

Mintel presents latest food and drink trends and innovative tasting at IFT 2010

CHICAGO, US: Mintel, the global leader in market and consumer intelligence, will continue the tradition of Mintel's Global New Products Pavilion* at the IFT 2010 Annual Meeting & Food Expo in Chicago, IL from July 18-20.



Each day of the expo, Mintel will hold three fast-paced presentations highlighting the latest and most exciting trends in the food, drink and foodservice industries. During each session, Mintel's renowned new product experts, Lynn Dornblaser and David Jago, will discuss the importance of key products from around the world.

This year's Global New Products pavilion topics include:

- **Baby Boomers:** a generation in search of new products Explore this broad consumer group and delve further into what is currently on the market for Baby Boomers, what's missing and what manufacturers can do to fill in the gaps.
- **Satiety:** the next big thing in weight management There is significant potential in the concept of satiety...helping people stay fuller for longer. Mintel will look at the type of products on the market that make satiety claims, the combinations of ingredients used and will provide insight into future opportunities.
- **Simple Ingredient Statements:** clear language for confused consumers Mintel will provide insight into what consumers think about what's in the products they buy, show how companies are responding and discuss what lies ahead in the world of simplicity. Following each presentation, attendees will have the opportunity to see, touch, taste and smell products illustrating these latest innovations from across the globe.

In addition, IFT's scientific program will include Mintel's director of research, Joan Holleran, and lead innovation analyst, Krista Faron, leading a live consumer panel on Monday, July 19 at 10:30 am entitled *Making sense of sustainability: What consumers really think*.

*Visit Mintel's Global New Products Pavilion at Booth #6254.

For live Twitter updates from the show floor and to be entered in our daily "re-tweet" raffle, follow Mintel at: twitter.com/mintelnews

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