How to search the GNPD

Open the search page
Click on the search button in the left hand menu, then click on ‘run a search’. The page is split into a number of sections including category, countries, claims, flavours, fragrances etc. Each of these grey bars can be expanded by either clicking on the text or using the expand options on the far right of each grey bar. In the centre of the screen there is a white box with the title 'search for all products' to the left that will start to fill with your search terms as you select them. This enables you to check what you are about to search for before you click on RUN SEARCH. You can use the free text search on its own or in combination with any of the grey bars. GNPD advises that you use the grey bars as much as possible to increase the accuracy of your search. The search will search on a product by product basis.

Search for a category or subcategory
Looking at the "limit results by category" bar. There is a drop down in the middle of the bar that enables you to quickly select a “category”. To view and select the "subcategories" you have to expand the bar by clicking on that text or by clicking on the expand options at the far right of the bar. You can then select individual or multiple categories by using the tick boxes provided. To view the subcategories under each category you click on the text "no subcategories selected" that is under each category title. You also have a number of other options.

Select all/select none
This enables you to select or deselect all categories. If do not select any categories the search will automatically search across all categories.

Select supercategory
This enables you to quickly select all categories within a super category such as food, drink, household, health & hygiene, pet and beauty & personal care.

Search across a region or country
Looking at the "limit results by country/region" bar. There is a drop down in the middle of the bar that enables you to quickly select a “country” or “region”. To view and select the "countries" you have to expand the bar by clicking on that text or by clicking on the expand options at the far right of the bar. You can then select individual or multiple countries by using the tick boxes provided. To view the countries under each region you click on the text "no countries selected" that is under each region title. You also have a number of other options.

Show countries
This will list all of the regions and all the countries in one long list

Search by positioning claim or groups of claims
Looking at the "limit results by product claims" bar. There is a drop down in the middle of the bar that enables you to quickly select a “claim group” or “claim”. To view and multi-select the “claims” you have to expand the bar by clicking on that text or by clicking on the expand options at the far right of the bar. You can then select individual or multiple claims by using the tick boxes provided. To view the claims under each claim group you click on the text "no claims selected" that is under each claim group. You also have a number of other options.

Show claims
This will list all of the claim groups and all the claims in one long list
And/or
This enables you to search for linked claims (e.g. "premium" AND "indulgent". This would require a product to have both those claims). The default for this is "OR" which means that only one of the claims selected has to appear in a product for it to be returned in the search results.

Show subcategories
This will list all of the categories and all the subcategories in one long list

Search by company/brand
Looking at the "limit results by company" bar. To see the search options for company you have to expand the bar by clicking on that exact text or by clicking on the expand options at the far right of the bar.

Company look up box
In the left-hand side of the company section there is an empty box below the word "Company". Here you can type in any company name you want to search for and the system will search in the background and then display in the box below this the search results. At this stage you are only searching for the company name rather than products that have been launched by that company. Only company names that exactly match what you have typed will display, however, you can click on "+expand others" which will show you companies related to companies that match your search but are not spelt the same way (e.g. If you type in Nestle, you can click on +expand others and it will show you Buitoni. This is owned by Nestle but obviously not spelt "Nestle" so it will not appear automatically in the list).

Searching for a company
When you have found the company from the list in the left-hand side of the company section that you would like to search then click on it. When it is highlighted a black arrow will appear next to it. If you click on the arrow it will add the item to the box on the right-hand side of the company section. In the left hand margin any company name that appears with a red box with a + symbol in it, indicates that it is a parent company. A company name with an orange dot next to it indicates that it is a child of a parent.

Searching for parent and its children that match initial search
If you add a parent company (indicated by the red folder with a + sign in it) to the right hand box in the company search page and then click on that company name, three symbols will appear on the far right hand side of the company name. If you select the middle icon the search will look for the parent and all companies that match the spelling of what you typed in (e.g. If you typed in Nestle, it would only return results for products that have either the parent listed as the company name or children that have Nestle in their company name (Nestle UK etc). It would not return results for example "Buitoni" that are owned by Nestle but do not have Nestle in the company name. It will be highlighted in red when selected.

