
World Food Marketing Directory

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Summary of contents

Introduction	1
Section One Major Food Multinationals	5
Section Two Global Directory of Food Operators.	131
Section Three Sources	777
Section Four Indexes	929

Table of contents

Introduction

Section One Major Food Multinationals

Multinational market share tables.....	7
Table 3.1: World Top multinational Hot Drinks companies by % market share 2009.....	7
Table 3.2: Asia Pacific Top multinational Hot Drinks companies by % market share 2009.....	7
Table 3.3: Australasia Top multinational Hot Drinks companies by % market share 2009.....	7
Table 3.4: Eastern Europe Top multinational Hot Drinks companies by % market share 2009.....	7
Table 3.5: Latin America Top multinational Hot Drinks companies by % market share 2009.....	8
Table 3.6: Middle East and Africa Top multinational Hot Drinks companies by % market share 2009.....	8
Table 3.7: North America Top multinational Hot Drinks companies by % market share 2009.....	8
Table 3.8: Western Europe Top multinational Hot Drinks companies by % market share 2009.....	8
Table 3.9: World Top multinational Packaged Food companies by % market share 2008.....	9
Table 3.10: Asia Pacific Top multinational Packaged Food companies by % market share 2008.....	9
Table 3.11: Australasia Top multinational Packaged Food companies by % market share 2008.....	9
Table 3.12: Eastern Europe Top multinational Packaged Food companies by % market share 2008.....	10
Table 3.13: Latin America Top multinational Packaged Food companies by % market share 2008.....	10
Table 3.14: Middle East and Africa Top multinational Packaged Food companies by % market share 2008.....	10
Table 3.15: North America Top multinational Packaged Food companies by % market share 2008.....	11
Table 3.16: Western Europe Top multinational Packaged Food companies by % market share 2008.....	11
Table 3.17: World Top multinational Pet food and pet care products companies by % market share 2008.....	11
Table 3.18: Asia Pacific Top multinational Pet food and pet care products companies by % market share 2008.....	11
Table 3.19: Australasia Top multinational Pet food and pet care products companies by % market share 2008.....	12
Table 3.20: Eastern Europe Top multinational Pet food and pet care products companies by % market share 2008.....	12
Table 3.21: Latin America Top multinational Pet food and pet care products companies by % market share 2008.....	12
Table 3.22: Middle East and Africa Top multinational Pet food and pet care products companies by % market share 2008.....	12
Table 3.23: North America Top multinational Pet food and pet care products companies by % market share 2008.....	12
Table 3.24: Western Europe Top multinational Pet food and pet care products companies by % market share 2008.....	12
Multinational brand share tables.....	13
Table 3.25: World Top Hot Drinks brands by % brand share 2009.....	13
Table 3.26: Asia Pacific Top Hot Drinks brands by % brand share 2009.....	13
Table 3.27: Australasia Top Hot Drinks brands by % brand share 2009.....	13
Table 3.28: Eastern Europe Top Hot Drinks brands by % brand share 2009.....	14
Table 3.29: Latin America Top Hot Drinks brands by % brand share 2009.....	14
Table 3.30: Middle East and Africa Top Hot Drinks brands by % brand share 2009.....	14
Table 3.31: North America Top Hot Drinks brands by % brand share 2009.....	15
Table 3.32: Western Europe Top Hot Drinks brands by % brand share 2009.....	15
Table 3.33: World Top Packaged Food brands by % brand share 2008.....	15
Table 3.34: Asia Pacific Top Packaged Food brands by % brand share 2008.....	16
Table 3.35: Australasia Top Packaged Food brands by % brand share 2008.....	16
Table 3.36: Eastern Europe Top Packaged Food brands by % brand share 2008.....	16
Table 3.37: Latin America Top Packaged Food brands by % brand share 2008.....	17
Table 3.38: Middle East and Africa Top Packaged Food brands by % brand share 2008.....	17
Table 3.39: North America Top Packaged Food brands by % brand share 2008.....	17
Table 3.40: Western Europe Top Packaged Food brands by % brand share 2008.....	18
Table 3.41: World Top Pet food and pet care products brands by % brand share 2008.....	18
Table 3.42: Asia Pacific Top Pet food and pet care products brands by % brand share 2008.....	18
Table 3.43: Australasia Top Pet food and pet care products brands by % brand share 2008.....	19
Table 3.44: Eastern Europe Top Pet food and pet care products brands by % brand share 2008.....	19
Table 3.45: Latin America Top Pet food and pet care products brands by % brand share 2008.....	19
Table 3.46: Middle East and Africa Top Pet food and pet care products brands by % brand share 2008.....	20
Table 3.47: North America Top Pet food and pet care products brands by % brand share 2008.....	20
Table 3.48: Western Europe Top Pet food and pet care products brands by % brand share 2008.....	20
Arla Foods Amba.....	21
Table 3.49: Arla Foods Amba, employees.....	24
Table 3.50: Arla Foods Amba, financial information.....	24
Table 3.51: Arla Foods Amba, annual growth.....	24
Table 3.52: Arla Foods Amba, market share and rank.....	24
Table 3.53: Arla Foods Amba, leading global brands.....	24
Associated British Foods Plc (ABF).....	26
Table 3.54: Associated British Foods Plc (ABF), employees.....	27
Table 3.55: Associated British Foods Plc (ABF), financial information.....	27
Table 3.56: Associated British Foods Plc (ABF), annual growth.....	27
Table 3.57: Associated British Foods Plc (ABF), market share and rank.....	28
Table 3.58: Associated British Foods Plc (ABF), leading global brands.....	28
Cadbury Plc.....	29
Table 3.59: Cadbury Plc, financial information.....	29
Table 3.60: Cadbury Plc, annual growth.....	29
Table 3.61: Cadbury Plc, market share and rank.....	29
Table 3.62: Cadbury Plc, leading global brands.....	29
Campbell Soup Co.....	31
Table 3.63: Campbell Soup Co, employees.....	34
Table 3.64: Campbell Soup Co, financial information.....	34
Table 3.65: Campbell Soup Co, annual growth.....	35
Table 3.66: Campbell Soup Co, market share and rank.....	35
Table 3.67: Campbell Soup Co, leading global brands.....	35
Danone, Groupe.....	37
Table 3.68: Danone, Groupe, employees.....	41
Table 3.69: Danone, Groupe, financial information.....	41
Table 3.70: Danone, Groupe, annual growth.....	41
Table 3.71: Danone, Groupe, market share and rank.....	41
Table 3.72: Danone, Groupe, leading global brands.....	41
Ferrero Group.....	44
Table 3.73: Ferrero Group, employees.....	44
Table 3.74: Ferrero Group, financial information.....	44
Table 3.75: Ferrero Group, annual growth.....	44
Table 3.76: Ferrero Group, market share and rank.....	44
Table 3.77: Ferrero Group, leading global brands.....	45
General Mills Inc.....	46
Table 3.78: General Mills Inc, employees.....	48
Table 3.79: General Mills Inc, financial information.....	48
Table 3.80: General Mills Inc, annual growth.....	48
Table 3.81: General Mills Inc, market share and rank.....	49
Table 3.82: General Mills Inc, leading global brands.....	49

Heinz Co, HJ	51
Table 3.83: Heinz Co, HJ, employees	53
Table 3.84: Heinz Co, HJ, financial information	54
Table 3.85: Heinz Co, HJ, annual growth	54
Table 3.86: Heinz Co, HJ, market share and rank	54
Table 3.87: Heinz Co, HJ, leading global brands	55
Kellogg Co	57
Table 3.88: Kellogg Co, employees	59
Table 3.89: Kellogg Co, financial information	59
Table 3.90: Kellogg Co, annual growth	59
Table 3.91: Kellogg Co, leading global brands	59
Kraft Foods Inc	62
Table 3.92: Kraft Foods Inc, employees	65
Table 3.93: Kraft Foods Inc, financial information	65
Table 3.94: Kraft Foods Inc, annual growth	66
Table 3.95: Kraft Foods Inc, market share and rank	66
Table 3.96: Kraft Foods Inc, leading global brands	66
Lactalis, Groupe	69
Table 3.97: Lactalis, Groupe, employees	70
Table 3.98: Lactalis, Groupe, financial information	70
Table 3.99: Lactalis, Groupe, annual growth	70
Table 3.100: Lactalis, Groupe, market share and rank	70
Table 3.101: Lactalis, Groupe, leading global brands	70
Mars Inc	71
Table 3.102: Mars Inc, financial information	72
Table 3.103: Mars Inc, annual growth	72
Table 3.104: Mars Inc, market share and rank	73
Table 3.105: Mars Inc, leading global brands	73
Melitta Unternehmensgruppe Bentz KG	76
Table 3.106: Melitta Unternehmensgruppe Bentz KG, employees	76
Table 3.107: Melitta Unternehmensgruppe Bentz KG, financial information	76
Table 3.108: Melitta Unternehmensgruppe Bentz KG, annual growth	77
Table 3.109: Melitta Unternehmensgruppe Bentz KG, market share and rank	77
Table 3.110: Melitta Unternehmensgruppe Bentz KG, leading global brands	77
Nestlé SA	78
Table 3.111: Nestlé SA, employees	84
Table 3.112: Nestlé SA, financial information	84
Table 3.113: Nestlé SA, annual growth	84
Table 3.114: Nestlé SA, market share and rank	84
Table 3.115: Nestlé SA, leading global brands	85
Parmalat Group	90
Table 3.116: Parmalat Group, employees	92
Table 3.117: Parmalat Group, financial information	92
Table 3.118: Parmalat Group, annual growth	92
Table 3.119: Parmalat Group, market share and rank	92
Table 3.120: Parmalat Group, leading global brands	92
PepsiCo Inc	95
Table 3.121: PepsiCo Inc, employees	100
Table 3.122: PepsiCo Inc, financial information	100
Table 3.123: PepsiCo Inc, annual growth	100
Table 3.124: PepsiCo Inc, market share and rank	100
Table 3.125: PepsiCo Inc, leading global brands	101
Procter & Gamble Co, The	104
Table 3.126: Procter & Gamble Co, The, employees	108
Table 3.127: Procter & Gamble Co, The, financial information	108
Table 3.128: Procter & Gamble Co, The, annual growth	109
Table 3.129: Procter & Gamble Co, The, market share and rank	109
Table 3.130: Procter & Gamble Co, The, leading global brands	110
Sara Lee Corp	112
Table 3.131: Sara Lee Corp, employees	113
Table 3.132: Sara Lee Corp, financial information	113
Table 3.133: Sara Lee Corp, annual growth	114
Table 3.134: Sara Lee Corp, market share and rank	114
Table 3.135: Sara Lee Corp, leading global brands	114
Sodiaal SA (Société de Diffusion Internationale Agro-alimentaire)	117
Table 3.136: Sodiaal SA (Société de Diffusion Internationale Agro-alimentaire), financial information	118
Table 3.137: Sodiaal SA (Société de Diffusion Internationale Agro-alimentaire), annual growth	118
Table 3.138: Sodiaal SA (Société de Diffusion Internationale Agro-alimentaire), market share and rank	118
Table 3.139: Sodiaal SA (Société de Diffusion Internationale Agro-alimentaire), leading global brands	118
Tata Tea Ltd	120
Table 3.140: Tata Tea Ltd, employees	121
Table 3.141: Tata Tea Ltd, financial information	121
Table 3.142: Tata Tea Ltd, annual growth	122
Table 3.143: Tata Tea Ltd, market share and rank	122
Table 3.144: Tata Tea Ltd, leading global brands	122
Unilever Group	123
Table 3.145: Unilever Group, employees	126
Table 3.146: Unilever Group, financial information	126
Table 3.147: Unilever Group, annual growth	127
Table 3.148: Unilever Group, market share and rank	127
Table 3.149: Unilever Group, leading global brands	127

Section Two Global Directory of Food Operators

Argentina	133
Market share tables	133
Table 4.1: Top Hot Drinks companies in Argentina by % market share 2009	133
Table 4.2: Top Packaged Food companies in Argentina by % market share 2008	133
Table 4.3: Top Pet food and pet care products companies in Argentina by % market share 2008	133
Brand share tables	134
Table 4.4: Top Hot Drinks brands in Argentina by % market share 2009	134
Table 4.5: Top Packaged Food brands in Argentina by % market share 2008	134
Table 4.6: Top Pet food and pet care products brands in Argentina by % market share 2008	134
10 Hermanos Hreňuk SA	135
Table 4.7: 10 Hermanos Hreňuk SA, market share and rank	135
Table 4.8: 10 Hermanos Hreňuk SA, leading brands	135
Aceitera General Deheza SA	135
Table 4.9: Aceitera General Deheza SA, market share and rank	135
Table 4.10: Aceitera General Deheza SA, leading brands	135
Arcor SAIC	135
Table 4.11: Arcor SAIC, employees	135
Table 4.12: Arcor SAIC, financial information	135
Table 4.13: Arcor SAIC, market share and rank	135
Table 4.14: Arcor SAIC, leading brands	135
Bagley Argentina SA	136

