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Coca-Cola

Dannon

General Mills

Heinz

Hershey

IN ZONE

Kellogg

Kraft

McDonald's

FUTURE TRENDS

Nutrition-will the industry follow through?

Still room for 'fun' foods, especially for kids

Advertising to kids

Convenience still key

New channels for teens to eat and socialize

APPENDIX: NEW PRODUCT BRIEFS

Good Humor-Breyers Ice Cream: Great White Mystery Flavored Ice Pops

Frito-Lay: Munchies Kids Mix Assorted Snack Mix

Minute Maid: Hi-C Sour Blast Strawberry Flavored Fruit Drink

ConAgra Foods: Mama Rosa's Bite My Slice Pizza

Mott's North America: Magic Mix-ins Applesauce with Pop Rocks

Perfetti Van Melle: Air Heads Fruit Spinners Fruit Snack Variety Pack

Tropicana: Pure Premium Essentials Healthy Kids Orange Juice

Target: Archer Farms Market Cheese Doggies

Masterfoods USA: M&M's MINIs Color-Staining Candies

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Retail audits
Tailored research
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Research Support/Consultancy/MIC
The Mintel Information Centre (MiC)
PR Research

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