TIMES & TRENDS

A SNAPSHOT OF TRENDS SHAPING THE CPG INDUSTRY

2005 NEW PRODUCT PACESETTERS
LEADING NEW CPG BRANDS

March 2006

INFORMATION RESOURCES, INC.

EXECUTIVE SUMMARY

- While a record number of new CPG products were introduced in 2004-2005, less than one-quarter reached $7.5 million in year-one sales to become a Pacesetter, and less than 1% exceeded $100 million
- Nearly two-thirds of successful new food and beverage brands offered taste and variety benefits – a significant jump from the historical average
- A high proportion of food and beverage Pacesetters met consumers' health and wellness needs; the most successful offered reduced calories (eg. Frito Lay Light), portion control (eg. Nabisco 100 Calorie Packs) and/or general weight management programs (eg. Slim-Fast Optima)
- Overall, convenience benefits are on the decline among food and beverage Pacesetters. Strong consumer response to those products that did offer added convenience (eg. portability and/or quick preparation) in addition to taste and health benefits suggests potential missed opportunity
- Blockbuster sales for both Tide with a touch of Downy and Tide with Febreze illustrate the power of effective co-branding. Other ventures between leading brands are likely to follow suit
- Epitomized by razor manufacturers, who have had top ten non-food Pacesetters for four consecutive years, performance enhancements continue to be a major driver of new product success among non-foods

INTRODUCTION

Given the industry's low new product success rate, the New Product Pacesetter brands are truly exceptional.

Now in its eleventh year, IRI's annual New Product Pacesetters report showcases the most successful new CPG brands.

Given the industry's low new product success rate (less than 25% meet the $7.5 million in year-ones sales required to become a New Product Pacesetter), the Pacesetter brands are truly exceptional. Pacesetter brands beat the odds.

Consumers have rewarded these brands and the retailers who carry them for delivering specific benefits that address their current and emerging needs.

This report identifies leading benefits among food and beverage and non-food brands to highlight what consumers are looking for today and identifies changes in benefit trends to help CPG marketers predict what consumers may be looking for over the next several years.

Overall, in both food and beverage and non-foods, a majority of Pacesetters offered new varieties. Despite concerns that consumers are overwhelmed with choice, they continue to support new varieties across categories that deliver real benefits in taste/flavors or scents.

Health and wellness continues to be a powerful purchase driver across food and beverages. While weight management is still a primary focus, we are seeing greater emphasis on nutrition.

Among non-foods, enhanced performance is becoming a cost of entry as manufacturers continue to raise consumer expectations with innovative new technologies.

These brands illustrate the potential for exceptional brand growth within markets that are not growing. For most brands, however, that potential will not be realized until current approaches to new product development are transformed to close the gap on new product success.

OVERVIEW
NEW PRODUCT ACTIVITY

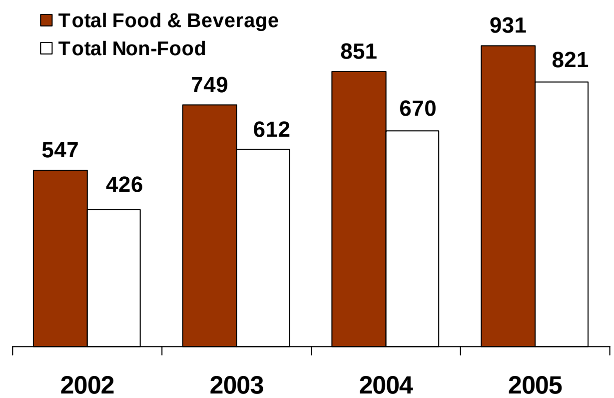
Less than 1% of new CPG products reach $100 million in year-one sales.

2004-2005 was one of the most active years for new CPG product activity in recent history. A record number of both food & beverage and non-food brands was introduced this past year.

The success rate, however, remained roughly the same as we have seen over the past decade. Less than one-quarter of new brands met the New Product Pacesetter hurdle of $7.5 million in year-one sales, approximately 10% earned sales above $20 million, and less 1% reached blockbuster status with sales exceeding $100 million.

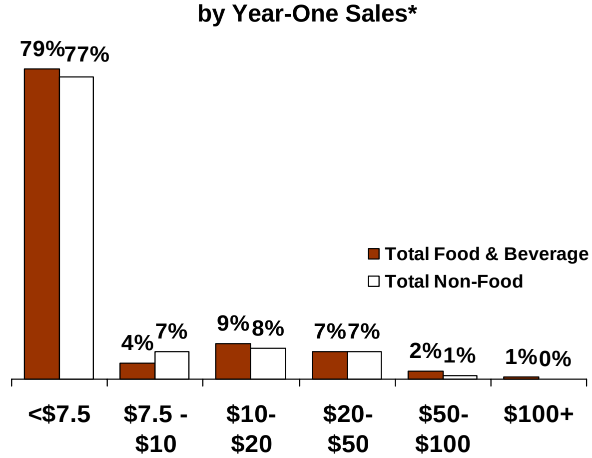
The brands profiled in this report are the exceptions to the rule. A review of how they won in the marketplace by delivering against specific, emerging consumer needs provides critical insights that can be leveraged to improve the industry success rate going forward.

Number of CPG New Product Introductions* (Brand Level)



*Across Food, Drug, Mass Channels (Excluding Wal-Mart)
Source: IRI InfoScan® Reviews

2004-2005 Proportion of CPG New Product Introductions by Year-One Sales*



*Across Food, Drug, Mass Channels (Excluding Wal-Mart)
Source: IRI InfoScan® Reviews

FOOD AND BEVERAGE BRANDS
TOP TEN NEW PRODUCT PACESETTERS

Consumers embraced new brands aligned with their pursuit of a balanced, healthy diet.