Table 4.15: Bagley Argentina SA, market share and rank	136
Table 4.16: Bagley Argentina SA, leading brands	136
Cabaña y Estancia Santa Rosa SA	136
Table 4.17: Cabaña y Estancia Santa Rosa SA, market share and rank	136
Table 4.18: Cabaña y Estancia Santa Rosa SA, leading brands	136
Cadbury Stani Adams SAIC	136
Table 4.19: Cadbury Stani Adams SAIC, leading brands	136
Cafés La Virginia SA	136
Table 4.20: Cafés La Virginia SA, market share and rank	136
Table 4.21: Cafés La Virginia SA, leading brands	137
Cía de Alimentos Fargo SA	137
Table 4.22: Cía de Alimentos Fargo SA, financial information	137
Table 4.23: Cía de Alimentos Fargo SA, market share and rank	137
Table 4.24: Cía de Alimentos Fargo SA, leading brands	137
Danone Argentina SA	137
Table 4.25: Danone Argentina SA, market share and rank	137
Table 4.26: Danone Argentina SA, leading brands	137
Establecimiento Las Marías SACIFA	137
Table 4.27: Establecimiento Las Marías SACIFA, market share and rank	137
Table 4.28: Establecimiento Las Marías SACIFA, leading brands	137
Ferrero Argentina SA	138
Table 4.29: Ferrero Argentina SA, market share and rank	138
Table 4.30: Ferrero Argentina SA, leading brands	138
General Mills Argentina SA	138
Table 4.31: General Mills Argentina SA, leading brands	138
Havanna SA	138
Table 4.32: Havanna SA, market share and rank	138
Table 4.33: Havanna SA, leading brands	138
Industrias Alimenticias Mendocinas SA	138
Table 4.34: Industrias Alimenticias Mendocinas SA, market share and rank	138
Table 4.35: Industrias Alimenticias Mendocinas SA, leading brands	138
JG Padilla y Cía SA	138
Table 4.36: JG Padilla y Cía SA, market share and rank	139
Table 4.37: JG Padilla y Cía SA, leading brands	139
Kraft Foods Argentina SA	139
Table 4.38: Kraft Foods Argentina SA, market share and rank	139
Table 4.39: Kraft Foods Argentina SA, leading brands	139
La Delicia Felipe Fort SA	139
Table 4.40: La Delicia Felipe Fort SA, market share and rank	139
Table 4.41: La Delicia Felipe Fort SA, leading brands	139
Mastellone Hnos SA	139
Table 4.42: Mastellone Hnos SA, financial information	139
Table 4.43: Mastellone Hnos SA, market share and rank	139
Table 4.44: Mastellone Hnos SA, leading brands	139
Masterfoods Argentina Ltd	140
Table 4.45: Masterfoods Argentina Ltd, market share and rank	140
Table 4.46: Masterfoods Argentina Ltd, leading brands	140
Milkaut SA (Asociación Unión Tamberos Coop Ltda)	140
Table 4.47: Milkaut SA (Asociación Unión Tamberos Coop Ltda), market share and rank	140
Table 4.48: Milkaut SA (Asociación Unión Tamberos Coop Ltda), leading brands	140
Molfino SA	140
Table 4.49: Molfino SA, market share and rank	140
Table 4.50: Molfino SA, leading brands	140
Molinos Río de la Plata SA	140
Table 4.51: Molinos Río de la Plata SA, financial information	140
Table 4.52: Molinos Río de la Plata SA, market share and rank	140
Table 4.53: Molinos Río de la Plata SA, leading brands	140
Nestlé Argentina SA	141
Table 4.54: Nestlé Argentina SA, market share and rank	141
Table 4.55: Nestlé Argentina SA, leading brands	141
PepsiCo Snacks Argentina SA	141
Table 4.56: PepsiCo Snacks Argentina SA, market share and rank	141
Table 4.57: PepsiCo Snacks Argentina SA, leading brands	141
Quickfood SA	142
Table 4.58: Quickfood SA, financial information	142
Table 4.59: Quickfood SA, market share and rank	142
Table 4.60: Quickfood SA, leading brands	142
Royal Canin Argentina SA	142
Table 4.61: Royal Canin Argentina SA, market share and rank	142
Table 4.62: Royal Canin Argentina SA, leading brands	142
SanCor Cooperativas Unidas Ltda	142
Table 4.63: SanCor Cooperativas Unidas Ltda, financial information	142
Table 4.64: SanCor Cooperativas Unidas Ltda, market share and rank	142
Table 4.65: SanCor Cooperativas Unidas Ltda, leading brands	142
Sucesores de Alfredo Williner SA	142
Table 4.66: Sucesores de Alfredo Williner SA, market share and rank	142
Table 4.67: Sucesores de Alfredo Williner SA, leading brands	143
Swift Armour SA	143
Table 4.68: Swift Armour SA, market share and rank	143
Table 4.69: Swift Armour SA, leading brands	143
Unilever de Argentina SA	143
Table 4.70: Unilever de Argentina SA, market share and rank	143
Table 4.71: Unilever de Argentina SA, leading brands	143
Unión SanCor CUL-DPAA UTE	143
Table 4.72: Unión SanCor CUL-DPAA UTE, market share and rank	143
Table 4.73: Unión SanCor CUL-DPAA UTE, leading brands	144
Verónica SA	144
Table 4.74: Verónica SA, market share and rank	144
Table 4.75: Verónica SA, leading brands	144
Australia	145
Market share tables	145
Table 4.76: Top Hot Drinks companies in Australia by % market share 2009	145
Table 4.77: Top Packaged Food companies in Australia by % market share 2008	145
Table 4.78: Top Pet food and pet care products companies in Australia by % market share 2008	145
Brand share tables	146
Table 4.79: Top Hot Drinks brands in Australia by % market share 2009	146
Table 4.80: Top Packaged Food brands in Australia by % market share 2008	146
Table 4.81: Top Pet food and pet care products brands in Australia by % market share 2008	146
AB Food & Beverages Australia Pty Ltd	147
Table 4.82: AB Food & Beverages Australia Pty Ltd, market share and rank	147
Table 4.83: AB Food & Beverages Australia Pty Ltd, leading brands	147
Arnott's Biscuits Ltd	147
Table 4.84: Arnott's Biscuits Ltd, market share and rank	147
Table 4.85: Arnott's Biscuits Ltd, leading brands	147
Cadbury Pty Ltd	147

Table 4.86: Cadbury Pty Ltd, market share and rank	147
Table 4.87: Cadbury Pty Ltd, leading brands.....	147
Douwe Egberts Pty Ltd	148
Table 4.88: Douwe Egberts Pty Ltd, market share and rank	148
Table 4.89: Douwe Egberts Pty Ltd, leading brands.....	148
Fonterra Brands (Australia) Pty Ltd	148
Table 4.90: Fonterra Brands (Australia) Pty Ltd, market share and rank	148
Table 4.91: Fonterra Brands (Australia) Pty Ltd, leading brands	148
General Mills Australia Pty Ltd	148
Table 4.92: General Mills Australia Pty Ltd, market share and rank.....	148
Table 4.93: General Mills Australia Pty Ltd, leading brands	148
George Weston Foods Ltd.....	148
Table 4.94: George Weston Foods Ltd, market share and rank.....	148
Table 4.95: George Weston Foods Ltd, leading brands	148
Goodman Fielder Ltd	149
Table 4.96: Goodman Fielder Ltd, financial information.....	149
Table 4.97: Goodman Fielder Ltd, market share and rank.....	149
Table 4.98: Goodman Fielder Ltd, leading brands	149
Heinz Co Australia Ltd, HJ	149
Table 4.99: Heinz Co Australia Ltd, HJ, market share and rank.....	149
Table 4.100: Heinz Co Australia Ltd, HJ, leading brands	149
Ingham Enterprises Pty Ltd.....	149
Table 4.101: Ingham Enterprises Pty Ltd, financial information	150
Table 4.102: Ingham Enterprises Pty Ltd, market share and rank	150
Table 4.103: Ingham Enterprises Pty Ltd, leading brands.....	150
Kellogg (Australia) Pty Ltd.....	150
Table 4.104: Kellogg (Australia) Pty Ltd, market share and rank	150
Table 4.105: Kellogg (Australia) Pty Ltd, leading brands	150
Kraft Foods Ltd.....	150
Table 4.106: Kraft Foods Ltd, market share and rank.....	150
Table 4.107: Kraft Foods Ltd, leading brands.....	150
Mars Australia Pty Ltd	150
Table 4.108: Mars Australia Pty Ltd, market share and rank.....	150
Table 4.109: Mars Australia Pty Ltd, leading brands	151
McCain Foods (Aust) Pty Ltd	151
Table 4.110: McCain Foods (Aust) Pty Ltd, market share and rank	151
Table 4.111: McCain Foods (Aust) Pty Ltd, leading brands.....	151
Murray Goulburn Co-operative Co Ltd	151
Table 4.112: Murray Goulburn Co-operative Co Ltd, employees	151
Table 4.113: Murray Goulburn Co-operative Co Ltd, financial information	151
Table 4.114: Murray Goulburn Co-operative Co Ltd, market share and rank.....	151
Table 4.115: Murray Goulburn Co-operative Co Ltd, leading brands	151
National Foods Ltd	151
Table 4.116: National Foods Ltd, employees	151
Table 4.117: National Foods Ltd, market share and rank.....	151
Table 4.118: National Foods Ltd, leading brands	152
Nestlé Australia Ltd	152
Table 4.119: Nestlé Australia Ltd, market share and rank.....	152
Table 4.120: Nestlé Australia Ltd, leading brands	152
Nestlé Purina PetCare Australia.....	152
Table 4.121: Nestlé Purina PetCare Australia, market share and rank	152
Table 4.122: Nestlé Purina PetCare Australia, leading brands.....	152
Parmalat Australia Pty Ltd	153
Table 4.123: Parmalat Australia Pty Ltd, market share and rank	153
Table 4.124: Parmalat Australia Pty Ltd, leading brands.....	153
Patties Foods Ltd.....	153
Table 4.125: Patties Foods Ltd, financial information	153
Table 4.126: Patties Foods Ltd, market share and rank.....	153
Table 4.127: Patties Foods Ltd, leading brands	153
Regal Cream Products Pty Ltd	153
Table 4.128: Regal Cream Products Pty Ltd, market share and rank	153
Table 4.129: Regal Cream Products Pty Ltd, leading brands.....	153
San Remo Macaroni Co.....	153
Table 4.130: San Remo Macaroni Co, market share and rank	153
Table 4.131: San Remo Macaroni Co, leading brands.....	154
Sanitarium Health Food Co, The	154
Table 4.132: Sanitarium Health Food Co, The, market share and rank	154
Table 4.133: Sanitarium Health Food Co, The, leading brands.....	154
Simplot Australia Pty Ltd	154
Table 4.134: Simplot Australia Pty Ltd, market share and rank	154
Table 4.135: Simplot Australia Pty Ltd, leading brands.....	154
Smiths Snackfoods Co.....	154
Table 4.136: Smiths Snackfoods Co, market share and rank.....	154
Table 4.137: Smiths Snackfoods Co, leading brands.....	154
Snack Brands Australia.....	155
Table 4.138: Snack Brands Australia, leading brands.....	155
SPC Ardmona Ltd.....	155
Table 4.139: SPC Ardmona Ltd, market share and rank.....	155
Table 4.140: SPC Ardmona Ltd, leading brands.....	155
Sunrice Australia Pty Ltd	155
Table 4.141: Sunrice Australia Pty Ltd, financial information	155
Table 4.142: Sunrice Australia Pty Ltd, market share and rank.....	155
Table 4.143: Sunrice Australia Pty Ltd, leading brands	155
Tassal Group Ltd.....	155
Table 4.144: Tassal Group Ltd, financial information	156
Table 4.145: Tassal Group Ltd, market share and rank	156
Table 4.146: Tassal Group Ltd, leading brands.....	156
Unilever Australia Ltd	156
Table 4.147: Unilever Australia Ltd, market share and rank	156
Table 4.148: Unilever Australia Ltd, leading brands.....	156
Wrigley Co Pty Ltd, The	156
Table 4.149: Wrigley Co Pty Ltd, The, market share and rank.....	156
Table 4.150: Wrigley Co Pty Ltd, The, leading brands.....	156
Austria	157
Market share tables	157
Table 4.151: Top Hot Drinks companies in Austria by % market share 2009.....	157
Table 4.152: Top Packaged Food companies in Austria by % market share 2008	157
Table 4.153: Top Pet food and pet care products companies in Austria by % market share 2008.....	157
Brand share tables.....	158
Table 4.154: Top Hot Drinks brands in Austria by % market share 2009.....	158
Table 4.155: Top Packaged Food brands in Austria by % market share 2008	158
Table 4.156: Top Pet food and pet care products brands in Austria by % market share 2008.....	158
Adolf Darbo AG	159
Table 4.157: Adolf Darbo AG, employees.....	159
Table 4.158: Adolf Darbo AG, financial information	159

Table 4.159: Adolf Darbo AG, market share and rank	159
Table 4.160: Adolf Darbo AG, leading brands.....	159
Ankerbrot AG	159
Table 4.161: Ankerbrot AG, market share and rank.....	159
Table 4.162: Ankerbrot AG, leading brands	159
Bahlsen GmbH	159
Table 4.163: Bahlsen GmbH, employees.....	159
Table 4.164: Bahlsen GmbH, financial information	159
Table 4.165: Bahlsen GmbH, market share and rank	159
Table 4.166: Bahlsen GmbH, leading brands.....	159
Berglandmilch GmbH.....	159
Table 4.167: Berglandmilch GmbH, market share and rank.....	160
Table 4.168: Berglandmilch GmbH, leading brands	160
Danone GesmbH Austria.....	160
Table 4.169: Danone GesmbH Austria, market share and rank	160
Table 4.170: Danone GesmbH Austria, leading brands.....	160
Ferrero oHG.....	160
Table 4.171: Ferrero oHG, employees.....	160
Table 4.172: Ferrero oHG, financial information.....	160
Table 4.173: Ferrero oHG, market share and rank.....	160
Table 4.174: Ferrero oHG, leading brands.....	160
Gebrüder Woerle GesmbH.....	160
Table 4.175: Gebrüder Woerle GesmbH, market share and rank.....	160
Table 4.176: Gebrüder Woerle GesmbH, leading brands.....	160
Handl Tyrol GmbH.....	161
Table 4.177: Handl Tyrol GmbH, employees.....	161
Table 4.178: Handl Tyrol GmbH, financial information	161
Table 4.179: Handl Tyrol GmbH, market share and rank.....	161
Table 4.180: Handl Tyrol GmbH, leading brands	161
Haribo Lakritzen Hans Riegel Betriebs GmbH.....	161
Table 4.181: Haribo Lakritzen Hans Riegel Betriebs GmbH, employees	161
Table 4.182: Haribo Lakritzen Hans Riegel Betriebs GmbH, financial information	161
Table 4.183: Haribo Lakritzen Hans Riegel Betriebs GmbH, market share and rank	161
Table 4.184: Haribo Lakritzen Hans Riegel Betriebs GmbH, leading brands.....	161
Hofer GmbH & Co KG	161
Table 4.185: Hofer GmbH & Co KG, employees.....	161
Table 4.186: Hofer GmbH & Co KG, financial information	161
Table 4.187: Hofer GmbH & Co KG, market share and rank	161
Table 4.188: Hofer GmbH & Co KG, leading brands.....	161
Iglo Austria GmbH	162
Table 4.189: Iglo Austria GmbH, market share and rank.....	162
Table 4.190: Iglo Austria GmbH, leading brands.....	162
Julius Meinl AG.....	162
Table 4.191: Julius Meinl AG, financial information.....	162
Table 4.192: Julius Meinl AG, market share and rank.....	162
Table 4.193: Julius Meinl AG, leading brands.....	162
Kelly GmbH	162
Table 4.194: Kelly GmbH, market share and rank.....	162
Table 4.195: Kelly GmbH, leading brands	163
Kraft Foods Österreich GmbH.....	163
Table 4.196: Kraft Foods Österreich GmbH, employees.....	163
Table 4.197: Kraft Foods Österreich GmbH, financial information	163
Table 4.198: Kraft Foods Österreich GmbH, market share and rank	163
Table 4.199: Kraft Foods Österreich GmbH, leading brands.....	163
Landhof GmbH & Co KG.....	163
Table 4.200: Landhof GmbH & Co KG, employees	163
Table 4.201: Landhof GmbH & Co KG, financial information.....	163
Table 4.202: Landhof GmbH & Co KG, market share and rank.....	163
Table 4.203: Landhof GmbH & Co KG, leading brands	163
Lindt & Sprüngli Austria GmbH.....	163
Table 4.204: Lindt & Sprüngli Austria GmbH, employees.....	164
Table 4.205: Lindt & Sprüngli Austria GmbH, financial information	164
Table 4.206: Lindt & Sprüngli Austria GmbH, market share and rank.....	164
Table 4.207: Lindt & Sprüngli Austria GmbH, leading brands.....	164
Manner & Comp AG, Josef.....	164
Table 4.208: Manner & Comp AG, Josef, employees.....	164
Table 4.209: Manner & Comp AG, Josef, financial information	164
Table 4.210: Manner & Comp AG, Josef, market share and rank	164
Table 4.211: Manner & Comp AG, Josef, leading brands.....	164
Mars Austria OG.....	164
Table 4.212: Mars Austria OG, employees.....	164
Table 4.213: Mars Austria OG, financial information	164
Table 4.214: Mars Austria OG, market share and rank.....	164
Table 4.215: Mars Austria OG, leading brands	164
Nestlé Österreich GmbH	165
Table 4.216: Nestlé Österreich GmbH, employees.....	165
Table 4.217: Nestlé Österreich GmbH, financial information.....	165
Table 4.218: Nestlé Österreich GmbH, market share and rank.....	165
Table 4.219: Nestlé Österreich GmbH, leading brands.....	165
Niederösterreichische Milch Holding AG.....	165
Table 4.220: Niederösterreichische Milch Holding AG, employees.....	165
Table 4.221: Niederösterreichische Milch Holding AG, financial information	165
Table 4.222: Niederösterreichische Milch Holding AG, market share and rank	165
Table 4.223: Niederösterreichische Milch Holding AG, leading brands.....	165
Ölz AG, Rudolf.....	165
Table 4.224: Ölz AG, Rudolf, employees.....	166
Table 4.225: Ölz AG, Rudolf, financial information.....	166
Table 4.226: Ölz AG, Rudolf, market share and rank.....	166
Table 4.227: Ölz AG, Rudolf, leading brands.....	166
Stastnik GmbH & Co KG.....	166
Table 4.228: Stastnik GmbH & Co KG, employees.....	166
Table 4.229: Stastnik GmbH & Co KG, financial information	166
Table 4.230: Stastnik GmbH & Co KG, market share and rank	166
Table 4.231: Stastnik GmbH & Co KG, leading brands.....	166
Storck GmbH.....	166
Table 4.232: Storck GmbH, market share and rank	166
Table 4.233: Storck GmbH, leading brands.....	166
Tann Fleischwarenindustrie- & Handels GmbH.....	166
Table 4.234: Tann Fleischwarenindustrie- & Handels GmbH, market share and rank	166
Table 4.235: Tann Fleischwarenindustrie- & Handels GmbH, leading brands.....	166
Tchibo-Eduscho (Austria) GmbH.....	167
Table 4.236: Tchibo-Eduscho (Austria) GmbH, market share and rank	167
Table 4.237: Tchibo-Eduscho (Austria) GmbH, leading brands.....	167
Teekanne GesmbH.....	167
Table 4.238: Teekanne GesmbH, employees.....	167
Table 4.239: Teekanne GesmbH, financial information.....	167
Table 4.240: Teekanne GesmbH, market share and rank.....	167

