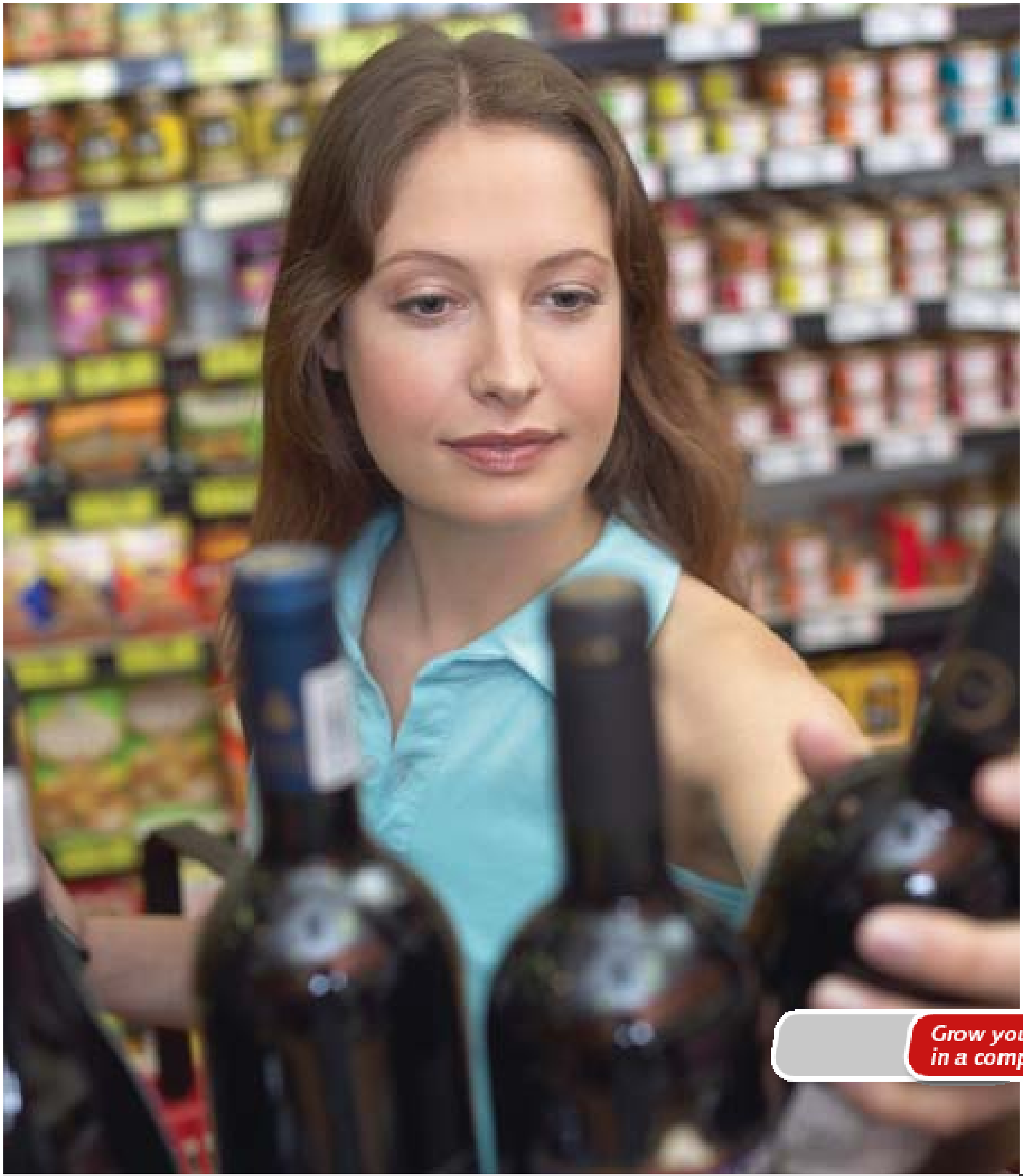

New Product Trends 2007

Food Categories

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May 2007

Grow your business profitably in a complex marketplace.

INFORMATION RESOURCES, INC.

Agenda

- **Foods**
  - **Top Ten**
  - **Category Growth Heroes**
  - **Breakthrough Trends**

IRI's 2006 New Product Pacesetters – Key Facts

1 **New brands with at least $7.5 million in year-one FDMx sales**

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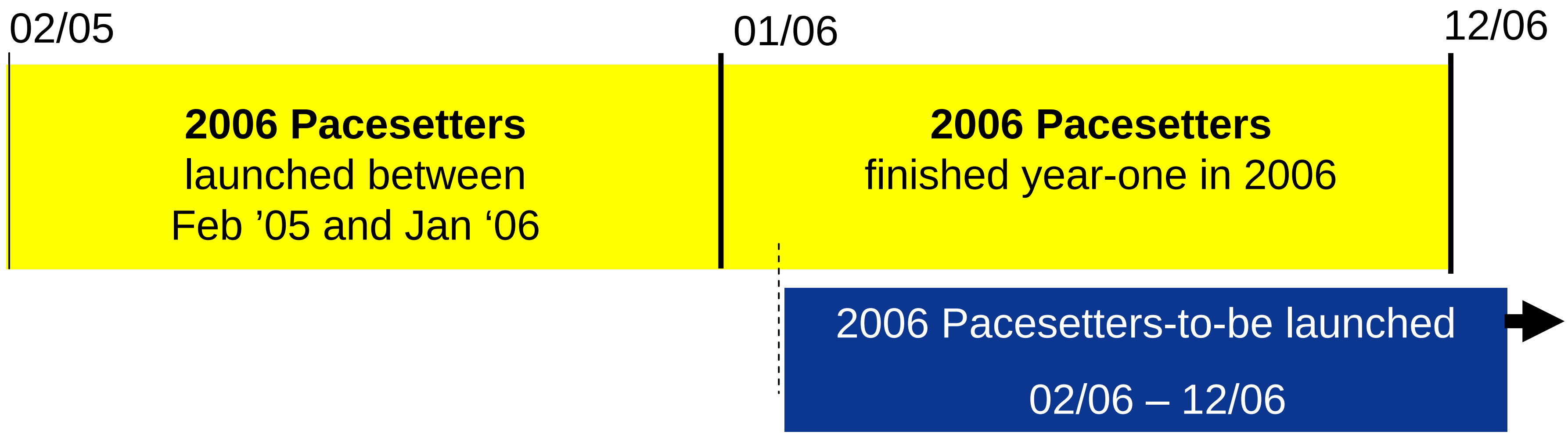
2 **Launched between Feb '05 and Jan '06, finished year one by end of Dec '06**



