FOOD AND BEVERAGE GROUP

Service Overviews

Asad Amin

FAB
FOOD AND
BEVERAGE
GROUP
SYNDICATED

ACT Methodology

For 10+ years Ipsos's Alcohol Consumption Tracker (ACT) has been serving alcohol suppliers in North America. It uses a unique diary methodology, which captures **4 weeks** drinking behavior from each respondent. Data is available in both standardized and custom formats, and is supported by a team of experienced analysts.

Annual Sample	12,600
Annual Occasions Tracked	150,000
Brands Tracked	2700+
Scope	All Categories + Cannabis, All Channels
Frequency	365/24/7
Years of Tracking	10+
Methodology	Online diary

Insights Available

- Brand level occasion and demographic profiles
- Competitor Brands
- Cross-consumption and loyalty
- Consumption frequency/Intensity
- Shopper journey and channel mix
- Daily drinking journey
- Long term trends

ACT Capture Variables

Occasions

- Activity
- Need State
- Day Part/Time
- Food Type
- Meal Type
- Place Consumed
- Who With
- Location of Purchase
- Recreational/Medical (Cannabis Only)
- Medical Purpose (Cannabis only)

Demographics

- Age
- Education
- Employment Status
- Ethnicity
- Gender
- Household Composition
- Household Income
- Location (Postal Code Level)
- Marital Status
- Sexual Orientation
- Time in Canada

Product Details

- Brand
- Beverage Segment/Sub-type
- Company
- Format
- Mixed With
- Shots/Shooters
- Strain (Cannabis only)
- Mode (Cannabis Only)

Consumer Details

- Lifestyle
- Other Products Consumed ... *incl. Recreational Cannabis*
- Cannabis Use history
- Cannabis Use intention
- Cannabis Prescription Status
- Cannabis Purchase Priorities

FIVE Methodology

FIVE is a Canadian online diary fielded to a panel comprised of more than 200,000 Canadian households. Launched January 2013, this syndicated study captures eating and drinking behaviour across all categories for the average Canadian's day across all venues.

Sample
Annual base sample of 20,000 Canadians ages 2yrs+
Surveys sent out **daily** – English and French
Data released quarterly

How is it Captured?
Information capture is focused on a specific time of day:
  Morning (Breakfast and all Morning Snacks)
  Afternoon (Lunch and all Afternoon Snacks)
  Dinner
  Evening Snack and Light Meals

- Captures situational dynamics, attitudes, motivations and health ailments driving consumption behaviour

- Captures where items consumed were sourced and some purchase behaviour for items purchased 'yesterday'

FIVE Capture Variables

FIVE SYNDICATED

Who

Standard Demographics (Age, Gender, HHLD Income, etc.)

Acculturation & Ethnicity

Generations (Gen Z, Millennials, etc.)

HHLD Structure (Kids, Size, Life Stage, Family Role – Moms, Dads)

Regionality (Atlantic, Quebec, Ontario, West broken out by Man/Sask, Alberta and BC)

What

Food & Beverages Consumed (day before)

Brand/SKU

Usage as Base Dish, Ingredient & Additive

Packaging Detail (in select categories)

Dish Composition – how are egg dishes constructed

Dish Position (Main Dish, Side Dish, Dessert, etc.)

Weekly Eating Frequency

Where

Where Consumed (In Home vs. Away from Home Locales like Work, School, On the Go, Restaurants, etc.)

Where Consumed In Home

Situational Dynamics (Activity, # Eating, Who With)

- Where Purchased
- Non-traditional Channels
- Who Did Shopping
- Decision Maker
- Planned vs. Impulse
- In-store Influencer
- Trip Drivers
- When Purchased Relative to Consumption

When

Occasion

Clock Time of Day (by hour)

Weekday vs. Weekend

Special Occasion

Seasonality

How Prepared

Time Spent

Appliance Usage

Original Product Format

Why

Functional Motivations

Emotive Attitudes

Health Statuses

Dietary Restrictions

Meal Skipping

Conscious Consumption Metrics

Label Claims
   Label Reading
   Label Importance

Physical Activity

Information Influencers

Information Sources

Lifestyle Beliefs
COVID-19 Attitudes

Foodservice Monitor Methodology

WHAT IS IT?

An ongoing **daily** tracking of what individual consumers ate and drank sourced from foodservice yesterday.

WHAT DOES IT DO?

FSM links consumer needs with consumer behaviour to offer subscribers a 360 degree look at the commercial foodservice experience in Canada.

WHAT DOES IT MEASURE?

We capture detail related to industry size and channels, visit details, party dynamics, menu choice and demographics among other metrics.

HOW ROBUST IS IT?

With an annual online sample of ~35,000 Foodservice visitors FSM can review item level consumption from ages 4 and up.

Foodservice Monitor Capture Variables

FSM
SYNDICATED

Industry

Industry Dollars, Eaters, Occasions, Items

Operator Type (QSR, FSR, C-Store, Gas, Grocery, Cinema, Cafeteria etc.)