Table 4.241: Teekanne GesmbH, leading brands	167
Tirol Milch	167
Table 4.242: Tirol Milch, employees	167
Table 4.243: Tirol Milch, financial information	167
Table 4.244: Tirol Milch, market share and rank	167
Table 4.245: Tirol Milch, leading brands	167
Unilever Austria GmbH	167
Table 4.246: Unilever Austria GmbH, employees	167
Table 4.247: Unilever Austria GmbH, financial information	168
Table 4.248: Unilever Austria GmbH, market share and rank	168
Table 4.249: Unilever Austria GmbH, leading brands	168
Wiesbauer GmbH	168
Table 4.250: Wiesbauer GmbH, employees	168
Table 4.251: Wiesbauer GmbH, financial information	168
Table 4.252: Wiesbauer GmbH, market share and rank	168
Table 4.253: Wiesbauer GmbH, leading brands	168
Belgium	169
Market share tables	169
Table 4.254: Top Hot Drinks companies in Belgium by % market share 2009	169
Table 4.255: Top Packaged Food companies in Belgium by % market share 2008	169
Table 4.256: Top Pet food and pet care products companies in Belgium by % market share 2008	169
Brand share tables	170
Table 4.257: Top Hot Drinks brands in Belgium by % market share 2009	170
Table 4.258: Top Packaged Food brands in Belgium by % market share 2008	170
Table 4.259: Top Pet food and pet care products brands in Belgium by % market share 2008	170
Biscuits Delacre SA	171
Table 4.260: Biscuits Delacre SA, market share and rank	171
Table 4.261: Biscuits Delacre SA, leading brands	171
Bonduelle Groupe SA	171
Table 4.262: Bonduelle Groupe SA, market share and rank	171
Table 4.263: Bonduelle Groupe SA, leading brands	171
Boulangerie La Lorraine NV SA	171
Table 4.264: Boulangerie La Lorraine NV SA, market share and rank	171
Table 4.265: Boulangerie La Lorraine NV SA, leading brands	171
Campbell Foods Belgium NV	171
Table 4.266: Campbell Foods Belgium NV, market share and rank	171
Table 4.267: Campbell Foods Belgium NV, leading brands	171
Campina Belgium NV	171
Table 4.268: Campina Belgium NV, market share and rank	172
Table 4.269: Campina Belgium NV, leading brands	172
Danone NV/SA	172
Table 4.270: Danone NV/SA, market share and rank	172
Table 4.271: Danone NV/SA, leading brands	172
Douwe Egberts SA	172
Table 4.272: Douwe Egberts SA, market share and rank	172
Table 4.273: Douwe Egberts SA, leading brands	172
Ferrero Ardennes SA	172
Table 4.274: Ferrero Ardennes SA, market share and rank	172
Table 4.275: Ferrero Ardennes SA, leading brands	172
Iglo Belgium SA	173
Table 4.276: Iglo Belgium SA, market share and rank	173
Table 4.277: Iglo Belgium SA, leading brands	173
Imperial Meat Products	173
Table 4.278: Imperial Meat Products, market share and rank	173
Table 4.279: Imperial Meat Products, leading brands	173
Kellogg Benelux	173
Table 4.280: Kellogg Benelux, market share and rank	173
Table 4.281: Kellogg Benelux, leading brands	173
Kraft Foods Belgium SA	173
Table 4.282: Kraft Foods Belgium SA, market share and rank	173
Table 4.283: Kraft Foods Belgium SA, leading brands	173
Lactalis Europe du Nord	174
Table 4.284: Lactalis Europe du Nord, market share and rank	174
Table 4.285: Lactalis Europe du Nord, leading brands	174
Lotus Bakeries NV	174
Table 4.286: Lotus Bakeries NV, market share and rank	174
Table 4.287: Lotus Bakeries NV, leading brands	174
LU Benelux / General Biscuits België SA	174
Table 4.288: LU Benelux / General Biscuits België SA, market share and rank	174
Table 4.289: LU Benelux / General Biscuits België SA, leading brands	174
Mars Belgium NV SA	174
Table 4.290: Mars Belgium NV SA, market share and rank	174
Table 4.291: Mars Belgium NV SA, leading brands	174
Materne-Confilux SA	175
Table 4.292: Materne-Confilux SA, market share and rank	175
Table 4.293: Materne-Confilux SA, leading brands	175
McCain Foods Belgium SA	175
Table 4.294: McCain Foods Belgium SA, market share and rank	175
Table 4.295: McCain Foods Belgium SA, leading brands	175
Nestlé Belgilux SA	175
Table 4.296: Nestlé Belgilux SA, market share and rank	175
Table 4.297: Nestlé Belgilux SA, leading brands	175
Nestlé Purina PetCare SA NV	176
Table 4.298: Nestlé Purina PetCare SA NV, market share and rank	176
Table 4.299: Nestlé Purina PetCare SA NV, leading brands	176
Nutricia Belgie NV	176
Table 4.300: Nutricia Belgie NV, market share and rank	176
Table 4.301: Nutricia Belgie NV, leading brands	176
PAB Benelux	176
Table 4.302: PAB Benelux, market share and rank	176
Table 4.303: PAB Benelux, leading brands	176
Quintens Bakkerij NV SA	176
Table 4.304: Quintens Bakkerij NV SA, market share and rank	176
Table 4.305: Quintens Bakkerij NV SA, leading brands	177
Smiths Food Group BV	177
Table 4.306: Smiths Food Group BV, market share and rank	177
Table 4.307: Smiths Food Group BV, leading brands	177
Ter Beke NV	177
Table 4.308: Ter Beke NV, market share and rank	177
Table 4.309: Ter Beke NV, leading brands	177
Unilever Belgium NV	177
Table 4.310: Unilever Belgium NV, market share and rank	177
Table 4.311: Unilever Belgium NV, leading brands	177
Vandemoortele NV	178
Table 4.312: Vandemoortele NV, financial information	178

Table 4.313: Vandemoortele NV, market share and rank	178
Table 4.314: Vandemoortele NV, leading brands	178
Brazil	179
Market share tables	179
Table 4.315: Top Hot Drinks companies in Brazil by % market share 2009	179
Table 4.316: Top Packaged Food companies in Brazil by % market share 2008	179
Table 4.317: Top Pet food and pet care products companies in Brazil by % market share 2008	179
Brand share tables	180
Table 4.318: Top Hot Drinks brands in Brazil by % market share 2009	180
Table 4.319: Top Packaged Food brands in Brazil by % market share 2008	180
Table 4.320: Top Pet food and pet care products brands in Brazil by % market share 2008	180
ADM do Brasil Ltda	181
Table 4.321: ADM do Brasil Ltda, market share and rank	181
Table 4.322: ADM do Brasil Ltda, leading brands	181
Arcor do Brasil Ltda	181
Table 4.323: Arcor do Brasil Ltda, market share and rank	181
Table 4.324: Arcor do Brasil Ltda, leading brands	181
Batávia SA	181
Table 4.325: Batávia SA, market share and rank	181
Table 4.326: Batávia SA, leading brands	181
Bunge Alimentos SA	181
Table 4.327: Bunge Alimentos SA, financial information	181
Table 4.328: Bunge Alimentos SA, market share and rank	181
Table 4.329: Bunge Alimentos SA, leading brands	181
Cadbury Adams Brasil Indústria e Comércio de Produtos Alimentícios Ltda	182
Table 4.330: Cadbury Adams Brasil Indústria e Comércio de Produtos Alimentícios Ltda, market share and rank	182
Table 4.331: Cadbury Adams Brasil Indústria e Comércio de Produtos Alimentícios Ltda, leading brands	182
Cargill Agrícola SA	182
Table 4.332: Cargill Agrícola SA, market share and rank	182
Table 4.333: Cargill Agrícola SA, leading brands	182
Chocolates Garoto SA	182
Table 4.334: Chocolates Garoto SA, market share and rank	182
Table 4.335: Chocolates Garoto SA, leading brands	182
Cooperativa Central de Laticínios do Estado de São Paulo	182
Table 4.336: Cooperativa Central de Laticínios do Estado de São Paulo, market share and rank	182
Table 4.337: Cooperativa Central de Laticínios do Estado de São Paulo, leading brands	182
Cooperativa Central dos Produtores Rurais de Minas Gerais Ltda	183
Table 4.338: Cooperativa Central dos Produtores Rurais de Minas Gerais Ltda, employees	183
Table 4.339: Cooperativa Central dos Produtores Rurais de Minas Gerais Ltda, financial information	183
Table 4.340: Cooperativa Central dos Produtores Rurais de Minas Gerais Ltda, market share and rank	183
Table 4.341: Cooperativa Central dos Produtores Rurais de Minas Gerais Ltda, leading brands	183
Dairy Partners Americas Brasil Ltda	183
Table 4.342: Dairy Partners Americas Brasil Ltda, market share and rank	183
Table 4.343: Dairy Partners Americas Brasil Ltda, leading brands	183
Danone Ltda	183
Table 4.344: Danone Ltda, employees	183
Table 4.345: Danone Ltda, financial information	183
Table 4.346: Danone Ltda, market share and rank	183
Table 4.347: Danone Ltda, leading brands	183
Eleva Alimentos SA	183
Table 4.348: Eleva Alimentos SA, market share and rank	184
Table 4.349: Eleva Alimentos SA, leading brands	184
Gomes da Costa Alimentos SA	184
Table 4.350: Gomes da Costa Alimentos SA, market share and rank	184
Table 4.351: Gomes da Costa Alimentos SA, leading brands	184
Josapar-Joaquim Oliveira SA Participações	184
Table 4.352: Josapar-Joaquim Oliveira SA Participações, financial information	184
Table 4.353: Josapar-Joaquim Oliveira SA Participações, market share and rank	184
Table 4.354: Josapar-Joaquim Oliveira SA Participações, leading brands	184
Kibon SA Indústrias Alimentícios	184
Table 4.355: Kibon SA Indústrias Alimentícios, market share and rank	184
Table 4.356: Kibon SA Indústrias Alimentícios, leading brands	184
Kraft Foods Brasil SA	184
Table 4.357: Kraft Foods Brasil SA, employees	185
Table 4.358: Kraft Foods Brasil SA, financial information	185
Table 4.359: Kraft Foods Brasil SA, market share and rank	185
Table 4.360: Kraft Foods Brasil SA, leading brands	185
M Dias Branco SA Comércio e Indústria	185
Table 4.361: M Dias Branco SA Comércio e Indústria, financial information	185
Table 4.362: M Dias Branco SA Comércio e Indústria, market share and rank	185
Table 4.363: M Dias Branco SA Comércio e Indústria, leading brands	185
Mars Brasil Alimentos Ltda	185
Table 4.364: Mars Brasil Alimentos Ltda, market share and rank	185
Table 4.365: Mars Brasil Alimentos Ltda, leading brands	185
Melitta do Brasil Indústria e Comércio Ltda	186
Table 4.366: Melitta do Brasil Indústria e Comércio Ltda, market share and rank	186
Table 4.367: Melitta do Brasil Indústria e Comércio Ltda, leading brands	186
Nestlé Brasil Ltda	186
Table 4.368: Nestlé Brasil Ltda, employees	186
Table 4.369: Nestlé Brasil Ltda, financial information	186
Table 4.370: Nestlé Brasil Ltda, market share and rank	186
Table 4.371: Nestlé Brasil Ltda, leading brands	186
Pandurata Alimentos Ltda	186
Table 4.372: Pandurata Alimentos Ltda, market share and rank	186
Table 4.373: Pandurata Alimentos Ltda, leading brands	186
Parmalat Brasil SA Indústrias de Alimentos SA	187
Table 4.374: Parmalat Brasil SA Indústrias de Alimentos SA, financial information	187
Table 4.375: Parmalat Brasil SA Indústrias de Alimentos SA, market share and rank	187
Table 4.376: Parmalat Brasil SA Indústrias de Alimentos SA, leading brands	187
PepsiCo do Brasil Ltda	187
Table 4.377: PepsiCo do Brasil Ltda, market share and rank	187
Table 4.378: PepsiCo do Brasil Ltda, leading brands	187
Perdigão Agroindustrial SA	187
Table 4.379: Perdigão Agroindustrial SA, financial information	187
Table 4.380: Perdigão Agroindustrial SA, market share and rank	188
Table 4.381: Perdigão Agroindustrial SA, leading brands	188
Polenghi Indústrias Alimentícias Ltda	188
Table 4.382: Polenghi Indústrias Alimentícias Ltda, market share and rank	188
Table 4.383: Polenghi Indústrias Alimentícias Ltda, leading brands	188
Sadia SA	188
Table 4.384: Sadia SA, employees	188
Table 4.385: Sadia SA, financial information	188
Table 4.386: Sadia SA, market share and rank	188
Table 4.387: Sadia SA, leading brands	188
Sara Lee Cafés do Brasil Ltda	188
Table 4.388: Sara Lee Cafés do Brasil Ltda, market share and rank	188

