit [www.campdenbri.co.uk](http://www.campdenbri.co.uk).

Ends

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#### **Notes to Editors**

#### **About Campden BRI**

Campden BRI is the UK's largest independent membership-based organisation carrying out research and development for the food and drinks industry worldwide. It is committed to providing industry with the research, technical and advisory services needed to ensure product safety and quality, process efficiency and product and process innovation.

Facilities at its Chipping Campden site include: three fully-equipped food processing halls, two bakeries, product and process development facilities, a substantial, leading-edge sensory analysis suite, and extensive research and analytical laboratories covering microbiology, hygiene, chemistry, biochemistry and microscopy.