



**OVER 10 000
STRATEGIC COMPANY PROFILES !**

FFT'S online database includes over 25,000 company market shares and 30,000 major brands by country and product. These can be consulted selectively company by company.

CUSTOMIZED

After selecting your company, you can specify the country(ies) and product(s) to be covered. You are charged on a unit price basis only for data actually provided.

**Food & Drink
Strategic Information Services
Strategic Company Profile
Imaginary Company Ltd**

Note: For
COMPANY LISTINGS
by country and product

Go to "*Do It Yourself*"
online and then
"*A La Carte*" , and
follow instructions.

PRINTED REPORTS

All FFT online reports can be printed and photocopied recto-verso to produce a complete report.

Try printing this Company Profile !

SAMPLE REPORT
Note: Illustrative Data Only Presented

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STRATEGIC COMPANY PORTFOLIOS

IMAGINARY CO.

2007 COMPANY MARKET SHARES AND RANKINGS *

(Updated continuously)

- Number of Country Markets: 7
- Number of Country & Product Markets: 68
- Number of Product Markets: 16
- Overall Total Market Share for Selection: 8.40%

Product Market		Country Key Subsidiaries and Market Shares (Country Product Market Rankings in brackets)							7-Country Market Shares *		Share of Co. Food & Drink Sales	
		Canada	France	Germany	Hungary	Poland	United Kingdom	USA	Product Market	All selected Co. Markets		
No.	Name	Any Product (from 1 to 114) and Country Selection (from 1 to 25) possible - table extends to right →										
17.2	Soft Drinks	Bubbly Inc. 10% (4)	Encore S.A. 9% (2)	Getrink GmbH 9% (2)	Bubbly Drinks 16% (2)	Polska Drinks 12% (2)	Danish Taste 11% (3)	Best Drinks 23% (3)	10.9%	5.840%	48.7%	
7.2	Potato Crisps	<ul style="list-style-type: none"> • Key Country Subsidiaries • Product and Country Market Shares • Product and Country Rankings 				Polska Snacks 44% (1)		Snack Inc. 14% (3)	17.3%	2.520%	20.9%	
5.33	Extruded Snacks	Just The Best 15% (3)	Craque S.A. 2.0% (6)		Kekzi & Cori 50% (1)	Polska Snacks 29% (2)	Danish Taste 4% (6)	Snack Inc. 15% (3)	27.0%	1.340%	11.2%	
17.31	Fruit Juices	Lemon & Orange 9% (2)	10,000 STRATEGIC COMPANY PROFILES <ul style="list-style-type: none"> • All significant country & product market shares, key subsidiaries and rankings assembled in one table. • The importance of each market to a company are highlighted. 						Best Drinks 12% (3)	4.3%	1.000%	8.4%
17.5	Health & Sports Drinks		14% (2)	55% (1)	22% (2)	5% (5)	30% (2)	Best Drinks 5% (4)	15.5%	0.500%	4.2%	
2.2	Breakfast Cereals	Crisp & Dry 2.7% (6)	Petit Dej 1.5% (14)		Nexicor & Dry 1.6% (7)	Regional Co. Market Share Each company's overall market share for the countries selected given				0.340%	2.9%	
5.31	Nuts				Kekyori 16% (3)	Tradepico 12% (2)	All Country+Product Market Share for all the countries and products selected (here 7 countries*16 product markets = 112 individual markets)				1.6%	
5.32	Savoury Biscuits	Snack Co. 1.9% (11)	Craque S.A. 1.0% (6)		Kekzi & Cori 5% (7)	Polska Snacks 6% (3)					1.2%	
17.32	Fruit Drinks	Canuck Softdrinks 1.0% (6)			Sorbodi 18% (2)						0.7%	
	Products 10 to 16 follow	All Products Listed Product Listing Continues to Include All of the Company's Products with a Significant Share in Any Selected Country and Product Market			Market Strengths & Weaknesses The Product Market Total is a weighted average, the All Selected Company Markets is an actual total!							
Weighted Average Total MARKET SHARES #		15.2%	10.5%	19.3%	7.2%	14.0%	12.5%	12.9%	11.92%	11.920%	100.0%	
[Products listed so far]									(weighted averages)	(sum)		