Nestlé Prodalim Gıda Mamulleri AS	714
Table 4.4120: Nestlé Prodalim Gıda Mamulleri AS, market share and rank	714
Table 4.4121: Nestlé Prodalim Gıda Mamulleri AS, leading brands	714
Numil Gıda Ürünleri Sanayi ve Ticaret AS	714
Table 4.4122: Numil Gıda Ürünleri Sanayi ve Ticaret AS, market share and rank	714
Table 4.4123: Numil Gıda Ürünleri Sanayi ve Ticaret AS, leading brands	714
Papagan Kuruyemis AS	714
Table 4.4124: Papagan Kuruyemis AS, market share and rank	714
Table 4.4125: Papagan Kuruyemis AS, leading brands	714
Penguen Gıda Sanayii AS	715
Table 4.4126: Penguen Gıda Sanayii AS, financial information	715
Table 4.4127: Penguen Gıda Sanayii AS, market share and rank	715
Table 4.4128: Penguen Gıda Sanayii AS, leading brands	715
Pinar Süt Mamülleri Sanayi ve Ticaret AS	715
Table 4.4129: Pinar Süt Mamülleri Sanayi ve Ticaret AS, employees	715
Table 4.4130: Pinar Süt Mamülleri Sanayi ve Ticaret AS, financial information	715
Table 4.4131: Pinar Süt Mamülleri Sanayi ve Ticaret AS, market share and rank	715
Table 4.4132: Pinar Süt Mamülleri Sanayi ve Ticaret AS, leading brands	715
Reis Tarımsal Ürünler San ve Tic AS	715
Table 4.4133: Reis Tarımsal Ürünler San ve Tic AS, market share and rank	715
Table 4.4134: Reis Tarımsal Ürünler San ve Tic AS, leading brands	716
Sütas AS	716
Table 4.4135: Sütas AS, employees	716
Table 4.4136: Sütas AS, market share and rank	716
Table 4.4137: Sütas AS, leading brands	716
Tadim Gıda Maddeleri Sanayii ve Ticaret AS	716
Table 4.4138: Tadim Gıda Maddeleri Sanayii ve Ticaret AS, employees	716
Table 4.4139: Tadim Gıda Maddeleri Sanayii ve Ticaret AS, market share and rank	716
Table 4.4140: Tadim Gıda Maddeleri Sanayii ve Ticaret AS, leading brands	716
Tat Konserve Sanayii AS	716
Table 4.4141: Tat Konserve Sanayii AS, employees	716
Table 4.4142: Tat Konserve Sanayii AS, market share and rank	716
Table 4.4143: Tat Konserve Sanayii AS, leading brands	716
Ülker Gıda Sanayi ve Ticaret AS	717
Table 4.4144: Ülker Gıda Sanayi ve Ticaret AS, employees	717
Table 4.4145: Ülker Gıda Sanayi ve Ticaret AS, financial information	717
Table 4.4146: Ülker Gıda Sanayi ve Ticaret AS, market share and rank	717
Table 4.4147: Ülker Gıda Sanayi ve Ticaret AS, leading brands	717
Unilever Sanayii ve Ticaret Türk AS	717
Table 4.4148: Unilever Sanayii ve Ticaret Türk AS, market share and rank	717
Table 4.4149: Unilever Sanayii ve Ticaret Türk AS, leading brands	717
Yasar Holding AS	718
Table 4.4150: Yasar Holding AS, employees	718
Table 4.4151: Yasar Holding AS, financial information	718
Table 4.4152: Yasar Holding AS, market share and rank	718
Table 4.4153: Yasar Holding AS, leading brands	718
Yonca Gıda San AS	718
Table 4.4154: Yonca Gıda San AS, employees	718
Table 4.4155: Yonca Gıda San AS, financial information	718
Yudum Gıda Sanayi ve Tic AS	718
Table 4.4156: Yudum Gıda Sanayi ve Tic AS, employees	718
Table 4.4157: Yudum Gıda Sanayi ve Tic AS, financial information	718
Table 4.4158: Yudum Gıda Sanayi ve Tic AS, market share and rank	719
Table 4.4159: Yudum Gıda Sanayi ve Tic AS, leading brands	719
Ukraine	720
Market share tables	720
Table 4.4160: Top Hot Drinks companies in Ukraine by % market share 2009	720
Table 4.4161: Top Packaged Food companies in Ukraine by % market share 2008	720
Table 4.4162: Top Pet food and pet care products companies in Ukraine by % market share 2008	720
Brand share tables	721
Table 4.4163: Top Hot Drinks brands in Ukraine by % market share 2009	721
Table 4.4164: Top Packaged Food brands in Ukraine by % market share 2008	721
Table 4.4165: Top Pet food and pet care products brands in Ukraine by % market share 2008	721
Agroekoprodukt ZAT	722
Table 4.4166: Agroekoprodukt ZAT, market share and rank	722
Table 4.4167: Agroekoprodukt ZAT, leading brands	722
Ahmad Tea Ukrainian ChRF SP	722
Table 4.4168: Ahmad Tea Ukrainian ChRF SP, market share and rank	722
Table 4.4169: Ahmad Tea Ukrainian ChRF SP, leading brands	722
Alan TOV	722
Table 4.4170: Alan TOV, market share and rank	722
Table 4.4171: Alan TOV, leading brands	722
AVK ZAT	722
Table 4.4172: AVK ZAT, market share and rank	722
Table 4.4173: AVK ZAT, leading brands	722
Cherkasska Prodovolcha Kompaniya TOV	722
Table 4.4174: Cherkasska Prodovolcha Kompaniya TOV, market share and rank	722
Table 4.4175: Cherkasska Prodovolcha Kompaniya TOV, leading brands	723
Chumak ZAO	723
Table 4.4176: Chumak ZAO, market share and rank	723
Table 4.4177: Chumak ZAO, leading brands	723
Dnipropetrovsky O EZ ZAT	723
Table 4.4178: Dnipropetrovsky O EZ ZAT, market share and rank	723
Table 4.4179: Dnipropetrovsky O EZ ZAT, leading brands	723
Galacton VAT	723
Table 4.4180: Galacton VAT, market share and rank	723
Table 4.4181: Galacton VAT, leading brands	723
Gavan SOV TOV	723
Table 4.4182: Gavan SOV TOV, market share and rank	723
Table 4.4183: Gavan SOV TOV, leading brands	723
Herkules ZAT	723
Table 4.4184: Herkules ZAT, market share and rank	724
Table 4.4185: Herkules ZAT, leading brands	724
Idex MK TOV	724
Table 4.4186: Idex MK TOV, market share and rank	724
Table 4.4187: Idex MK TOV, leading brands	724
Khlibprom Concern VAT	724
Table 4.4188: Khlibprom Concern VAT, market share and rank	724
Table 4.4189: Khlibprom Concern VAT, leading brands	724
Kievsky Myasokombinat AOOT	724
Table 4.4190: Kievsky Myasokombinat AOOT, leading brands	724
Kolos Chernivetski Kovbasy MPZ	724
Table 4.4191: Kolos Chernivetski Kovbasy MPZ, market share and rank	724
Table 4.4192: Kolos Chernivetski Kovbasy MPZ, leading brands	724
Konti VO ZAT	724

Table 4.4193: Konti VO ZAT, market share and rank.....	724
Table 4.4194: Konti VO ZAT, leading brands.....	724
Kraft Foods Ukraine ZAT.....	725
Table 4.4195: Kraft Foods Ukraine ZAT, market share and rank.....	725
Table 4.4196: Kraft Foods Ukraine ZAT, leading brands.....	725
Kremenchukmyaso VAT.....	725
Table 4.4197: Kremenchukmyaso VAT, market share and rank.....	725
Table 4.4198: Kremenchukmyaso VAT, leading brands.....	725
Kremenchutsky MMZ VAT.....	725
Table 4.4199: Kremenchutsky MMZ VAT, market share and rank.....	725
Table 4.4200: Kremenchutsky MMZ VAT, leading brands.....	725
Kyivkhlіb AT.....	725
Table 4.4201: Kyivkhlіb AT, market share and rank.....	725
Table 4.4202: Kyivkhlіb AT, leading brands.....	725
Lactalis Ukraine PrivJSC.....	726
Table 4.4203: Lactalis Ukraine PrivJSC, market share and rank.....	726
Table 4.4204: Lactalis Ukraine PrivJSC, leading brands.....	726
Mars Inc.....	726
Table 4.4205: Mars Inc, market share and rank.....	726
Table 4.4206: Mars Inc, leading brands.....	726
Mars OOO.....	726
Table 4.4207: Mars OOO, market share and rank.....	726
Table 4.4208: Mars OOO, leading brands.....	726
Molochny Dim TOV.....	726
Table 4.4209: Molochny Dim TOV, market share and rank.....	726
Table 4.4210: Molochny Dim TOV, leading brands.....	726
Nestlé-Ukraine TOV.....	726
Table 4.4211: Nestlé-Ukraine TOV, market share and rank.....	726
Table 4.4212: Nestlé-Ukraine TOV, leading brands.....	726
Orimi Trade OOO.....	727
Table 4.4213: Orimi Trade OOO, market share and rank.....	727
Table 4.4214: Orimi Trade OOO, leading brands.....	727
Pleyady TOV.....	727
Table 4.4215: Pleyady TOV, market share and rank.....	727
Table 4.4216: Pleyady TOV, leading brands.....	727
Prydniprovsky AKK ATVT.....	727
Table 4.4217: Prydniprovsky AKK ATVT, market share and rank.....	727
Table 4.4218: Prydniprovsky AKK ATVT, leading brands.....	727
Roshen Kondyterska Korporatsia.....	727
Table 4.4219: Roshen Kondyterska Korporatsia, market share and rank.....	727
Table 4.4220: Roshen Kondyterska Korporatsia, leading brands.....	727
Shepetovsky Myasokombinat OAO.....	728
Table 4.4221: Shepetovsky Myasokombinat OAO, market share and rank.....	728
Table 4.4222: Shepetovsky Myasokombinat OAO, leading brands.....	728
Shostkynsky Miskmolkombinat VAT.....	728
Table 4.4223: Shostkynsky Miskmolkombinat VAT, market share and rank.....	728
Table 4.4224: Shostkynsky Miskmolkombinat VAT, leading brands.....	728
Strauss Ukraine TOV.....	728
Table 4.4225: Strauss Ukraine TOV, market share and rank.....	728
Table 4.4226: Strauss Ukraine TOV, leading brands.....	728
Supoy TD.....	728
Table 4.4227: Supoy TD, market share and rank.....	728
Table 4.4228: Supoy TD, leading brands.....	728
Unilever Ukraine LLC.....	728
Table 4.4229: Unilever Ukraine LLC, market share and rank.....	728
Table 4.4230: Unilever Ukraine LLC, leading brands.....	729
Wimm-Bill-Dann Ukraine VAT.....	729
Table 4.4231: Wimm-Bill-Dann Ukraine VAT, market share and rank.....	729
Table 4.4232: Wimm-Bill-Dann Ukraine VAT, leading brands.....	729
Wrigley Ukraine LLC.....	729
Table 4.4233: Wrigley Ukraine LLC, market share and rank.....	729
Table 4.4234: Wrigley Ukraine LLC, leading brands.....	729
United Kingdom.....	730
Market share tables.....	730
Table 4.4235: Top Hot Drinks companies in United Kingdom by % market share 2009.....	730
Table 4.4236: Top Packaged Food companies in United Kingdom by % market share 2008.....	730
Table 4.4237: Top Pet food and pet care products companies in United Kingdom by % market share 2008.....	730
Brand share tables.....	731
Table 4.4238: Top Hot Drinks brands in United Kingdom by % market share 2009.....	731
Table 4.4239: Top Packaged Food brands in United Kingdom by % market share 2008.....	731
Table 4.4240: Top Pet food and pet care products brands in United Kingdom by % market share 2008.....	731
Allied Bakeries Ltd.....	732
Table 4.4241: Allied Bakeries Ltd, market share and rank.....	732
Table 4.4242: Allied Bakeries Ltd, leading brands.....	732
Arla Foods UK Plc.....	732
Table 4.4243: Arla Foods UK Plc, market share and rank.....	732
Table 4.4244: Arla Foods UK Plc, leading brands.....	732
Associated British Foods Plc (ABF).....	732
Bernard Matthews Ltd.....	732
Table 4.4245: Bernard Matthews Ltd, market share and rank.....	732
Table 4.4246: Bernard Matthews Ltd, leading brands.....	732
Cadbury Plc.....	732
Cadbury UK Ltd.....	732
Table 4.4247: Cadbury UK Ltd, market share and rank.....	732
Table 4.4248: Cadbury UK Ltd, leading brands.....	733
Dairy Crest Plc.....	733
Table 4.4249: Dairy Crest Plc, financial information.....	733
Table 4.4250: Dairy Crest Plc, market share and rank.....	733
Table 4.4251: Dairy Crest Plc, leading brands.....	733
Danone Ltd.....	733
Table 4.4252: Danone Ltd, market share and rank.....	733
Table 4.4253: Danone Ltd, leading brands.....	733
Heinz Co Ltd, HJ.....	733
Table 4.4254: Heinz Co Ltd, HJ, market share and rank.....	733
Table 4.4255: Heinz Co Ltd, HJ, leading brands.....	733
Iglo Bird's Eye Frozen Foods.....	734
Table 4.4256: Iglo Bird's Eye Frozen Foods, market share and rank.....	734
Table 4.4257: Iglo Bird's Eye Frozen Foods, leading brands.....	734
Kellogg Co of Great Britain Ltd.....	734
Table 4.4258: Kellogg Co of Great Britain Ltd, market share and rank.....	734
Table 4.4259: Kellogg Co of Great Britain Ltd, leading brands.....	734
KP Foods Ltd.....	734
Table 4.4260: KP Foods Ltd, market share and rank.....	734
Table 4.4261: KP Foods Ltd, leading brands.....	734

