

What we can do for you:

Set up interviews with Mintel analysts

All of our analysts are experienced market commentators, who are regularly interviewed on TV and radio as well as by journalists working for print media. If you would like to arrange an interview with one of our experts, please send an email to press@mintel.com or give us a call to discuss the details.

Provide market analysis and insight

We offer journalists independent market analysis and insight into key consumer markets that will add authority and credibility to your story. Send an email to press@mintel.com or give us a call to find out how Mintel data can add depth to your story.

Arrange an exclusive

We can arrange exclusive access to Mintel research, whether it is the latest report on a consumer market or details on new product development, direct marketing or US menu trends. We work regularly with the leading newspapers and trade publications, so if you are interested in a Mintel exclusive, simply send an email to press@mintel.com or give us a call.

Write articles based on new reports, working to your deadlines

Our analysts are regularly invited to be contributing writers for trade publications, giving their respected opinions on markets and trends. If this is of interest, send an email to press@mintel.com or give us a call to discuss possible topics for your magazine.

Meet the Media Relations Team

1. Jenny Catlin

Phone: +44 (0)20 76005703 / Email: jcatlin@mintel.com

Jenny manages media relations in the UK, Europe and Asia. She has spent much of her life travelling around the world, living in countries such as Germany, South Africa, Israel and China. She speaks fluent German.

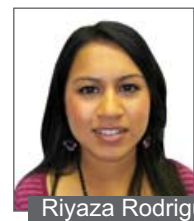


Jenny Catlin

2. Riyaza Rodriguez

Phone: +44 (0)20 76005703 / Email: rrodriguez@mintel.com

Riyaza has several years' experience working with the media and looks after UK media relations for Mintel.

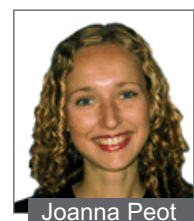


Riyaza Rodriguez

3. Joanna Peot

Phone: +1 312 628 7946 / Email: jpeot@mintel.com

Located in Mintel's Chicago office, Joanna is the central point of contact for the media in the US, Canada and Latin America.



Joanna Peot

About Mintel

Introduction

Mintel is a leading global supplier of consumer, product and media intelligence. For more than 35 years, Mintel has provided insight into key worldwide trends, offering unique data that directly impacts client success. With offices in Chicago, London, Belfast, Shanghai, Tokyo and Sydney, Mintel has forged a unique reputation as a world-renowned business brand.

Peter Haigh, CEO Mintel

Peter Haigh has been one of the driving forces behind Mintel's success for more than a decade. During his tenure, the company has significantly grown its reputation in the market research realm, delivering industry-leading results. Peter has been instrumental in elevating the company's overall profile, driving home his vision of insight and impact.

Peter joined Mintel's marketing team in 1996, where he enhanced Mintel's overall brand recognition as the group marketing director. Two years later, he became the managing director of the international division. His dedication earned him an appointment as the company's CEO in 2004.

Peter is a keen marathon runner and triathlon competitor and has taken part in a number of events over the last few years.



Peter Haigh

Jon Butcher, CEO Mintel Americas

Jon has managed Mintel's US office since it opened in 1998, managing its expansion to 200+ employees. As CEO of Mintel's Americas business, Jon oversees Mintel's US management team and the continued development and growth of the business.

He previously worked for Mintel in the UK, where he managed global research projects for several Fortune 500 companies. Jon's background is in sales and marketing.

Jon is a cycling fan and is also a keen runner, having competed in the Chicago marathon during his time in the US.



Jon Butcher

Mintel's Product Portfolio

The **Mintel Global New Products Database (GNPD)** monitors product innovation in the global consumer packaged goods market. With some 20,000 new products added every month, there are now more than 1 million launch records on Mintel GNPD. All this allows clients to be truly innovative, track their competitors and stay ahead of industry developments in more than 50 countries.

Mintel Comperemedia allows clients to monitor print advertising as well as all communications sent to consumers' mailboxes and email inboxes each day. Mintel uses an extensive panel of households in both the US and Canada and covers sectors including telecommunications, finance and automotive.

Mintel Menu Insights highlights the ingredients, tastes and food combinations that are the real big hitters on US restaurant menus, enabling clients to pre-empt what consumers will be looking to reproduce in their own kitchens.

Mintel Oxygen Reports provides unique insight and analysis into a market's dynamics and prospects, as well as market sizes, forecasts and company information. Available online and updated daily, Mintel Oxygen Reports focuses on enhanced consumer research and exclusive opinions from Mintel's analysts.

Mintel Inspire is a new comprehensive, global resource for trends, providing foresight into the very latest consumer attitudes and habits.

For those looking to delve into grass-roots trends, **Mintel Research Consultancy** provides bespoke research solutions for all your information needs.

Mintel's History

- 1972** Mintel is established in London, providing food and drink research in the UK.
- 1997** Mintel Reports go online as Mintel becomes the first research supplier to provide instant Internet access.
- 1998** The US office opens in Chicago and Mintel GNPD goes online.
- 1999** Mintel Comperemedia is launched in the US.
- 2000** The Australian office opens in Sydney.
- 2001** Mintel publishes the first European and US reports.
- 2004** Mintel Menu Insights is launched.
- 2006** Mintel Comperemedia email panel is launched.
- 2007** Mintel Oxygen Reports platform and Mintel Inspire are launched. In addition, the Chinese office opens in Shanghai.
- 2008** Mintel's expert Health and Beauty research platform is launched. The Japanese office opens in Tokyo.