* Definition: Market share data refers to total FINAL human consumption, including retail, catering/foodservice and artisanal (home-produced for direct sale), excluding auto- and industrial consumption, and calculated in value terms at retail and catering buy-in prices including direct taxes, e.g. VAT and Excise Tax. Weighted averages, based on latest Food & Drink Market data available. Country market rankings are cited in brackets. Country market share data is based on the latest available data. Edition: Market shares updated continuously, with mergers & acquisitions incorporated regularly; latest market values used for w Source: Food for Thought

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Strategic Picture
The Company's Market Presence by Country and by Product (each adding up to 100%) highlight its Market Strengths and Weaknesses.

VOLUME 5: MAJOR BRANDS AND "WHO OWNS WHOM"

Any Country and Product Selection Possible

IMAGINARY CO.

BRANDS BY ULTIMATE HOLDING COMPANY					
Holding Co	Operating Co.	No.	Product Name	C'try	Major Brands
Imaginary Co.	Gis Gelati	9.1	Ice cream	I	Gis, La Botega del Buon Gelato, Top Cream, Dolci Delizie, Sorrana, Nivene, Viviana, Ar Blu, Gisoia
Imaginary Co.	Glanbia	9.1	Ice cream	IRE	Yoplait Frozen Yoghurt
Imaginary Co.	Häagen Dazs	9.1	Ice cream	NL	Häagen Dazs
Imaginary Co.	Häagen Dazs			P	Häagen Dazs
Imaginary Co.	Glass-kiosken			S	Disney, Lion, Smarties, After Eight, Extreme, Extreme Gold, Maxibon, Åhus Glass, Tofuline, Kingis, Sundborn, Mövenpick, ^{Winner}
Imaginary Co.	Häagen Dazs	9.1	Ice cream	UK	Häagen Dazs, Häagen Dazs Exträas, Bailey's
Imaginary Co.	Ijsboerke	9.1	Ice Cream	BEL	Bavaois Framboise, Big Exotic, Braziliana, Coppa Vegra, Dino,
Imaginary Co.	Cityback Berlin	9.1	Ice Cream	DEU	American Paradise
Imaginary Co.	Ijsboerke	9.1	Ice Cream	DEU	Ijsboerke
Imaginary Co.	Carrascal	9.1	Ice Cream	ESP	Carrascal
Imaginary Co.	Casty	9.1	Ice Cream	ESP	Casty
Imaginary Co.	Brake France	9.1	Ice Cream	FRA	
Imaginary Co.	Brake Bros	9.1	Ice Cream	GBR	Pullman, Tuck Shop
Imaginary Co.	Consumenten Produkten	9.1	Ice Cream	NLD	Fido Dido, Kwak
Imaginary Co.	Campina AG	9.2	Chilled Dairy Desserts	BEL	Fruttis, Puddis
Imaginary Co.	Campina	9.2	Chilled Dairy Desserts	DEU	Landliebe Milchreis, Mark Brandenburg, Puddis, Strothmann,
Imaginary Co.	Lacteos Campina	9.2	Chilled Dairy Desserts	ESP	Mondelice
Imaginary Co.	Corp. Alimentaria Peñasanta	9.2	Chilled Dairy Desserts	ESP	Asturiana, Clas
Imaginary Co.	Campina AG	9.2	Chilled Dairy Desserts	FRA	Frudise, Strothmann
Imaginary Co.	Campina MKW	9.2	Chilled Dairy Desserts	GBR	Delice, Vifit
Imaginary Co.	Dairy Fresh Desserts	9.2	Chilled Dairy Desserts	GBR	
Imaginary Co.	Centrale del Latte di Torino	9.2	Chilled Dairy Desserts	ITA	Centrale del Latte di Torino
Imaginary Co.	Consorzio Granlatte	9.2	Chilled Dairy Desserts	ITA	Accadí, Bunette, Granarolo, Mandriot, Mandriot Gel, Tartufo,
Imaginary Co.	Campina Melkunie	9.2	Chilled Dairy Desserts	NLD	Bon-O-Mel, Campina, Friline, Fruttis, Momentvla, Mona, Puddis,
Imaginary Co.	Campbell Foods Belg.	9.3	Powdered Desserts	BEL	Imperial
Imaginary Co.	Caldos del Norte	9.3	Powdered Desserts	ESP	Calnort
Imaginary Co.	France Farine	9.3	Powdered Desserts	FRA	Francine
Imaginary Co.	Campina Melkunie	9.3	Powdered Desserts	NLD	Royale