Searching for parent company and all its children
If you add a parent company (indicated by the red folder with a + sign in it) to the right hand box in the company search page and then click on that company name, three symbols will appear on the far right hand side of the company name. The default will be selected which is the search for the company name and all its children. It will be highlighted in red.

Searching for the parent company
If you add a parent company (indicated by the red folder with a + sign in it) to the right hand box in the company search page and then click on that company name, three symbols will appear on the far right hand side of the company name. If you select the icon on the far right the search will look for products that match the parent company only. It will not return
results for products launched by any of its children. It will be highlighted in red when selected.

**Searching for multiple companies**
To search for multiple companies keep using the look up search box, highlight the company you would like to add, and click on the black arrow for each company. As you click the company will be added to the right hand box as a circle. To exclude a company from your search you can drag the cirle to the lower EXCLUDE box below.

**Clearing your search**
To clear the entire list of companies from the right-hand box in the company section, click on the "clear" button in the top right hand corner of the right hand box in the company section.

**Deleting a company**
To remove a company from the right-hand box in the company section, click on the [x] that is next to relevant company.

**Creating a company set**
A company set enables you to collate a number of different companies into one group and then set these groups as quick searches that will appear in the middle of the company search bar as a drop down option. Firstly add all the companies you wish to collate into one group to the right hand box in the company search tab. Then click on "create new" located just below the company look up box. A new box will appear which will enable you to type in a name for your company set. Type in a name and then click on "create set". A yellow box will appear just below where you type with your "company set" in it. It will also now appear in a drop down across the middle of the company search box that enables you to quickly select it from the main search when you want to rerun it.

**Sharing a company set**
Once you have created a company set two logos will appear in the box. In the bottom left hand corner of the box is a symbol. Click on that to share your company set. If you do this all profiles using the username that you use will be able to see this company set. To stop sharing it, click on the logo again.

**Selecting a company set**
To select a company set when you return to the search page at a later date you have two options. Firstly you can select the company set from the drop down that appears in the middle of the "limit results by company" search bar on the main search page. Secondly, if you want to use this company set with further companies you can do so by opening the "limit results by company" bar on the search page and clicking on the name of the company set. This will add all the companies that form this company set to the right hand box in the company search. You can then add more companies to this as required.

**Deleting a company set**
Once you have created a company set two logos will appear in the box. In the bottom right hand corner of the box is a trash can. Click on that to delete the company set. You will be asked if you are sure you want to delete the company set. Click on yes to confirm the deleting process.

**Search for a brand**
At the very bottom of the "limit results by company" section of the search page is a free text box that enables you to search by brand. Type in the brand you wish to search for and this will be added to your search criteria.
**Searching for Product**
At the very bottom of the "limit results by company" section of the search page is a free text box that enables you to search by product name. Type in the product name you wish to search for and this will be added to your search criteria.

**Searching Private Label products**
At the very bottom of the "limit results by company" section of the search page are three options which allow you to search for private label products, branded products or both (which is the default). Select the option you require.

**Searching Distribution type**
At the very bottom of the "limit results by company" section of the search page is the distribution type search. Distribution type enables you to see what store type the product was initially purchased in. This is for US products only. Put a tick in the boxes next to the options you are interested in. Please note that this does not indicate the entire distribution channels of the product, just the first place it was picked up by our shopper.

**Search by flavour**
Looking at the "limit results by flavours" bar. To see the search options for flavour you have to expand the bar by clicking on that text or by clicking on the expand options at the far right of the bar.

**Flavours look up box**
In the left-hand side of the flavours section there is an empty box below the word "Flavours". Here you can type in any flavour you are looking for and the system will search in the background and then display in the box below this the search results. At this stage you are only searching for the flavour rather than products that have been launched with that flavour.

**Browsing the list of flavours**
In the left-hand side of the flavours section there is a list of flavour groups which starts with "Bakery & Cereal". Each group has a sub group and then each sub group has a list of individual flavours. To browse the flavours, click on flavour group you are interested in and this will expand the list and show you a list of sub groups. Repeat the process, but this time click on the sub-groups to view individual flavours.

