

Rapid Protocepting

OBJECTIVE

Develop culinary-inspired plant-based meat applications for an immersive Qualitative Food Truck Experience with InsightsNow for 36 consumers

CULINEX SERVICES

Current and competitive product evaluation, concept and applications development, benchtop development of protocept samples, rapid iteration based on consumer feedback

KEY TAKEAWAYS

Rapid consumer feedback with real food in a real-life setting