Kraft Foods UK Ltd	735
Table 4.4262: Kraft Foods UK Ltd, market share and rank	735
Table 4.4263: Kraft Foods UK Ltd, leading brands	735
Mars (GB) Ltd	735
Table 4.4264: Mars (GB) Ltd, market share and rank	735
Table 4.4265: Mars (GB) Ltd, leading brands	735
Müller Dairy (UK) Ltd	735
Table 4.4266: Müller Dairy (UK) Ltd, market share and rank	735
Table 4.4267: Müller Dairy (UK) Ltd, leading brands	735
Nestlé Purina Ltd	736
Table 4.4268: Nestlé Purina Ltd, market share and rank	736
Table 4.4269: Nestlé Purina Ltd, leading brands	736
Nestlé UK Ltd	736
Table 4.4270: Nestlé UK Ltd, market share and rank	736
Table 4.4271: Nestlé UK Ltd, leading brands	736
Premier Foods Plc	736
Table 4.4272: Premier Foods Plc, financial information	736
Table 4.4273: Premier Foods Plc, market share and rank	736
Table 4.4274: Premier Foods Plc, leading brands	736
Princes Ltd	737
Table 4.4275: Princes Ltd, market share and rank	737
Table 4.4276: Princes Ltd, leading brands	737
Procter & Gamble Ltd	737
Table 4.4277: Procter & Gamble Ltd, market share and rank	737
Table 4.4278: Procter & Gamble Ltd, leading brands	737
Tetley GB Ltd	737
Table 4.4279: Tetley GB Ltd, market share and rank	737
Table 4.4280: Tetley GB Ltd, leading brands	738
Twining & Co Ltd, R	738
Table 4.4281: Twining & Co Ltd, R, market share and rank	738
Table 4.4282: Twining & Co Ltd, R, leading brands	738
Unilever Foods UK Ltd	738
Table 4.4283: Unilever Foods UK Ltd, leading brands	738
Unilever Group	738
United Biscuits (UK) Ltd (McVities / KP)	738
Table 4.4284: United Biscuits (UK) Ltd (McVities / KP), market share and rank	738
Table 4.4285: United Biscuits (UK) Ltd (McVities / KP), leading brands	739
Walkers Snack Foods Ltd	739
Table 4.4286: Walkers Snack Foods Ltd, market share and rank	739
Table 4.4287: Walkers Snack Foods Ltd, leading brands	739
Warburtons Ltd	739
Table 4.4288: Warburtons Ltd, market share and rank	739
Table 4.4289: Warburtons Ltd, leading brands	739
Weetabix Ltd	739
Table 4.4290: Weetabix Ltd, market share and rank	739
Table 4.4291: Weetabix Ltd, leading brands	739
Wrigley Co Ltd, The	739
Table 4.4292: Wrigley Co Ltd, The, market share and rank	739
Table 4.4293: Wrigley Co Ltd, The, leading brands	739
Yoplait Dairy Crest	740
Table 4.4294: Yoplait Dairy Crest, market share and rank	740
Table 4.4295: Yoplait Dairy Crest, leading brands	740
USA	741
Market share tables	741
Table 4.4296: Top Hot Drinks companies in USA by % market share 2009	741
Table 4.4297: Top Packaged Food companies in USA by % market share 2008	741
Table 4.4298: Top Pet food and pet care products companies in USA by % market share 2008	741
Brand share tables	742
Table 4.4299: Top Hot Drinks brands in USA by % market share 2009	742
Table 4.4300: Top Packaged Food brands in USA by % market share 2008	742
Table 4.4301: Top Pet food and pet care products brands in USA by % market share 2008	742
Cadbury Adams USA LLC	743
Table 4.4302: Cadbury Adams USA LLC, market share and rank	743
Table 4.4303: Cadbury Adams USA LLC, leading brands	743
Campbell Soup Co	743
Table 4.4304: Campbell Soup Co, market share and rank	743
Table 4.4305: Campbell Soup Co, leading brands	743
Chiquita Brands Inc	743
Table 4.4306: Chiquita Brands Inc, employees	743
Table 4.4307: Chiquita Brands Inc, financial information	743
Table 4.4308: Chiquita Brands Inc, market share and rank	743
Table 4.4309: Chiquita Brands Inc, leading brands	743
ConAgra Foods Inc	743
Table 4.4310: ConAgra Foods Inc, employees	744
Table 4.4311: ConAgra Foods Inc, financial information	744
Table 4.4312: ConAgra Foods Inc, market share and rank	744
Table 4.4313: ConAgra Foods Inc, leading brands	744
Dannon Co, The	744
Table 4.4314: Dannon Co, The, market share and rank	744
Table 4.4315: Dannon Co, The, leading brands	744
Dean Foods Co	744
Table 4.4316: Dean Foods Co, employees	745
Table 4.4317: Dean Foods Co, financial information	745
Table 4.4318: Dean Foods Co, market share and rank	745
Table 4.4319: Dean Foods Co, leading brands	745
Del Monte Foods Co	745
Table 4.4320: Del Monte Foods Co, employees	745
Table 4.4321: Del Monte Foods Co, financial information	745
Table 4.4322: Del Monte Foods Co, market share and rank	745
Table 4.4323: Del Monte Foods Co, leading brands	746
Dole Food Co Inc	746
Table 4.4324: Dole Food Co Inc, market share and rank	746
Table 4.4325: Dole Food Co Inc, leading brands	746
Dreyer's Grand Ice Cream Holdings Inc	746
Table 4.4326: Dreyer's Grand Ice Cream Holdings Inc, market share and rank	746
Table 4.4327: Dreyer's Grand Ice Cream Holdings Inc, leading brands	746
Frito-Lay Co	746
Table 4.4328: Frito-Lay Co, financial information	746
Table 4.4329: Frito-Lay Co, market share and rank	746
Table 4.4330: Frito-Lay Co, leading brands	746
General Mills Inc	747
Table 4.4331: General Mills Inc, market share and rank	747
Table 4.4332: General Mills Inc, leading brands	747
Heinz Co, HJ	747
Table 4.4333: Heinz Co, HJ, market share and rank	747

Table 4.4334: Heinz Co, HJ, leading brands	747
Hershey Co, The	747
Table 4.4335: Hershey Co, The, employees	747
Table 4.4336: Hershey Co, The, employees	747
Table 4.4337: Hershey Co, The, financial information	747
Table 4.4338: Hershey Co, The, market share and rank	747
Table 4.4339: Hershey Co, The, leading brands	748
Hormel Foods Corp	748
Table 4.4340: Hormel Foods Corp, employees	748
Table 4.4341: Hormel Foods Corp, financial information	748
Table 4.4342: Hormel Foods Corp, market share and rank	748
Table 4.4343: Hormel Foods Corp, leading brands	748
Hostess Brands, Inc.....	749
Table 4.4344: Hostess Brands, Inc, market share and rank	749
Table 4.4345: Hostess Brands, Inc, leading brands	749
JM Smucker Co, The	749
Table 4.4346: JM Smucker Co, The, employees	749
Table 4.4347: JM Smucker Co, The, financial information	749
Table 4.4348: JM Smucker Co, The, market share and rank	749
Table 4.4349: JM Smucker Co, The, leading brands	749
Keebler Foods Co.....	749
Table 4.4350: Keebler Foods Co, market share and rank	749
Table 4.4351: Keebler Foods Co, leading brands	749
Kellogg Co	750
Table 4.4352: Kellogg Co, market share and rank	750
Table 4.4353: Kellogg Co, leading brands.....	750
Kraft Foods Inc.....	750
Table 4.4354: Kraft Foods Inc, market share and rank	750
Table 4.4355: Kraft Foods Inc, leading brands	750
Mars Inc	750
Table 4.4356: Mars Inc, market share and rank	750
Table 4.4357: Mars Inc, leading brands	750
Mead Johnson Nutritionals	751
Table 4.4358: Mead Johnson Nutritionals, employees	751
Table 4.4359: Mead Johnson Nutritionals, financial information	751
Table 4.4360: Mead Johnson Nutritionals, market share and rank	751
Table 4.4361: Mead Johnson Nutritionals, leading brands	751
Nestlé Purina PetCare Co.....	751
Table 4.4362: Nestlé Purina PetCare Co, market share and rank	751
Table 4.4363: Nestlé Purina PetCare Co, leading brands	751
Nestlé USA Inc.....	751
Table 4.4364: Nestlé USA Inc, market share and rank	751
Table 4.4365: Nestlé USA Inc, leading brands	751
PepsiCo Inc.....	752
Procter & Gamble Co, The.....	752
Quaker Oats Co, The	752
Table 4.4366: Quaker Oats Co, The, market share and rank	752
Table 4.4367: Quaker Oats Co, The, leading brands	752
Sara Lee Corp	752
Table 4.4368: Sara Lee Corp, market share and rank	752
Table 4.4369: Sara Lee Corp, leading brands	752
Unilever Ice Cream	752
Table 4.4370: Unilever Ice Cream, market share and rank	752
Table 4.4371: Unilever Ice Cream, leading brands	752
Unilever United States Inc	753
Table 4.4372: Unilever United States Inc, employees	753
Table 4.4373: Unilever United States Inc, financial information	753
Table 4.4374: Unilever United States Inc, market share and rank	753
Table 4.4375: Unilever United States Inc, leading brands	753
Weston Foods.....	753
Table 4.4376: Weston Foods, financial information	753
Table 4.4377: Weston Foods, market share and rank	753
Table 4.4378: Weston Foods, leading brands	753
Venezuela	754
Market share tables	754
Table 4.4379: Top Hot Drinks companies in Venezuela by % market share 2009	754
Table 4.4380: Top Packaged Food companies in Venezuela by % market share 2008	754
Table 4.4381: Top Pet food and pet care products companies in Venezuela by % market share 2008	754
Brand share tables.....	755
Table 4.4382: Top Hot Drinks brands in Venezuela by % market share 2009	755
Table 4.4383: Top Packaged Food brands in Venezuela by % market share 2008	755
Table 4.4384: Top Pet food and pet care products brands in Venezuela by % market share 2008.....	755
Alfonzo Rivas & Cia CA	756
Table 4.4385: Alfonzo Rivas & Cia CA, market share and rank	756
Table 4.4386: Alfonzo Rivas & Cia CA, leading brands	756
Alimentos Heinz CA	756
Table 4.4387: Alimentos Heinz CA, market share and rank	756
Table 4.4388: Alimentos Heinz CA, leading brands	756
Alimentos Kellogg SA	756
Table 4.4389: Alimentos Kellogg SA, market share and rank	756
Table 4.4390: Alimentos Kellogg SA, leading brands	756
Alimentos Polar CA	756
Table 4.4391: Alimentos Polar CA, market share and rank	756
Table 4.4392: Alimentos Polar CA, leading brands.....	757
Alpina Productos Alimenticios CA	757
Table 4.4393: Alpina Productos Alimenticios CA, market share and rank	757
Table 4.4394: Alpina Productos Alimenticios CA, leading brands	757
Avecaisa-Avencatun Industrial SA	757
Table 4.4395: Avecaisa-Avencatun Industrial SA, market share and rank	757
Table 4.4396: Avecaisa-Avencatun Industrial SA, leading brands	757
Bimbo de Venezuela CA	757
Table 4.4397: Bimbo de Venezuela CA, market share and rank	757
Table 4.4398: Bimbo de Venezuela CA, leading brands	757
Cadbury Adams SA	757
Table 4.4399: Cadbury Adams SA, employees.....	757
Table 4.4400: Cadbury Adams SA, market share and rank	757
Table 4.4401: Cadbury Adams SA, leading brands	758
Café Fama de América CA	758
Table 4.4402: Café Fama de América CA, market share and rank	758
Table 4.4403: Café Fama de América CA, leading brands	758
Cargill de Venezuela CA.....	758
Table 4.4404: Cargill de Venezuela CA, market share and rank	758
Table 4.4405: Cargill de Venezuela CA, leading brands	758
Consortio Oleaginoso Portuguesa SA (Coposa)	758
Table 4.4406: Consortio Oleaginoso Portuguesa SA (Coposa), market share and rank	758

