

Leatherhead Food Research and Mintel partnership June 2010

Background

Leatherhead Food Research and Mintel International are pleased to announce an exciting new partnership which brings together some of their services to provide a valuable offering to each other's respective client bases.

Mintel clients can now benefit from Leatherhead's extensive technical resource, receiving support on science and technical issues relating to food and drink, whilst Leatherhead will be able to enhance its own food and drink research and market intelligence portfolio by having access to elements of Mintel GNPD's (Global New Products Database) comprehensive new product tracking capabilities. In addition, Mintel is providing strong support to a number of Leatherhead's conferences this year and playing to each of their strengths, the two organisations plan to work together on other joint events that will address key issues facing the global food and drink industry.

Benefits to Mintel GNPD clients

Leatherhead Food Research is a recognised global leader in the field of scientific and technical research for the food and drinks industry with expertise in a range of topics including ingredients, nutrition, well-being, food safety, allergy, contaminants, analytical methods, etc.

Leatherhead also maintains a comprehensive resource of industry information including one of the world's largest dedicated food libraries and a team of technical abstractors, all qualified scientists, who abstract information into proprietary databases.

As part of this partnership, Mintel clients can benefit from access to Leatherhead's technical helpline to gain advice and guidance on questions.

Examples of such questions received in recent months include:

- What are the uses of starch as a processing aid in grated cheese?
- What studies/articles are there in journals to help us confirm whether the shelf-life we currently give to our products is in line with the typical shelf-life for these products established by such studies?
- What evidence is there that high fructose corn syrup is bad for you and how does it affect appetite/weight loss?
- Why is Hydrolyzed Vegetable Protein being negatively perceived - what are its effects? Can it be replaced in food products by any more natural substances without the associated negative perception?

Additional benefits for Mintel clients

Mintel GNPD clients who are also members of Leatherhead Food Research can also take advantage of an RSS feed of technical information from Leatherhead's FoodlineScienceNow database into their GNPD homepage. This will allow companies to monitor recent technical developments and see the latest patents on their food or drinks category of choice, helping to highlight the functionality of new ingredients, generate new product ideas and improve manufacturing processes.



Further information: Mintel GNPD client enquiries

To submit a helpline query or to have an RSS feed set-up on your homepage, please contact:

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