



Belgium / The Netherlands
July-December 2021

Europe Consumer Test-Panel

Are you interested in exporting your products to Europe but you are unsure on how the European consumer will appreciate your products? This new SUSTA tool will help you to get answers to your questions! A special SUSTA test panel will be created in Belgium and the Netherlands (a market with 25 million consumers), consisting of 50 representatives (or consumers). Each panelist will receive a sample of your product. After testing your product, the panelists will give you feedback on first impression, taste, flavor, on the level of convenience, packaging, and the price they are willing to pay, and more! Sign up for this unique opportunity!

****This event is geared towards experienced companies who are currently exporting or ready to export outside of the United States. Additionally, your organization must be able to export a minimum of one (1) full container (if needed). If you are a new-to-export company and are interested in the European Union, please explore SUSTA's European Consultations.***

Participation Fee: \$250*

Fee Includes:

- Pre- and Post-Panel Virtual Consultation with SUSTA's European Consultant
- Personalized market assessment
- Reimbursement of up to \$150 in sample shipping costs with submittal of required documentation

**Please note that at least 60 samples of each product will need to be shipped to SUSTA's European Consultant. Additionally, there is a maximum of two (2) products per company.*

How it works (if approved):

1. Have a Virtual meeting with SUSTA's European Consultant: get answers to your questions about the European market and decide which (max. 2) products/flavors to include in the panel;
2. Fill out an online form with the USP's and more information about your products;
3. Send your samples to the office of SUSTA's European Consultant in the Netherlands;
4. A special box for the 50 panelists, including information about your company and an extensive questionnaire will be sent to consumers, who will test and review your products;
5. Post-event meeting which will include the panel outcomes, feedback and advice with SUSTA's European Consultant.

Registration Deadline: November 8, 2021 (No refunds for cancellation after this date)

50% CostShare: Apply now for 50% CostShare to request 50% reimbursement of product shipping and more!

Industry Focus: Retail Products

Product Description: Value Added products, including, but not limited to: sauces & condiments, confectionery, seasonings, snacks, backing mixes, ingredients, natural/health/organic.

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