

CHD Expert – European Foodservice Markets in Detail

FACET – Your baseline data for strategic market development

The FACET Philosophy

FACET (Foodservice Annual Count and Expenditures Tracking) is an annually updated report of the Away from Home market for 35 countries.

FACET includes a year by year comparison of all important segments and sub segments of the food service market analysed by using the most relevant industry indicators.

FACET supports the process of identifying the right target groups in countries which are not covered yet. Most recent figures of market value, share of chain-orientated outlets or average ticket per guest enable marketeers and business development analysts to forecast the volume for product launches into new markets.



FACET is a comprehensive comparison of Western and Eastern European countries and its foodservice industry by using standardized segment definitions and indicators.

CHD Expert – Foodservice Competence Center

FACET Quality Guarantee

FACET country reports are based on fundamental research from a multitude of sources combining precisely tailored “top down” data extraction and comprehensive “bottom up” research. We check and combine data from official statistics from 35 countries with our own market research and our experiences in evaluating data from non-official resources. Every bit of information is reviewed on its relevance, definition, reference period and possible blank spots. As a result we can give you a country report with best possible quality.

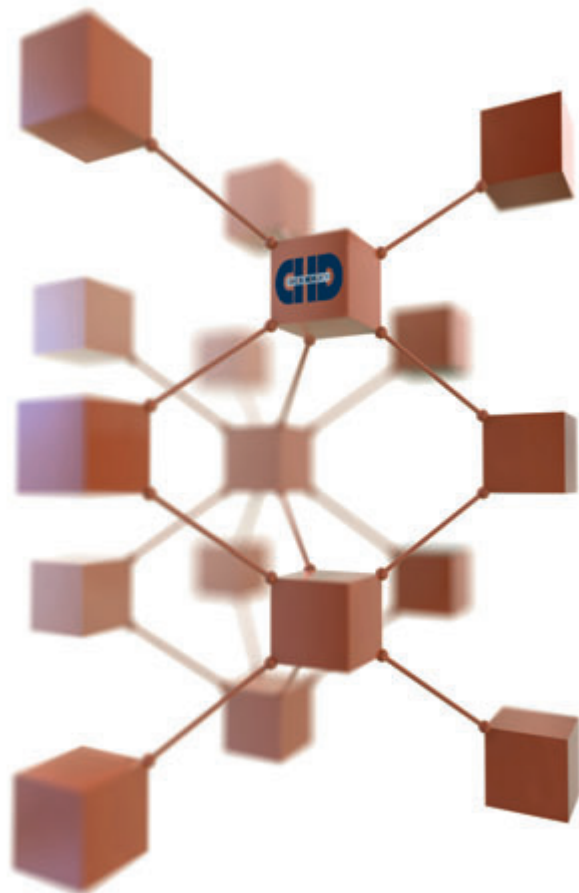
FACET country reports are made up using data from CHD Expert data bases of the individual countries (complete address data base of the foodservice universe). This data is updated continuously through generic or project specific research using telemarketing, online panels or face to face interviews. All addresses in the foodservice universe are supplemented with sales and marketing orientated characteristics to get best possible transparency.

In addition publically available sources from the individual countries such as bureaus of statistics, public telephone directories, chambers of commerce indices, trade publications, Yellow Pages, hotel and restaurant guides are used. These information sources are continually checked for quality and coherence. As we use native speaking researchers we are able to conduct interviews with consulting experts in those countries with limited open resources.

FACET Information Network

As part of a global foodservice network CHD Expert (Germany) GmbH is in the position to make optimal use of these resources in cooperation with international industry publications, industry federations and organisations.

Qualitative input is made by the international partners of CHD Expert. Furthermore CHD Expert maintains a network of researchers experienced in the Away from Home market of individual European countries. They in turn tap into a network of government departments, industry organisations and foodservice market experts.



CHD Expert – Insights from the Market Experts

FACET Countries

FACET is available for 35 European countries: Austria, Belarus, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Moldova, The Netherlands, Norway, Poland, Portugal, Romania, Russia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine and the United Kingdom.