Table 4.4407: Consorcio Oleaginoso Portuguesa SA (Coposa), leading brands	758
Corporación Inlaca CA	758
Table 4.4408: Corporación Inlaca CA, employees	758
Table 4.4409: Corporación Inlaca CA, financial information	759
Table 4.4410: Corporación Inlaca CA, market share and rank	759
Table 4.4411: Corporación Inlaca CA, leading brands	759
Effem Venezuela CA	759
Table 4.4412: Effem Venezuela CA, market share and rank	759
Table 4.4413: Effem Venezuela CA, leading brands	759
Empresa Nacional Lácteos Los Andes (Enlandes)	759
Table 4.4414: Empresa Nacional Lácteos Los Andes (Enlandes), market share and rank	759
Table 4.4415: Empresa Nacional Lácteos Los Andes (Enlandes), leading brands	759
Empresas Polar CA	759
Table 4.4416: Empresas Polar CA, market share and rank	759
Table 4.4417: Empresas Polar CA, leading brands	759
Eveba-Propisca CA	760
Table 4.4418: Eveba-Propisca CA, market share and rank	760
Table 4.4419: Eveba-Propisca CA, leading brands	760
General Mills de Venezuela CA	760
Table 4.4420: General Mills de Venezuela CA, market share and rank	760
Table 4.4421: General Mills de Venezuela CA, leading brands	760
Industria Láctea Torondoy CA (INLATOCA)	760
Table 4.4422: Industria Láctea Torondoy CA (INLATOCA), market share and rank	760
Table 4.4423: Industria Láctea Torondoy CA (INLATOCA), leading brands	760
Industria Láctea Venezolana CA (Indulac)	760
Table 4.4424: Industria Láctea Venezolana CA (Indulac), market share and rank	760
Table 4.4425: Industria Láctea Venezolana CA (Indulac), leading brands	760
Industrias Iberia CA	761
Table 4.4426: Industrias Iberia CA, market share and rank	761
Table 4.4427: Industrias Iberia CA, leading brands	761
Internacional de Desarrollo SA	761
Table 4.4428: Internacional de Desarrollo SA, market share and rank	761
Table 4.4429: Internacional de Desarrollo SA, leading brands	761
King David Delicatesses CA	761
Table 4.4430: King David Delicatesses CA, market share and rank	761
Table 4.4431: King David Delicatesses CA, leading brands	761
Kraft Foods Venezuela CA	761
Table 4.4432: Kraft Foods Venezuela CA, market share and rank	761
Table 4.4433: Kraft Foods Venezuela CA, leading brands	761
Lácteos Optimus CA	762
Table 4.4434: Lácteos Optimus CA, market share and rank	762
Table 4.4435: Lácteos Optimus CA, leading brands	762
Marcelo y Rivero CA	762
Table 4.4436: Marcelo y Rivero CA, employees	762
Table 4.4437: Marcelo y Rivero CA, market share and rank	762
Table 4.4438: Marcelo y Rivero CA, leading brands	762
Mavesa SA	762
Table 4.4439: Mavesa SA, market share and rank	762
Table 4.4440: Mavesa SA, leading brands	762
Molinos Nacionales CA (MONACA)	762
Table 4.4441: Molinos Nacionales CA (MONACA), market share and rank	762
Table 4.4442: Molinos Nacionales CA (MONACA), leading brands	762
Nestlé Venezuela SA	763
Table 4.4443: Nestlé Venezuela SA, market share and rank	763
Table 4.4444: Nestlé Venezuela SA, leading brands	763
Pasteurizadora Táchira CA	763
Table 4.4445: Pasteurizadora Táchira CA, employees	763
Table 4.4446: Pasteurizadora Táchira CA, market share and rank	763
Table 4.4447: Pasteurizadora Táchira CA, leading brands	763
Plumrose Latinoamericana CA	763
Table 4.4448: Plumrose Latinoamericana CA, market share and rank	763
Table 4.4449: Plumrose Latinoamericana CA, leading brands	763
Productos EFE CA	764
Table 4.4450: Productos EFE CA, market share and rank	764
Table 4.4451: Productos EFE CA, leading brands	764
Productos Lácteos Flor de Aragua CA	764
Table 4.4452: Productos Lácteos Flor de Aragua CA, market share and rank	764
Table 4.4453: Productos Lácteos Flor de Aragua CA, leading brands	764
Promesa CA	764
Table 4.4454: Promesa CA, market share and rank	764
Table 4.4455: Promesa CA, leading brands	764
Quesos Nacionales CA	764
Table 4.4456: Quesos Nacionales CA, market share and rank	764
Table 4.4457: Quesos Nacionales CA, leading brands	764
Snacks America Latina Venezuela SRL	764
Table 4.4458: Snacks America Latina Venezuela SRL, market share and rank	764
Table 4.4459: Snacks America Latina Venezuela SRL, leading brands	765
Sucesora de Jose Puig y Cia CA	765
Table 4.4460: Sucesora de Jose Puig y Cia CA, market share and rank	765
Table 4.4461: Sucesora de Jose Puig y Cia CA, leading brands	765
Unilever Andina de Venezuela SA	765
Table 4.4462: Unilever Andina de Venezuela SA, market share and rank	765
Table 4.4463: Unilever Andina de Venezuela SA, leading brands	765
Vida Herbal Suplementos Alimenticios CA	765
Table 4.4464: Vida Herbal Suplementos Alimenticios CA, market share and rank	765
Table 4.4465: Vida Herbal Suplementos Alimenticios CA, leading brands	765
Vietnam	766
Market share tables	766
Table 4.4466: Top Hot Drinks companies in Vietnam by % market share 2009	766
Table 4.4467: Top Packaged Food companies in Vietnam by % market share 2008	766
Table 4.4468: Top Pet food and pet care products companies in Vietnam by % market share 2008	766
Brand share tables	767
Table 4.4469: Top Hot Drinks brands in Vietnam by % market share 2009	767
Table 4.4470: Top Packaged Food brands in Vietnam by % market share 2008	767
Table 4.4471: Top Pet food and pet care products brands in Vietnam by % market share 2008	767
Abbott Vietnam Co Ltd	768
Table 4.4472: Abbott Vietnam Co Ltd, market share and rank	768
Table 4.4473: Abbott Vietnam Co Ltd, leading brands	768
Acecook Vietnam JSC	768
Table 4.4474: Acecook Vietnam JSC, market share and rank	768
Table 4.4475: Acecook Vietnam JSC, leading brands	768
Ajinomoto Vietnam Co Ltd	768
Table 4.4476: Ajinomoto Vietnam Co Ltd, market share and rank	768
Table 4.4477: Ajinomoto Vietnam Co Ltd, leading brands	768
Asia Bakery & Confectionery Pte Enterprise	768

Table 4.4478: Asia Bakery & Confectionery Pte Enterprise, market share and rank	768
Table 4.4479: Asia Bakery & Confectionery Pte Enterprise, leading brands	768
Bien Hoa Confectionery Corp (Bibica)	768
Table 4.4480: Bien Hoa Confectionery Corp (Bibica), market share and rank	769
Table 4.4481: Bien Hoa Confectionery Corp (Bibica), leading brands	769
Binh An Vegetable Oil Joint Stock Co	769
Table 4.4482: Binh An Vegetable Oil Joint Stock Co, market share and rank	769
Table 4.4483: Binh An Vegetable Oil Joint Stock Co, leading brands	769
Cai Lan Oils & Fats Industries Co Ltd	769
Table 4.4484: Cai Lan Oils & Fats Industries Co Ltd, market share and rank	769
Table 4.4485: Cai Lan Oils & Fats Industries Co Ltd, leading brands	769
Colusa Miliket Foodstuff JSC (COMIFOOD)	769
Table 4.4486: Colusa Miliket Foodstuff JSC (COMIFOOD), market share and rank	769
Table 4.4487: Colusa Miliket Foodstuff JSC (COMIFOOD), leading brands	769
Fonterra Brands (Vietnam) Co	769
Table 4.4488: Fonterra Brands (Vietnam) Co, market share and rank	769
Table 4.4489: Fonterra Brands (Vietnam) Co, leading brands	769
FrieslandCampina Vietnam	770
Table 4.4490: FrieslandCampina Vietnam, market share and rank	770
Table 4.4491: FrieslandCampina Vietnam, leading brands	770
Golden Hope Nha Be Co Ltd	770
Table 4.4492: Golden Hope Nha Be Co Ltd, market share and rank	770
Table 4.4493: Golden Hope Nha Be Co Ltd, leading brands	770
Hai Chau Confectionery Co	770
Table 4.4494: Hai Chau Confectionery Co, market share and rank	770
Table 4.4495: Hai Chau Confectionery Co, leading brands	770
Haiha Confectionery Joint-Stock Co (Haihaco)	770
Table 4.4496: Haiha Confectionery Joint-Stock Co (Haihaco), market share and rank	770
Table 4.4497: Haiha Confectionery Joint-Stock Co (Haihaco), leading brands	770
Halong Canned Food Stock Corp	770
Table 4.4498: Halong Canned Food Stock Corp, market share and rank	771
Table 4.4499: Halong Canned Food Stock Corp, leading brands	771
Kinh Do Corp	771
Table 4.4500: Kinh Do Corp, financial information	771
Table 4.4501: Kinh Do Corp, market share and rank	771
Table 4.4502: Kinh Do Corp, leading brands	771
Mars Inc	771
Table 4.4503: Mars Inc, market share and rank	771
Table 4.4504: Mars Inc, leading brands	771
Nestlé Vietnam Ltd	771
Table 4.4505: Nestlé Vietnam Ltd, market share and rank	771
Table 4.4506: Nestlé Vietnam Ltd, leading brands	771
Orion Food Vina Co Ltd	772
Table 4.4507: Orion Food Vina Co Ltd, leading brands	772
Perfetti Van Melle Vietnam Ltd	772
Table 4.4508: Perfetti Van Melle Vietnam Ltd, market share and rank	772
Table 4.4509: Perfetti Van Melle Vietnam Ltd, leading brands	772
Saigon Beverages JSC (Tribeco)	772
Table 4.4510: Saigon Beverages JSC (Tribeco), financial information	772
Table 4.4511: Saigon Beverages JSC (Tribeco), leading brands	772
Saigon Vewong Joint Venture Co	772
Table 4.4512: Saigon Vewong Joint Venture Co, market share and rank	772
Table 4.4513: Saigon Vewong Joint Venture Co, leading brands	772
Special Aquatic Joint-stock Co (SEASPIMEX-VIETNAM)	773
Table 4.4514: Special Aquatic Joint-stock Co (SEASPIMEX-VIETNAM), market share and rank	773
Table 4.4515: Special Aquatic Joint-stock Co (SEASPIMEX-VIETNAM), leading brands	773
Tan Binh Vegetable Oil JSC	773
Table 4.4516: Tan Binh Vegetable Oil JSC, market share and rank	773
Table 4.4517: Tan Binh Vegetable Oil JSC, leading brands	773
Trung Nguyen Coffee Co Ltd	773
Table 4.4518: Trung Nguyen Coffee Co Ltd, market share and rank	773
Table 4.4519: Trung Nguyen Coffee Co Ltd, leading brands	773
Trung Thanh Co Ltd	773
Table 4.4520: Trung Thanh Co Ltd, market share and rank	773
Table 4.4521: Trung Thanh Co Ltd, leading brands	773
Tuong An Vegetable Oil JSC	773
Table 4.4522: Tuong An Vegetable Oil JSC, financial information	774
Table 4.4523: Tuong An Vegetable Oil JSC, market share and rank	774
Table 4.4524: Tuong An Vegetable Oil JSC, leading brands	774
Tuyen Ky Co Ltd	774
Table 4.4525: Tuyen Ky Co Ltd, market share and rank	774
Table 4.4526: Tuyen Ky Co Ltd, leading brands	774
Unilever Vietnam	774
Table 4.4527: Unilever Vietnam, market share and rank	774
Table 4.4528: Unilever Vietnam, leading brands	774
Vedan (Vietnam) Enterprise Corp Ltd	774
Table 4.4529: Vedan (Vietnam) Enterprise Corp Ltd, financial information	775
Table 4.4530: Vedan (Vietnam) Enterprise Corp Ltd, market share and rank	775
Table 4.4531: Vedan (Vietnam) Enterprise Corp Ltd, leading brands	775
Viet Thai International Joint Stock Co	775
Table 4.4532: Viet Thai International Joint Stock Co, market share and rank	775
Table 4.4533: Viet Thai International Joint Stock Co, leading brands	775
Vietnam Dairy Products JSC (Vinamilk)	775
Table 4.4534: Vietnam Dairy Products JSC (Vinamilk), employees	775
Table 4.4535: Vietnam Dairy Products JSC (Vinamilk), financial information	775
Table 4.4536: Vietnam Dairy Products JSC (Vinamilk), market share and rank	775
Table 4.4537: Vietnam Dairy Products JSC (Vinamilk), leading brands	775
VIFON - Vietnam Food Industries Joint Stock Co	775
Table 4.4538: VIFON - Vietnam Food Industries Joint Stock Co, market share and rank	775
Table 4.4539: VIFON - Vietnam Food Industries Joint Stock Co, leading brands	775
Vinacafe - Vietnam National Coffee Corp	776
Table 4.4540: Vinacafe - Vietnam National Coffee Corp, market share and rank	776
Table 4.4541: Vinacafe - Vietnam National Coffee Corp, leading brands	776
Vissan Import Export Corp (VISSAN)	776
Table 4.4542: Vissan Import Export Corp (VISSAN), market share and rank	776
Table 4.4543: Vissan Import Export Corp (VISSAN), leading brands	776

Section Three Sources

Trade and Business Associations	779
Baby food	779
Bakery products	779
Canned food	784
Chilled food	786

Confectionery.....	786
Dairy products.....	790
Dried food.....	796
Eggs.....	798
Fish and seafood.....	799
Food.....	802
Fresh food.....	812
Frozen food.....	814
Fruits.....	816
Health food.....	820
Hot drinks.....	821
Ice cream.....	824
Meat.....	825
Oils and fats.....	833
Pet food and pet care products.....	836
Retailing.....	837
Sauces, dressings and condiments.....	850
Soft drinks.....	851
Sugar and sweeteners.....	854
Sweet and savoury snacks.....	856
Vegetables.....	857
Trade and Business Journals by Sector.....	861
Baby food.....	861
Bakery products.....	861
Canned food.....	862
Confectionery.....	862
Dairy products.....	864
Dried food.....	866
Eggs.....	866
Fish and seafood.....	867
Food.....	867
Fresh food.....	871
Frozen food.....	872
Fruits.....	872
Health food.....	873
Hot drinks.....	874
Ice cream.....	874
Meat.....	874
Oils and fats.....	876
Pet food and pet care products.....	877
Retailing.....	877
Sauces, dressings and condiments.....	884
Soft drinks.....	884
Sugar and sweeteners.....	885
Sweet and savoury snacks.....	885
Vegetables.....	885
Business Information Web Sites by Sector.....	887
Baby food.....	887
Bakery products.....	887
Canned food.....	889
Chilled food.....	890
Confectionery.....	890
Dairy products.....	892
Dried food.....	895
Eggs.....	896
Fish and seafood.....	897
Food.....	898
Fresh food.....	905
Frozen food.....	906
Fruits.....	907
Health food.....	909
Hot drinks.....	909
Ice cream.....	911
Meat.....	912
Oils and fats.....	915
Pet food and pet care products.....	917
Retailing.....	918
Sauces, dressings and condiments.....	923
Soft drinks.....	923
Sugar and sweeteners.....	925
Sweet and savoury snacks.....	927
Vegetables.....	927

Section Four Indexes

A-Z index of companies.....	931
A-Z company index by market sector.....	939
A-Z source index.....	973

Introduction

This sixth edition of Euromonitor International's World Food Marketing Directory brings together and conveniently presents in one volume hard-to-find industry and marketing information as well as current data on key industry players throughout the world.

Product coverage includes:

- Baby food
- Bakery products
- Canned/preserved food
- Chilled processed food
- Confectionery
- Dairy products
- Dried processed food
- Frozen processed food
- Hot drinks
- Ice cream
- Meal replacement products
- Oil and fats
- Pasta and noodles
- Pet food
- Ready meals
- Sauces, dressings and condiments
- Snack bars
- Soup
- Spreads
- Sweet and savoury snacks

Research methodology and profile selection criteria

Industry information presented has been compiled from Euromonitor International's comprehensive marketing databases. Euromonitor International's PASSPORT system analyses consumer markets in major countries, aggregating market size and presence across the constituent market sectors to identify the leading operators at national and global levels.

The first part of World Food Marketing Directory presents global market share data for all food products taken from the comprehensive PASSPORT database. This data, in turn, assists compilers in identifying the key multinationals profiled in Section One.

