

Seasonings - US - January 2004
January 2004



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Tone Brothers (a division of Burns, Philp)

Morton Salt (Rohm & Haas)

Lawry's & Knorr (Unilever)

Goya Foods

Mrs. Dash (Alberto-Culver)

ADVERTISING & PROMOTION

McCormick & Company
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Alternative distribution channels cannibalize sales from the supermarket channel

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Prompting more frequent purchases through product education

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Ethnic and exotic blends

Lines for specific foods

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Organic products

Health claims could be a future area for growth

Seasonality-a rise in outdoor cooking

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Morton Salt: Morton Hot Salt

Culinary Palette: Palette Classics Seasoning Extension

Lawry's Foods: Ducks Unlimited Premium Seasoning & Rub Extensions

McCormick/Schilling: McCormick Rattlesnake Shake

Noble Harvest Food: Noble Harvest Organic Pan-Pacific Seasoning Mixes

Altria Group/Kraft Foods North America: A.1. Steakhouse Dry Seasonings

Au Printemps Gourmet: Be Organic Organic Spices

Badia Spices: Badia Gourmet Blends Five Spices

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FORECASTS

MINTEL PUBLICATIONS

MINTEL SERVICES

Product retrieval

Retail audits

Tailored research

Global New Products Database

RESEARCH SUPPORT/CONSULTANCY/MIC

The Intel Information Centre (MiC)

PR Research

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