

The Special Individualized Programs (SIP), School of Graduate Studies
is proud to present

Dr. Howard Moskowitz

President and CEO, Moskowitz Jacobs Inc

Creating Successful Food Innovations: Musings from a Pioneer

Friday, 20 March, 2 pm
EV Building, 1515 St. Catherine West, Room 1.615

Can you remember the world before the iPod? How about the world before chunky tomato sauce, or any mustard that wasn't bright yellow? Many of these products came about not through focus groups and survey research, but rather through the efforts of marketing experts who could anticipate consumers' desires, and create products that fulfilled them.

For over three decades, Dr. Howard Moskowitz has been a pioneer in sensory research and an inventor of world-class market research technology. He is the 2005 recipient of the Charles Coolidge Parlin Award from the American Marketing Association (often called the 'Nobel Prize' of market research) for his lifetime contributions to the field.

In this presentation he will illustrate how food developers gain insight into their customers' food-related needs, and apply such findings to improve product development—whether that product is a new spaghetti sauce, or a low-sugar alternative to highly sweetened beverages.

Dr. Moskowitz has devised procedures that enable researchers to interrelate products, concepts, consumers, experts and physical test instruments, in order to accomplish product optimization and what is known as reverse engineering. In this lecture, he will relate the findings of his latest book, *Selling Blue Elephants*, to these issues, and address the efficacy of employing research methods such as Rule Developing Experimentation to create wholesome products and help bring public attention to “mindful” eating practices.

This lecture is hosted by the Food Culture Research Group, which is supported by the generous financial assistance of the Centre for Interdisciplinary Studies in Society and Culture. It is co-hosted by the Department of Marketing, John Molson School of Business.

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