Currently in progress is: United States of America

Type of Business	2005	2007	CAGR	2008	2009
Food Service Hospitality - Total	4,161	4,161	0,81%	4,161	4,161
Hotels - Full Service	1,122	1,122	0,01%	1,122	1,122
Hotels - Limited Service	772	772	0,47%	772	772
Restaurants - traditional style	350	350	-0,94%	350	350
Restaurants - international style	32	32	4,16%	32	32
Cafés (traditional)	63	63	0,81%	63	63
Quick Service Hospitality - Total	1,040	1,040	0,59%	1,040	1,040
Fast Food	1,003	1,003	1,69%	1,003	1,003
Cafés (modern)	17	17	0,34%	17	17
Fast Cafés	106	106	0,34%	106	106
Other	883	883	0,78%	883	883
Non-Commercial - Total	7,960	7,960	1,94%	7,960	7,960
Business & Industry	232	232	0,00%	232	232
Health & Care	0	0	0,00%	0	0
Education	25	25	0,00%	25	25

The FACET country reports are written in English and include the same segmentation criteria for all countries and at the same time taking into account regional specifics.

FACET 2008 displays as years of reference “2000 to 2007” and the update version FACET 2009 displays as years of reference “2005 to 2008”. All reports will be continually updated and are usually published in the autumn.

FACET Content

FACET contains the main segments and sub segments of the foodservice market:

Commercial Foodservice

Lodging

- Hotels – Full Service und Limited Service

Full Service Hospitality

- Restaurants – traditional style und international style
- Bars und Pubs
- Cafés – traditional style

Quick Service Hospitality

- QSR
- Cafés – international style (coffee bar)
- Road restaurants
- In store restaurants

Leisure

- Party catering
- Leisure & Event catering

Non Commercial Foodservice

Business & Industry

- Business small & medium
- Business large

Health & Care

- Hospitals & clinics
- Homes for the elderly
- Other welfare homes

Education

- Kindergartens
- Primary schools
- Secondary schools
- Further education

The key industry indicators of which include:

- Structural data** (number of outlets, number of chains and independent outlets, as well as the proportional share of chains of the total market.)
- Value data** (market and franchise penetration in %)
- Volume data** (number of meals, number of meals per outlet and day and the average ticket).
- Comparison of years** 2000-2007 resp. 2005-2008 and **Compound Annual Growth Rate (CAGR)**

CHD Expert – Your FACET country report now in our online shop

www.foodservice-shop.com



The FACET country reports are generated in MS Excel spreadsheets (version 2007 as well as version 2003) to facilitate the simulation of different market constellations. This is supplemented by an extensive methodology and segment description as a MS Word document.

Delivery is via a CD ROM in a presentable DIN A4 folder. All prices are net prices plus VAT. All conditions apply to the FACET 2008 and the FACET 2009 country reports alike.

FACET Country Report (single country)

e.g. "Germany" ————— € 1,450.00

FACET Top-Package No. 1: "Top 5 Foodservice Countries"

Germany, United Kingdom, France, Italy, Spain
————— € 6,000.00 (equals € 1,200.00 per country)

FACET Country Reports (Selection)

Selection of FACET country reports at buyer's option:

5 – 10 Countries ————— € 1,250.00 per country

11 – 15 Countries ————— € 1,100.00 per country

16 – 21 Countries ————— € 950.00 per country

From 22 Countries ————— € 850.00 per country

FACET Top-Package No. 2: "Eastern Europe"

Bulgaria, Estonia, Latvia, Lithuania, Moldova, Romania, Russia, Slovenia, Ukraine
————— € 10,350.00 (equals € 1,150.00 per country)

FACET Top-Package No. 3: "Scandinavia"

Reports Denmark, Finland, Norway, Sweden
————— € 4,800.00 (equals € 1,200.00 per country)

Prices do not include VAT and shipping. Prices for our update service available on request.



EXCELLENCE IN FOODSERVICE INFORMATION

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