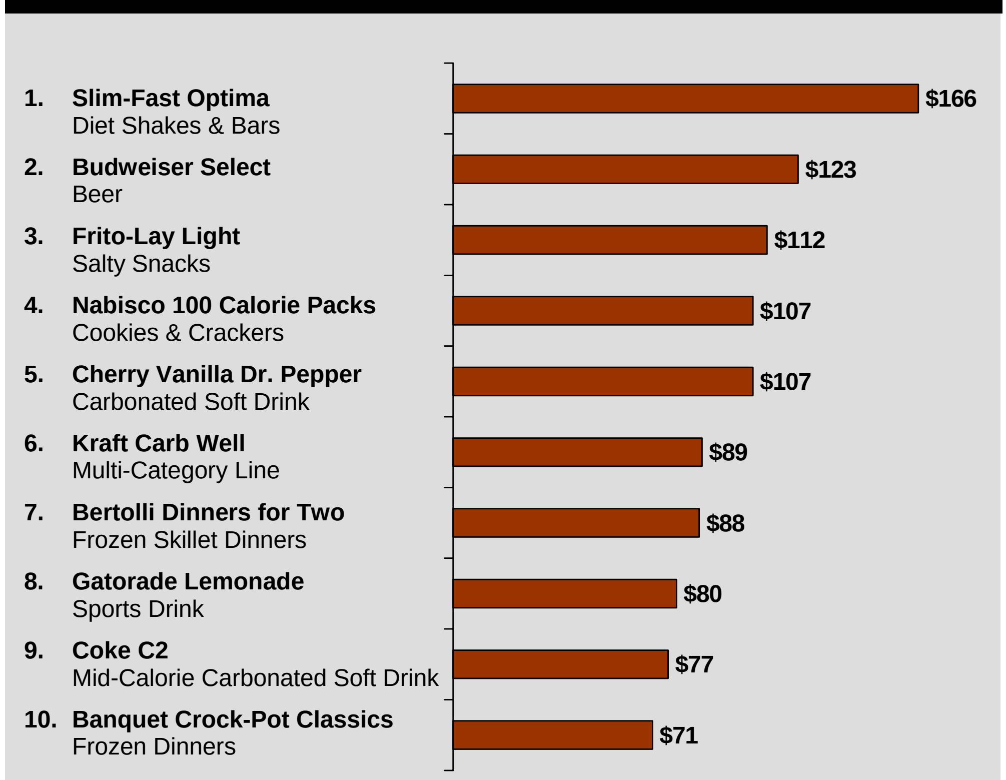
Half of this year's top ten New Product Pacesetter food and beverage brands offered "better for you" benefits. While Slim Fast Optima offered a full line of new products with weight management benefits, the remaining four, Frito Lay Light, Nabisco 100 Calorie Packs, Kraft Carb Well and Coke C2 delivered lower calorie and/or lower carb alternatives of favorite products.

Consumers embraced these products, which assisted them in their pursuit of a more balanced, healthy diet – without giving up taste.

Well-received new tastes and varieties landed other new brands on the top ten list, including Budweiser Select, Cherry Vanilla Dr. Pepper and Gatorade Lemonade.

The combination of taste and convenience drove the success of Bertolli Dinners for Two and Banquet Crock-Pot Classics.

2004 – 2005 New Product Pacesetters: Top 10 Food & Beverage Brands
Year One Dollar Sales (Mil$) Across Food, Drug, Mass (Excluding Wal-Mart)



Sources: IRI InfoScan® Reviews, New Products Launched February 2004 – January 2005

FOOD AND BEVERAGE BRANDS
CATEGORIES

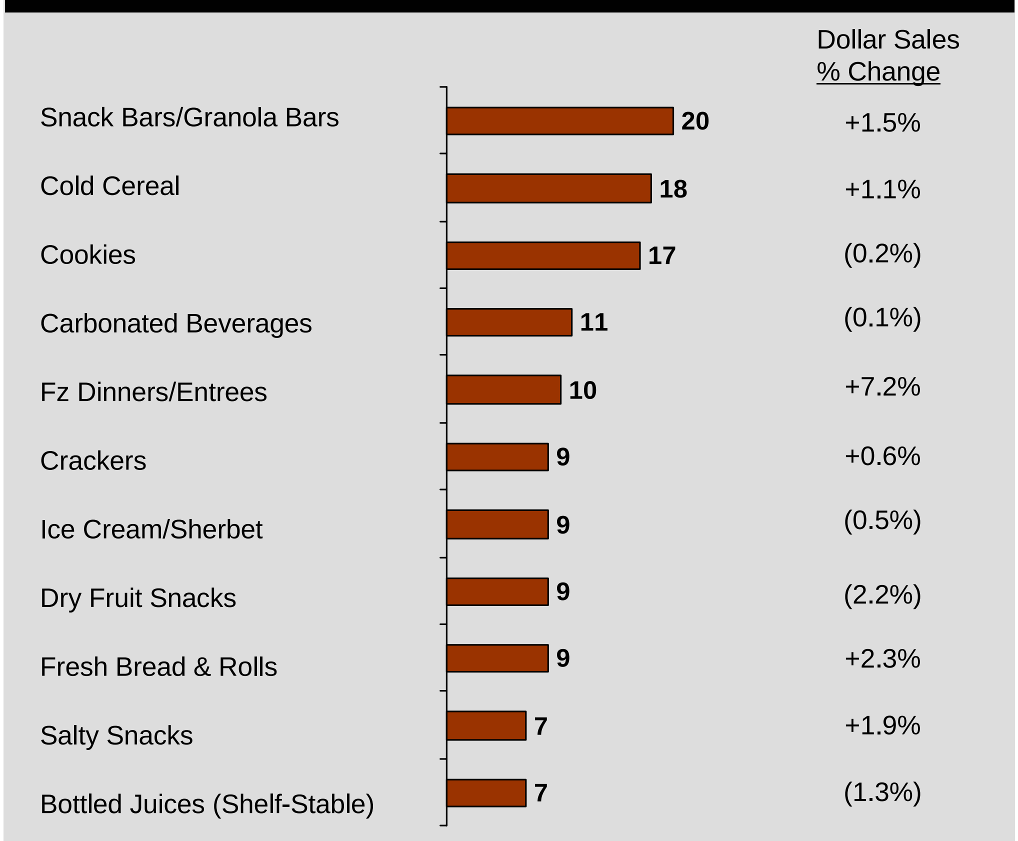
Innovation is a critical source of brand growth among categories with slow or declining sales.

The majority of this year's leading food and beverage Pacesetter categories, as determined by number of successful new brands, are experiencing slow growth or declining sales. Innovation has become a critical source of brand growth in these categories.

Frozen dinners/entrees is an exception. Major new introductions, including top ten brands Bertolli Dinners for Two and Banquet Crock Pot Classics have contributed to strong industry growth.

While most of these categories have been among the most productive for the past decade, dry fruit snacks, fresh bread and rolls, and shelf-stable bottled juices have all significantly increased the number of successful new brand introductions resulting in inclusion in this year's top ten.

2005 Food & Beverage New Product Pacesetters by Category
Category Dollar Sales % Change vs 2004 (FDMW)*



*Note: Represents dollar sales change across food, drug, mass channels (including Wal-Mart.)

Sources: IRI InfoScan® Reviews, New Products Launched February 2004 – January 2005; IRI MarketInsight™, 52 weeks ending 12/25/05 and prior year

FOOD AND BEVERAGE CONSUMER BENEFITS
OVERVIEW

Winning brands offered taste & variety, health & wellness and/or convenience benefits.

