

About the NPD Group

The NPD Group is an innovative global market information company that leading companies turn to and rely on for essential market information to help them make their most important business decisions. Clients use NPD information to uncover market opportunities, strengthen channel relationships and benchmark industry performance.

NPD tracks both product movement and consumer behaviour across a diverse range of industry segments, including: food, fashion, toys and video games, consumer electronics and technology, housewares, automotive, beauty and music.

NPD's Foodservice Division is the definitive source of essential market information and insights for the foodservice industries organised around business issues. NPD is running a number of tools that provide a complete overview of what people eat and drink in restaurants, offering clients a unique perspective on eating trends and industry performance. As the only information source of its kind, NPD makes information for some of today's most critical business decisions accessible and actionable.

With its global presence, the variety of different tools and services as well as its dedicated Client Service Specialists, NPD can help you get the most out of a variety of primary and secondary sourced information.

Foodservice Tools

CREST stands for Consumer Research on Eating Share Trends. CREST has been up and running in the US and Canada for many years. Germany and the UK followed in January 1997. Since 2003 the CREST service has also become available in France, Italy, Spain, Japan Australia and China. Russia has been piloted.

CREST is sourced from consumer panels, they monitor purchases of all food and beverages bought for immediate consumption. The consumer panels are based on a representative sample of individuals who record all their Foodservice visits for the prior day online. Samples are large enough to cover enough participants throughout the whole 365 days a year. Information captures date and time of the visit, name and type of the eating place, where eaten, type of service, age and gender of eaters, party size, motivation for visit, reason for choosing a restaurant, customer satisfaction as well as food and beverage products consumed. CREST data is produced on a quarterly basis with topline information sets on a monthly basis.

SalesTrac is a weekly service of the NPD Group for chain operators actually up and running in Germany, UK, Spain, France, US and Canada. Participating chains send their weekly same-store sales as well as the number of ticket-counts to NPD by every Wednesday. By the following Friday, NPD is creating a weekly market-report by segment (QSR, FSR, etc.) to evaluate chain restaurant trends. SalesTrac reports can only be purchased by participating chain operators.

SupplyTrac is actually up and running in Germany. It collects Cash&Carry- and Distributor sell-out on a single SKU (EAN) basis by type Foodservice channel. All relevant Cash&Carry-Players as well as 20% of the Wholesale Distributors are participating and send their monthly sell-out data to NPD. Data is on a door-level

which allows regional analysis by German state. The data is processed and sold by Product Category. Full dictionary information includes manufacturer, brand, package size, packaging, product type and flavour. The tool is up and running since January 2006.

Secondary Sourced Information is collected by NPD on a monthly basis and includes chain's promotions and unit counts as well as published macro-economic data such as consumer confidence, GDP, unemployment rates, inflation and many other factors. Most numbers are published on a monthly or quarterly basis.

Custom Research is also part of NPD's portfolio in the Foodservice Markets. Our Online consumer panels can be used for proprietary research for our clients. Consumers' reported behaviour in CREST can be used to run 'Fast Follow-up' surveys with consumers showing selected eating patterns to find out more about their experiences and behaviour.