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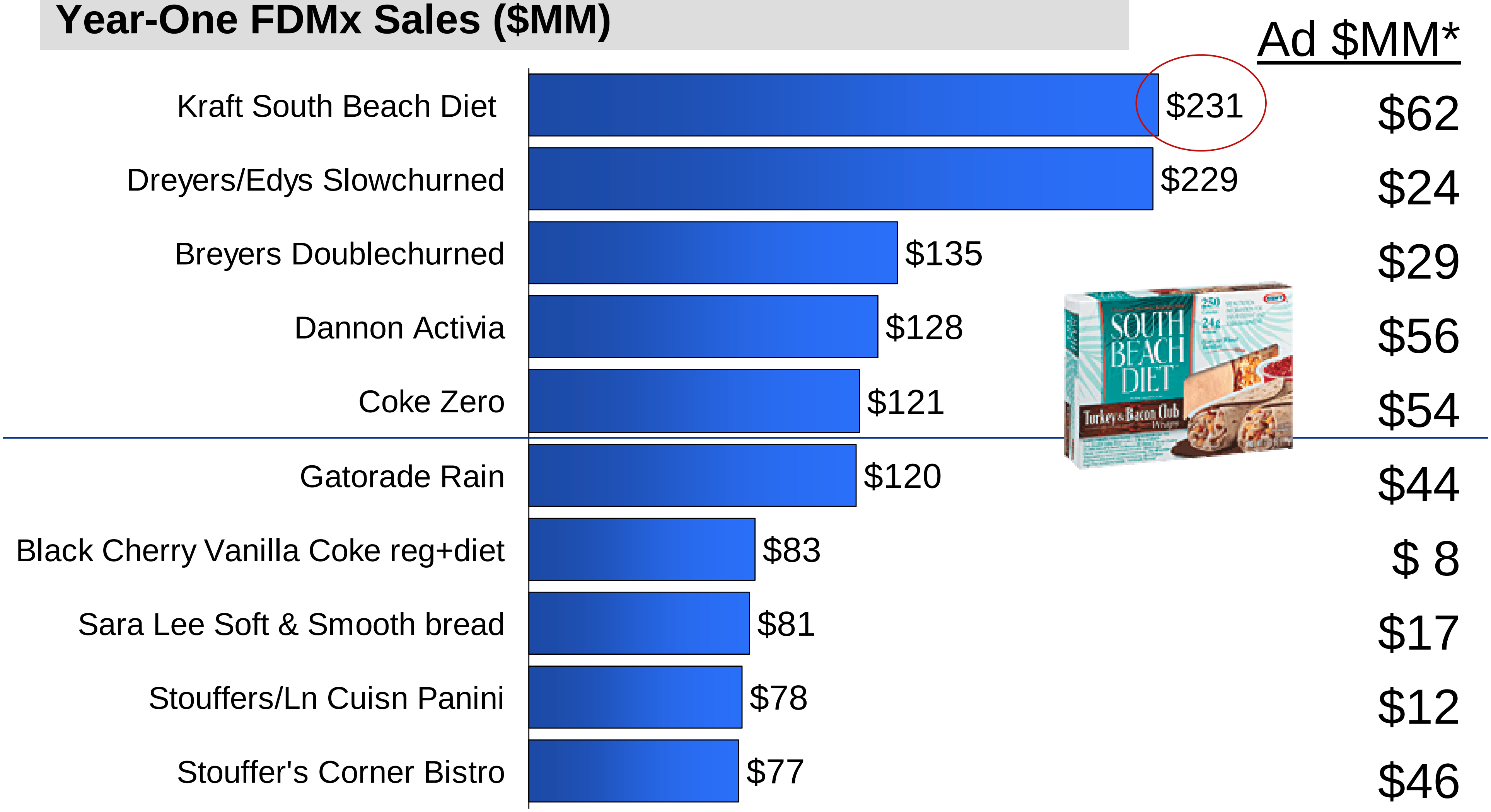
3 **Number of 2006 Pacesetters** **and Pacesetters-to-be**

2006 Pacesetters	Pacesetters-to-be
Non-foods: 138	Non-Foods: 74
Foods: 125	Foods: 94

Which is #1 Food Pacesetter for 2005-2006?