For the most part, local operators profiled in Section Two have been selected on the basis of their national market share. (For example, packaged food companies with over 0.5% of their national market, hot drinks companies with over 10% of their national market and pet food companies with over 10% of their national market.) Further, to provide a more comprehensive and accurate picture of the market, details on a number of successful smaller local operators are included.

For in-depth analysis on all consumer markets, contact Euromonitor International at www.euromonitor.com.

Organisation and Scope of the Directory

Information in the World Food Marketing Directory is presented in the following three sections.

Section One: Major Food Multinationals

Companies listed in this section are arranged alphabetically by company name. Selection is based strictly on the company's national and global presence. Each profile provides the following company details:

- Company name
- Contact details
- Company activity
- Corporate summary
- Key events
- Number of employees
- Financial information (last five years)
- Annual growth (last five years)
- Company share of the food market at global level and market rank, 2004-2008 for Packaged Food and Pet Food and 2005-2009 for Hot Drinks
- Major subsidiaries
- Leading brands and global share by food sector 2007 and 2008
- Websites

Section Two: Global Directory of National Food Operators

Entries are arranged first by country and then alphabetically by company name, providing the following details:

- Company name
- Contact details
- Parent company (if applicable)
- Company activity
- Financial information and number of employees where available
- Company share and market rank of the market at national level, 2004-2008 for Packaged Food and Pet Food and 2005-2009 for Hot Drinks (excludes smaller local operators)
- Leading brands

Section Three: Marketing Information Sources on the Food Industry

The section describes sources of marketing information on the food sector, including government and international resources, information from trade bodies and private publishers, trade journals and key food industry websites. Due to the wide-ranging nature of these sources, coverage and information varies. Entries typically provide information relevant to that type of source (for example, frequency for trade journals and membership for trade associations) as well as the following details:

- Contact details
- Web site and notes on market information
- Activities
- Details of any publications, statistical or other, description of relevant content where possible
- Details of particular industry specialisation where possible
- Year established

Latin America Top multinational Hot Drinks companies by % market share 2009

Table 3.5

% Retail Value RSP

Company	2005	2006	2007	2008	2005-2009	
					2009	change
1 Nestlé SA (Switzerland)	22.21	20.78	19.47	19.71	19.47	-2.74
2 Sara Lee Corp (USA)	4.71	4.95	5.65	6.59	6.39	+1.68
3 PepsiCo Inc (USA)	2.86	2.92	2.74	2.75	2.65	-0.20
4 Melitta Unternehmensgruppe Bentz KG (Germany)	1.94	2.23	2.60	2.76	2.62	+0.68
5 Unilever Group (United Kingdom)	1.42	1.39	1.28	1.24	1.28	-0.14
6 Associated British Foods Plc (ABF) (United Kingdom)	0.28	0.29	0.28	0.31	0.30	+0.01
7 Kraft Foods Inc (USA)	0.08	0.09	0.08	0.07	0.06	-0.02
8 Kellogg Co (USA)	0.04	0.05	0.04	0.03	0.03	-0.02

Source: Euromonitor International from trade sources/national statistics

Middle East and Africa Top multinational Hot Drinks companies by % market share 2009

Table 3.6

% Retail Value RSP

Company	2005	2006	2007	2008	2005-2009	
					2009	change
1 Nestlé SA (Switzerland)	15.43	15.54	15.76	16.02	15.88	+0.45
2 Unilever Group (United Kingdom)	11.14	10.71	10.49	9.93	10.11	-1.03
3 Kraft Foods Inc (USA)	2.13	2.19	2.43	2.50	2.51	+0.37
4 Associated British Foods Plc (ABF) (United Kingdom)	1.19	1.27	1.34	1.44	1.47	+0.28
5 Cadbury Plc (United Kingdom) ¹	1.35	1.43	1.48	1.46	1.42	+0.07
6 Tata Tea Ltd (India)	0.16	0.18	0.20	0.25	0.22	+0.06

Source: Euromonitor International from trade sources/national statistics

(1) Cadbury Plc + Cadbury Schweppes Plc company shares combined

North America Top multinational Hot Drinks companies by % market share 2009

Table 3.7

% Retail Value RSP

Company	2005	2006	2007	2008	2005-2009	
					2009	change
1 Kraft Foods Inc (USA)	9.03	8.64	8.25	9.05	9.04	+0.00
2 Tata Tea Ltd (India)	1.39	4.19	4.64	4.67	4.67	+3.27
3 Unilever Group (United Kingdom)	4.20	4.17	4.18	4.15	3.97	-0.23
4 Nestlé SA (Switzerland)	4.01	3.72	3.50	3.25	3.00	-1.01
5 Associated British Foods Plc (ABF) (United Kingdom)	1.39	1.38	1.34	1.33	1.28	-0.11
6 Melitta Unternehmensgruppe Bentz KG (Germany)	0.08	0.11	0.13	0.17	0.15	+0.07

Source: Euromonitor International from trade sources/national statistics

Western Europe Top multinational Hot Drinks companies by % market share 2009

Table 3.8

% Retail Value RSP

Company	2005	2006	2007	2008	2005-2009	
					2009	change
1 Nestlé SA (Switzerland)	14.94	15.35	15.83	15.89	16.06	+1.12
2 Kraft Foods Inc (USA)	12.37	12.28	12.37	12.39	12.47	+0.09
3 Sara Lee Corp (USA)	6.92	6.86	7.06	7.33	7.48	+0.56
4 Unilever Group (United Kingdom)	3.64	3.76	3.83	3.65	3.55	-0.10
5 Associated British Foods Plc (ABF) (United Kingdom)	2.29	2.35	2.44	2.35	2.30	+0.00
6 Melitta Unternehmensgruppe Bentz KG (Germany)	1.90	1.79	1.58	1.65	1.72	-0.19
7 Tata Tea Ltd (India)	1.53	1.51	1.47	1.31	1.18	-0.36
8 Cadbury Plc (United Kingdom) ¹	0.72	0.72	0.75	0.68	0.64	-0.08
9 Danone, Groupe (France)	0.00	0.00	0.02	0.02	0.02	+0.01

Source: Euromonitor International from trade sources/national statistics

(1) Cadbury Plc + Cadbury Schweppes Plc company shares combined

ESCI ID: 654339; Company ID: 749256

Kraft Foods Inc

Address Three Lakes Drive, Northfield, IL, 60093, USA
Telephone +1 847 646 2000
Fax +1 847 646 6005
Company website(s) www.kraftfoodscompany.com
Key personnel Irene B Rosenfeld (Chairman and Chief Executive Officer)
 Timothy McLevish (Chief Financial Officer)

Company activity Leading food, confectionery, soft drinks, and hot beverages producer

Corporate summary Kraft Foods is the second largest packaged food company in the world, with a value market share of nearly 3%. The company is active in a wide range of packaged food categories, but its main focus is biscuits, chocolate confectionery and cream cheese. Kraft Foods enjoys a global profile but North America is by far its largest market, accounting for over 50% of revenue. Western Europe contributes almost another quarter of sales.

A change in management and a shift in strategic focus have helped bring Kraft Foods out of something of a slump and a greater focus on premiumisation and wellbeing has enabled the company to return to double-digit sales growth in 2007 and 2008.

Growth has been driven by a mixture of organic and acquisition-led development, with Danone's biscuits business its most recent purchase. However, the cost of restructuring and the weakness of its core developed markets has hit profit levels.

Established 2000

Key events

2010 Acquisitions
 – (January 19) Cadbury has agreed to a \$19.5 billion takeover by Kraft.

2009 Business agreements
 – (September 7) Kraft Foods proposes combination with Cadbury Plc, building on a global powerhouse in snacks, confectionery and quick meals

Corporate image
 – (February) Kraft Foods has revealed a new corporate logo with the strap-line 'Make today delicious'. Kraft Foods will not be changing the logo on the products themselves.

2008 Advertising & marketing
 – (March) The Tang brand earns two marketing awards – Best Brand Re-launch and Best Use of TV – in the Gulf Cooperation Council (GCC). The recognition comes from "Gulf Marketing Review" (GMR) magazine. "Tang Quiz the Whiz Show" on the Asianet TV television network won the Best Use of TV award. The re-launch award recognizes the success of reformulated Tang.

Manufacturing changes
 – (May) Kraft opens the largest freeze-dried coffee plant in Russia, in Leningrad region.

2007 Business agreements
 – (March) Altria Group, Inc. completed the spin-off of Kraft, distributing the approximately 88.9% of outstanding Kraft shares it owned to Altria's shareholders.

Corporate image
 – (January) Sustainably grown coffee takes a giant leap forward in the UK from 10th January, with the announcement that McDonald's UK is to join forces with Kraft Foods, makers of Kenco coffee, to source every bean of its coffee from Rainforest Alliance Certified farms.

Divestments and demergers
 – (October) Kraft Foods agrees to sell its Fruit2O water and Veryfine juice brands and related assets to Sunny Delight Beverages Co.

Legal / regulatory affairs
 – (November 9) The European Commission gives competition clearance for the acquisition of the global biscuit business of Groupe Danone.

Mergers
 – (November 15) The company merges its Post cereals business into Ralcorp Holdings Inc. Kraft shareholders will own 54% of the new Ralcorp.

Other topics
 – (January) Kraft reformulates its regular Capri Sun (global brand owner is Wild) beverages and redesigns the product's packaging. Capri Sun contains no artificial colours, flavours or preservatives.

2005 Advertising & marketing
 – (January) Kraft Foods announces marketing changes to emphasise more nutritious products by introducing flag identifying 'better-for-you' foods and beverages and shifting the mix of products advertised in media seen primarily by children aged 6-11 years.

Brand extensions
 – (May) Kraft launched a brand new line of naturally flavoured waters, Fruit2O Splashzone, which are specially formulated to be low in sugar and calories and packaged in a kid-friendly, portable pouch.
 – (January) Kraft Foods launches a broad line of new products under the South Beach Diet brand. The wide variety of products – offering delicious choices for breakfast, lunch and dinner, as well as snacking – will reach national distribution in spring 2005. The South Beach Diet line will include cereal, meal replacement and cereal bars, refrigerated sandwich wraps, frozen entrees and frozen pizza.

Divestments and demergers
 – (December) Kraft Canada announced that it has reached an agreement to sell certain Canadian grocery assets to a new company, owned by affiliates of Sun Capital Partners, Inc. and EG Capital Group, LLC, expected to be named CanGro Foods. Kraft Foods estimates the products included in the transaction will generate net revenues of approximately \$300 million in 2005.
 – (April) Kraft sold its fruit snacks operation to the Kellogg Company, for approximately US\$30 million.
 – (February) Kraft Foods decides to stop production of Road Kill, one item in its Trolli Gummi candy product line.

Manufacturing changes
 – (August) Kraft Foods opens US\$5 million instant coffee packaging factory in the central Kiev region of Ukraine

Masterfoods Argentina Ltd

Address Calle 505 Número 538, Gowland, Buenos Aires, B6608XAA
Contact details **Telephone** +54 232 443 9000 **Fax** +54 232 443 9000
Company website(s) www.mars.com
Key personnel Ignacio Inda (Director, Pet Foods - South Cone)
Parent company Mars Inc (USA)
Company activity Manufacturer of pet food and confectionery

Company market share and rank

<i>Industry (unit)</i>	2004	(rank)	2005	(rank)	2006	(rank)	2007	(rank)	2008	(rank)
Pet food and pet care products (% Retail Value RSP)	11.56	(2)	13.90	(2)	14.50	(2)	15.28	(2)	15.88	(2)

Table 4.45

Leading brands

<i>Industry (latest year)</i>	Sector	Brand
Packaged Food (2008)	Confectionery	M&M's
	Impulse and indulgence products	M&M's
Pet Food and Pet Care Products (2008)	Dog and cat food	Biscrok, Frolic, Kitekat, Pedigree, Whiskas

Table 4.46

Website(s)

Brand **Address (url)** www.pedigree.com.ar; www.whiskas.com.ar

Milkaut SA (Asociación Unión Tamberos Coop Ltda)

Address Rivadavia 1984, Franck, Santa Fe, S3009AXP
Contact details **Telephone** +54 342 450 1200 **Fax** +54 342 450 1224 **email** milkaut@milkaut.com.ar
Company website(s) www.milkaut.com.ar
Key personnel Miguel Angel Benvenuti (President); Rubén Eduardo Brechbuhl (Vice President)
Company activity Manufacturer of dairy products, including milk and cheese

Company market share and rank

<i>Industry (unit)</i>	2004	(rank)	2005	(rank)	2006	(rank)	2007	(rank)	2008	(rank)
Packaged Food (% Retail Value RSP)	0.79	(17)	0.68	(18)	0.76	(16)	0.76	(17)	0.69	(19)

Table 4.47

Leading brands

<i>Industry (latest year)</i>	Sector	Brand
Packaged Food (2008)	Dairy products	Chis, Fransafe, Milkaut
	Nutrition/staples	Fransafe, Milkaut
	Oils and fats	Milkaut
	Spreads	Milkaut

Table 4.48

Molfino SA

Address Valentín Virasoro 2656, Beccar, Buenos Aires, B1643HDB
Contact details **Telephone** +54 11 4719 8200 **Fax** +54 11 4719 8297 **email** cac@lapaulina.com.ar
Company website(s) www.saputo.com
Key personnel Hernán Marengo (General Manager)
Parent company Saputo Inc (Canada, ownership since: 2003)
Company activity Manufacturer of cheese and powdered milk

Company market share and rank

<i>Industry (unit)</i>	2004	(rank)	2005	(rank)	2006	(rank)	2007	(rank)	2008	(rank)
Packaged Food (% Retail Value RSP)	0.90	(14)	0.82	(15)	0.93	(14)	0.92	(14)	0.86	(14)

Table 4.49

Leading brands

<i>Industry (latest year)</i>	Sector	Brand
Packaged Food (2008)	Dairy products	La Paulina
	Nutrition/staples	La Paulina

Table 4.50

Website(s)

Brand **Address (url)** www.lapaulina.com.ar

Molinos Río de la Plata SA

Address Uruguay 4075, Victoria, Buenos Aires, B1644HKG
Contact details **Telephone** +54 11 4340 1100 **Fax** +54 11 4340 1413 **email** atconsum@molinos.com.ar
Company website(s) www.molinos.com.ar
Key personnel Jorge Gregorio Pérez Companc (Chairman and Managing Director); Luis Pérez Companc (President); Juan Manuel Forn (Vice President)
Parent company Grupo Pérez Companc SA (Argentina)
Company activity Producer and distributor of packaged food, wine and hot drinks

Financial information

<i>Pesos (Million)</i>	2004	2005	2006	2007	2008
Net sales	2.95	2.77	4.25	5.66	8.01
Gross profit	5.50	72.50	68.80	379	335
Net profit	21.20	42.80	56.70	323	208

