



Experience in Food and Food Ingredients Markets

The principals of MSA have been involved in a number of large, internationally focused projects in the food/ingredient sector. These have included

- *A complete overview of the US market for Frozen Bakery products.*

The specific focus was on potential acquisition targets in order to expand client's existing position. Produced a long list covering a wide spectrum of segments, and then a short list with detailed profile in client defined areas.

- *Various expansion projects for a major global bakery supply company, including acquisition of Henry and Henry.*

- *Defined opportunities for yeast improvements driven by demands of the baking industry.*

Other recent major acquisition searches (all of which involve broad industry analysis) have included

- sugar confectionery
- natural ingredients

Another important area of research has been new applications for food ingredient manufacturers (within or outside traditional food markets), This has included projects such as;

- opportunities in industrial fermentation in the US and Europe
- global investment and expansion decisions in the production of cationic starch
- opportunities in enzyme production
- consumer reaction to natural anti-microbials as protection from e-coli
- US market entry strategy for dairy derived products addressing hypertension
- International opportunities related to lactic acid and its derivatives.

They have also carried out a wide range of broad scale market research studies – often aiming to provide a rapid overview of market conditions. These have included:

- US opportunities in nutraceuticals
- Market trends in natural foods and additives
- Global competitive developments in spices and other flavorings
- Opportunities for European whey manufacturers in the US
- Overview of US Cheese markets
- Export opportunities for UK premium beers in the US
- US market for breadings and batters

They have wide experience in utilizing the full gamut of market research tools and techniques including

- direct personal and telephone interviews with key industry figures including editors, trade journalists and association officers, as well as relevant executives and others identified in the research
- tapping into their own network of 'experts' and contacts assembled over the years
- facilitated high level brainstorming sessions involving the recruitment of appropriate experts from industry, academia, wholesale/retail groups, and government and trade associations
- consumer focus groups and consumer interviewing
- establishing and managing industry (or consumer) 'panels' for continuous data input
- call/mail/call structured questionnaires
- desk research involving specialized proprietary data bases and archive material (as well as more general internet searching)

Clients in the food/bakery areas have included CSM, DMV, Purac, Quantum Foods, Jungblunzbauer, Gist-Brocades, Shell, Wye Valley, and Schouten Group.