Top 10 Food Pacesetters 2005-2006

Year-One FDMx Sales ($MM)

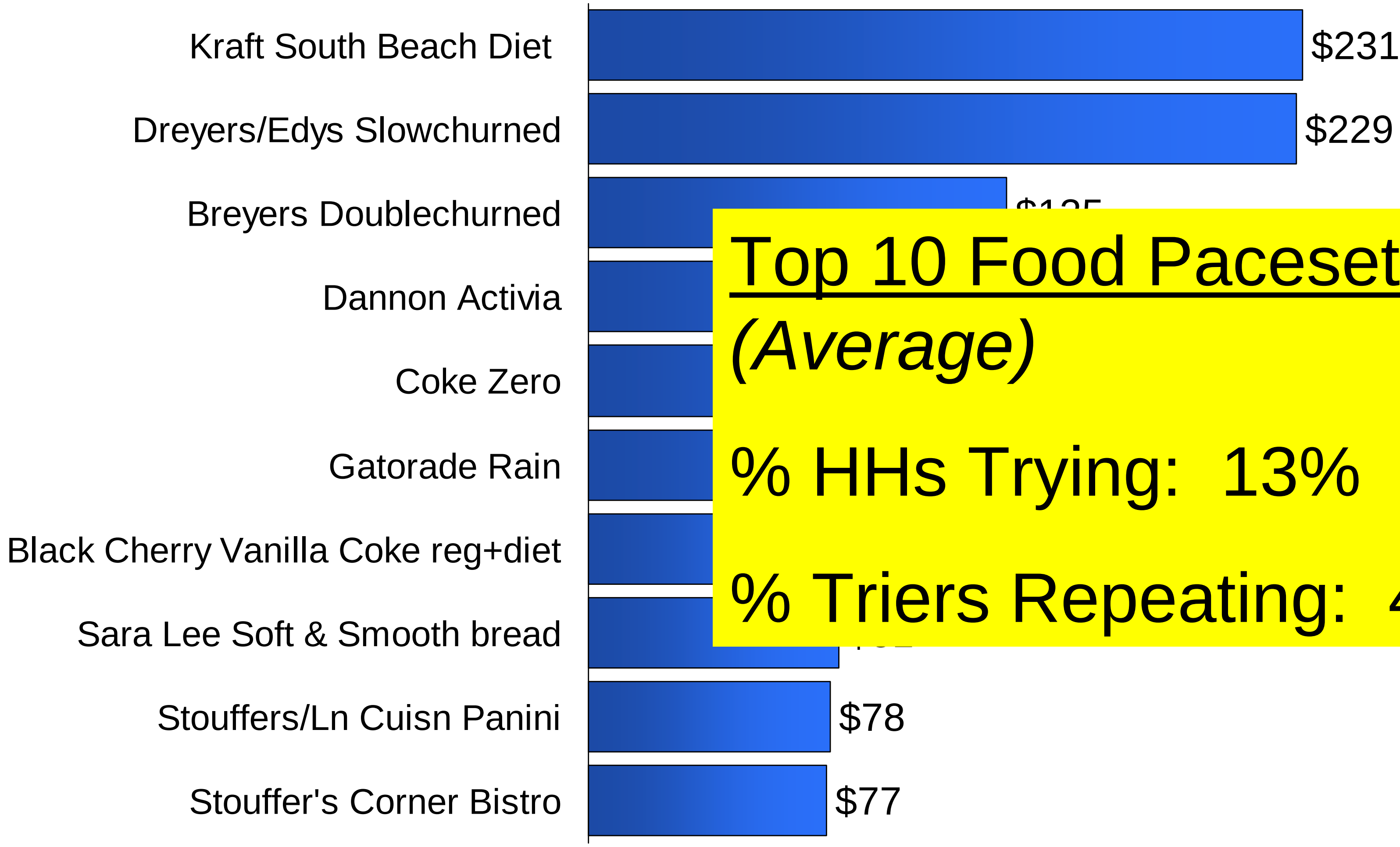


Source: IRI InfoScan Reviews FDMx year-one $ sales for new brands launched between Feb '05 and Jan '06

* Source: Nielsen Media Research, total measured media spending at book rate (actual spending probably 20% lower)

Top 10 Food Pacesetters 2005-2006

Year-One FDMx Sales ($MM)



<u>Top 10 Food Pacesetters</u>
(Average)