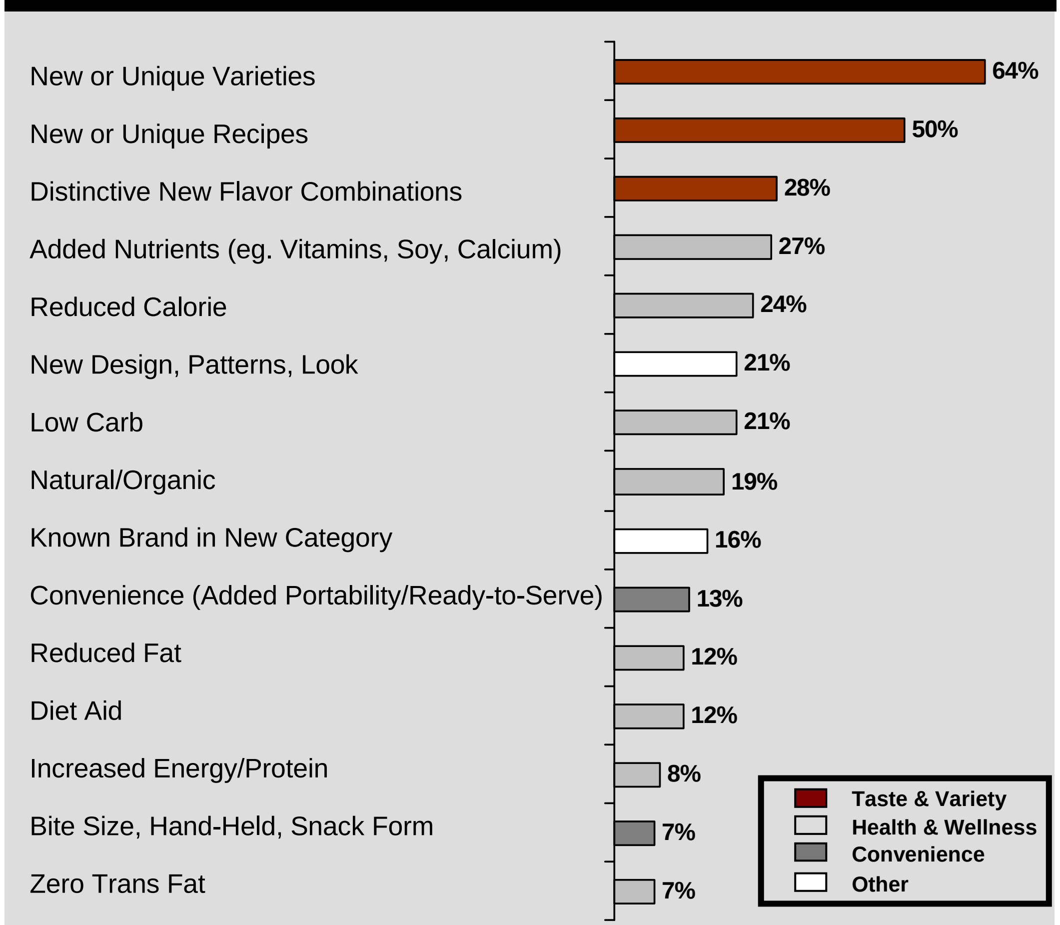
Successful new 2005 food and beverage brands delivered against consumer demand for new tastes and varieties, health and wellness benefits and convenience.

Nearly two-thirds of food and beverage Pacesetters offered taste/variety benefits – a testament to consumers' willingness and desire to branch out from their routines and repertoire of flavors.

It is important to note that winning food and beverage brands offered multiple benefits – on average four.

For instance, among this year's full list of Pacesetters, Shedd's Country Crock Garlic Mashed Potatoes delivered taste and convenience, while Nabisco 100 Calorie Packs offer reduced calories, reduced fat, zero trans fat and portability.

2004 – 2005 Food & Beverage New Product Pacesetters: Top 15 Benefits
% of Total Pacesetters Offering Benefit



Sources: IRI InfoScan® Reviews, New Products Launched February 2004 – January 2005

FOOD AND BEVERAGE CONSUMER BENEFITS
TASTE & VARIETY

Category crossovers, an emerging focus on premium tastes, and tastier "better for you" brands distinguish this year's Pacesetters.

A comparison of taste and variety benefits among this year's leading new brands relative to past Pacesetters reveals an increased focus on new varieties and new recipes.

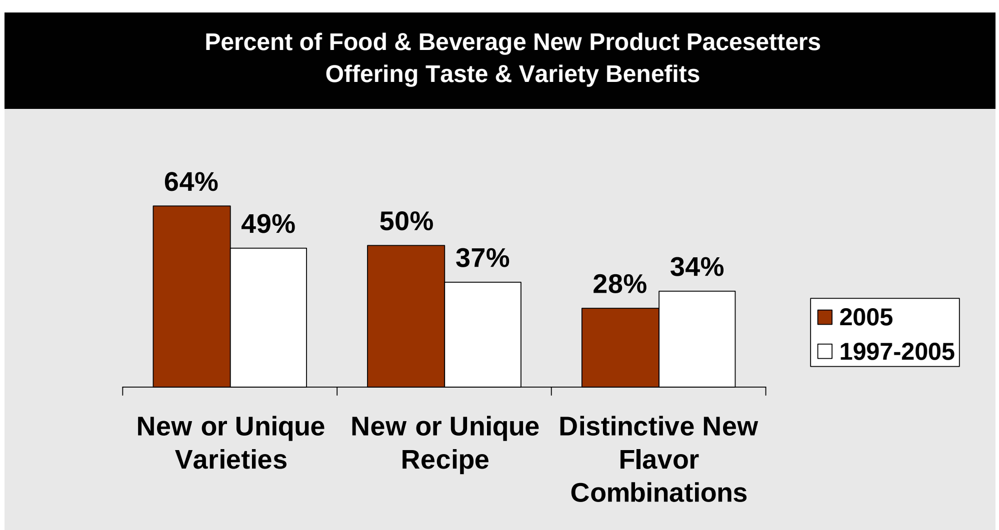
Three of the four beverages on the top ten list, Budweiser Select, Cherry Vanilla Dr. Pepper and Gatorade Lemonade made the list by bringing consumers new tastes and varieties.

Beyond the top ten, there are numerous instances of successful new flavors and varieties across center store categories. For instance, Lipton's Side Dishes offered new Cajun and Fiesta dry rice flavors. With a broad range of varieties, including Firehouse, Sizzling Steak and Tantalizing Turkey, Campbell's Chunky Chili hit the mark with consumers.

Crossover from the confections aisle to the cookie aisle brought new varieties to consumers through Hershey's Cookies and Snack Barz.

An emerging taste trend that will become even more prevalent next year is a movement towards more sophisticated, premium tastes. We see that trend at work in the success of brands such as Sargento Bistro Natural Shredded Cheese, Quaker Oatmeal Supreme and Stouffer's Lean Cuisine Spa Cuisine.

In addition, we are seeing a number of "better-for-you" products that break the taste barrier. For example, while light chips have historically gained only a fraction of the salty snack market, Frito Lay Light salty snacks have been well-received by consumers, who are not willing to sacrifice taste.



