



## Experience in Food and Food Ingredients Markets

The principals of MVI have been involved in a number of large, internationally focused projects in the food/ingredient sector. These have included

***- A complete overview of the US market for Frozen Bakery products.***

The specific focus was on potential acquisition targets in order to expand clients existing position. Produced a long list covering a wide spectrum of segments, and then a short list with detailed profile in client defined areas.

***- Various expansion projects for a major global bakery supply company, including acquisition of Henry and Henry.***

***- Defined opportunities for yeast improvements driven by demands of the baking industry.***

Other recent major acquisition searches (all of which involve broad industry analysis) have included

- sugar confectionery*
- natural ingredients*

Another important area of research has been new applications for food ingredient manufacturers (within or outside traditional food markets), This has included projects such as;

- opportunities in industrial fermentation in the US and Europe*
- global investment and expansion decisions in the production of cationic starch*
- opportunities in enzyme production*
- consumer reaction to natural anti-microbials as protection from e-coli*
- US market entry strategy for dairy derived products addressing hypertension*
- International opportunities related to lactic acid and its derivatives.*

They have also carried out a wide range of broad scale market research studies often aiming to provide a rapid overview of market conditions. These have included:

- US opportunities in nutraceuticals*
- Market trends in natural foods and additives*
- Global competitive developments in spices and other flavorings*
- Opportunities for European whey manufacturers in the US*
- Overview of US Cheese markets*
- Export opportunities for UK premium beers in the US*
- US market for breadings and batters*

They have wide experience in utilizing the full gamut of market research tools and techniques including:

- *direct personal and telephone interviews with key industry figures including editors, trade journalists and association officers, as well as relevant executives and others identified in the research*
- *tapping into their own network of .experts. and contacts assembled over the years*
- *facilitated high level brainstorming sessions involving the recruitment of appropriate experts from industry, academia, wholesale/retail groups, and government and trade associations*
- *consumer focus groups and consumer interviewing*
- *establishing and managing industry (or consumer) .panels. for continuous data input*
- *call/mail/call structured questionnaires*
- *desk research involving specialized proprietary data bases and archive material (as well as more general internet searching)*

Clients in the food/bakery areas have included CSM, DMV, Purac, Quantum Foods, Jungblunzbauer, Gist-Brocades, Shell, Wye Valley, and Schouten Group.