**Searching for a single flavour**
When you have found the flavour, sub group or group from the list in the left-hand side of the flavours section that you would like to search then click on it. When it is highlighted a black arrow will appear next to it. If you click on the arrow it will add the item to the box on the right-hand side of the flavours section. This will search for the flavour, sub group or group anywhere in the products list of flavours.

**Searching for a combination of flavours as flavour 1 OR flavour 2**
When you have found the flavour, sub group or group from the list in the left-hand side of the flavours section that you would like to search then click on it. When it is highlighted a black arrow will appear next to it. If you click on the arrow it will add the item to the box on the right-hand side of the flavours section. If you would like to run an "OR" search then simply add another flavour/subgroup/group to the right hand box by repeating the above process. You can keep adding as many to the right hand box as you like.

**Searching for a combination of flavours as flavour 1 AND flavour 2**
When you have found the flavour, sub group or group from the list in the left-hand side of the flavours section that you would
would like to search then click on it. When it is highlighted a black arrow will appear next to it. If you click on the arrow it will add the item to the box on the right-hand side of the flavours section. If you would like to run an "AND" search then you need to firstly add the other flavour/subgroup/group to the right hand box. Then simply drag one circle over the other and this will become a 'AND' search.

Searching for a flavour and NOT another flavour
When you have found the flavour, sub group or group from the list in the left-hand side of the flavours section that you would like to search then click on it. When it is highlighted a black arrow will appear next to it. If you click on the arrow it will add the item to the box on the right-hand side of the flavours section. To exclude a flavour/group/subgroup then drag that flavour to the exclude box below. Repeat this for as many flavours or flavour blends you would like to exclude.

Removing a flavour from the list
To remove a flavour, sub group or group from the right-hand box in the flavour section, click on [x] next to any of the circles in the right hand box.

Restricting the number of flavours in a blend
Beneath the right-hand box in the flavours section is "number of flavour is" section. This allows you to restrict the number of flavours in a blend you would like to search for. For example, you may only want items that have two flavours in a blend (Lemon & Lime), but wouldn’t want something with three flavours (Orange, Apple and Pineapple). To do this you select the appropriate drop down "is no more than", "is at least", "between" and add in the number of flavours in the box(es) provided.

Ordering a flavour in the list
Anything that appears in the right-hand box in the flavour section can be searched for in a specific order. For example if you wanted to search for all items where orange was the primary flavour you can do this. By default the system will search for the flavour, sub group or group "anywhere in the blend" which means that it can appear first, second, third etc. on the pack. When you add an item to the right-hand box you will see that above the flavour, sub group or group you have added appears the phrase "anywhere in blend". If you click on this phrase 3 dots will appear in the far right hand side next to the trash can. Clicking on the 3 dots will change the phrase "anywhere in blend" to "Flavour 1 is any of". This will search for the flavour, sub group or group as the first flavour listed on pack. An up and down arrow will have appeared next to where you click on the 3 dots. Clicking on the up and down arrows will change "Flavour 1 is any of" to "Flavour 2 is any of" and so.

Search by fragrance
Looking at the "limit results by fragrances" bar. To see the search options for fragrance you have to expand the bar by clicking on that text or by clicking on the expand options at the far right of the bar.

Fragrances look up box
In the left-hand side of the fragrances section there is an empty box below the word "Fragrances". Here you can type in any fragrance you are looking for and the system will search in the background and then display in the box below this the search results. At this stage you are only searching for the fragrance rather than products that have been launched with that fragrance.

Browsing the list of fragrances
In the left-hand side of the fragrances section there is a list of fragrance groups which starts with "Animal/Biological". Each group has a list of individualfragrances. To browse the fragrances, click on fragrance group you are interested in and this will expand the list and show you a list of fragrances.
Searching for a single fragrance
When you have found the fragrance or group from the list in the left-hand side of the fragrances section that you would like to search then click on it. When it is highlighted a black arrow will appear next to it. If you click on the arrow it will add the item to the box on the right-hand side of the fragrances section. This will search for the fragrances or group anywhere in the products’ list of fragrances.

