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References

Whenever excerpts, summaries, findings or excerpts of findings are published the following references should be made where relevant

FoodEssentials LabelBase Reference:

“Information & findings published above was sourced from LabelBase by FoodEssentials with product label data provided by Gladson Interactive and Mintel International Group”

Gladson Reference:

“Information & findings published above was sourced from product label data provided by Gladson Interactive”

Mintel Reference:

“Information & findings published above was sourced from product label data provided by Mintel International Group”

Data Limitations

FoodEssentials LabelBase Data

The LabelBase solution displays data from both the Gladson and Mintel raw data sources and so the data limitations as described below are considered relevant.

In addition FoodEssentials augments the data with a variety of properties all of which are extracted based on the label information such as ingredients, marketing claims, manufacturer claims.

At the time of launch the LabelBase system has 200,000 labels with regular updates arriving every month. Due to the time consuming nature of processing data and updates FoodEssentials will at times have products available that are not fully processed. In this case, this will be clearly stated on the product data so as to protect against any mis-interpretations.

Gladson Data

The Gladson database currently contains full product details on over 170,000 food products and over 13,000 cosmetic products and continues to grow daily. That being said, Gladson does not have all products in the market place and can not therefore guarantee that 100% of available food and cosmetic products will be available to FDA CFSCAN scientists.

The Gladson database is limited to products available in the USA.

Furthermore, Gladson has outlined a plan and process to provide the coding images on an ongoing basis that should meet the needs of the FDA CFSCAN scientists to reference.

GNPD (Mintel)

Countries

GNPD monitors new product introductions from the 49 countries identified (see below). New products that are launched in other countries, not included in the list below, will not be monitored.

- **Africa and Middle East:** Egypt, Israel, Saudi Arabia, South Africa, UAE
- **Asia-Pacific:** Australia, China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, New Zealand, Philippines, Singapore, Taiwan, Thailand, Vietnam
- **Europe:** Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Russia, Spain, Sweden, Switzerland, Turkey, UK, Ukraine
- **Latin America:** Argentina, Brazil, Chile, Colombia, Mexico, Venezuela
- **North America:** Canada, US

Launch Type

GNPD monitors five different types of new products (new product, new variety/range extension, new formulation, new packaging and relaunch).

- New products and new variety/range extensions are considered new SKU's and should be easily identified by our field associates (shoppers) and thus available on GNPD.
- GNPD monitors only the marketed New Formulations of products. These new formulations are only identified when they are marketed on the front, back or side of the package i.e. New Recipe, Now trans-fat free, 25% Less Sodium etc.
- GNPD monitors major packaging changes as New Packaging. These changes in the packaging must be easy for our field associates to identify. These package changes may be marketed on the front/back of package i.e. New screw top, New resealable bag. The package changes may also be major design changes that are marketed or advertised by the manufacturer.

Coverage Methodology

- Mintel's primary methodology relies on our network of over 3,000 shoppers to identify different types of new products when they hit store shelves. Our

secondary coverage methodology includes monitoring trade publications, trade shows, company websites, press releases, newsletters etc.

- Mintel will never have 100% coverage of every new product that is launched. Our primary methodology with our shoppers and secondary coverage methodology helps to ensure we have strong coverage of new product launches, while at the same time taking into account that GNPD will occasionally miss some new products.
- Private label – GNPD monitors new private label products from the major national and regional retailers. We do not monitor EVERY retailer.
- Internet/mail order – GNPD monitors the major companies that sell their products through internet/mail order/direct sales. Some of the key categories monitored in this channel include beauty & personal care and healthcare.
- Secondary Coverage and incomplete product records – Products that are identified by secondary sources (trade publications, trade shows, company websites etc) may have some fields that are incomplete when first published on GNPD. It is always our aim to publish the new product information on GNPD as quickly as possible. When collecting data from the secondary sources, some information may not be included (i.e. ingredient, nutritional, advanced packaging detail etc). When products are identified from a secondary source and the data is incomplete, these products are put on high priority for our field associates to identify, purchase and send to our London office for complete product processing

Historical Data

- The Mintel GNPD online database contains new product information dating back to **1996**. We never remove a product from GNPD as there is much to be learned from successful products and products that have failed.
- The Mintel GNPD archive contains PDFs of all new product reports produced from February **1973**. Access these archives to identify the emergence of trends relating to food groups of interest, to see how food consumption patterns have changed over time and when certain ingredients were introduced that significantly impacted consumer consumption patterns.

IRIS

GNPD monitors new product launches and our relationship with IRI allows GNPD IRIS to also monitor sales performance.

- GNPD IRIS monitors sales performance of products sold through FDMx (Food, Drug, Mass channels, excluding Wal-Mart) in the US, UK, France, Germany, Spain, Italy and the Netherlands. We monitor the sales performance for the first 2 years (104 weeks) of the product's life.
- GNPD IRIS begins monitoring sales performance of individual SKU's when that product has reached 1% distribution.
- GNPD IRIS is meant to monitor success and failure rates of NEW SKU's (new products, new variety/range extensions only) for the first 104 weeks of the products life. If a product is still selling after 104 weeks, we will indicate that the product was still selling and stop actively monitoring the ongoing sales of that SKU.
- IRIS does not begin monitoring sales of a product following a formulation or packaging change – only a NEW SKU (new product, new variety/range extension).
- IRIS does not monitor the sales of any private label products.

Menu Insights

Menu Insights monitors 580 US restaurants quarterly. Top 355 Chain Restaurants, 150 Independent Restaurants, 50 Chef-Owned Restaurants and 25 Beverage Focused Restaurants.

- The top 355 chain restaurants are selected according to the number of units (locations). This list is updated annually and there may be some variations to this list as restaurants drastically increase or decrease their number of units, which could either add them or delete them from the top 355. Menu Insights will flag these restaurants so it is clear to the user when restaurants have been added or deleted.
- The 150 independent restaurants typically have 6 or fewer units (locations) and are selected according to restaurant type and region to ensure a diverse sampling of innovative restaurants. This list is updated annually and restaurants may be added/deleted based on the Menu Insights Director's recommendation or when a restaurant drastically decreases/increases their number of units.
- The top 50 chef-owned restaurants are selected according to chef2chef.com. This list is updated annually.
- The 25 beverage focused restaurants are selected based on the top coffee/juice houses and trendy cocktail bars from influential major metropolitan cities in the US. This list is evaluated annually.