

## What is FDRreviews?

FDRreviews provides reviews and quality feedback of your food or drink product at any stage of development, from a team of experts with proven results.

Using video calls, we have developed a low-cost way for you to access invaluable comments and actionable insights.

Samples and a completed brief are sent to our experts directly, allowing them to work together remotely to see, taste and review your products. The full recorded unedited video of the panel session is then sent to you within 48 hours of the review. This provides you with full unedited access to the review, discussions and any recommendations made about your product.



Depending on your needs, FDRreviews panels can be assembled on for all aspects of brand and product development including Innovation, Packaging, Design, Ingredients, Taste & Commercial Offer.

FDRreviews is setting out to ensure that industry expertise and insight is more easily accessible at a reasonable cost.

**FDRreviews can maximise the chance of success as well as dramatically reduce your development costs by providing the right insights at the right time.**

## Why FDRreviews?

FDRreviews is useful for any business or brand that develops new food and drink products for retail or foodservice.

- **An easy way to get access to the best people in the industry.** Our expert reviewers understand the market, categories, and challenges of NPD. They also have experience of success and failure that they can share with you
- **We don't arrange face to face meetings.** Getting our experts in a room with your product would be impossible to organise. Instead, we conduct video reviews online at times that are more convenient for our panels, hence reducing cost and waiting times
- **We don't use lengthy agreements or contracts.** This is a pay-as-you-go offer model. Whether you want only one specific area reviewed or an expert view on all aspects of your product and development process we can offer either partial or full review service as required

## Which FDReviews service is right for me?

We have a range of support options available including:

- **Full Review.** Our Full Review service will cover all aspects of your product including such criteria as Innovation, Packaging, Design, Ingredients, Taste & Commercial Offer
- **Partial Review.** Just want limited feedback? Maybe you are changing an already successful product? Just choose up to two categories from the full review menu.
- **Range Review.** This service is available for review of up to 5 products in a session – all assessed individually and as part of a product range.
- **One-on-One Expert Advice.** Many of our experts are available for a private hour-long video calls to lend their advice and expertise to your development process.

## How do I Arrange an FDReview?

### Stage 1: Book a Review

Our website **www.FDReviews.com** provides you with tools to book your review session along with background and biographies of our wide selection of experts.

Under *Bookings*:

1. Browse through our range of category reviews, or simply type your product into the search bar to find the right review session for you
2. Select the most appropriate one for your product, book a review slot on one of the next available sessions
3. To book more than one product into a review session confirm your product(s) to be reviewed in your selected session and then pay for the service
4. Once your booking is completed you will receive a confirmation of your session as well as a Product Briefing Form for you to complete. This is where you provide key information and objectives for our team of experts

#### Book.



Our online system lets you schedule a review session to suit your NPD program

#### Send.



We assemble the perfect team of category experts, and you send your products to them

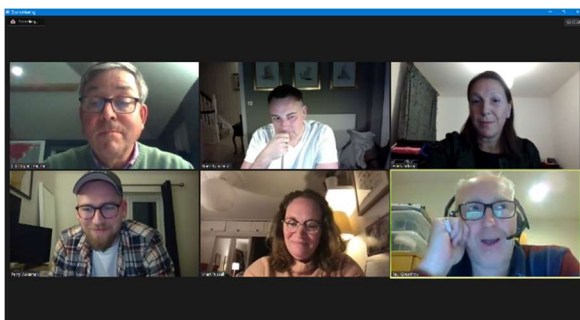
#### Review.



Our experts review your product for Taste, Innovation, Packaging, Design, Ingredients & Commercial Offer

### Stage 2: Send Your Product

1. You will receive notification of your expert review team within five days of making your booking. You will be allocated the most appropriate experts to conduct your review based on their specialist knowledge and availability
2. You will also receive addresses to send product to, and any specific delivery instructions
3. For chilled products, delivery is usually 2-3 days prior to your review. For ambient and frozen products, deliveries can be made earlier
4. You must also enclose a copy of your completed Product Brief Form, plus any other material you may wish to include



### ***Stage 3: Watch your Review***

Within 48 hours of your review session, you will be sent the complete unedited review video, full of critical insight and guidance. Our experts are asked to be open and honest – traits necessary in any product development program.

## **Confidentiality**

Confidentiality is important to us. All our experts work with us and your products under strict non-disclosure agreements and guidelines. They are legally bound not to divulge information about you or your products to third parties. Given that they are often currently heavily involved in the Food and Drink Industry, they also must declare any conflicts of interest that may occur and decline involvement in a review panel where appropriate.

Equally, by engaging with our service, you undertake not to distribute or publish any of the review videos or results beyond that for use within your organisation. This is important to maintain the integrity and confidentiality of our team. This provides them a forum to be open and honest about your product – essential attributes of our process.

## **Pricing**

We currently have the following introductory rate card:

Full Review	£579
Partial Review	£354
Range Review (Up to 5 different products)	£996
Range Review (Up to 5 varieties of same product)	£663

All prices are exclusive of VAT. Our booking system will automatically include VAT. If you are working outside of the United Kingdom and wish to use our service, then please contact us via email at [support@fdreviews.com](mailto:support@fdreviews.com) and can arrange VAT exclusive services.

Further discounts are available through our **Season Ticket Scheme** that cater for businesses or institutions that require multiple reviews.

## **Further Questions?**

We are always happy to support with further information and provide the right service. Email us at [support@fdreviews.com](mailto:support@fdreviews.com) or contact us via our website and we will be happy to discuss your needs.