Searching for a combination of fragrances as fragrance 1 OR fragrance 2
When you have found the fragrance or group from the list in the left-hand side of the fragrances section that you would like to search then click on it. When it is highlighted a black arrow will appear next to it. If you click on the arrow it will add the item to the box on the right-hand side of the fragrances section. If you would like to run an "OR" search then you can by simply adding another fragrance to the right by box by repeating the process above.

Searching for a combination of fragrances as fragrance 1 AND fragrance 2
When you have found the fragrance or group from the list in the left-hand side of the fragrances section that you would like to search then click on it. When it is highlighted a black arrow will appear next to it. If you click on the arrow it will add the item to the box on the right-hand side of the fragrances section. If you would like to run an "AND" search then firstly add another fragrance to the right hand box using the process above and then drag one of the fragrance icons across the other. Repeat this as often as is required.

Searching for one fragrance but NOT another
When you have found the fragrance or group from the list in the left-hand side of the fragrances section that you would like to search then click on it. When it is highlighted a black arrow will appear next to it. If you click on the arrow it will add the item to the box on the right-hand side of the fragrances section. If you would like to run a NOT search simply drag the fragrance to the EXCLUDE box below. Repeat as often as is required.

Removing a fragrance from the list
To remove a fragrance or group from the right-hand box in the fragrance section, click on the [x] that is next to each fragrance icon.

Ordering a fragrance in the list
Anything that appears in the right-hand box in the fragrance section can be searched for in a specific order. For example if you wanted to search for all items where "Rose" was the primary fragrance you can do this. By default the system will search for the fragrance or group "anywhere in the blend" which means that it can appear first, second, third etc. on the pack. When you add an item to the right-hand box you will see that above the fragrance or group you have added appears the phrase "anywhere in blend". If you click on this phrase 3 dots will appear in the far right hand side next to the trash can. Clicking on the 3 dots will change the phrase "anywhere in blend" to "Fragrance 1 is any of". This will search for the fragrance or group as the first fragrance listed on pack. An up and down arrow will have appeared next to where you click on the 3 dots. Clicking on the up and down arrows will change "Fragrance 1 is any of" to "Fragrance 2 is any of" and so.

Restricting the number of fragrances in a blend
Beneath the right-hand box in the fragrances section is "number of fragrance is" section. This allows you to restrict the number of fragrances in a blend you would like to search for. For example, you may only want items that have two fragrances in a blend (Rose & spring), but wouldn't want something with three fragrances (Mint, Lavender and Rosehip). To do this you select the appropriate drop down "is no more than", "is at least", "between" and add in the number of fragrances in the box(es) provided.

Search by Packaging features, size and price

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Looking at the "limit results by packaging features, size and price" bar. To see the search options for packaging you have to expand the bar by clicking on that text or by clicking on the expand options at the far right of the bar.

**Search by Price**
Within the "limit results by packaging features, size and price" bar you are able to search for price by selecting "greater than", "less than" or "between" from the drop down menu alongside the price in US$ or Euros. You are not able to search in local currency but when you download product information into CSV or Excel local currency is one of the columns that you can then sort by.

**Search by Inner & Outer packaging**
Within the "limit results by packaging features, size and price" bar you are able to search for either the inner packaging (that which touches the actual product), the outer packaging or across both. Select which option you would like to search for.

**Search by Pack type and material**
Within the "limit results by packaging features, size and price" bar you will see a list of tick boxes for pack type and pack material. Select which ones you would like to search for.

**Search by Label type and material**
Within the "limit results by packaging features, size and price" bar you will see a list of tick boxes for label type and label material. Select which ones you would like to search for.

**Search by Closure type and material**
Within the "limit results by packaging features, size and price" bar you will see a list of tick boxes for closure type and closure material. Select which ones you would like to search for.

**Search by Production methods**
Within the "limit results by packaging features, size and price" bar you will see a list of tick boxes for production methods. Select which ones you would like to search for.

**Search by Neck finish**
Within the "limit results by packaging features, size and price" bar you will see a list of tick boxes for neck finish. Select which ones you would like to search for.

