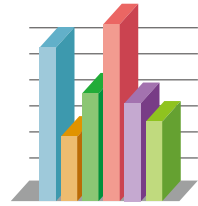
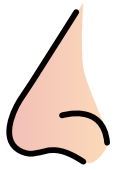


# Taste at a Glance

-why just saying delicious is not enough-

Each country has its own "delicious" taste.  
However, is that taste really delicious in other country as well?

Just saying, "This product is delicious." is not enough.  
From now on, proving its delicious taste will make more convincing  
and appealing food/beverage product presentation.



**Sensory** x **Technology** x **Market**

**How renewed is a renewal product?**

**How is one taste expressed by other country?**

**What taste is expected to be next trend in Japan?**



Using technology such as the Taste Sensor, and market information,  
it is possible to "show" taste from various viewpoints.

**Date: Wednesday, March 14, 2012**

**Time: 13:00~15:00**

**Location: Mainichi Hall (Yurakucho Station)**

**Presentor: Yuri Kohira, Marketing Service Department**

**Taste and Aroma Strategic Research Institute Co. Ltd.**

## About Taste and Aroma Strategic Research Institute Co., Ltd.

Taste & Aroma Strategic Research Institute (T&A) is marketing and consulting company which aims to "complete the last puzzle to create delicious taste" for joyful taste experience and business communication.