

Foodservice Brand & Price Tracking

DISPOSABLES



CURRENTLY IN FIELD TO MEET A JANUARY 2009 DELIVERY

Hot Cups, Cold Cups, Plates, Platters, Bowls, Food Containers, Hinged Containers, Plastic Cutlery, Foodservice Wraps, Soufflé Cups, Napkins, & Cup Carriers
(includes paper, molded fiber, plastic, foam & foil)

Custom Interactive Executive Summary

Sample of 2,250 operators using a Stratified Random Sample from the Foodservice Universe, NOT a Panel



Includes:

- ⇒ **Brand & Dollar Share**
- ⇒ **Projected Annual Use by Segment**
- ⇒ **Mean Use Rate**
- ⇒ **Price Points**
- ⇒ **Shapes**
- ⇒ **Types**
- ⇒ **Meals Served**
- ⇒ **Segment Analysis**
- ⇒ **Category Analysis**
- ⇒ **% of Take Out**
- ⇒ **Market Size with Historical Comparisons**



All measurements at the brand and manufacturer level within type and form

Disposable Pulse

- ⇒ Reasons for increasing or decreasing use
- ⇒ Factors causing increase or decrease of use
- ⇒ Types of changes foreseen
- ⇒ Reasons for changes
- ⇒ Recommendations

* Units and dollars where applicable

All FIT studies are based upon a proven copyrighted methodology comprised of a sample of respondents across and within 25 segments, 9 census regions, 4 geographic areas, management types, chains vs. independents, and operation size (small, medium, and large) within both the Non-commercial and Commercial sectors.

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