% HHs Trying: 13%

% Triers Repeating: 46%

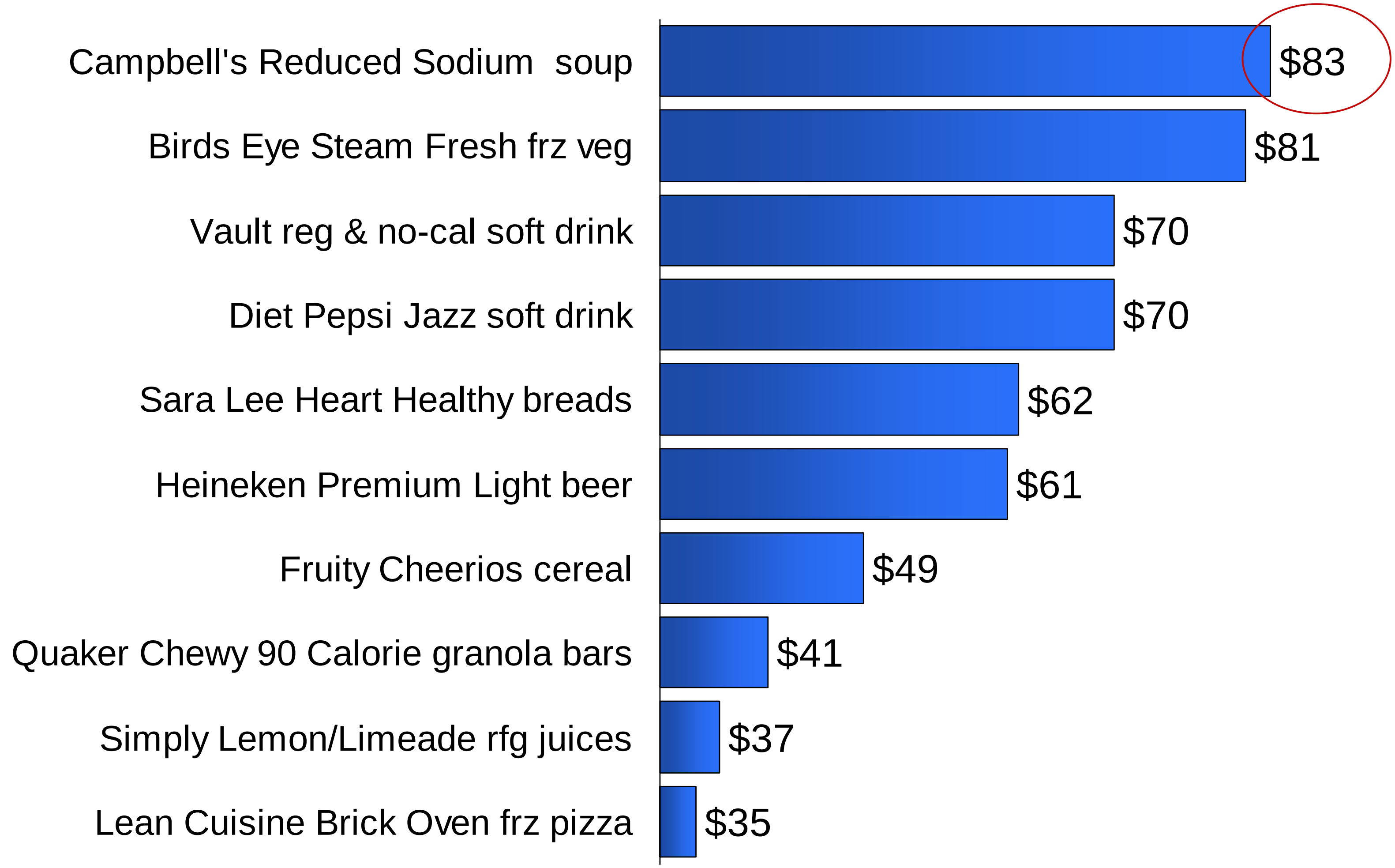
Source: IRI InfoScan Reviews FDMx year-one $ sales for new brands launched between Feb '05 and Jan '06

* Source: Nielsen Media Research, total measured media spending at book rate (actual spending probably 20% lower)

Which brand is #1 Pacesetter-to-Be?

Top 10 Food Pacesetters-To-Be for 2007

Projected Year-One FDMx Sales ($MM)



Source: IRI InfoScan Reviews FDMx year-one $ sales for new brands launched 02/06 – 12/06

* Source: Nielsen Media Research, total measured media spending at book rate (actual spending probably 20% lower)