Sources: IRI InfoScan® Reviews, New Products Launched February 2004 – January 2005

FOOD AND BEVERAGE CONSUMER BENEFITS
HEALTH & WELLNESS

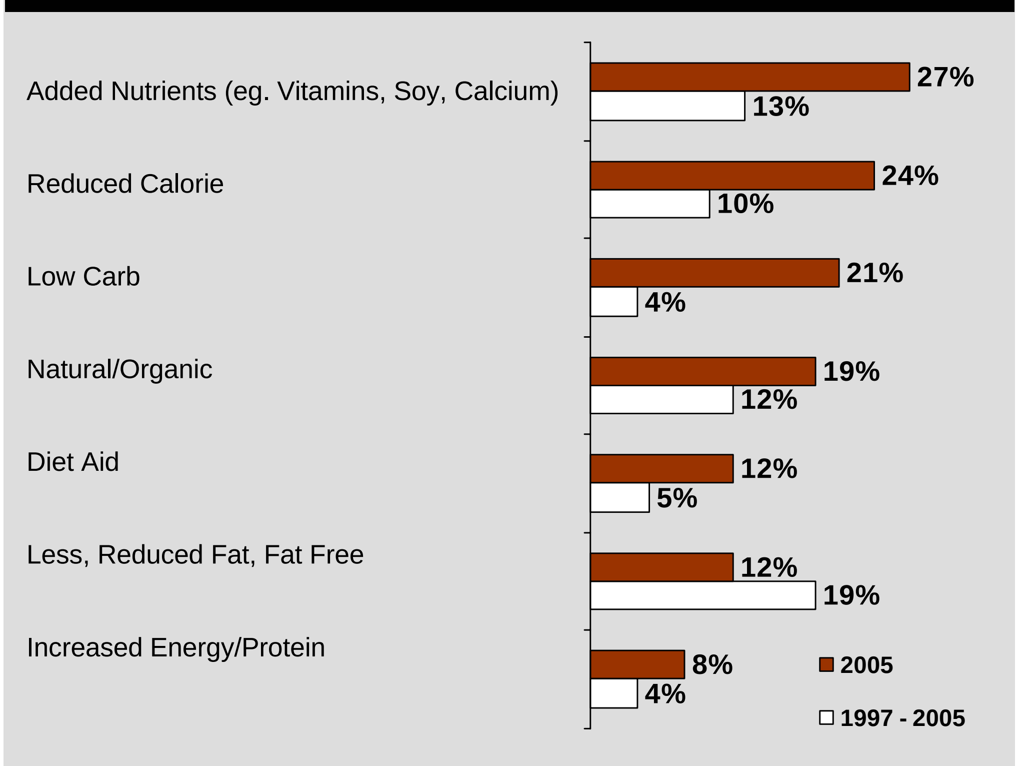
While weight management remains a sought-after benefit, nutrition is playing an increasingly important role.

The growing proportion of successful new brands with added nutrients and natural/organic benefits illustrates consumers' increased focus on nutrition – albeit within a diet that also has room for indulgence.

In addition to the general nutritional benefits, there is a trend towards targeting specific consumer segments with health benefits. For instance, a number of Pacesetters successfully targeted consumers concerned with heart health: Kellogg's Smart Start Healthy Heart Cereal, Sara Lee Heart Healthy Plus bread and Yoplait Healthy Heart yogurt.

Weight management continues to be important to consumers, who are gravitating towards products offering calorie control, more so than reduced fat. While low carb remained a major benefit in 2005, it will drop off dramatically among 2006 Pacesetters.

2005 Food & Beverage New Product Pacesetters
% Offering Health & Wellness Benefits vs Historical Trend



Sources: IRI InfoScan® Reviews, New Products Launched February 2004 – January 2005

FOOD AND BEVERAGE CONSUMER BENEFITS
CONVENIENCE

Manufacturers may be missing out on growth opportunities via products offering convenience benefits.

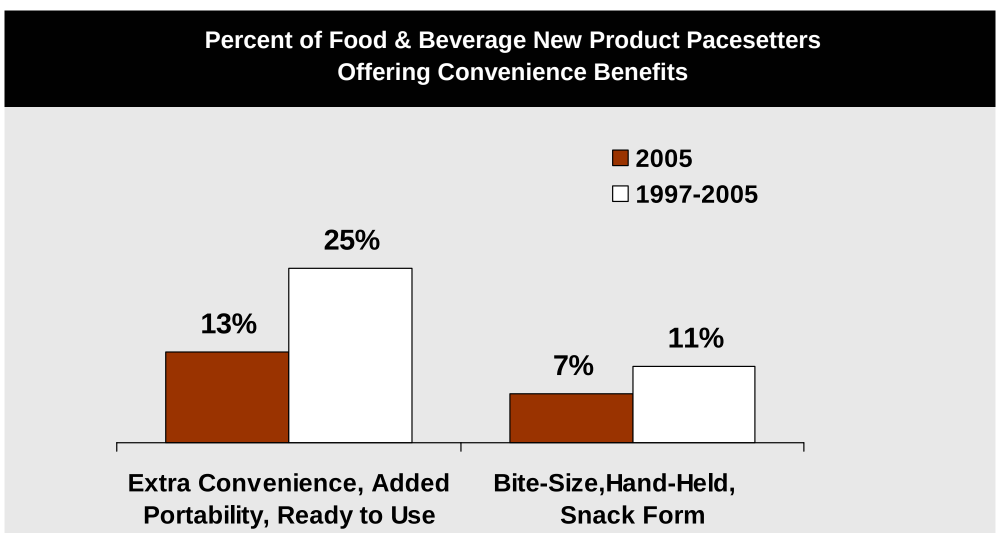
Despite a number of high-profile new products offering convenience benefits, overall, this year's Pacesetters fell behind prior years in delivering convenience.

The fact that consumers embraced several major new brands offering added convenience is indicative of consumer demand for products that make life easier. What has changed, however, is that time savings alone is not enough. Consumers seek faster and easier in conjunction with nutrition, taste and quality.

Among top ten new brands, Slim-Fast Optima offers consumers nutrition and weight management assistance in convenient, take-it-with-me shakes and bars. Nabisco 100 Calorie Packs take away the need to figure out appropriate portions and provide consumer favorites in portable pouches. Bertolli Dinners for Two offer "restaurant quality" taste in quick and easy frozen meals.

Adding convenience features to new product concepts that deliver other high-demand benefits may provide a competitive edge.

We will likely see a rise in the proportion of new products offering convenience next year, as there have been several recent new product introductions with portion control.



Sources: IRI InfoScan® Reviews, New Products Launched February 2004 – January 2005

FOOD AND BEVERAGE BRANDS
TOP TEN PACESETTERS-TO-BE

Health and wellness is again a major theme in next year's "Pacesetters-to-Be."

Health and wellness is once again a major theme in the benefits offered by new brands projected to make next year's New Product Pacesetters list.

The leading "Pacesetter-to-Be" is Kraft South Beach Diet, a multi-category line developed to make it easier for consumers to follow the guidelines of the diet to promote general health and/or weight loss.

A number of other top new brands are designed to provide consumers with added health benefits without sacrificing tastes they enjoy. Dreyer's Edy's Dibs offer consumers portion control while enjoying ice cream treats. Sara Lee Soft and Smooth bread delivers white bread taste and texture with whole grain benefits.

Continued innovation in carbonated beverages propelled four new brands onto next year's list. Both Pepsi and Coca-Cola offered soft drinks with Lime, while Coke Zero and Diet Coke w/ Splenda delivered diet soft drink options with new sweeteners.

Chips Ahoy Snack n'Seal cookies met with strong sales by helping consumers conveniently keep cookies fresh.

