

Selected Experience in the Confectionery Industry

- Competitive Intelligence Study of US and international confectionery firms.
- Conducted focus groups in the US regarding consumer attitudes toward confectionery products.
- Conducted a market feasibility study for market entry of confectionery products into mainland China.
- Conducted a global monitoring program of acquisition candidates for confectionery companies.
- Global Branding Study for confectionery firms for an Asian advertising company.
- Conducted a retail distribution study of confectionery and tobacco outlets in the US.
- Conducted a market assessment study of confectionery products sold at sports events.
- Conducted a blind taste test study on chocolate in Mexico

Sampling of our Current and Past Clients

- ❖ Cadbury
- ❖ Kraft Foods International
- ❖ The Mars Corporation