**Search by Other features**
Within the "limit results by packaging features, size and price" bar you will see a list of tick boxes for other features. Select which ones you would like to search for.

**Search by Inserts**
Within the "limit results by packaging features, size and price" bar you will see a list of tick boxes for inserts. Select which ones you would like to search for.
Search by Decorative process
Within the "limit results by packaging features, size and price" bar you will see a list of tick boxes for decorative process. Select which ones you would like to search for.

Search by Units and Dimensions
Within the "limit results by packaging features, size and price" bar you are able to search for units and dimensions of the pack by selecting "greater than", "less than" or "between" from the drop down menu alongside the height, width and depth search options.

Search by Packaging Manufacturer
Within the "limit results by packaging features, size and price" bar you are able to search for Packaging Manufacturer by typing in the full name of the packaging manufacturer you are interested in. The system will then return any matches it finds. Click on the packaging manufacturer you would like to search for and it will add to the right hand column

Search by Food & Drink features
Looking at the "limit results by food & drink features" bar. To see the search options for food & drink features you have to expand the bar by clicking on that text or by clicking on the expand options at the far right of the bar.

Search by Allergens
Within the "limit results by food & drink features" bar you will see a list of tick boxes for allergens. Select which ones you would like to search for.

Search by ABV
Within the "limit results by food & drink features" bar you are able to search for ABV (Alcohol by volume) figure by selecting "greater than", "less than" or "between" from the drop down menu alongside the ABV field.

Search by Storage type
Within the "limit results by food & drink features" bar you will see a list of tick boxes for storage type. Select which ones you would like to search for.

Only with packaging information
Looking at the "limit results by record options" bar located at the very bottom of the search screen. To see the options you have to expand the bar by clicking on that text or by clicking on the expand options at the far right of the bar. Within this box you can choose to only return results with packaging information available by making sure that circle is selected.

Limiting your search results
You have the option to limit your search results by a number of different criteria to ensure that your results contain products with images, with ingredients, with shopper comments, with advanced packaging fields.

Only with pictures
Looking at the "limit results by record options" bar located at the very bottom of the search screen. To see the options you have to expand the bar by clicking on that text or by clicking on the expand options at the far right of the bar. Within this box you can choose to only return results for products with pictures by making sure that circle is selected.
Only with multiple picture
Looking at the "limit results by record options" bar located at the very bottom of the search screen. To see the options you have to expand the bar by clicking on that text or by clicking on the expand options at the far right of the bar. Within this box you can choose to only return results with multiple product pictures available by making sure that circle is selected.

Only with ingredients
Looking at the "limit results by record options" bar located at the very bottom of the search screen. To see the options you have to expand the bar by clicking on that text or by clicking on the expand options at the far right of the bar. Within this box you can choose to only return results with ingredients information available by making sure that circle is selected.

Only with shopper comments
Looking at the "limit results by record options" bar located at the very bottom of the search screen. To see the options you have to expand the bar by clicking on that text or by clicking on the expand options at the far right of the bar. Within this box you can choose to only return results with shopper comments available by making sure that circle is selected.

Only launched products
Looking at the "limit results by record options" bar located at the very bottom of the search screen. To see the options you have to expand the bar by clicking on that text or by clicking on the expand options at the far right of the bar. Within this box you can choose to only return results that are launched by making sure that circle is selected. GNPD report on both launched and unlaunched products - the unlaunched products come mainly from magazines, websites, and press releases.

Search using the free text search
In the top left hand section of the search page there is an empty box next to the words "search for". Here you can type in any word that you would like to search for. To the right of this box there is a drop down that is by default set to "as full text search with word variants". This means that it will search across all the text within every product record on the GNPD and include word variants. The drop down enables you to limit your free text search to the "product description" or the "brand" name etc.

Boolean search methods

AND
You can search for two or more words/phrases that have to appear in the same product by separating those words/phrases with the word "AND".

OR
You can search for two or more words/phrases, only one of which having to appear in a product for it to be returned as a search results by separating those words/phrases with the word "OR".