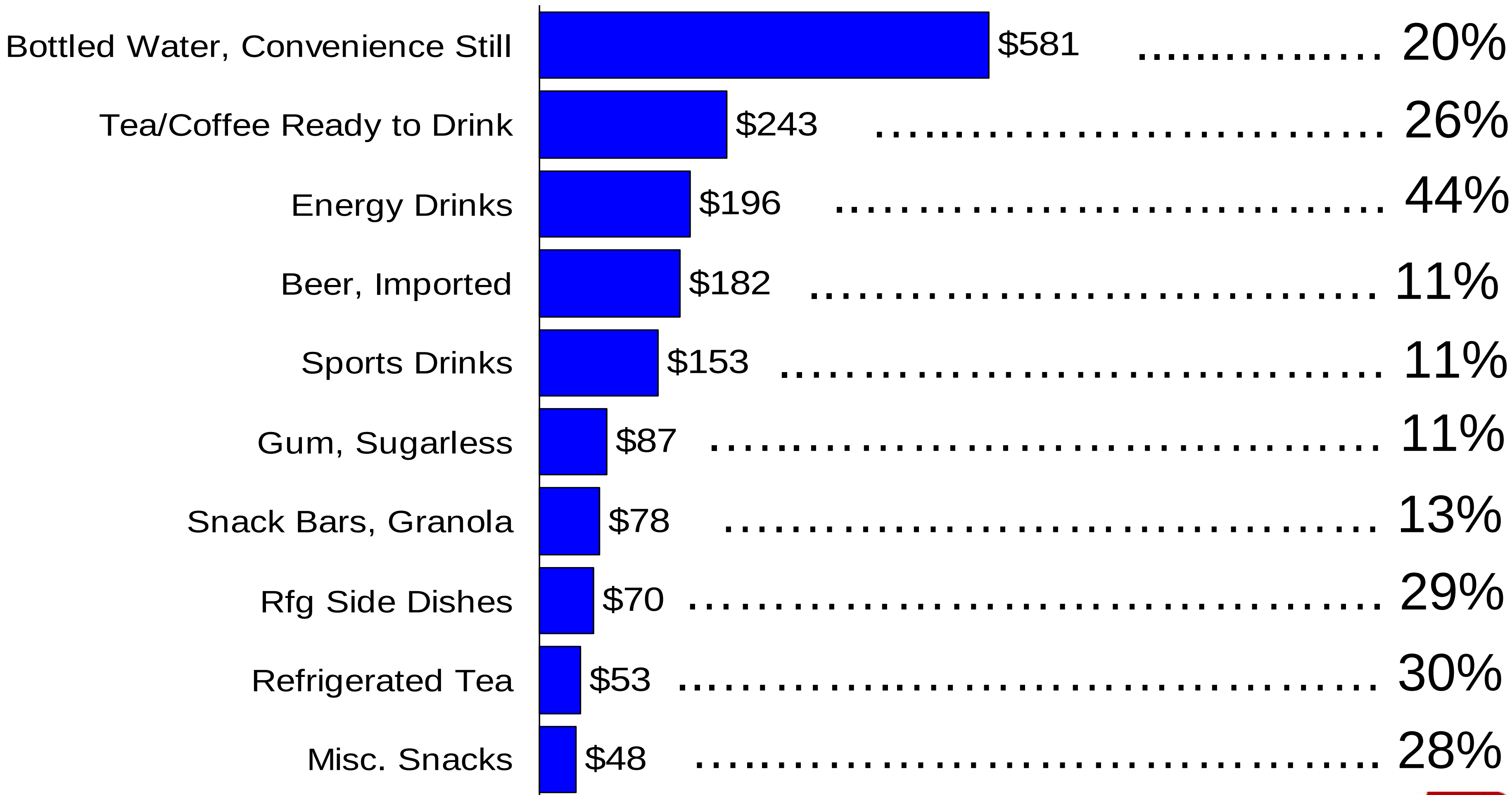
Agenda

- **Foods**
  - Top Ten
  - Category Growth Heroes
  - Breakthrough Trends

2006 Food Category Growth Heroes

Total U.S. FDMx – Change in Dollar Sales, 2006 vs. 2005

% Chg



Source: InfoScan Reviews, Total U.S. FDMx, CY2006 vs. prior year

Criteria: $ sales +10% and +$50 mil CY2006 vs. YAG, comparable level of volume growth, still growing in Q4'06

Agenda

- **Foods**
  - **Top Ten**
  - **Category Growth Heroes**
  - **Breakthrough Product Trends**

What are some of the breakthrough trends of the past few years?

- **Take an existing favorite and make it better** – healthier, higher quality, with more complex flavors
- **Hit on a rising trend, preferably the convergence of several trends**
  - **Health & Wellness thru diet:** weight and heart health lead, followed by digestive tract, immunity defense, cognitive, emotional, skin appearance
  - **Help kids eat better**
  - **Indulgence without repercussions:** eating what we like (what tastes good) but with better nutrition and satisfaction per calorie
  - **Flexible portioning:** serve the increasing # of 1-2 person HHs, liberated Boomers plus Echo Boomers (Gen Y) haven't started families yet
  - **Conscious consumption:** organic, sustainable farming, fair trade
- **Find the passion, find the play**
- **Innovate at the top of the consumer decision tree**

A health claim or halo now a must-have for most.

Health & Wellness Through Diet

Tasty Favorites Made Healthier

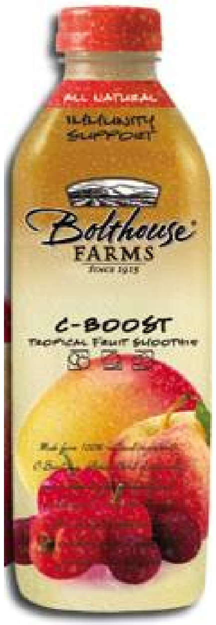
Helping us get Five a Day with quality and convenience

Health and Wellness Through Diet

New approaches to better health through food

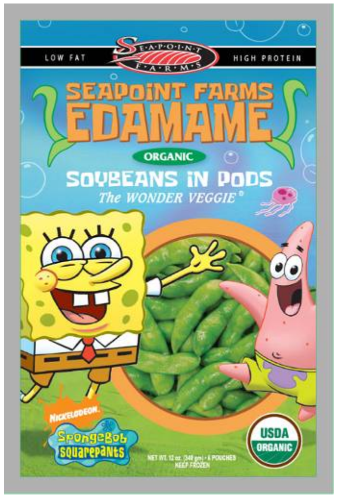
Digestive Tract
probiotics

Immunity Defense
vitamins & herbals



Brain & Heart
Omega-3 DHA

Help Kids Eat Healthier



Indulgence Without Repercussions

Promoting health value of chocolate

The Right Portions

"Less of" bad-for-you ingredients, but not less taste

More Indulgence Without Repercussions

Help with weight loss

Curb cravings

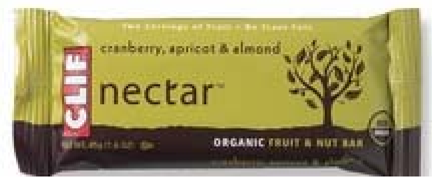
Burn calories

Make a healthy food feel indulgent

Whole grain fiber with turkey, bacon, and cheese

Conscious Consumption, Environmental Sustainability

Organic



Fair Trade Certified

All Natural Plus:

Comes in a keepsake glass with resealable lid

Sustainable farming

Tapping Consumer Passion and the Power of Play

ethel's
chocolate lounge

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Breakthrough at the top of the decision tree

