



*Created in 1990*

## **FFT's INTERNATIONAL FOOD & DRINK DATABASE**

### **[FFT MEMBER USER ACCOUNT GUIDE](#)**

#### **Your Subscription**

Your company has a full subscription to the FFT website, and you have been provided with a User Name and Password. (Please contact FFT in case of doubt or problems accessing [www.fft.com](http://www.fft.com) at +42-366-306 7605, or e-mail your request to [sales-service@fft.com](mailto:sales-service@fft.com)).

#### **Full Annual Subscription**

You have full access to the entire FFT website once you have registered online.

#### **Partial Subscription**

Annual subscriptions are available "A La Carte", for example to frozen food markets in Western Europe (please contact FFT for a quote).

A partial subscription works from the "**Do It Yourself**" tab on the green navigation bar. This takes you to a four basic choices:

- **A La Carte.** This is the main entry point. Click "Go" and "Continue" to reach successive selection tables covering products, countries and data tables. **Tickboxes are available next to those that are included in your subscription**, from which you can make any selection you like, large and small.
- **Periscope:** This is simply a "fast-track" option to download a "One Product in One Country Report", e.g. Ice Cream in Italy, from only one country & product selection page.
- **Multiscope:** This is simply a "fast-track" option to download a Full Report for any combination of countries and products, Frozen Foods in Western Europe, from only one country & product selection page.
- **Companyscope.** Once you have selected a company with the search window provided, the "A La Carte" procedure above clicks in for the company specified. *TIP: All our company market shares are by value for the total retail and foodservice market.*

## Printing Reports

Any selection, including the entire report, can be printed and then photocopied recto-verso, at which point it will drop into a ring folder complete with cover page, table of contents and correct left/right presentation of multi--page tables (e.g when 25 country columns are called for).

*TIP: Make sure after printing, and before recto-verso photocopying, that your printer has not slipped in an extra white page!*

## Supporting Data and Company Abbreviations

At the top of your "My Reports" page (or on the yellow navigation bar once you register) you will find various useful annexes (population data, exchange rates, product definitions, etc.)

In particular a detailed list of company abbreviations is provided (many company names, in particular in Central Europe, are of necessity abbreviated in our data tables). You can also use the company search function (see Company Profiles) to identify company abbreviations.

## FFT Newsletter

Any one can subscribe to the FFT Newsletter, which amongst other things tracks M&A activity continuously and informs you of updates and new reports and services available online.

## Help Lines

Please contact FFT in case of doubt or problems accessing [www.fft.com](http://www.fft.com) at +41-22-731 30 92 (see home page) or by e-mailing your query to [sales-service@fft.com](mailto:sales-service@fft.com).