

Tobacco & Vape Product Testing Expertise

At Blueberry, we deliver experienced market research for the tobacco and vape industries. From traditional tobacco to the latest in vape, we've collaborated with both emerging tech and established brand leaders.

We have regulatory approval to conduct tobacco and vape studies on-site at both our Milwaukee and New York facilities, and we field home-use-testing nationwide.

From the **habitual nature** of the product to **occasion-based usage**, we construct research that uncovers the nuances of the product experience :

- flavor components
- social aspects
- textural elements
- physical factors



The Right Consumers

Our database has been extensively profiled to identify consumers who use tobacco or smokeless tobacco products.

Currently, we have access to nearly 5,000 tobacco users within our own panel and can recruit additional panelists through our network of certified recruiting partners.

Solutions

- Central Location Tests
- Home Use Tests
- Category Appraisals
- Focus Groups

Category Experience

- E-cigarettes
- Cigarettes
- Cigars
- Smokeless Tobacco

Home Use Tests

Our expert team has managed thousands of Home Use Tests for hundreds of clients. We ensure that the entire process – from first recruit to final data – is coordinated with accuracy and reliability.



Focus Groups

Our spacious and comfortable focus group rooms are supervised by an on-site Client Host and are well-equipped for superior viewing.



Central Location Tests

New York Sensory Booths (23)

- Programmable HVAC system with 100% individual booth exhaust to the building's exterior, purge mode with temperature control, and negative pressure for fragrance encapsulation within each individual booth
- Wide pass-through to lab
- Touchpad computer for fast data collection
- An additional 12 sink booths with pressure, hardness & temp controlled water
- Convenient location just 45 minutes from Kennedy Airport & Manhattan



Milwaukee Fragrance Rooms (7)

- Spacious product evaluation rooms
- Hi-tech water temperature controls
- Three HVAC settings (by room or group)
Options: no vent, home vent (45 CFMs) and full purge (20 turns/hour, 400 CFMs)
- Each room equipped with electrical outlets, sink, mirror, counter, toilet and full size washer & dryer
- All washable surfaces, including ceiling, walls, fixtures and appliances

