

The Culinary Trend Mapping Report is a collaboration between Packaged Facts and the Center for Culinary Development.

ABOUT PACKAGED FACTS

Authoritative consumer market research provider for more than 30 years

From identifying the effects of emerging markets across major industries, to covering the trends in niche markets, Packaged Facts reports are timely and provide a broad, top-level overview of a market with raw data as well as relevant, plain English interpretation and analysis.

Packaged Facts publishes more than 60 titles annually in Food and Beverage, as well as Consumer Goods and Services, including Financial Services, Personal Care Items, Demographic Market Profiles.

ABOUT THE CENTER FOR CULINARY DEVELOPMENT and the CHEFS' COUNCIL®

Culinary creativity and proven, cutting-edge strategic marketing expertise

For over 12 years, this San Francisco-based food and beverage product development company has been uniquely successful in their ability to identify the latest food trends, from both a culinary and consumer-behavior perspective, and help their food manufacturing clients create products that satisfy consumer expectations.

The Chefs' Council is a 80+ member panel comprising the nation's most prominent culinary experts - chefs, food writers, nutritionists, instructors and other food advisors. This select group works with CCD to identify and share their knowledge of emerging culinary trends and developments.

CCD has been responsible for many popular food product introductions, most recently the new Pannido sandwich from Jack in the Box.

Track emerging food trends with unparalleled ease and accuracy



Culinary Trend Mapping Report *New!*

A QUARTERLY JOURNAL OF FOOD & INGREDIENT INSIGHT

Who relies on the expertise and knowledge of Packaged Facts/CCD?

CONAGRA FOODS, INC. • FLAVORS OF NORTH AMERICA, INC.
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Get a tasty sample of what's in store for you with The Culinary Trend Mapping Report

To learn more, contact a research specialist at:

- 1.800.298.5294
- www.packagedfacts.com/culinary
- customerservice@packagedfacts.com
- fax: 1.301.468.3651

Take a peak under the lid of the Culinary Trend Mapping Report and visit www.packagedfacts.com/culinary to view pages from the Spring 2004 issue. In just minutes, you'll see what it's all about—accurate data, researched by industry experts who've "been there, done that," all digested and analyzed in plain everyday language and ready to be put to work toward your success.



CRISP, CLEAR AND ACCURATE. PREPARED BY INDUSTRY EXPERTS TO HELP YOU TRACK UP-AND-COMING TRENDS, UNCOVER PROFITABLE OPPORTUNITIES, SATISFY CONSUMER TASTES...AND DO IT FIRST!

Stay ahead of ever-changing consumer preferences, and culinary trends by mapping where emerging cuisines and ingredients stand...and where they're going!

Culinary Trend Mapping Report:

A QUARTERLY JOURNAL OF FOOD AND INGREDIENT INSIGHT

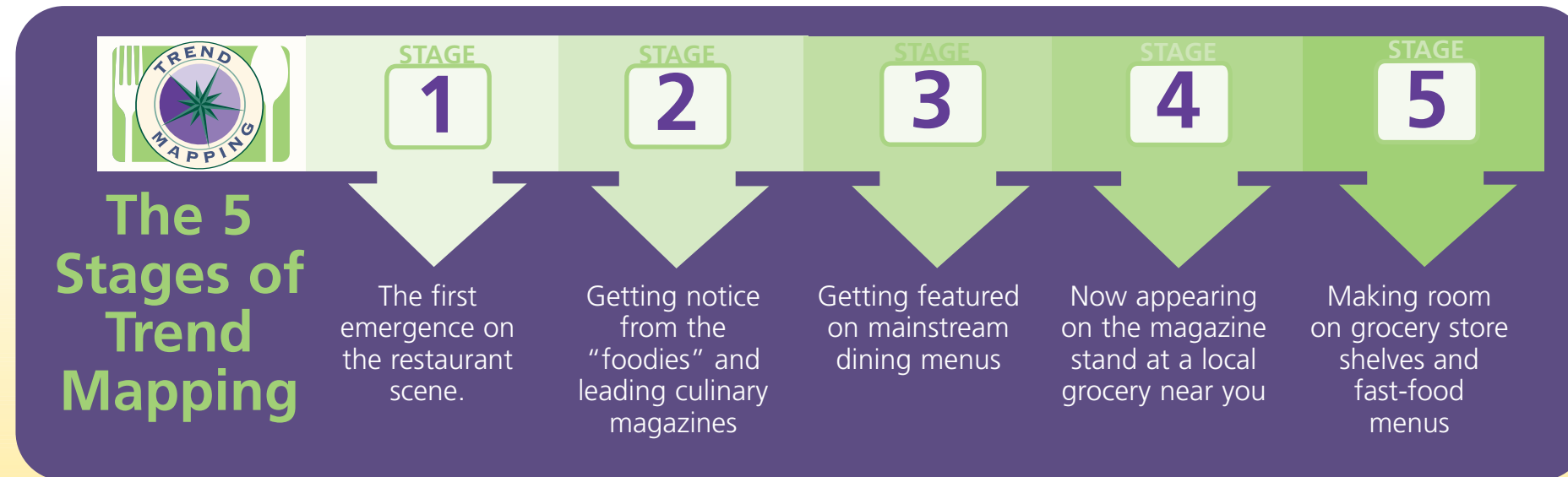
Each quarterly issue:

- Identifies the maturity level of foods and ingredients according to CCD's unique, proprietary 5-stage trend mapping process.
- Delves into these trends and what they mean for you and the manufacturing, retailing, and foodservice industries.
- Gives expert insight into how customers are thinking of and reacting to new foods and ingredients.
- Presents a feature article written by a member chef from CCD's exclusive 80+ member Chefs' Council® that offers expert analysis and his or her perspective on a specific trend.
- Looks at broader trends in the marketplace, such as the move to Pan-Asian and Latin flavors in American cuisine.

And that's just the start!

each issue also contains

- Wharf Research: Primary consumer research that examines consumer awareness, appeal, and adoption of food trends. Features charts, graphs, and relevant data.
- Ethnic Cuisine Facts: A member of CCD's Chefs' Council discusses the why's behind a specific emerging ethnic cuisine.
- Stats: Cover cuisines with strategic implications and statistics that provide a deeper understanding of market segments, their composition, and their performance.



The 5 Stages of Trend Mapping

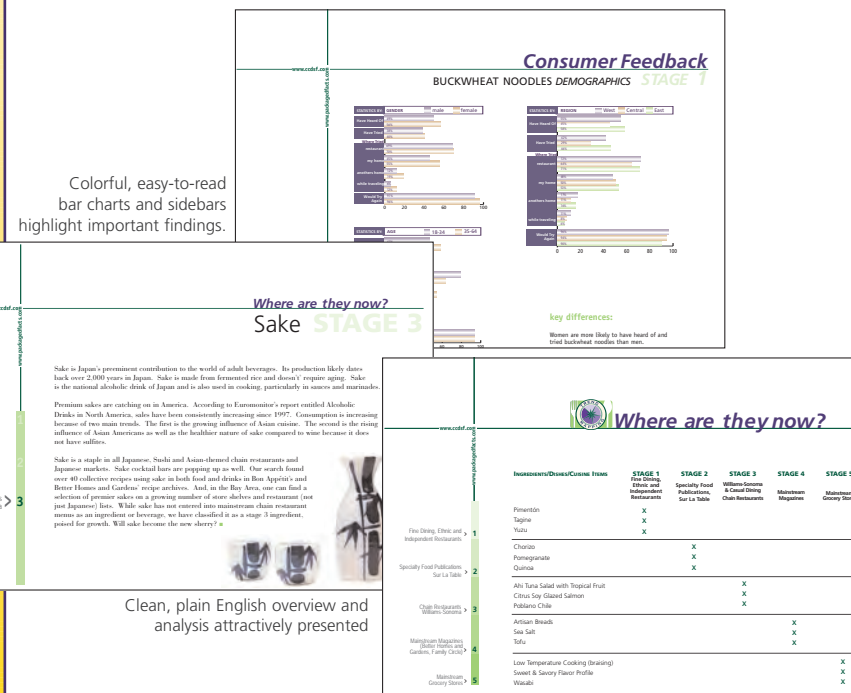
STAGE 1
The first emergence on the restaurant scene.

STAGE 2
Getting notice from the "foodies" and leading culinary magazines

STAGE 3
Getting featured on mainstream dining menus

STAGE 4
Now appearing on the magazine stand at a local grocery near you

STAGE 5
Making room on grocery store shelves and fast-food menus



Trend Mapping

It's the Secret Ingredient that gives one-of-a-kind "oomph" and accuracy to consumer forecasting. CCD's Trend Mapping technique is a validated method which quickly identifies which culinary trends are "gaining traction" and which are simply flashes in the pan.

What's Ahead for Subscribers to Culinary Trend Mapping Report?

Here's a sampling of the ingredients and trends that will be featured in upcoming issues of the Culinary Trend Mapping Report.

Fall 2004:

- Green Tea (as a cooking ingredient)
- Exotic Grains (black rice)
- Heirloom produce
- Micro greens
- Serrano Chile
- Bubble Tea (Asian Beverage)
- Miso
- Plantains
- Cooking Technique:** Toasting
- Regional Focus:** Asian Cuisine

Winter 2004:

- Coconut milk
- Mango
- Sambal (Ethnic Condiment)
- Galangal
- Arepas
- Lemongrass
- Piquillo peppers
- Garam Masala spice blend
- Cooking Technique:** Smoking
- Cuisine Focus:** Regional American

Subscribe to Culinary Trend Mapping Report and put our 30+ years of food industry and market research expertise to work for you! Call 1.800.295.5294 or go to www.packagedfacts.com/culinary