Beer

Regular – 50%

- Import – 23%
- Domestic – 77%

Light – 50%

- Import – 2%
- Domestic – 98%

<u>Luxury Light</u>

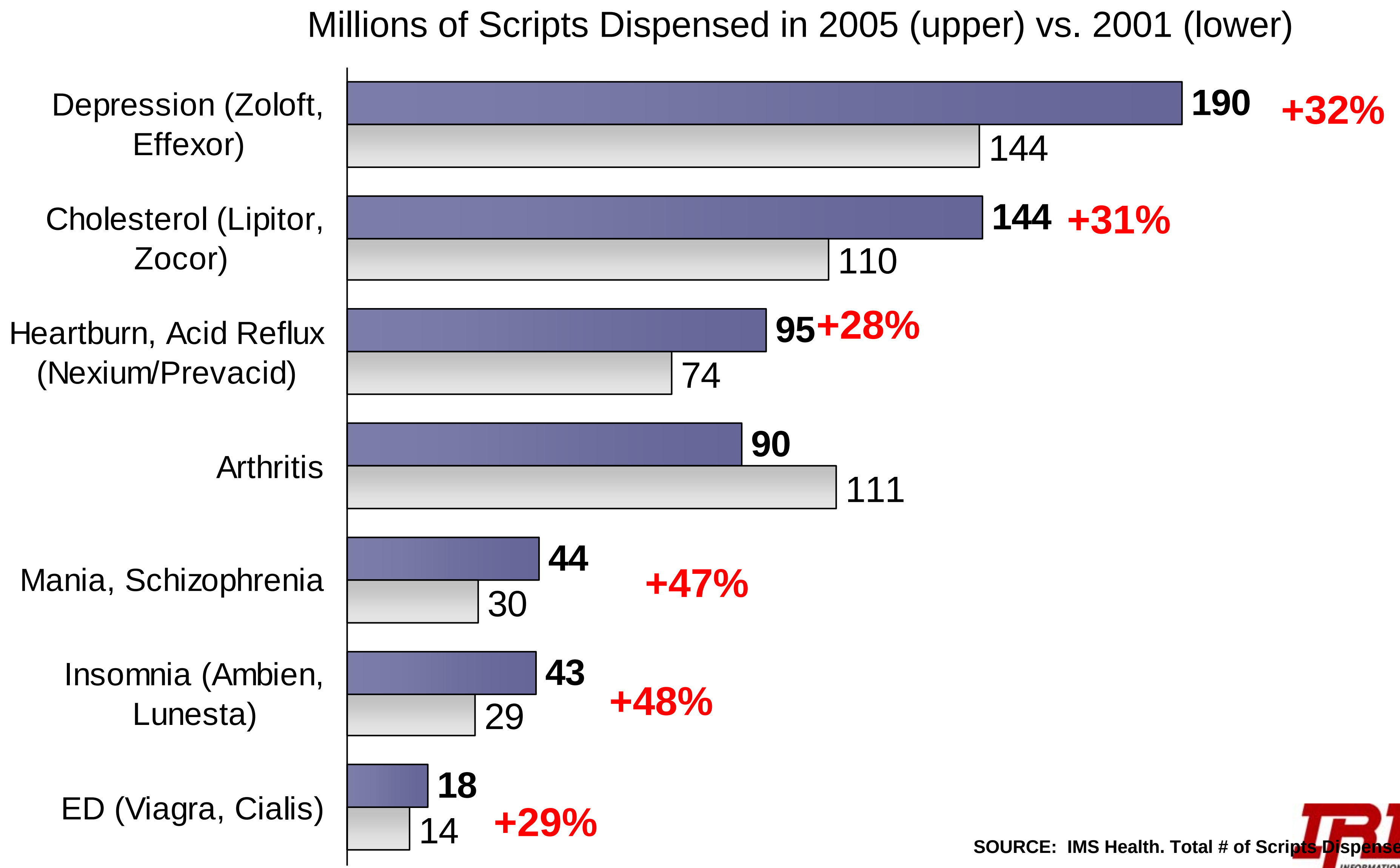
Heineken Light

Corona Light

Agenda

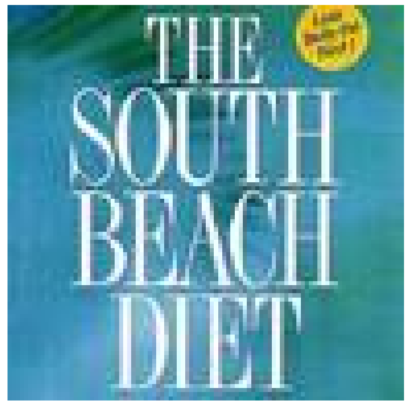
- Foods
  - Top Ten
  - Category Growth Heroes
  - Breakthrough Trends – More to consider

We're aging, we're sick, and we demand a fix



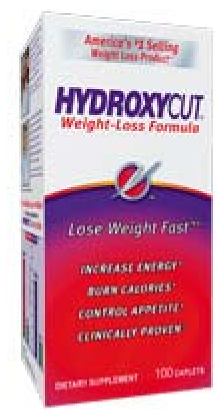
SOURCE: IMS Health. Total # of Scripts Dispensed

The Changing Face of Weight Management



Fat Burners
& Metabolism Boosters:

- Hoodia
- EGCG (green tea extract) -
- Hydroxycut (HCA, EGCG)



The Changing Face of Brands

More green fields and happy cows. Increased competition from store brands.

