

PRESS RELEASE

New state-of-the-art consumer test centre opens in the Midlands

Campden BRI has opened a new dedicated, state-of-the-art consumer test centre in Leamington Spa. The centre will support innovation and insights into new product development and provide quantitative and qualitative consumer research on food and drink products. This will include concept development, prototype assessment and final product evaluation, including product benchmarking.

The new centre includes product preparation facilities, meeting/briefing areas and two studios, each with a viewing facility and break out room designed specifically for qualitative research, including focus groups and in-depth interviews.

Peter Burgess, Head of Consumer and Sensory Sciences at Campden BRI, said: *“Opening this new regional test centre demonstrates our commitment to further enhancing our consumer and sensory science offering. We work with some of the world’s biggest brands and retailers in the food and drink industry, and this new regional centre provides us with a world-class facility offering even greater capacity and flexibility to ensure that we can meet their needs both now and in the future.”*

The new facility complements the company’s leading edge sensory and consumer facilities at its headquarters in Gloucestershire and at the site of its brewing division in Nutfield, Surrey.

Campden BRI (www.campdenbri.co.uk) provides technical, legislative and scientific support and research to the food and drinks industry worldwide – with a comprehensive “farm to fork” range of services covering agri-food production, analysis and testing, processing and manufacturing, safety, training and technical information services. Members and clients benefit from industry-leading facilities for analysis, product and process development, and sensory and consumer studies, which include a specialist brewing and wine division.

*** Ends ***

23 November 2015

Notes to editors

1. An accompanying photograph is available at https://www.dropbox.com/sh/5skb8r4oo0lhsou/AABaP2iZGI_52JT5D7fibMNda?dl=0 or from Ms Karen Jones, Campden BRI, Station Road, Chipping Campden, Glos. GL55 6LD, UK. Karen.jones@campdenbri.co.uk +44(0)1386 842204
2. [Campden BRI](#) specialises in the practical application of technical excellence to support the food and allied industries through analysis and testing, operational support, research and innovation, and knowledge management. It is the world's largest membership-based food research organisation, with over 2400 members from around 80 countries. It has nearly 400 staff based at its three sites: Chipping Campden (Headquarters), Nutfield (Surrey - brewing division), and Budapest (Hungary).
3. Its activities include assuring the safety of food and drinks, [food processing and manufacturing](#) support, [food analysis and testing](#), [training](#) and [publishing](#). Each year it hosts hundreds of business visits and trains around 6,000 people from food and drink companies worldwide. Further information on its activities can be found at www.campden.co.uk
4. Expertise at Campden BRI includes:
 - a. [manufacturing technologies](#) - food processing (heating, chilling, freezing), aseptic technology, [microwave heating](#), [malting and brewing](#), [milling](#), [baking](#) and extrusion technology, and process control and instrumentation, [packaging technology](#)
 - b. safety assurance - including [hygiene and sanitation](#), [microbiology](#) and preservation, processing technologies, analysis and testing (microbiological, chemical), and quality and safety management,
 - c. [product development](#) and quality, [consumer studies](#), market insights, [sensory science](#), [authenticity testing](#), shelf-life evaluation, labelling and [legislation](#)
 - d. [agri-food production](#), ingredients, raw materials, raw material technology,
 - e. underpinning science - [cereal science](#), [microbiology](#), [chemistry and biochemistry](#), molecular biology
5. Facilities at Campden BRI include:
 - a. 3,000 sq m of laboratories for food and drink microbiology, hygiene, chemistry, biochemistry, molecular biology, brewing and cereal science, and packaging technology
 - b. 3,500 sq m food process hall and [pilot plant](#) including malting and brewing, retorting, chilling, milling, baking, hygiene and packaging
 - c. 800 sq m of dedicated training and conference facilities