AND NOT
You can ensure that items with certain words/phrases do not get returned in your search results by using "AND NOT". This will only work if you have a word preceding this, for example "coffee AND NOT espresso".

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Using asterisk (*)
By adding an asterisk (*) after a word the system will search for all possible word extensions of this word. For example if you type water, the system will return results including watermelon, waters, water etc. Please note that this does not work if you place the asterisk (*) at the beginning of a word.

Using inverted commas ("")
By adding inverted commas (""") around two or more words the system will search for this exact phrase in this exact format with no possible word extensions. For example "water melon". If inverted commas (""") are not used then although the system will still look for those words in the order typed, it will return results such as "water melons".

Using commas (,)
Using commas (,) between words is a repeat of the functionality "OR". Therefore by placing a comma (,) between a word, you can search for two or more words/phrases, only one of which having to appear in a product for it to be returned as a search result.

Using brackets (())
Using brackets (()) enables you to extend any function (and, or, and not) to whatever is contained within the brackets. For example, if you wanted to run a search for all coffees but wanted to exclude latte, espresso and instant you would type in "Coffee and not (latte or espresso or instant)".

Near
To do a proximity search use the tilde "~", symbol at the end of a phrase. For example to search for "orange" and "juice" within 10 words of each other in the document use the search: "orange juice"~10

This enables you to select or deselect all claims.

Search by date
To maintain a higher speed of search you can restrict how far back the search will look. You have access to product records back to June 1996 so the search will automatically search back that far unless you restrict the options.

Between two dates
Underneath the "search for" box at the top left of the screen is a drop down box next to the word "date published". If you select "between" from the drop down two date boxes will appear along side the drop down enabling you to choose the dates you would like to search between. Use the left and right arrows next to the year to move from one year to another and click on the month to select the month.

Within the last month/quarter/year
Underneath the "search for" box at the top left of the screen is a drop down box next to the word "date published". This box will have "on any date" listed by default. Using the drop down you can change this to within the last week, two weeks, month, 3-months, 6-months, or year.

Clearing you search criteria
To clear the search page of all the search terms you have searched for, click on the "clear search" button located in the main part of the screen beneath where you search criteria will be listed, or click on the search tab in grey across the very top of the screen.
Limit results by Innovation Club
Looking at the "Innovation club" bar located towards to the top of the search screen. To see the options you have to expand the bar by clicking on that text or by clicking on the expand options at the far right of the bar. Dependent on what club(s) you have to will determine whether you can see the tick boxes for different clubs (food, drink). Select the club you are interested in

Limit results by product scores
Within the "Innovation Club" grey bar there are six score search options (originality, positioning, formulation, pack design/features, price rating and total). Each of these can be searched either individually or in combination. The maximum score for each section is 5 and the minimum 1, apart from total that has a range of 5-25. You are able to search for scores by selecting "greater than", "less than" or "between" from the drop down menu alongside each score option.

Limit results by Sales Data

Only show items with sales data

Search by weeks on shelf

Search by sales volumes

Search by distribution %

Search by Performance

Search by whether item still selling or not

Running the search
To run the search click on the "run search" button which is located in the main body of the search screen on the right-hand side. Prior to running the search it is advisable to check what you will be searching for. Your search terms are listed to the left of the "run search" button.

Other options

Edit your last search
To edit the last search that you ran, click on the 'edit criteria' button located across the blue bar at the top of the page.

View results of your last search
To view the results of your last search open the search section in the left hand menu and click on 'last search'. There will be a number next to it which indicates how many items were found in your last search.

Run or edit a saved search
To run or edit a previously saved search then select from the drop down list at the top right of the search screen and click on 'Run' or 'Edit' depending on the action you'd like to take. Alternatively to see a full list of your saved searches go to the
left hand menu, select the search option and then the 'saved searches' option.

Edit personal details
In the left hand margin a range of options will appear under My GNPD. Click on edit personal details and you will be able to update your name, your phone number and to get the system to remember who you are each time you logon.