2005 – 2006 New Product Pacesetters-to-Be: Top 10 Food & Beverage Brands
Projected Year One Dollar Sales (Mil$)
Across Food, Drug, Mass (Excluding Wal-Mart)

Sources: IRI InfoScan® Reviews, New Products Launched February 2004 – January 2005

FOOD AND BEVERAGE
TRENDS TO WATCH

Look for the following trends among successful new food and beverage products over the next several years:

Increased Focus on Nutrition

There has been a proliferation of new products with "less-of" benefits – reduced calorie, reduced fat, reduced sugar. These introductions have been on the mark with consumers' health and wellness focus areas. As consumers continue to evolve towards health management, not simply weight management, there will be increased demand for food and beverages with better nutrition overall and delivery of specific nutritional benefits, such as new antioxidants (eg. lutein, lycopene). Taste will remain paramount, however, so new technologies will emerge to preserve taste while providing nutrition.

Chef-Inspired Recipes

As Baby Boomers age and become "empty nesters" in increasing numbers, the demand for premium products and more sophisticated tastes will rise. Restaurant quality, convenient meals and side dishes that fit this bill will be well-received.

Natural/Organic Remains Hot

The presence of natural/organic food sections at traditional grocery stores, the popularity of Whole Foods and entrance of major manufacturers into the natural/organic space has led to mainstream acceptance of natural/organic products and growing demand across a broader range of categories. Expect to see increased focus on purity and food origins.

Packaging Innovation Takes Center Stage

Whether delivering the right portion size (eg. Nabisco 100 Calorie Packs), the right size to suit different audiences (eg. Dannon Danimals drinkable yogurts in XL size for older kids), innovative packaging has been the cornerstone of many successful new products over the past several years. As consumers increasingly gravitate towards fresh foods, packaging that keeps these products fresh longer and enables consumers to enjoy them "on-the-go" will become increasingly critical.

NON-FOODS
TOP TEN NEW PRODUCT PACESETTERS

The co-branding of Tide and Downy proved to be a powerhouse.

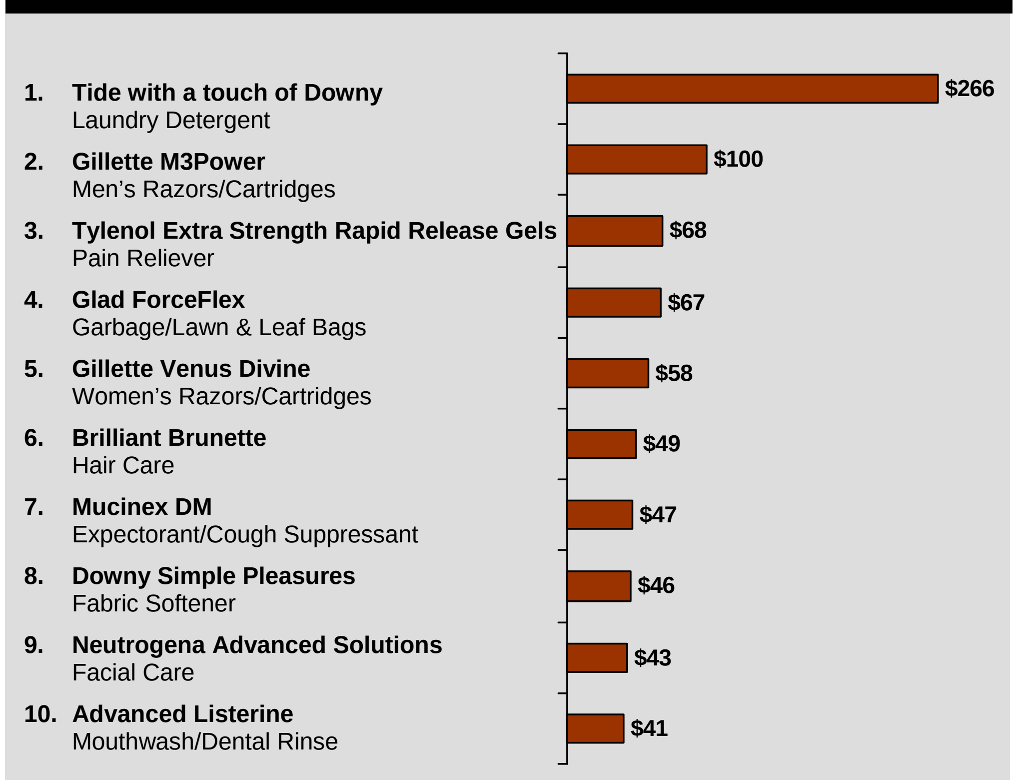
Three of this year's top ten new non-food brands are house care products – a far cry from last year in which no house care brands made the top ten list.

The co-branding of Tide with Downy proved to be a powerhouse. Tide with a touch of Downy reached $266 million in year-one FDMx sales. Enhancing the laundry experience with pleasant scents, Downy Simple Pleasures fabric softener also made the list.

Glad ForceFlex earned a spot among the most successful new house care brands by solving a frustrating consumer problem: trash bags ripping.

The remaining seven leading brands offer enhanced results in personal care (Gillette M3 Power and Venus Divine razors; Brilliant Brunette hair care, Neutrogena Advanced Solutions, Advanced Listerine) and healthcare (Mucinex DM, Tylenol Extra Strength Rapid Release Gels.)

2004 – 2005 New Product Pacesetters: Top 10 Non-Food Brands
Year One Dollar Sales (Mil$) Across Food, Drug, Mass (Excluding Wal-Mart)



Sources: IRI InfoScan® Reviews, New Products Launched February 2004 – January 2005

NON-FOOD BRANDS
CATEGORIES

Cosmetics remained the leading category in number of successful new brand introductions.

By a wide margin, cosmetics is the number one category in number of New Product Pacesetters.

The majority of this year's top-producing non-food categories have been among the top ten categories for the past several years. Hand & body lotion is an exception: this category was significantly more active this year than in prior years with nine Pacesetters.

Across a number of these categories, including cosmetics, dog food, and toothbrush/dental accessories, innovation has become a necessity to securing brand growth in otherwise slow/no growth markets.

In others, however, such as skin care and hand and body lotion, innovation has grown categories in addition to brands.

2005 Non-Food New Product Pacesetters by Category
Category Dollar Sales % Change vs 2004 (FDMW)*

Category	Pacesetters	Dollar Sales % Change
Cosmetics (Facial, Eye, Lip)	30	+0.9%
Skin Care	12	+7.6%
Soap	11	+2.4%
Razors/Blades/Cartridges	10	Razors: (17.4%) Blades: +6.8%
Dog Food	10	+1.7%
Shampoo	9	+2.3%
Hand & Body Lotion	9	+13.1%
Toothbrush/Dental Accessories	8	+0.8%
Hair Conditioner	8	+4.4%
Cold/Allergy/Sinus Tablets/Cough Drops	8	C/A/S: +11.4% Drops: +14.0%

*Note: Represents dollar sales change across food, drug, mass channels (including Wal-Mart.)

Sources: IRI InfoScan® Reviews, New Products Launched February 2004 – January 2005; IRI MarketInsight™, 52 weeks ending 12/25/05 and prior year

NON-FOOD CONSUMER BENEFITS
OVERVIEW

The most successful new non-food brands delivered variety, performance and convenience.