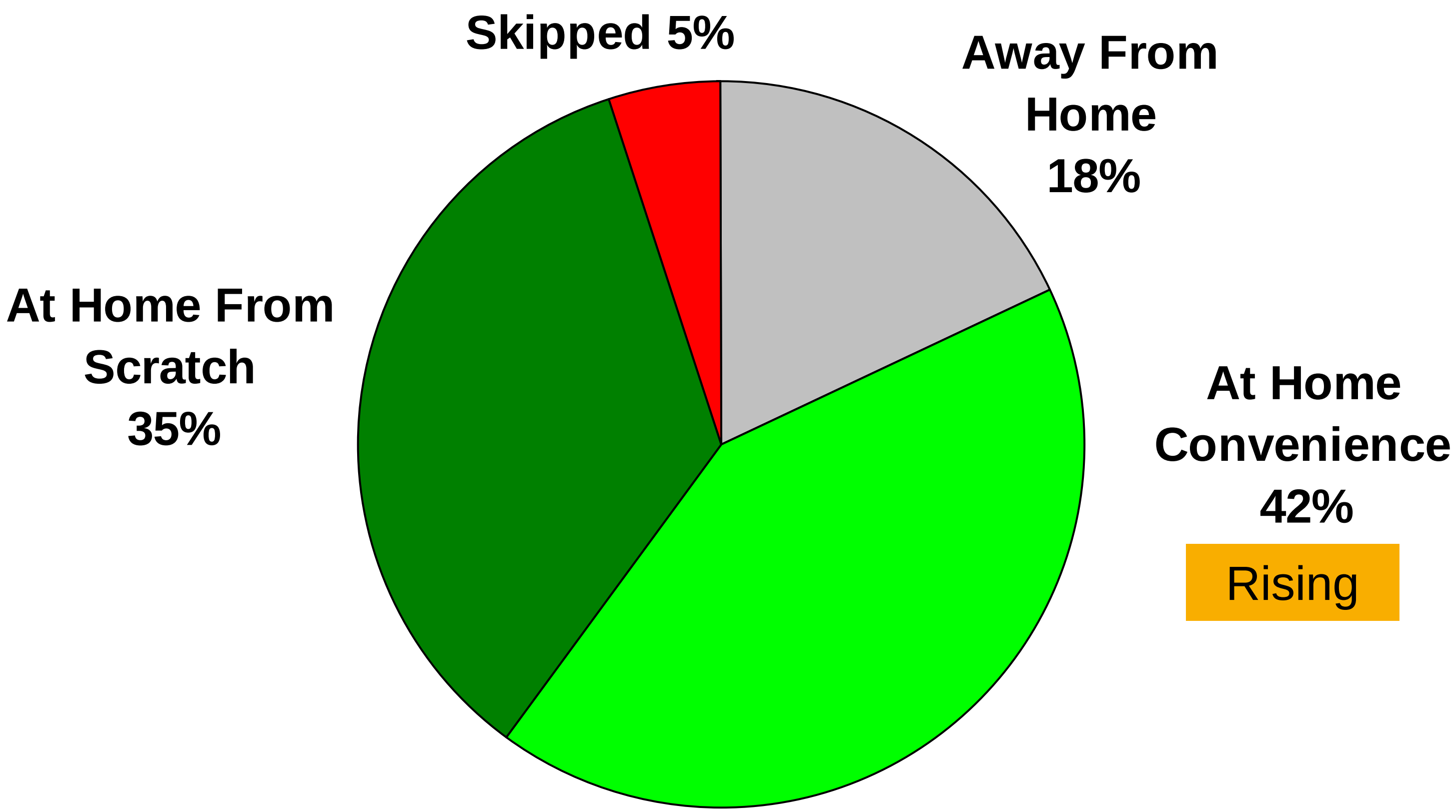
Stonyfield Farm FOR A HEALTHY PLANET

Health Valley®

Since 1972 Cascadian Farm ORGANIC

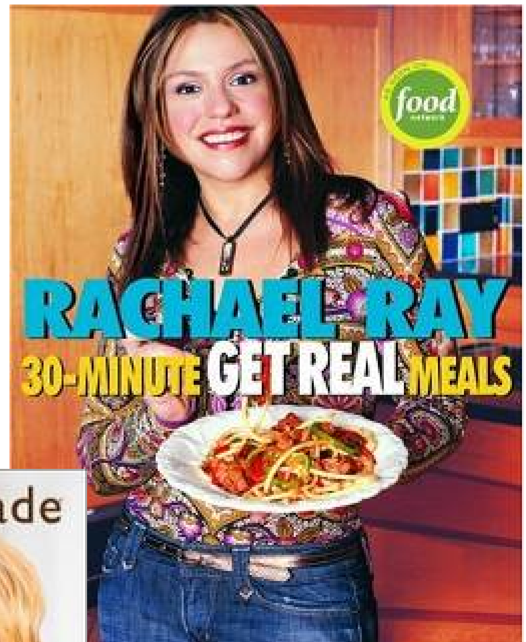
What's for supper – and where?

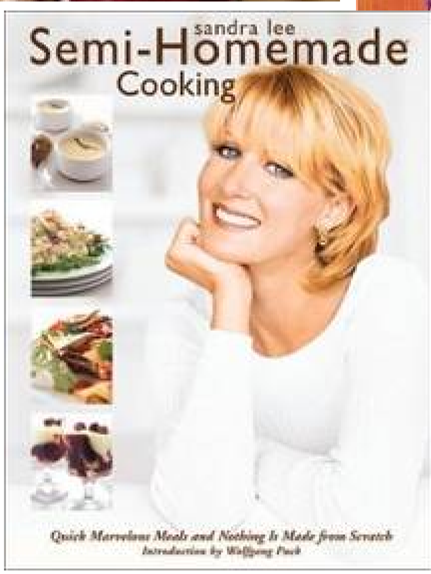
Other meals: even more out-of-home / convenience



The Changing Face in the Kitchen

Helping America learn to cook again – for health, pleasure?