What is GNPD Innovation Club?
Quickly: 10 Innovative products delivered to your desk every month along with advanced editorial - you can choose from a food or a drink club

What is GNPD IRIS?
Quickly: See how products are selling on the GNPD with the addition of sales data for France, Germany, Italy, Netherlands, Spain, UK, US. In detail: https://my.mintel.com/mintel-products/gnpd/gnpd-iris/pdfs-for-clients/iris_brochuredw2007with_screens.pdf

Options when viewing a product
To view a full product record you need to click on either the product image (in abridged expanded or thumbnail view) or on the "company/brand/product" underlined link in abridged expanded or abridged collapsed view.

Email a link to the product record to a colleague
When you are viewing a full product record (this view will display a full colour image, ingredients, nutrition, product variant, company, country, price information at a minimum) go to the left hand margin and click on email a colleague to view the options.

Select the colleague to send item to
In the left-hand tool bar underneath the "email a colleague" section there is a "select recipient" button. Click on this and a new section will open up with a list of all the email addresses that are registered under the username you are using. The tick boxes next to the name enable you to select one or more persons who you’d like to send this item to. The letters at the top of the section will take you directly to the names of the individuals (note: this is sorted by first name and NOT by surname). Once you have chosen who you would like to send this to and ticked in the relevant boxes you can then either click on "send" which will send the record to your colleague OR click on the "back" button. If you click on send this will send a link to the product record to your colleague. Your colleague will have to have a profile to be able to access the GNPD record and will have to be allowed to access under the terms and conditions of your current contract.

A colleague without a profile
Under the "select recipient" button there is a "non profile recipient" box. If you were unable to find your colleague from the list of profiles then you can type in their email address here. If you wish to type in more than one, then just place a comma (,) between each email address.

Give the email a title
Under the title "Subject" there is a box with a default title "GNPD records from YOUR NAME" You can change the text in this box by clicking in the box, deleting the default text and replacing with your own subject. This will be the subject of the email your colleague or colleagues receive.

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Add a message to the email
Under the title "Message" there is a box with a default title “YOUR NAME thinks you would be interested in the following records on the GNPD”. You can change the text in this box by clicking in the box, deleting the default text and replacing with your own message. This will be the message of the email your colleague or colleagues receive.

Sending the email
Once you are happy with the recipients you have chosen, the subject and message of the email, you need to click on the send button located at the bottom of the email a colleague section in the left-hand tool bar. If you click on send this will send a link to the product record to your colleague. Your colleague will have to have a profile to be able to access the GNPD record and will have to be allowed to access under the terms and conditions of your current contract.

Obtain an estimate for retrieving this product
To request an estimate or order the product that you are viewing go to the left hand tool bar and click on product retrieval. Alternatively, you are able to click on ‘Arrange to have this product delivered to you’ button located at the top of the right hand margin in a light blue coloured box.

Search for similar products
When viewing a product record there is a light blue box located in the right hand side of the screen titled ‘Search for more products’. Underneath this box will be four tick boxes next to the Brand, Company, sub-category and country that match the product record you are viewing. To choose what you want to search for, save a search for, set an alert for, select or deselect the tick boxes that are listed as required. So combine the sub category and country to search for all products that match that sub category and country, combine the brand and country to view all items launched under that brand in that country. Click on ‘GNPD search’ to run the search. Click on ‘Save search’ to save the search. You will get confirmation in a blue bar at the top of the screen that you have successfully saved the search.

Set an email alert for similar products
Select from the drop down beneath the 4 tick boxes the frequency of the email alert you would like and ensuring you have selected the correct tick boxes click on the ”set alert” button. You will get confirmation in a blue bar at the top of the screen that you have successfully set up an email alert.

View whether the product has featured in any editorial
When viewing a product record there is a light blue box located in the right hand side of the screen titled ‘Search for more products’. If a product has been featured in a piece of editorial GNPD has written at the top of this box will appear a ‘featured editorial’ section under which will be a link to where the product was featured. Clicking on that link will launch a new window and will take you directly to the section of the editorial where that product was featured.

View a shopper comment
When viewing a product record there is a light blue box located in the right hand side of the screen titled ‘Search for more products’. If a product has been selected by one of our shoppers as their ‘favourite’ their comment will appear at the top of this box.