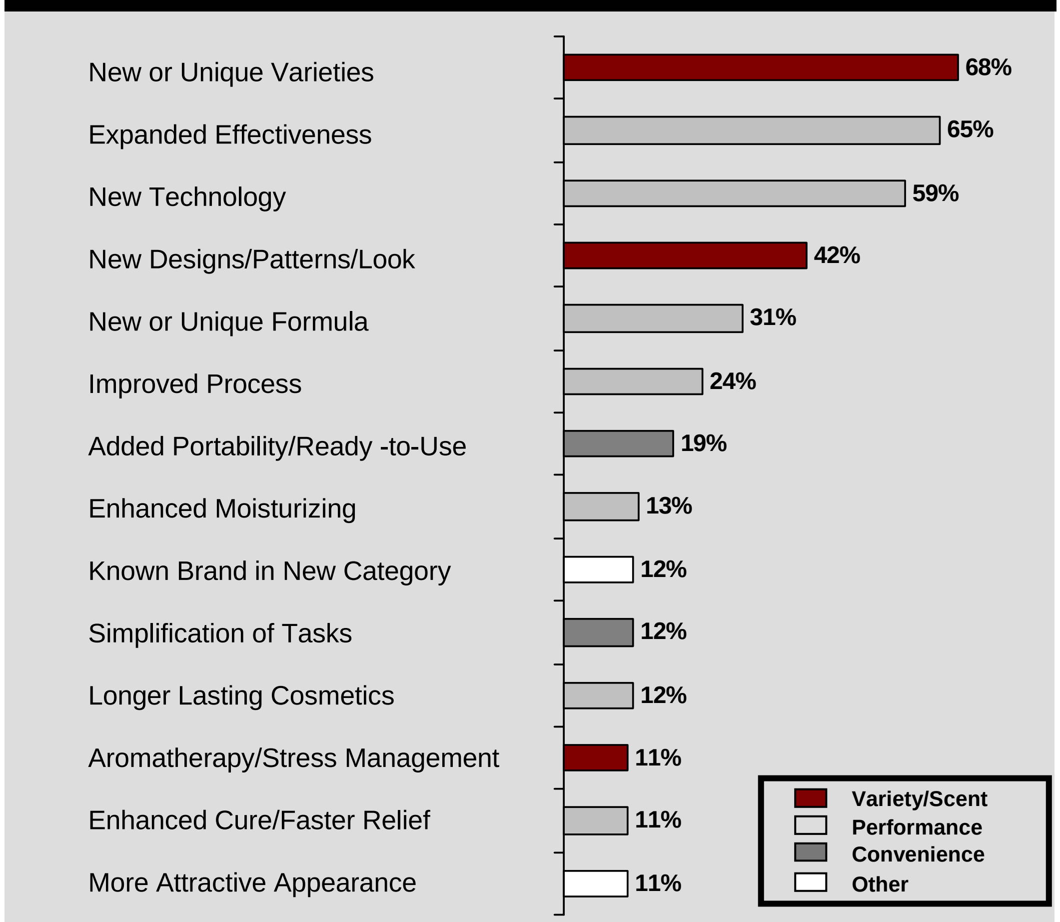
New varieties played a major role in the success of this year's non-food Pacesetters. Whether offering new scents, such as Glade Wisp Home Air Fresheners, targeted benefits, such as Brilliant Brunette hair care, or new forms, such as Tylenol Cool Burst Liquids, new varieties were embraced by consumers.

Nearly 2/3 of non-food pacesetters delivered enhanced performance. For instance, Advanced Listerine delivers tartar protection. Maybelline Intense XXL mascara offers "10X the volume."

Others delivered convenience, such as AIR WICK Mobil'Air air fresheners that do not require a plug.

The vast majority of Pacesetters bring multiple benefits to consumers – on average, 4.4. For instance, Clorox Toilet Wand toilet bowl cleaner offers enhanced performance and convenience.

2004 – 2005 Non-Food New Product Pacesetters: Top Benefits
% of Total Pacesetters Offering Benefit



Sources: IRI InfoScan® Reviews, New Products Launched February 2004 – January 2005

NON-FOOD CONSUMER BENEFITS
VARIETY & SCENT

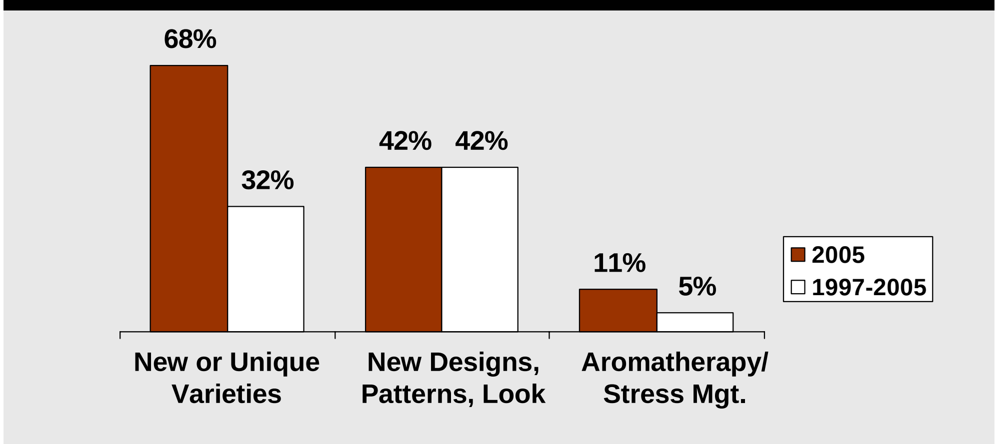
New varieties were far more prevalent this year versus historical trends.

Non-food manufacturers significantly increased focus on adding new varieties this past year. With many non-food categories experiencing flat or declining category sales, brand extensions offering new varieties are increasingly leveraged to drive brand growth.

Several new varieties this year were geared towards children. For instance, Colgate introduced new toothpastes with licensed characters. Tylenol introduced Children's Tylenol Meltaways. Gerber restaged their line of baby care products with Grins & Giggles. Pampers introduced Feel & Learn training pants, which aid in the toilet training process by letting toddlers feel wet, unlike traditional diapers and training pants.

Another major trend is the use of scents to promote relaxation. This year, aromatherapy was a welcomed benefit in hair care, with new brands including Alberto VO5's Nourishing Oasis shampoos and conditioners with calming ingredients such as chamomile and lavender. St. Ives Calming Aroma Steam body wash delivers aromatherapy benefits via calming fragrances that are activated by shower steam.

Percent of Non-Food New Product Pacesetters Offering Variety & Scent Benefits



Sources: IRI InfoScan® Reviews, New Products Launched February 2004 – January 2005

NON-FOOD CONSUMER BENEFITS
PERFORMANCE

Consumers expect performance enhancements, and manufacturers continue to deliver.

From razors to trash bags, the performance standard has continually been raised through innovation across non-food categories. This year was no exception.

