



## *Limitations & Restrictions*

2/18/13

The following documentation attempts to explain all data related limitations and/or restrictions related to both the Mintel and Gladson databases and their incorporation into the FoodEssentials online LabelBASE system. This documentation is intended as an addition to the original Limitations & Restrictions technical document dated 4/1/11 (currently available in the Help section of LabelBASE:

[http://labelbase.foodessentials.com/help/Limitations\\_and\\_Restrictions.pdf](http://labelbase.foodessentials.com/help/Limitations_and_Restrictions.pdf))

The limitations and/or restrictions have been organized as such:

- FoodEssentials LabelBASE
- Mintel (Updated)
- Gladson (Updated)

## *FoodEssentials LabelBASE*

The following totals reflect the distribution of data in the online FoodEssentials LabelBASE portal as of the 2/18/13:

- TOTAL Combined (all products) = 398,718
- TOTAL Gladson (all products) = 279,626
- TOTAL Mintel (all products) = 119092
  
- TOTAL Combined cosmetics = 130,133
- TOTAL Gladson Cosmetics = 76,323
- TOTAL Mintel Cosmetics = 53,810
  
- TOTAL Combined Food = 135,069
- TOTAL Gladson Food = 114,378
- TOTAL Mintel Food = 20,691
  
- TOTAL Combined Dietary Supplements = 24,692
- TOTAL Gladson Supplements = 21,847
- TOTAL Mintel Supplements = 2,845

## *Mintel (Updated)*

The following data limitations are in addition to the original data limitations outlined in the document (*Limitations and Restrictions* dated 4/1/11).

### **Existence of Variants**

- As of 2/18/2013 Mintel has NOT supplied any variants to FoodEssentials Corp. There are no products in LabelBASE that are classified as variants by Mintel.



### **Inclusion of UPC Codes**

- Prior to 2005 the Mintel operations team captured the UPC code when possible, but they had limited technology. Therefore a significant number of products pre-2005 will have missing UPCs
- In 2005 Mintel moved to scanner entry as part of their process, resulting in the vast majority of their products included UPC. However, some secondary research or other factors a minority of products still missing this information. This is true for products past 2007 September (included in LabelBASE).
- There are a total of 25,393 Mintel products currently in the LabelBASE system, that are missing UPC codes.

### **Date Restrictions**

- Mintel products in LabelBASE, prior to September 28<sup>th</sup>, 2007 are NOT included in LabelBASE (with the exception of the Cosmetics products that were added as per the Beauty and Innovation upgrade). Upon submitting the RFP response to the FDA for the base contract, it was committed that upon LabelBASE launch 5000 products from Mintel will be available. In addition, it was expected that an additional 3000 to 5000 products would be added on a monthly basis – based on Mintel’s new products collected. In order to satisfy this requirement, FoodEssentials requested Mintel provide up to three years of data (prior to start of contract) to ensure the fulfillment of this requirement as described in the RFP response. FoodEssentials submitted as part of their pricing for the base contract, based on this assumption. When the pricing was accepted with no change, FoodEssentials assumed that the FDA was accepting of outlined scope. FoodEssentials believes that the spirit of the requirement has, and continues to be fully met. Additionally, at launch FoodEssentials LabelBASE contained significantly more than the committed 5,000 minimum Mintel products. The primary purpose of the data behind LabelBASE was to ensure a full and representative database of Food Products. This purpose was met by the inclusion of the Gladson data, which went back to 1999. FoodEssentials continues to believe that LabelBASE has maintained this representative database since the inception of the contract.

### **Coding Images**

- Mintel does not provide coding images on the LabelBASE system. To access high resolution images, users must search for the products using the GNPD system.

### **Gladson (Updated)**

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The following data limitations are in addition to the original data limitations outlined in the document (*Limitations and Restrictions* dated 4/1/11).

### **Date Restrictions**

- Gladson has provided their full Food and Drink database, and their full cosmetics databases historically going back to 11/1/1999. FoodEssentials has processed that historic data, and it has been available in LabelBASE since launch.

### **Gladson Online Database**

- The URL for the Gladson online database has changed as of 10/01/2012. Any URL that is not the same as the URL listed below should not be used as it is now considered out of date and non-functional.
- <http://labelbase.foodessentials.com/gladson/>