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The Changing Location of the Kitchen

Meal Prep and Assembly Stores

Industry Revenue

2003	$7 million	
2006 est.	$270 million	-- over 1,100 stores now open
2007	projected to double	

Also keep an eye on these trends

- **Higher quality foods that are very convenient**
  - Technology for cooking that produces better results faster
  - Food & beverage pairings
  - Rotating flavors to appeal to food adventurers

- **Nutrition**
  - Bioavailability
  - Super-enhancing a food that already has a nutrient naturally,
  - Appetite-curbing foods and calorie-burning foods
  - Energy enhancing foods that encourage you to exercise
  - Combinations of foods for a well-balanced diet
  - Address additional aspects of wellness far beyond fat, salt, calories, heart health, esp. **cognitive and emotional** health

IRI New Product Launch Portfolio

The New Product Life-Cycle

Pre-Launch	Year 1 (Months After Intro) 1 2 3 4 5 6	Year 1 (Months After Intro) 7 8 9 10 11 12	Year 2 And Beyond
Research Solutions Available At Each Stage			
GNPD IRIS NEW PRODUCT PROFILER BSCAN TESTING	LAUNCH COMMANDER NEW TRIER SURVEY NEW ITEM SPEED TO SHELF	INTROSOURCE	INTROCAST

Thank You!

- **Any Questions concerning about these IRI products and services, please contact:**

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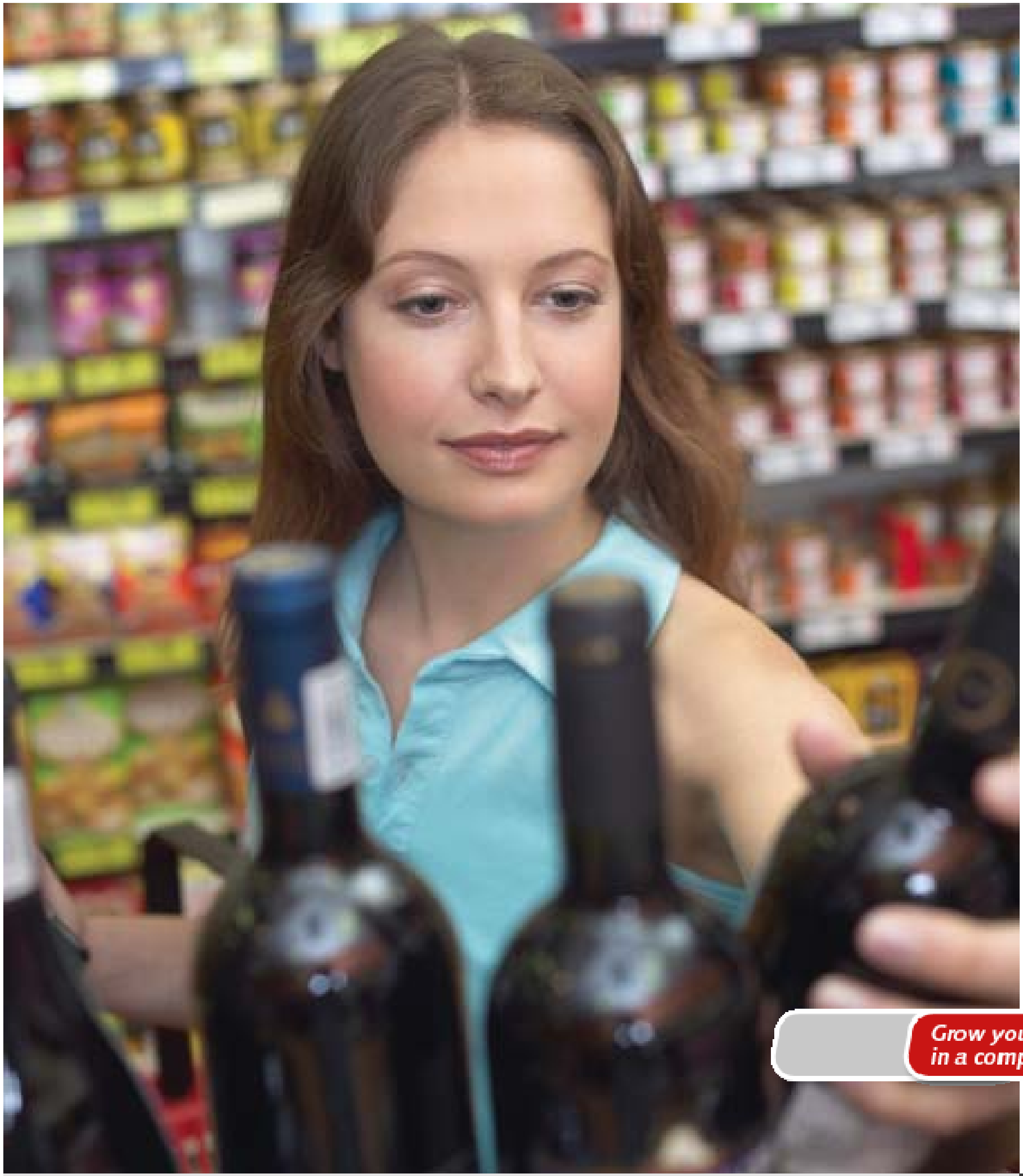
  312-474-3091



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