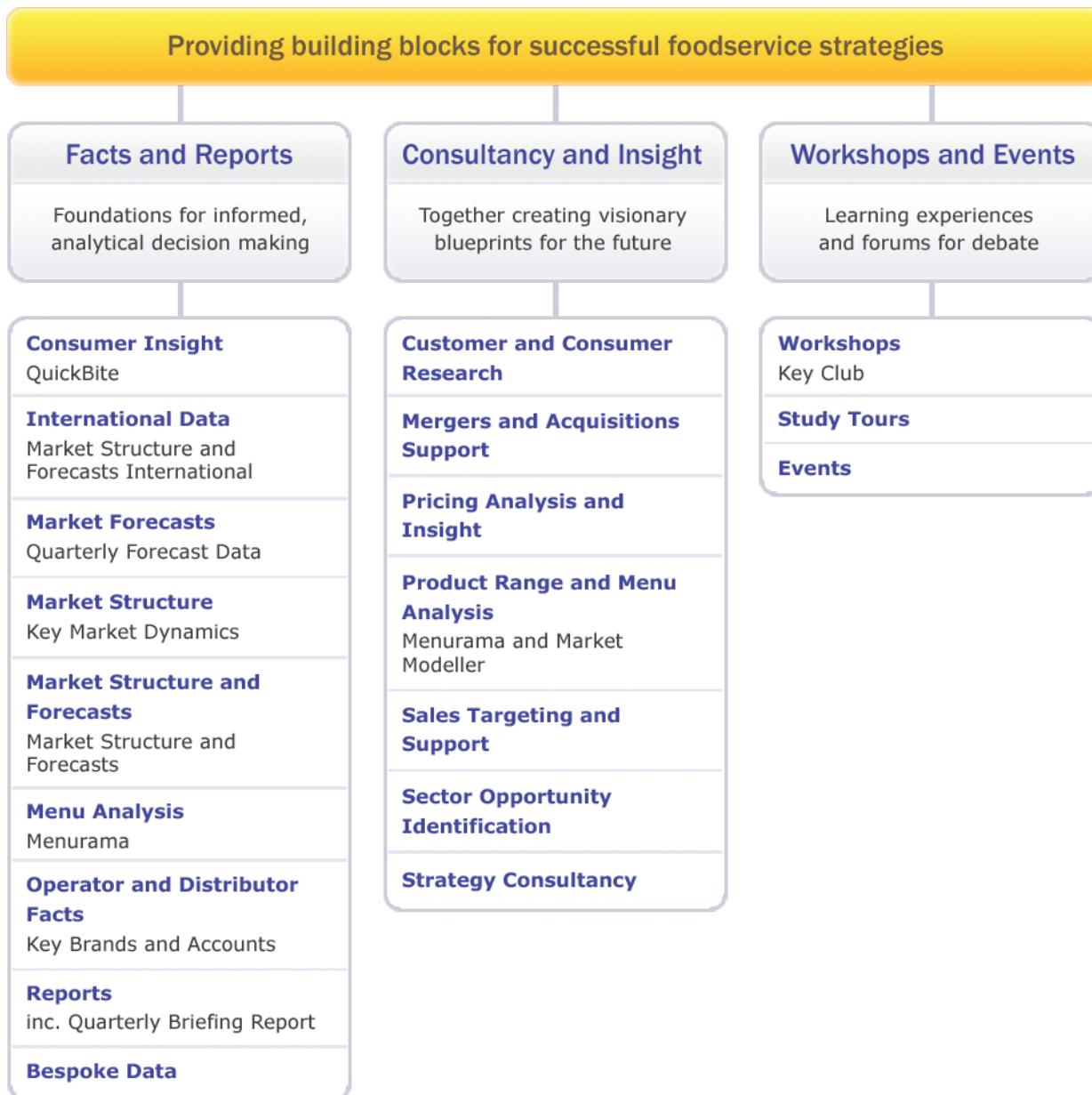


In A Nutshell

Horizons are foodservice architects, experts in data, insight and consultancy, with over 30 years' experience in the sector. We offer an integrated portfolio of services to businesses and organisations with an interest in foodservice, helping them to create a platform for growth.



