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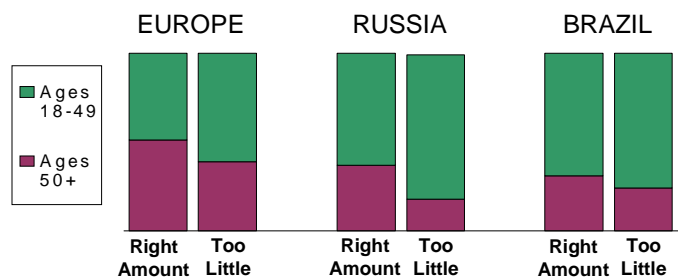
2010 TARGET MARKET REPORT on the **INTERNATIONAL Market for Fiber & Whole Grains**

Consumer knowledge and efforts to consume fiber and whole grains in four European countries, Russia and Brazil are detailed in this report. Comparative data for the U.S. are included where available to detail consumer assessment of their current intake of fiber and whole grains, use of nutritional labels showing fiber content, fiber consumption and weight loss and overall approaches to nutrition and wellness including perception of the need for fiber supplements.

REPORT EXCERPT:

Demographic profiles show the importance of women and younger adults to marketers of whole grain/fiber products – they are more cognizant of the lack of fiber in their diet, more likely to be making efforts to correct that situation and hence may represent the greatest market potential.

Share of Adults Saying “Right Amount” vs. “Too Little” Fiber in Their Diet



COST **\$11,500.** (subject to New Jersey or New York sales tax where applicable)

METHODOLOGY Compiled from primary research data collected as part of the **2010 Study of International Nutrition** conducted via online surveys in EUROPE (U.K., France, Italy & Germany), RUSSIA and BRAZIL in June 2010, and includes comparative data for the U.S. where possible.

DELIVERABLES Electronic delivery of the narrative analysis **Summary Volume** in PowerPoint format. Optional, bound hard-copy volumes are available at a cost of \$50 each.

FOR ADDITIONAL INFORMATION, INCLUDING FULL TABLE OF CONTENTS, PLEASE CONTACT:

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