

SEEKING EXPERT INSIGHTS INTO THE PHYSIOLOGY AND CHEMISTRY OF MOUTHFEEL

JANUARY-MARCH 2024

PROBLEM STATEMENT

Heineken, a large international brewing company, wanted to collaborate with subject matter experts in physiology, chemistry, and materials science to understand the complex interactions that consumers experience as "mouthfeel". These experts, we hoped, would provide actionable insights into the mechanics and chemistry of alcoholic beverages in order to replicate that same experience in non-alcoholic versions. Heineken hired TechConnect to find them!

OUTCOME & RESULTS

TechConnect outreach covered a wide range of disciplines. If Heineken is able to achieve experiential parity between alcoholic and non-alcoholic beverages, it would have significant impact on its market reach and the customers whom they attract. The project generated interest globally, from Australia to Ghana to the US, and uncovered not only subject matter experts but also promising technologies, including experts from a research institute focused on wine and another more broadly investigating taste and its evaluation.

Heineken sought the identification of SMEs able to provide guidance and information on improving customer perceptions of non-alcoholic beverages. Through this project, TechConnect introduced the client team to several experts to do just that as well as providing information regarding numerous other experts to consider in the future.

7
COUNTRIES

50%
STARTUPS

10
STATES

20
APPLICANTS