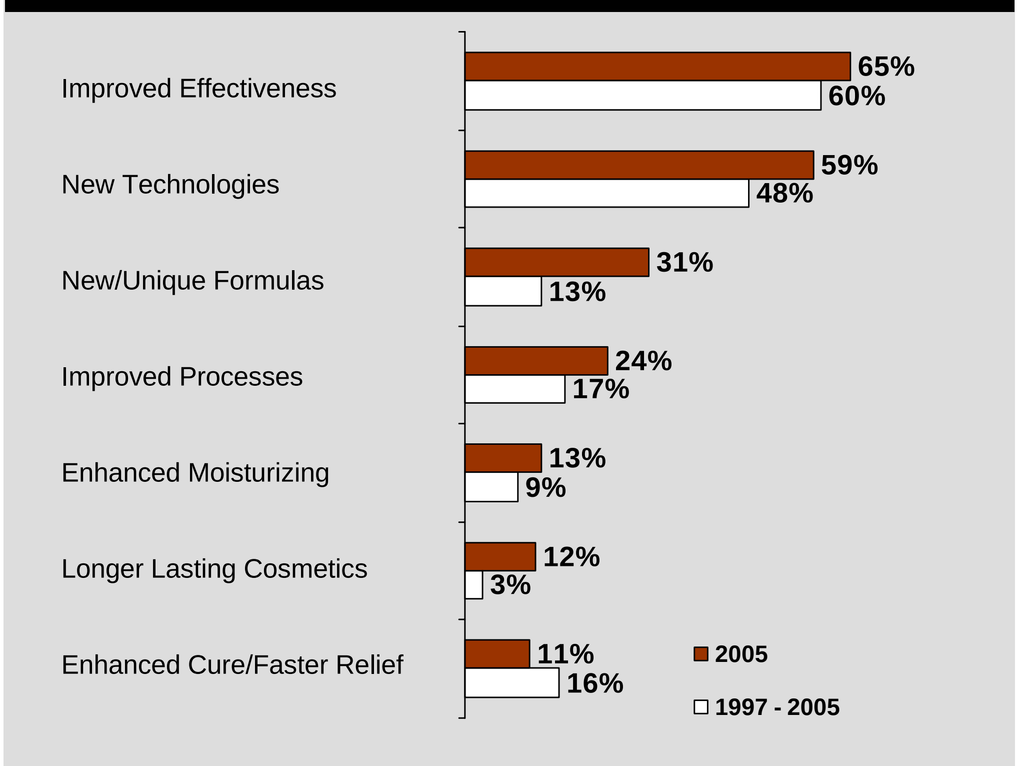
Battery power fueled performance enhancement of razors, including Gillette's M3Power and Venus Divine, as well as dental care, including Braun Oral-B Sonic toothbrushes and Oral-B Hummingbird power flosser.

New technologies were behind the stretchable material used in Glad ForceFlex garbage bags and the new delivery system enabling faster relief with Tylenol Extra Strength Rapid Release Gels.

In skin care, Neutrogena Advanced Solutions provide do-it-yourself professional-quality anti-acne and anti-aging treatments.

This past year in cosmetics, new brands promised heightened levels of performance with Almay Intense Color and Maybelline Age Rewind.

2005 Non-Food New Product Pacesetters
% Offering Performance Benefits vs Historical Trend



Sources: IRI InfoScan® Reviews, New Products Launched February 2004 – January 2005

NON-FOOD CONSUMER BENEFITS
CONVENIENCE

Consumers rally around personal and house care products that make everyday tasks a little easier.

The proportion of Pacesetters offering convenience benefits in 2004-2005 was consistent with prior years, overall. The fact that consumers rallied around these brands is a testament to their desire to make everyday tasks a little easier.

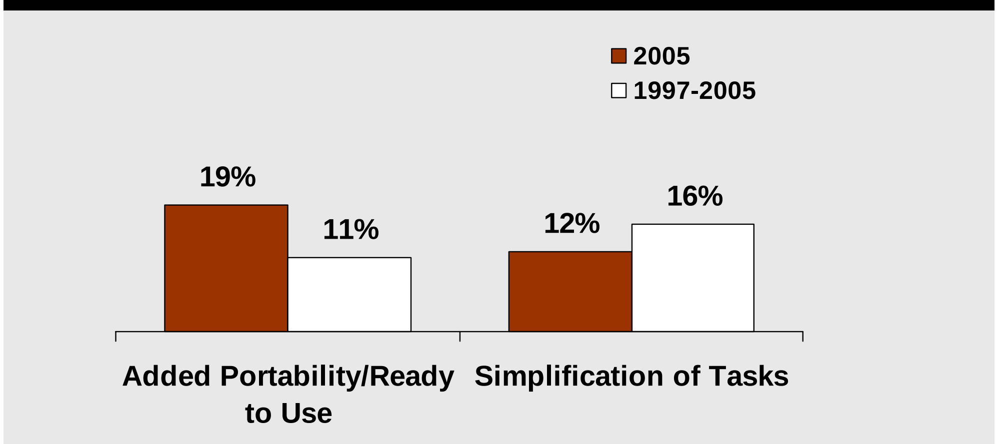
Big winners with convenience benefits include Tide with a touch of Downy, the number-one new non-food brand, which offers the convenience of detergent and fabric softener in one.

Also in house care, Clorox Toilet Wand and Scrubbing Bubbles Fresh Brush disposable brushes enable a superior clean without the mess.

Taking convenient cleaning benefits outside the home to the family car, Mr. Clean AutoDry Carwash saves consumers time by delivering a "spot-free finish with no need to dry."

Portability is an area of increased focus within non-foods. Consumers are on-the-go, and personal care and cleaning needs travel with them. Oral-B Brush-Ups -- textured teeth wipes that consumers can bring with them for a fresh-brushed feeling -- landed on this year's list. Next year's Pacesetters list will feature a number of additional portable solutions.

Percent of Non-Food New Product Pacesetters Offering Convenience Benefits



Sources: IRI InfoScan® Reviews, New Products Launched February 2004 – January 2005

NON-FOOD BRANDS
TOP TEN PACESETTERS-TO-BE

The non-food 2006 Pacesetters-to-Be represent a continuation of this year's trends, as well as some firsts.

The list of brands projected to be on next year's top ten Pacesetters list represent a continuation of many of the trends evident this past year:

Powerful co-branding and dual benefits land Tide with Febreze in the top spot.

Pantene Pro V Expressions extends the hair care targeting by color trend evident with this year's Brilliant Brunette.

Continued advancements in oral care drive the success of three new brands and step up the intensity in an already competitive marketplace.

