
Innovation - Consulting & Services

[Culinary axis](#)

[Food service axis](#)

[Consumer axis](#)

The Innovation Team offers its expertise for all types of food and catering and all targets to public and private players in France and abroad.

Our objectives are :

- to innovate and create new products and services, new methods, by mobilising our team of researchers and chefs and our network of experts and professionals in the hotel and catering industry in France and abroad.
- to conduct specific studies and provide relevant and concrete results for innovation.

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Culinary axis

- **Culinary monitoring:**

Generation of a search around a culinary theme (an ingredient, a product, a trend...)

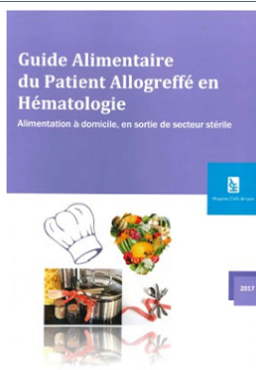
- **Product and concept ideas:**

Emergence of new ideas for dishes, drinks, presentation: proposal of new product concepts, ranges, menus...

- **Development of recipes/products:**

Development of prototypes, new offers, applications highlighting an ingredient, a product, culinary equipment...

Project Examples



Hospices Civiles de Lyon

HEALTH FIELD

- **Creation** of « **Guide Alimentaire du Patient Allogreffé en Hématologie** » by culinary **experts** of the Institute Paul Bocuse under the indications of the medical team - doctors, male nurses and dietitians.
- The main objective is to **fight against malnutrition** and to introduce **pleasure notion** and meaning into the patient diet.



Biospringer S.A.

AGRO-FOOD INDUSTRY

- **Creation** of three cocktail bites to **highlight** the characteristics of yeasts ©Biospringer
- Participation at the FIE Frankfurt show during three days – Intervention by an **expert** of Institut Paul Bocuse right during filming of the promotional video

> Biospringer [Video](#)



Conservation solutions

AGRONOMIC SECTOR

- **Development** of relevant solutions not altering the organoleptic profile of this product



Cooking technology

FOOD EQUIPMENT

- **Prototypes comparison** by an expert of the Institut Paul Bocuse during scenario sessions of these culinary equipment
- **Identification of performances, strengths and weaknesses** of each prototype and **improvements proposals**
- **Accompaniment** on several prototype improvement sessions



Vegetable Creams

NEW DIETS

- **Product comparison** by an expert of the Institut Paul Bocuse in use situation
- Sensory description of the product and competitors in the rough

Food service axis

- **Expectations & attitudes among professionals study:**

Collection of information to understand attitudes and expectations of professionals (habits, obstacles, perceptions) through individual interviews, online surveys, etc.

- **Practices of professionals study:**

Observation and recording of catering professionals in real work situations to better understand their practices and habits.

- **Benchmarking/Testing of products/services:**

Comparative evaluation in real-life situations - in kitchen laboratories or restaurants - of the technical and sensory performance of products compared with competitors and/or prototypes before they are placed on the market.

We design *in situ* studies :

- **Customized studies** thanks to our innovative equipment.
- **France & international** thanks to our unique network :
 - [Worldwide Alliance](#) (leading schools in the world in hotel, restaurant, culinary management)
 - [Institut Lyfe](#) (experts in cooking, baking, drinking and service; French and global skills)

Consumer axis

- **Online surveys & implicit testing:**

Refining consumer understanding and segmentation.

- **Product tests in different consumption contexts:**

Assessing preferences, perceptions, choices. Measurement of emotions.

Characterize these preferences according to the typology of consumers (consumer characteristics and habits).

- **Observations cooking:**

Observe amateur cooks in real cooking situations to test products and equipment as consumers. Observe the tasting of the recipe made.

- **Focus groups / Design thinking:**

Gathering information to understand consumer motivations and expectations (beliefs, obstacles, perceptions).

Emergence of ideas or approaches combining the expertise of hotel and catering professionals and consumer expectations / habits.



Domestic kitchen

Kitchen entirely equipped with cooking utensils and audio-visual recording devices

- **Observe** consumers' cooking behavior
- **Collect** consumers' step-by-step practices in a cooking situation
- **Collect** consumers' judgement

Gestures, Pratiques , Behavior, Duration, Sequences...

This experimental kitchen enable evaluation and observation of **non-professionals cooks'** behavior and reactions **in a real cooking situation**.

Download the [Consumer & Market Insights Offers Catalogue](#)



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