Table 4.51

Financial information **Company ownership** Public **Financial year end** December

Company market share and rank

<i>Industry (unit)</i>	2004	(rank)	2005	(rank)	2006	(rank)	2007	(rank)	2008	(rank)
Packaged Food (% Retail Value RSP)	3.96	(5)	3.98	(5)	3.89	(6)	4.62	(5)	4.58	(5)
<i>Industry (unit)</i>	2005	(rank)	2006	(rank)	2007	(rank)	2008	(rank)	2009	(rank)
Hot Drinks (% Retail Value RSP)	7.15	(4)	6.39	(4)	5.14	(5)	5.02	(6)	5.11	(6)

Table 4.52

Leading brands

<i>Industry (latest year)</i>	Sector	Brand
Hot Drinks (2009)	Other Hot Drinks	Chamigo, Nobleza Gaucha
	Tea	Nobleza Gaucha, Punta de Oro
Packaged Food (2008)	Baby food	Vitina

Table 4.53

Czech Republic

Market share tables

Top Hot Drinks companies in Czech Republic by % market share 2009

Table 4.808

% Retail Value RSP

Company	2005	2006	2007	2008	2009	2005-2009 change
Tchibo Praha spol sro	16.31	15.94	15.67	15.79	15.61	-0.70
Sara Lee CR as¹	16.84	16.25	15.85	15.55	15.49	-1.34
Nestlé Cesko sro	14.48	14.85	14.91	14.64	14.54	+0.06
Kraft Foods CR sro	14.50	14.25	14.12	14.02	14.13	-0.37
Unilever CR spol sro	2.05	2.15	2.21	2.26	2.28	+0.23
Emco spol sro	1.65	1.65	1.66	1.61	1.57	-0.08

Source: Euromonitor International from trade sources/national statistics

Note: Companies will not be profiled under Czech Republic unless they have a physical presence in Czech Republic

(1) Balirny Douwe Egberts as + Sara Lee CR as company shares combined

Top Packaged Food companies in Czech Republic by % market share 2008

Table 4.809

% Retail Value RSP

Company	2004	2005	2006	2007	2008	2004-2008 change
Nestlé Cesko sro	5.17	5.11	5.52	5.33	5.26	+0.08
Madeta as	3.72	3.84	3.93	3.96	4.10	+0.38
Unilever CR spol sro	3.66	3.60	3.38	3.67	3.65	-0.02
OLMA as	2.51	2.49	2.51	2.51	2.44	-0.07
Bel Syry Cesko as	1.52	1.97	2.14	2.20	2.12	+0.60
United Bakeries as¹	0.72	0.80	1.60	1.84	1.89	+1.17
Hamé as	1.55	1.55	1.58	1.63	1.60	+0.05
Vitana as	1.46	1.48	1.50	1.49	1.52	+0.06
Danone as	2.90	2.09	1.83	1.68	1.38	-1.52
Mlékárna Kunín as	1.14	1.14	1.11	1.13	1.27	+0.13
Nowaco Czech Republic sro²	0.96	1.04	1.11	1.16	1.20	+0.24
Kraft Foods CR sro	1.49	1.36	1.30	1.26	1.19	-0.30
Penam spol sro³	1.01	1.02	1.12	1.19	1.14	+0.13
Pribina SRO	1.10	1.12	1.18	1.16	1.10	
Ferrero Ceska sro	0.71	0.75	0.84	0.90	0.89	+0.18

Source: Euromonitor International from trade sources/national statistics

Note: Companies will not be profiled under Czech Republic unless they have a physical presence in Czech Republic

(1) Delta Pekarny as + United Bakeries as company shares combined; (2) Nowaco Czech Republic sro + Nowaco Opava spol sro company shares combined; (3) Penam spol sro + Penam as company shares combined

Top Pet food and pet care products companies in Czech Republic by % market share 2008

Table 4.810

% Retail Value RSP

Company	2004	2005	2006	2007	2008	2004-2008 change
Mars CR, kom spol	15.97	15.65	15.50	15.23	14.97	-1.00
Provimi Pet Food CZ spol sro	11.48	11.02	10.79	10.60	10.35	-1.13
Nestlé Cesko sro	0.81	0.77	0.74	0.72	0.70	-0.11

Source: Euromonitor International from trade sources/national statistics

Note: Companies will not be profiled under Czech Republic unless they have a physical presence in Czech Republic

Trade and Business Associations

Baby food

Association Internationale des Fabricants d'Aliments pour l'Enfance

(International Association of Infant Food Manufacturers (IFM))

Contact details: ☎ 194 rue de Rivoli, Paris, 75001, France; ☎ +331534 58787; 📠 +331534 58780
Web site: www.ifm.net

Business information — **Year established:** 1984; **Activities:** encourages scientific research and development and to promote science-based regulation of the infant and dietary food industries at national, regional, and international levels; deals directly with United Nations agencies such as the World Health Organization; **Objectives:** to promote high ethical standards in the infant food industry; to represent its members; **Membership:** 17 companies

Publication(s)

About the Infant Food Industry:— **Content:** provides information on infant food products in terms of research and development, quality and safety, industry economics and business principles etc **Language:** English

b

Contact details: ☎ Albania; ☎ +3551534 58787; 📠 +3551534 58780

Business information — **Year established:**

Baby Product Association (BPA)

Contact details: ☎ 2 Carrera House, Merlin Court, Gatehouse Close, Aylesbury, HP19 8DP, United Kingdom; ☎ +441296 488 656; 📠 +441296 399 003; @ info@b-p-a.org
Web site: www.b-p-a.org

Business information — **Year established:** 1960; **Activities:** organises the annual Baby and Child International Fair, develops product standards and provides an umbrella of support and specialist services to its members; **Objectives:** to promote the industry in relation to government, decision makers and the public; **Membership:** 114 member companies (manufacturers and suppliers of baby care items), with a list of names and links available on website

Chief officers: White, Peter — Chief Executive

Website(s) Information

www.b-p-a.org **Web site name:** Baby Products' Association (BPA) **Description:** provides information on new products, list of members, information on published material and news from the industry. Industry related reports and documents available to purchase online. **Statistical coverage:** contains some data on consumption

Publication(s)

BPA Yearbook:— **Content:** contains a directory of baby and nursery products, listing importers, distributors, manufacturers, test houses and other industry associated bodies. Available for free for members **Frequency:** annual **Language:** English

Infant Nutrition Council

Contact details: ☎ PO Box 7190, Yarralumla, 2600, ACT, Australia; ☎ +612 6282 4748; 📠 +612 6161 4782; @ info@infantnutritioncouncil.com
Web site: www.infantnutritioncouncil.com

Business information — **Year established:** 2009; **Activities:** provides links and publications about baby formula and serves as framework to regulate the industry in Australia and New Zealand; **Objectives:** represents the significant majority of companies marketing and manufacturing infant formula in Australia and New Zealand; **Membership:** Current members are Bayer, Fonterra, Heinz, Nestlé, Nutricia, Wyeth and Dairy Goat Co-operative (N.Z.) Ltd

Chief officers: Carey, Janet — President

Website(s) Information

www.infantnutritioncouncil.com **Description:** provides links and publications about baby formula and serves as framework to regulate the industry in Australia and New Zealand

Nihon Baby Food Kyougikai (Japan Baby Food Association)

Contact details: ☎ October-Sho Kazu Kanda Building, 3rd Floor, 1-7-1 Yurakucho, Chiyoda-ku, Tokyo, 101 0042, Chiyoda-ku, Japan; ☎ +813 5256 4801; 📠 +813 5256 4805
Web site: www.baby-food.jp

Business information — **Year established:** 1961; **Activities:** to establish regulations for improvement of baby food, to research production, to promote exchange of information related to baby food; **Objectives:** to contribute health and growth of babies; **Membership:** 6 members

Website(s) Information

www.baby-food.jp **Web site name:** Nihon Baby Food Kyougikai — Japan Baby Food Association **Description:** Information available in Japanese only **Statistical coverage:** statistics of transition in the baby food industry: markets, techniques and production

Organic Trade Association

Contact details: ☎ PO Box 547, 60 Wells Street, Greenfield, 01302, MA, USA; ☎ +1413 774 7511; 📠 +1413 774 6432; @ info@ota.com
Web site: www.ota.com

Business information — **Year established:** ; **Activities:** Provides links to relevant resources, market trends, events, industry regulations.; **Objectives:** Advancing Organic Standards, promoting, create awareness, growing the market.; **Membership:** Over 300 members across industries from dairy, baby food, organic fabrics and packaged foods.

Chief officers: Sabin, Julia — President

Website(s) Information

www.ota.com **Description:** Provides links to relevant resources, market trends, events, industry regulations. **Statistical coverage:** Market trends and industry regulations.

Bakery products

American Society of Baking

Contact details: ☎ PO Box 1853, 765 Baywood Drive, Suite 339, Petaluma, 94954, CA, USA; ☎ +1707 762 8800; 📠 +1707 762 9500; @ asbe@asbe.org
Web site: www.asbe.org

Business information — **Activities:** provides presentation of technical papers and annual conferences; **Objectives:** to promote baking science technology and provide a forum for exchange and interactions between baking industry professionals; **Membership:** 2,900 members in North America and circa 40 other countries

Chief officers: Khoury, John — Chairman

Website(s) Information

www.bigbakingbook.com **Web site name:** Big Baking Book **Description:** provides a directory of suppliers searchable by equipment, ingredients or services

Asociación de Fabricantes de Harinas y Sémolas de España - AFHSE

(Spanish Association of Flour and Semolina Manufacturers - AFHSE)

Contact details: ☎ Ayala 13, 1ro Izquierda, Madrid, 28001, Spain; ☎ +3491 575 4004; 📠 +3491 576 2944; @ afhse@afhse.es
Web site: www.afhse.es

Business information — **Year established:** 1941; **Activities:** contributes to the general progress and economic welfare of the sector, promotes scientific-technical knowledge related to the industry, liaises with governmental organisations and institutions, encourages the production and commercialisation; **Objectives:** to represent and defend the interests of the flour and semolina manufacturers; **Membership:** circa 190 flour and semolina manufacturers, representing 85% of the industry

Chief officers: Belenguero Rodrigo, José Ignacio — President

Website(s) Information

www.afhse.es **Description:** provides general information of the industry and access to members directory

Publication(s)

El Sector en España (Sector in Spain):— **Content:** contains data on production, consumption, foreign trade and industrial structure **Frequency:** irregular **Language:** Spanish

Asociación Nacional de Fabricantes de Galletas y Pastas Alimenticias, A.C. (AMEXIGAPA) (National Association of Cookies and Pasta Manufacturers)

Contact details: ☎ Mariano Escobedo 353 B, 8B, Colonia Chapultepec Morales, México D.F., 11570, Mexico; ☎ +5255 5254 2675; 📠 +5255 5250 5478; @ anafagap@avantel.net
Web site: www.amexigapa.com.mx

Business information — **Year established:** 1983; **Activities:** market research and compilation of statistics; **Objectives:** to develop and strengthen the sector through exchange of information and establishment of standards; **Membership:** 22 manufacturers of cookies and pasta

Chief officers: Guraieb Ibarrola, José — Chairman

Website(s) Information

www.amexigapa.com.mx **Web site name:** Asociación Nacional de Fabricantes de Galletas y Pastas Alimenticias — National Association of Cookies and Pasta Manufacturers **Description:** news section covering national issues **Statistical coverage:** directory of biscuits and pasta manufacturers; information and news on sector

Publication(s)

Directorio de Asociados (Directory of Partners):— **Content:** contact details and information on manufacturers of cookies and pasta **Frequency:** irregular **Language:** Spanish

Asociația Natională a Industriei de Morari și Panificație din România (ANAMOB)

(Romanian National Association of Flour Milling and Baking Industry)

Contact details: ☎ Strada Cristea Mateescu 2, Bucharest, Romania; ☎ +4021 242 2113; 📠 +4021 242 1131; @ anamob@anamob.ro
Web site: www.anamob.ro

Business information — **Year established:** 1994; **Activities:** provides its members with consultancy, advice on all aspects of production, distribution, consumption and trade, training and information and protects their interests in a non-discriminatory manner; **Objectives:** to represent the interests of private millers and bakers; **Membership:** 170 members

Chief officers: Marin, Viorel — President

Website(s) Information

www.anamob.ro **Description:** provides with the industry news, upcoming industry conferences and trade events **Statistical coverage:** data on crop production, average yield per hectare, cultivated areas and etc

Publication(s)

infoALIMENT catalogue:— **Content:** directory of all companies in the food and agricultural sector in Romania **Frequency:** bi-annually

Top Ghid Alimentar (Top Guide to Food):— **Content:** business directory of the main food companies **Frequency:** annual **Language:** Romanian

Associação Brasileira da Indústria de Panificação e Confeitaria (ABIP)

(Brazilian Association of Bakery Industry (ABIP))

Contact details: ☎ SHN Quadra 02, Bloco H, Nº 30, Loja 55 Mix Metropolitan Flat, Brasília DF, 70792-905, Brazil; ☎ +5561 3327 3332; 📠 +5521 242 1131; @ assessoria@abip.org.br
Web site: www.abip.org.br

Business information — **Year established:** 1957; **Activities:** publishes a journal, provides information services, organises seminars, workshops and events; **Objectives:** to defend and represent the interests of the associates and the bakery industry; **Membership:** 58 syndicates and associations across Brazil

Chief officers: Pereira Silva, Alexandre — President

Website(s) Information

www.abip.org.br **Web site name:** Associação Brasileira da Indústria de Panificação e Confeitaria (ABIP) — Brazilian Association of Bakery Industry (ABIP) **Description:** general information and analysis of the Brazilian bakery industry, information on association and its activities; members directory; provides industry news; events calendar; access to statistical data and publications **Statistical coverage:** annual statistical data on bakery industry activity; index of production and sales by region

Publication(s)

Tecnopan (Tecnobread):— **Content:** news and articles on bakery sector in Brazil; latest trends; market analysis **Frequency:** monthly **Language:** Portuguese

Association Internationale de la Boulangerie Industrielle (AIBI)/Internationaler Verband der Großbäckereien

(International Federation of Industrial Bakeries)

Contact details: ☎ In den Diken 33, Düsseldorf, D-40472, Germany; ☎ +49211 6530 86; 📠 +49211 6530 88; @ info@aibi-online.org
Web site: www.aibi-online.org

Business information — **Year established:** 1956; **Activities:** AIBI Congress (biennial); statistics twice a year, newsletter; **Objectives:** to represent its members to international bodies (EU); to gather and disseminate information to its members; **Membership:** 34 direct members in addition to 9 national federations

Chief officers: Martell, Helmut — General Secretary