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## Experimental product development through online grocery stores

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Test sale through online grocery stores opens up for better consumer insights. A European FP7 SME research project named "Increased utilization and consumption of barley for better health" with the acronym BARLEYboost, tested new fiber enriched barley bread in order to develop a new cost efficient method for real-life testing of minimum viable food products (mvp's). The experiment was conducted through the online grocery store [www.kolonial.no](http://www.kolonial.no) in 2015. Free samples were handed out to known costumers with and without approved health claims, printed on the products. The health claim "Maintenance of normal blood cholesterol concentrations" due to its high on fiber from beta-glucan content, referred to at least 1 g/meal as a necessary daily dose of 3 g/day. The experiment indicated that health claims printed on the product had no significant effect on increased sales of barley bread. Mapping consumer behavior using big data technics at online stores, opens up for a new way of rapid prototyping with validated learning for the food industry. By studying behavior of barley bread consumers vs. average costumers, at the online grocery store, using social network analyzing methods, we find new patterns of consumers enabling us to group consumers in new segments. This will help us in more efficient mvp experiments for maximum learning, during new product development, in a new cost-efficient experimental design.

### Biography

Sveinung Grimsby started working as a Senior Project Manager at Nofima from 2006, coordinating EU projects as well as projects supported by various national founding agents. He completed his PhD at the University of Oslo with his theses; "How does the Norwegian food industry act during innovation processes? - A study on new product failure rate and systematic differences between successful and unsuccessful innovation projects in the food industry". After graduating as Cand. agric from NMBU, As in 1998, he worked for the Norwegian agricultural supply industry, for various food producers and for the national School fruit scheme.

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