Key Local Subsidiaries are systematically identified

Major Brands are listed by product, country, holding company and key local subsidiary.

OVER 30,000 MAJOR BRANDS are cited in the database.

Note: Illustrative Data Only Presented

100 SELECTED CLIENTS (from over 1000 clients)

1000+ Clients !
A wide range of manufacturing and service industries have been using the FFT database since 1990.

Food & Drink

Alfred L. Wolff
Allied Mills
Arla Foods
Avebe
Barilla
Baxters Food Group
Beghin-Say
Bonduelle
British Sugar plc
Cadbury Schweppes
Campbell Soup
Cargill International
Carl Kuhne
Centrale Suiker Maatschappij (CSM)
Cuisimer
Danone
Farm Frites
Friesland Foods Int'l
General Mills
H.J. Heinz
Hero
Homina
Kerry Foods
Kraft International
Maple Leaf
Mars/Masterfoods/Effem
Materna
McCain Foods Limited
MD Foods
Migros
Nestle
Nippon Suisan Europe B.V.
Panzani
Pescanova
Premier Foods
Princes MC Foods Europe
Raisio
Rich's
Rollton
Sara Lee/D.E.
Snack Ventures Europe/Pepsico
Swiss Dairy Foods
Unilever
Walter-Rau

Consultancy

Accenture
Arthur D. Little
Bain & Company
BHG Beteil. und Holding GmbH
Boer & Croon Corporate Strategy
Booz, Allen & Hamilton
Boston Consulting Group
Coopers & Lybrand
Ernst & Young
Gract
Kantor Management Consultants
Klaus Becking Business Consulting
KPMG
L.E.K. Consulting
McKinsey & Company
Mitsubishi Research Institute
Numico Research
OC&C Strategy Consultants
Price Waterhouse Coopers
Stamford Partners

Ingredients

BASF Aktiengesellschaft
Chr. Hansen
Copenhagen Pectin
Danisco
Degussa
Dow Europe GmbH
DSM/Gist Brocades
Firmenich
FMC
Givaudan Roure
Griffith Laboratories
Int. Flavours & Fragrances (IFF)
Lucta
Novozymes
Palsgaard
Pfizer
Rhodia Food
Roche
Sandoz Nutrition
Sanofi Bio Industries
Royal Cosun
Symrise GmbH

Banking, Investment and M&A Advisory

ABN AMRO
Bank of America
BNP Paribas
Cazenove Partners
Credit Suisse First Boston
Deutsche Bank
Estin & Co.
Glitnir
Goldman Sachs
HSBC Bank
J.P. Morgan
Lazard Freres
Lehman Brothers
Merrill Lynch
Morgan Stanley
NIBC Bank N.V.
PAI management
Rabobank International
Rothschild & Cie
Schroder Securities
Spektor, Sachs & Company
UBS Warburg

Packaging & Equipment

Air Liquide
Air Products
Alcan
Berndt & Partner
Clextral
Crown Holdings Inc
Dole Packaged Foods Europe
Flexpakko
Impress Group
Intralox
Maschinenbau GmbH
Mead Verpakking
Mizkan Group Corporation
PKL Verpakkingssysteme
Rintekno Oy
Scholle Corporation
Sealed Air
Siemens
SIG Combibloc
Sollac Aciers pour l'Emballage
Tetrapak
Veriplast

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