

# World Food Marketing Directory 2008

*The essential information source on the global food industry*

**This directory profiles the leading food companies worldwide.**

World Food Marketing Directory brings together authoritative market analysis from acknowledged experts, and sources to consult for further information. The value of this book is it gives a detailed picture of the food industry and the major companies around the world. This directory is available in two volumes, Volume 1 includes Introduction, Overview, Marketing Sources, and Major Multinationals and Volume 2 includes National Operators.

## Key Features

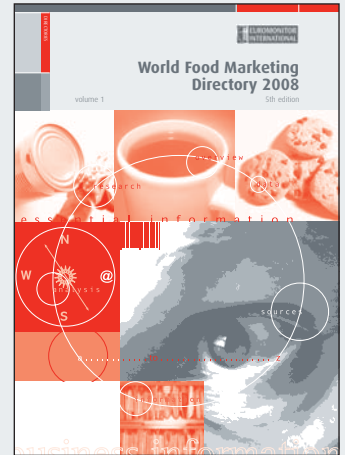
- Unique rankings of the top national and regional food manufacturers
- Contact information for leading national companies
- Profiles of the leading food companies including brand information
- Quality market analysis across all key sectors from acknowledged experts

## Using World Food Marketing Directory will enable you to:

- Understand which companies own which brands
- Understand the factors driving growth of the food market such as:
  - Demographic and social changes
  - Product innovation
  - Improving economic conditions
  - Growing health awareness
- Identify the top 10 food companies in a particular country by market share
- Find key marketing information sources on the food industry
- Compile lists of companies by country and market sector

## Reasons to buy this book

- **It is a great starting point for company research, monitoring competition, researching new markets, or prospecting for sales leads**



## Content includes:

**Strategic Overview:** In-depth market analysis across all food sectors, including global market share tables

**Major Multinationals:** Detailed company profiles of the top 50 food multinationals ranked by market share

**Global Directory:** Over 1500 company profiles split by country

**Key Information Sources:** International and national official organisations; World trade and business associations; World trade business journals and information websites

## We research all key food sectors:

Bakery products • Canned foods • Ice cream • Confectionery • Dairy products • Pet food • Savoury snacks • Frozen food • Hot drinks

## Companies include

Arla Foods Amba • Bristol-Myers Squibb Co • Cadbury Schweppes Plc • Campbell Soup Co • Del Monte Foods Co • Ferrero SpA • General Mills Inc • HJ Heinz Co • Kellogg Co • Lotte Group • Mars Inc • Nestlé SA • Orkla Group • PepsiCo Inc • Royal Numico NV • Sara Lee Corp • United Biscuits (Holdings) Plc • William Wrigley Jr Co • Yakult Honsha Co Ltd

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We are offering a 15% discount on all orders placed before February 29th, 2008

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