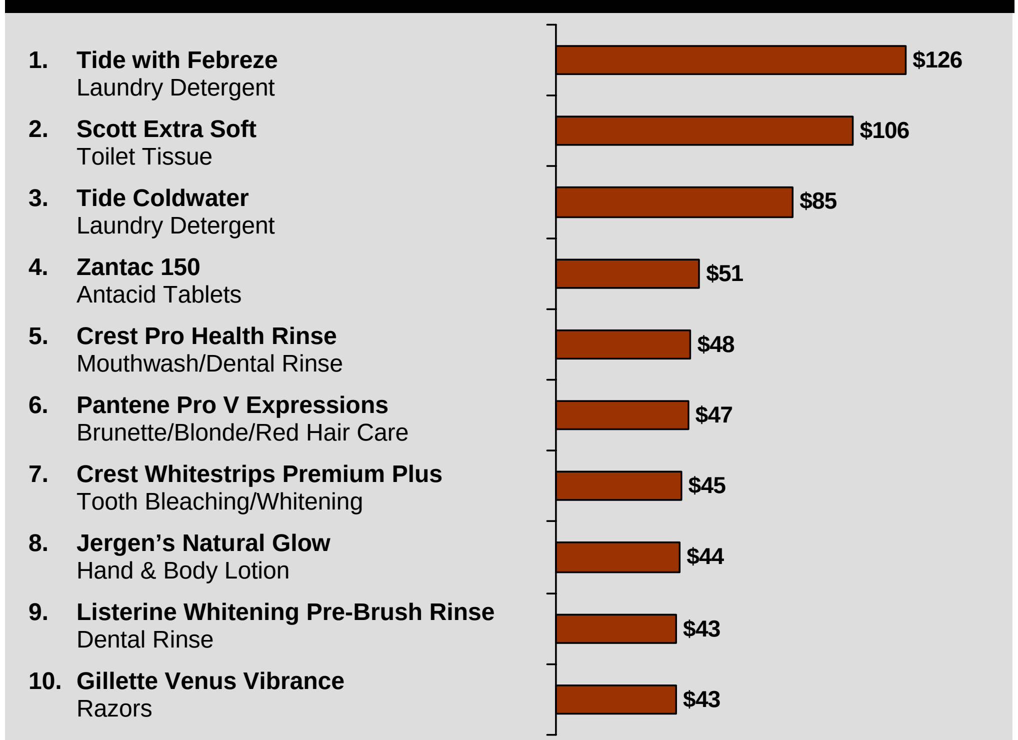
For the fourth consecutive year, a major new razor, Gillette Venus Vibrance will make the top ten list, illustrating the incredible pace of innovation in the razor category.

By contrast, a toilet tissue has made the top ten list for the first time in the past five years. Scott's Extra Soft has met blockbuster success, securing over $100 million in projected year-one sales.

Similarly, Jergens' Natural Glow, which delivers gradual tanning, represents the first top ten hand and body lotion over the past five years.

Finally, Zantac 150 made the top ten by providing twice the dosage of existing over-the-counter remedies without a prescription.

2005 – 2006 New Product Pacesetters-to-Be: Top 10 Non-Food Brands
Projected Year One Dollar Sales (Mil$)
Across Food, Drug, Mass (Excluding Wal-Mart)



Sources: IRI InfoScan® Reviews, New Products Launched February 2004 – January 2005

NON-FOODS
TRENDS TO WATCH

Look for the following trends among successful new non-food products over the next several years:

Up-Market and Down-Market Potential

As highlighted in the February *Times & Trends*, demographic shifts are driving growth opportunities at both ends of the age spectrum: young adults and 50+, and at both ends of the price/value spectrum: no frills and premium. We are beginning to see these trends reflected in successful new product offerings. For instance, both Scott Extra Soft toilet tissue, a "premium" product and Charmin Basic toilet tissue, which is a no frills brand offered at a lower price point, are projected 2006 Pacesetters-to-Be.

Giving Consumers Control

The self care trend has been a powerful driver of consumer purchase behavior across both healthcare (eg. Rx-to-OTC switches) and personal care products (eg. teeth whitening; at-home dermatology treatments) for the past several years. This trend will increasingly expand across new categories, including hair color for in-between salon visits (eg. Clairol's Nice n Easy Root Touch Up kit), laundry care (eg. portable stain removers such as Tide to Go) and preventative skin care (eg. growing number of products with SPF protection.)

Increased Focus on Kids

The new baby boom that will emerge as the 75 million strong Echo Boom generation starts families will drive increased demand for baby and children's products. We are already seeing innovative baby and child care products hitting the shelves, such as P&G's KanDoo wipes for toddlers and children and Cottonelle toilet paper for children.

Pampered Pets

The pet care market is expected to experience a growth spurt as more Baby Boomers become empty nesters. Premium pet products are likely to be a particularly hot area, as these consumers have extra money to spend. Expect a growing array of upscale pet food, such as snacks and cookies and pet care products available in mass channels.

CONCLUSIONS

- The New Product Pacesetter brands are a testament to the power of innovation in growing brand sales within highly competitive, mature markets
- The most successful new brands reflect a deep understanding of the consumer; these brands anticipate needs (eg. Nabisco 100 Calorie Packs' portion control benefit), leverage consumer value (eg. Tide with a touch of Downy co-branding of strong equities) and deliver incremental benefits that matter to consumers (eg. Gillette M3Power and Venus Divine razors)
- Offering convenience benefits that support on-the-go lifestyles and time optimization in addition to other high-demand benefits such as nutrition or performance may be the differentiating factor that drives brand success; focus on convenience has waned across recent new product introductions
- Current new product management and retail performance management practices need to be carefully assessed and transformed to get products into the market faster and enable real-time modifications in order to improve new product success rates

RESOURCES

When evaluating new product opportunities, contact your IRI client service representative regarding custom analyses leveraging the following resources:

IRI Attribute Drivers™	Uses a consumer-choice model to measure the effects of product attributes -- such as brand name, pack size and flavors -- on base sales volume; simulates impact of adding SKUS to the product line at the national level and determines attribute value to consumers.
IRI BehaviorScan®	Industry-recognized in-market testing service that determines if new products and launch strategies are on target; manage new product risk by quantifying consumer response under real market conditions.
Controlled Market Testing™	Tests new products in mid-size markets with broad retail representation across food, drug and mass merchandise outlets, with the option to test in-store variables at the same time.

METHODOLOGY

To qualify for IRI's 2004-2005 New Product Pacesetters list, a brand must have been introduced between February 2004 and January 2005, so that it had a full 52 weeks of sales data by December 2005 after achieving 30% ACV distribution.

Brands must also achieve at least $7.5 million in retail sales in the Food, Drug and Mass channels, excluding Wal-Mart (FDMx) in their first year, as measured via IRI's InfoScan® Reviews service.

Pacesetters include entirely new brands or new brand extensions but do not include item or UPC level, flavor or package size introductions. Each Pacesetter's benefits are determined from a personal review of packaging aided by free-standing insert advertising, other ads, and manufacturer information available on their websites or the product itself.

MORE INFORMATION >

Please contact Sheila McCusker at sheila.mccusker@infores.com with questions or comments about this report.

ABOUT IRI

Information Resources, Inc. (IRI) is the world's leading provider of enterprise market information solutions and services, empowering its clients to grow their business profitably in a complex marketplace. Driving the transformation of the consumer packaged goods (CPG), retail and healthcare industries, only IRI provides a unique combination of real-time market content, advanced analytics, enterprise performance management software and professional services. The company's portfolio of services, solutions and technology enable leading retailers and their suppliers around the globe to see what they are missing, act faster and with greater confidence and win at the shelf. Ninety-five percent of the FORTUNE Global 500 in CPG and retail leverage IRI to power their business. For more information, visit www.infores.com.

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