Average Party Size

Average Party Cheque

Average Eater Cheque

Average Items

Visit Details

Operator considered/ chosen

Channel ordered/ consumed

Daypart, hour part, week part

Weather

Satisfaction with visit

Reasons for visit

Sources of information

Actions taken during visit (e.g. Instagram)

Revisit intent

Party

Number of party members

What each member ordered

Profile of party member (e.g. child)

Menu

Menu of specific operator

Generic menu for roll-ups/ industry view

Product on LTO or not

Combo

Impact of calorie counts

Beverage

Detailed items by size and Flavour (where sample permits). For example Starbucks' Venti Latte

Respondent

Age, gender, province, city

Marital status

HH Income
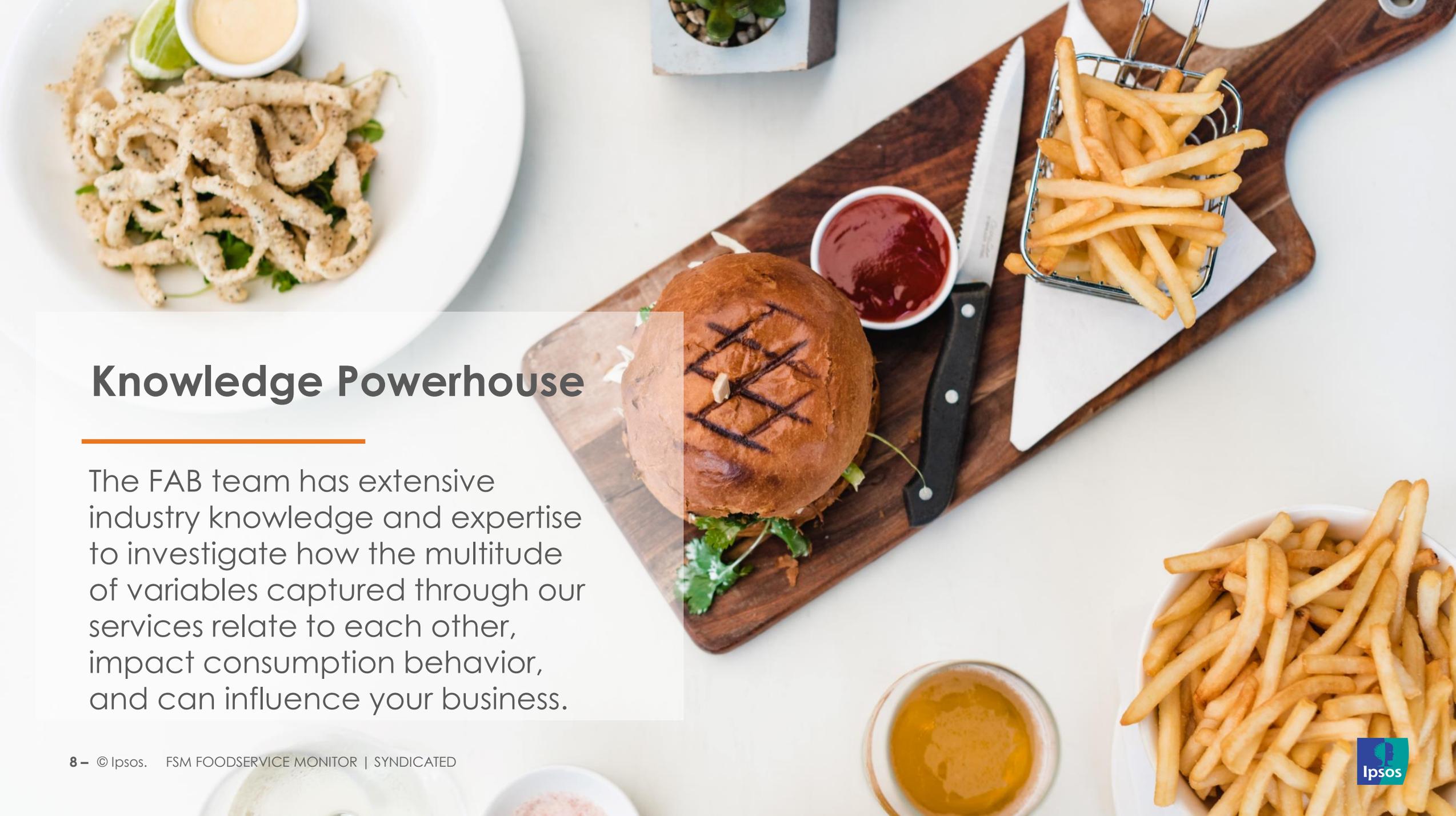
Education

Employment

Ethnicity, Recency

Household composition

Sexuality

Ingredients increasing/ excluding in diet

General dining habits

COVID-19 impact

Ipsos

Knowledge Powerhouse

The FAB team has extensive industry knowledge and expertise to investigate how the multitude of variables captured through our services relate to each other, impact consumption behavior, and can influence your business.

Asad Amin
Senior Vice President
asad.amin@ipsos.com

Monica Georgescu
Senior Account Manager
monica.georgescu@ipsos.com

Anastasiia Rogova
Account Manager
anastasiia.rogova@ipsos.com

Kathy Perrotta
Vice President
kathy.perrotta@ipsos.com

Emma Balment
Senior Account Manager
emma.balment@ipsos.com

Fatima Haider
Account Manager
fatima.haider@ipsos.com

Jenny Thompson
Director
jenny.thompson@ipsos.com

Pearl Tang
Senior Account Manager
pearl.tang@ipsos.com

Alan Khusial
Account Manager
alan.khusial@ipsos.com

Mauricio Vieira
Director
mauricio.vieira@ipsos.com

Linda Huang
Senior Account Manager
linda.huang@ipsos.com

Rohit Karmudi
Research Analyst
rohit.karmudi@ipsos.com

Sam Agarwal
Director
sam.agarwal@ipsos.com

Vishal Vasavada
Senior Account Manager
vishal.vasavada@ipsos.com

Carla Menezes
Research Analyst
carla.menezes@ipsos.com

FAB
FOOD AND
BEVERAGE
GROUP
SYNDICATED

Ipsos

About Ipsos

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

"Game Changers" – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP
www.ipsos.com

Game Changers

In our world of rapid change, the need for reliable information
to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:
You act better when you are sure.