



# BC Agrifood and Seafood Market Development Program

## Market Research Services Pre-Qualified Consultant Description

### CONTACT INFORMATION

<b>Name of Organization</b>	QUINI
<b>Website</b>	www.QuiniWine.com
<b>Contact Person</b>	Roger Noujeim
<b>Phone Number</b>	604 899 1179
<b>Email</b>	roger@quiniwine.com

### DESCRIPTION OF SERVICES PROVIDED

<b>Description of Organization</b>	Quini is a SaaS sensory data & analytics solutions company serving the wine industry. The company developed breakthrough software that enables more informed, accurate and faster business decisions. Quini's solution enables clients to access consumer sensory feedback in their target markets on-demand with new insight delivered in approximately half the time and cost of traditional research.
<b>Primary Target Clients</b>	Wine producers and industry associations.
<b>Areas of Expertise Related to Market Research Services</b>	Consumer sensory research and data analysis delivered on a systematic basis and accessed at the wine marketer's and winemaker's computer on-demand.
<b>Number of Years Providing Market Research Services in B.C.</b>	Quini has been in business and proving its technology and services in B.C. since 2012.

### PREVIOUS EXPERIENCE WITH B.C.'S AGRIFOOD/SEAFOOD SECTOR

#### EXAMPLE 1

<b>Project Title</b>	Red Blend Sugar - BC Winery
<b>Client Type</b>	Primary wine producer in Summerland
<b>Type of Market Research Conducted</b>	Quantitative survey. Conducted to find out the level of sweetness BC consumers prefer in the winery's new red blend wine
<b>Scope of Market</b>	Blind and non-blind consumer wine tasting events held in Vancouver, B.C. Sensory

<b>Research Services Provided</b>	and attitudinal data captured using the Quini tasting and rating application. Data analyzed in near real-time and delivered to client computer self-serve analytics dashboards.
<i>EXAMPLE 2</i>	
<b>Project Title</b>	Rose Wine Colour Impact
<b>Client Type</b>	Large BC Wine Producer in Kelowna
<b>Type of Market Research Conducted</b>	Quantitative consumer survey to find out consumers' colour preference for a new Rose wine
<b>Scope of Market Research Services Provided</b>	Blind and non-blind consumer wine tasting events held in Vancouver, B.C. Sensory and attitudinal data captured using the Quini tasting and rating application. Data analyzed in near real-time and delivered to client computer self-serve analytics dashboards.
<i>EXAMPLE 3</i>	
<b>Project Title</b>	Product Lineup Market Evaluation & Benchmarking
<b>Client Type</b>	Small wine producer, South Surrey, BC
<b>Type of Market Research Conducted</b>	Consumer quantitative survey to figure what products are market worthy and which should be reconsidered
<b>Scope of Market Research Services Provided</b>	Non-blind, virtual, online consumer wine tasting events held in Vancouver, B.C. Sensory and attitudinal data captured using the Quini tasting and rating application. Data analyzed in near real-time and delivered to client computer self-serve analytics dashboards.
<i>EXAMPLE 4</i>	
<b>Project Title</b>	Wine Product Lineup Cannibalization
<b>Client Type</b>	Major wine producer in California
<b>Type of Market Research Conducted</b>	Quantitative consumer survey to find out whether two specific products were cannibalizing each other on retail shelves
<b>Scope of Market Research Services Provided</b>	Blind consumer wine tasting events held in Seattle, Los Angeles, Boston, Tampa and Chicago. Sensory and attitudinal data captured using the Quini tasting and rating application. Data analyzed in near real-time and delivered to client computer self-serve analytics dashboards.
<i>EXAMPLE 5</i>	
<b>Project Title</b>	Understanding Dropping Sales
<b>Client Type</b>	Major wine producer in Washington state
<b>Type of Market Research Conducted</b>	Quantitative consumer survey to find out why one million case brand has been losing sales for a number of quarters
<b>Scope of Market Research Services Provided</b>	Blind consumer wine tasting events held in Seattle, Los Angeles, Phoenix, Scottsdale, Tampa and New York. Sensory and attitudinal data captured using the Quini tasting and rating application. Data analyzed in near real-time and delivered to client computer self-serve analytics dashboards.