



In-Store Mockup Validation

Understanding consumer behavior without the need for a shelf-ready product

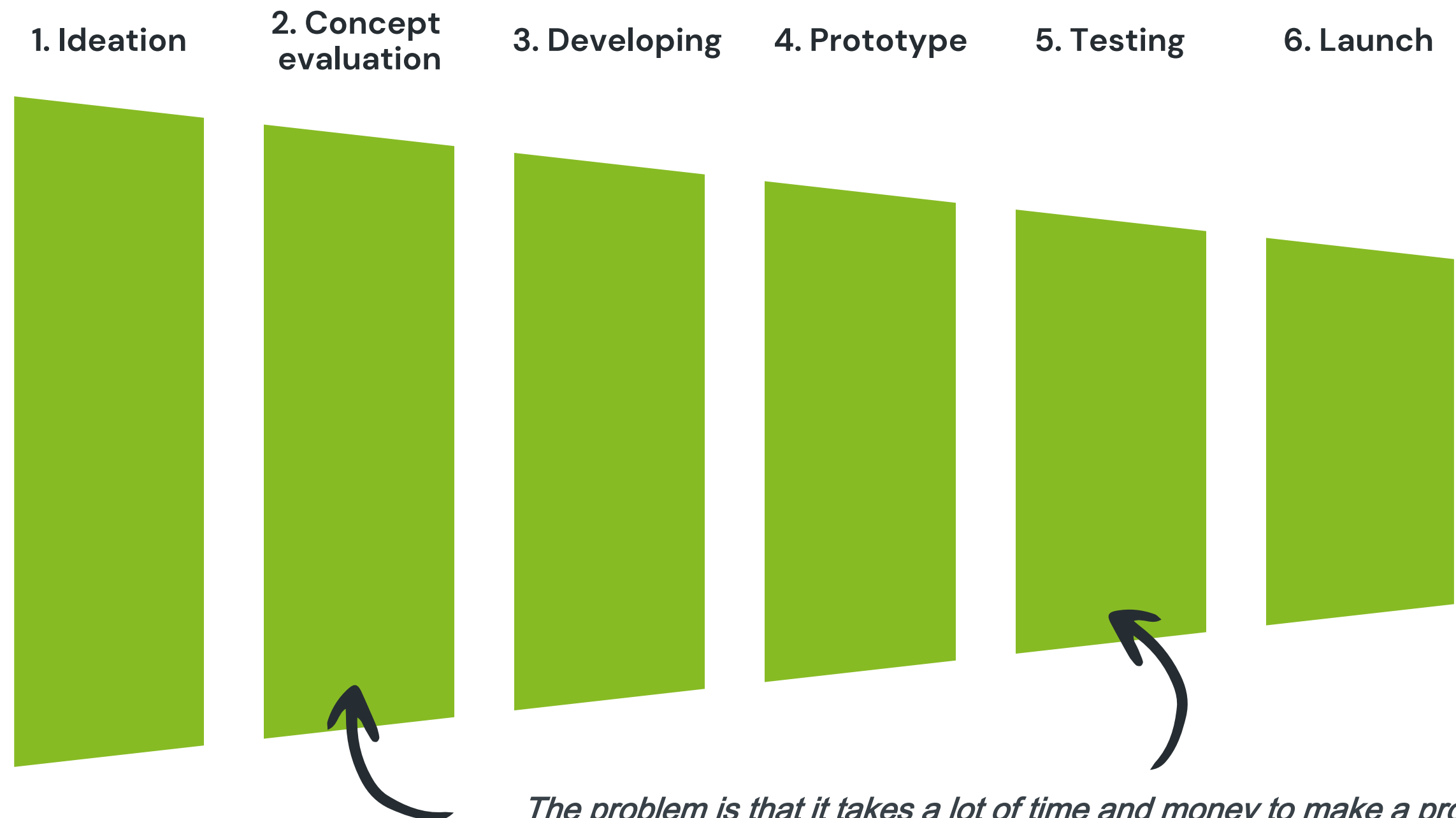
Who we are

Empirical test center for food innovation across Europe



The current bottle neck for FMCG brands

But currently, testing products in-store is not always feasible



The problem is that it takes a lot of time and money to make a product shelf-ready. Once there is a shelf-ready product, the innovation process is already almost over and little can be changed about the concept.

By testing mockups instead of shelf-ready products in-store, you can validate concepts even before spending any money on development.

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First MVP Assessment with Royal FrieslandCampina



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Gain for Food innovators – Knowledge institutes – Food producers



Real proven Commercial Validation in early stage of the innovation process

Real Validation of an innovation in a real buying situation – based on FACTS

- No R&D recipe development needed
- No production trials in the factory needed
- No packaging material is needed

We will disrupt the EU Foodinnovation and make it more sustainable

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We are looking for partners for Horizon CL6-2026-03 EIP FOODDATA

Strategic fit with HORIZON-CL6-2026-03-GOVERNANCE-08

EIP-FOODDATA directly addresses the call's priorities:

increased **food data availability and reuse AI robustness, transparency and trust**

Interoperability, governance and **EU data sovereignty** acceleration of sustainable food system transformation

Target TRL progression: **6 → 8.**

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