We work with leading investors, operators, distributors, manufacturers (of food, drink, equipment, cleaning chemicals and disposables, software and more) plus trade associations, PR and advertising agencies. Our views are sought by international organisations such as the United Nations and government departments.

Facts & Reports

- **Consumer Insight** (QuickBite) - A half yearly survey of UK consumers' eating out behaviour allowing the identification of trends by channel and outlet type.
- **International Data** (Market Structure and Forecasts International) - An international version of Market Structure and Forecasts, including key market measures for all European countries. For US-based companies we can compare Europe with their home market to highlight the changes

necessary to their operational practices and market development metrics. We also have an active development programme to measure markets in the Gulf, China, Japan and Australia amongst other countries.

- **Market Forecasts** (Quarterly Forecast Data) - A short term forecasting tool identifying how the foodservice market has developed over the preceding four quarters and anticipated development using forecasts for the next two quarters. Powered by a detailed subset of Market Structure and Forecasts.
- **Market Structure** (Key Market Dynamics) - Key data from Market Structure and Forecasts consisting of 100 sectors and sub sectors, grouped into 9 categories: restaurants, QSR, pubs, hotels, leisure, staff catering, health care, education and services
- **Market Structure and Forecasts** (Market Structure and Forecasts) - The definitive source of foodservice channel information, a market model consisting of 250,000 statistics, details of over 4,000 foodservice operator brands in the UK and Europe, plus detailed insights and commentaries. Historical data from 1981, current data and forecasts to 2013 are all available across the restaurant, QSR, pub, hotel, leisure, staff catering, health care, education and service sectors. Key metrics include number of outlets, meals, food purchases and sales.
- **Menu Analysis** (Menurama) - An analytical database of menus of the UK's top 100 multiple and branded chain foodservice operators and leading independents. Updated twice a year reflecting seasonal changes.
- **Operator & Distributor Facts** (Key Brands and Accounts) - A database of all operators, distributors and brands with more than 5 UK or European outlets across the foodservice spectrum. Data is broken down by variables including sector, current & historical outlet numbers and turnover as well as worldwide outlet numbers by country. The service allows you to gauge market share for competitor analysis and identify targets for sales and marketing campaigns.
- **Reports** - A wide variety of reports of interest to those operating in or investing in foodservice. Includes our Quarterly Briefing Report, a quarterly digest of the state of the foodservice market and wider economic outlook looking at issues affecting the market and consumers such as inflation, unemployment and earnings alongside market data on sales by sector.
- **Bespoke Data** - Data from the services above tailored to your exact needs.

Consultancy & Insight

- **Customer and Consumer Research** - Insight into UK consumers' eating out behaviour and any other research you may wish to commission on customer & consumer attitudes and behaviour.
- **Mergers and Acquisitions Support** - Facts and insight into current and historical financial activity in the foodservice market along with our predictions for its future. In-depth operator by operator analysis and macro-economic conditions to build into your investment strategies.
- **Pricing Analysis and Insight** - Menu analysis of your products and dishes containing those products based on regional and national pricing.
- **Product Range and Menu Analysis** (Menurama and Market Modeller) - Analysis of your current product range and those of competing brands. Includes the use of Market Modeller, a collaborative process, answering the question "How big is the market for ...?" by producing information on market size for any specific product used by operators such as food, cleaning materials, equipment and utensils.
- **Sales Targeting and Support** - Working with your sales teams to provide them with companies to target and general strategies for selling into organisations involved in foodservice.
- **Sector Opportunity Identification** - Using segmentation and positioning models we will review the markets in which you are interested and look at potential alternatives. The service identifies potential markets (including the competitors within it and where your own position lies), a detailed market profile (looking at factors such as pricing, the customer offer, current and potential barriers to success and forecast changes that will impact on these markets) as well as the financial size of opportunities identified.
- **Strategy Consultancy** - Tailored strategies to help you maximise your success in the foodservice sector based on the service above.

Workshops & Events

- **Workshops, Study Tours & Events** (Key Club) - Face-to-face training and education sessions aimed at sharing expert industry knowledge and insights run at venues around the country (Workshop), at your offices (Bespoke) or during a tour of places of interest in foodservice (Study Tour).

Further information

For further information about the benefits of our services to your business, please visit our website at www.horizonsforsuccess.com or contact us on +44 (0)20 8349 0162 or info@horizonsforsuccess.com.