



MOVE FORWARD WITH CONFIDENCE

VolCalc™

Product Evaluations is committed to providing the most accurate new product sales forecasts in foodservice. For more than 20 years we have continually worked to validate and calibrate the VolCalc model to more precisely identify your business opportunities within a changing world.

Reliable • Trusted • Proven

Validated

VolCalc is rigorously validated through actual sales data comparisons. Our client partners often report actual sales to be within **3 to 12%*** of VolCalc estimates.

Research Science

We regularly conduct research on VolCalc variables to fine tune the model and reflect changing market trends.

Gold Standards

Our knowledge of the industry helps you understand sales potential versus actual market successes, established benchmarks and best in class concepts.

Join our growing list of client partners and corporate leaders who trust VolCalc to provide the most reliable volume estimates in the foodservice marketplace.



Product Evaluations
INCORPORATED
productevaluations.com

MILESTONES

VolCalc Introduction

1993: VolCalc developed as the first forecasting tool for foodservice.

Tracking Study Series

1997 to 2017: 20 year tracking series estimating and validating more than 50 product categories and 100 brands.

Concept MetriX™

2000 & ongoing: Interactive normative database, housing a myriad of market scores, benchmarks and concept data.

Launch MetriX™

2007 & ongoing: Increases accuracy of VolCalc through sales validations and category, customer and market data.

Market Exposure Analysis

2015 to 2018: In depth research measuring and correlating new product potential based on unique customer relationships.

COVID Impact Calibration

2020 & ongoing: Fine tune model sensitivity to market fluctuations and evolving environment.

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* Includes full VolCalc research programs. Error ranges may vary depending on product fulfillment, price point upon launch, research sample plans.