Search Chemidex for ingredients information
At the bottom of the product record we list the ingredients and nutrition. There is an orange bar which will enable you to search for any ingredient via Chemidex.
View one of the other images
When viewing a product record you the biggest image in the middle of the screen will be the main product image, normally
the front of pack. If you have access to further images, thumbnails of these images will be displayed on the screen.
Clicking on one of those thumbnails will swap the main product image that is being displayed.

Zoom in on the product image
When you have selected which item you are interested on you can zoom in on the main image by clicking on it which will
launch a new window. Once within this window there are four separate commands - two rotation options (rotate left and
rotate right), a zoom out option and a reset option. You can zoom in as many times as you need to.

Get emailed when the product updates with more information
When viewing a product record and you are unable to see a product image or ingredients information, you can request to
be informed about when GNPD has captured the image or the ingredients by scrolling to the bottom of the product and
clicking on the text "Click here to be notified when it updates".

Navigate to the next or previous product record
In the left hand margin click on the previous or next buttons to be taken to the next or previous item within your search
results.

Add the product item to a hopper
When you are viewing a full product record go to the left hand margin and click on 'add to hopper'. Then click on the drop
down menu under the word 'select' and choose a hopper to add the product(s) to or create a hopper. You then have the
option to add a comment to this item. Then click on submit and the item will be added to the hopper you have chosen and
confirmation of this will appear in the blue bar across the top of the screen.

Edit your previous search or navigate back to list of results
At the top of the product record in the dark blue bar there are two buttons, 'edit last search' which will take you back to the
search screen that you used previously and 'analysis' which will take you to the analysis page.

View the sales data of the product
At the bottom of the product record, if you are a GNPD IRIS subscriber, you will see information on the sales data of the
product and any associated variants of the product. You can click on the tube to see graphical representation of the value
sales (Dollars/Euros/Pounds), the ACV weighted distribution and the relevant performance metric.

Download the product
When you are viewing a full product in the left hand tool bar is a download button which when clicked on will download the
item you are viewing into Word.

Your search results

Viewing your search results
Immediately after running your search you will be taken to the search results page (dependent on you're my GNPD settings
- the default is the search results page though you have the option to go to the analysis page) where you will see your
search results in expanded or abridged mode (dependent on you're my GNPD settings) - the default is expanded abridged
though you have further options including collapsed abridged and thumbnail) so you will be able to see images and product
descriptions of the first 30 items of your search results. The search results will be listed in date order (most recent first). The blue bar across the top of the screen will tell you how many results you have that match your criteria. If you click on this bar you will also be able to view your search criteria.

**Page to page navigation**
You can navigate from page 1 to page 2 of your search results and so on, by using the tools in either the tool bar in the left margin or the arrows located at the top right of your search results.

**Via tool bar**
The tool bar in the left-hand side will have a 'next' and 'previous' button. Clicking on this will navigate to the next or previous page of search results.

**Via main screen**
Assuming you have more than 30 search results, located at the top right of your screen will be numbers (1,2,3 etc) and arrows. Clicking on the numbers will take you directly to that page of search results. The single arrow pointing to the right of left will take you to the next or previous page, the double arrows point right or left will take you to the last page or first page of search results respectively.

**Viewing options**
You have a range of viewing options that you can change to suit your preferences. These include thumbnail or abridged, expanded or collapsed and also the ability to select the number of items on a page.

**Thumbnail**
Thumbnail view can be accessed by clicking on the icon in the middle top of the page that has six yellow boxes in it. You will then see a page of images with the company name above the image and the product name below it. If you select this option it will remember that you preferred this option until you delete your cookies or use a different computer.

**Abridged**
Abridged view is the default view when you create a new profile. The image will be displayed in the left margin and a product description will appear below the country of origin, company, brand and product name.

**Expanded/collapsed**
The default option is expanded which but you can change that to collapsed which will remove the product description and the image one of two ways. In the list of results at the very top right of the screen there is a +/- logo which when you click on it will collapse all the records into a list. You can do that for individual records or for the whole list by using the +/- logo at the very top of the right hand margin (for the whole list) or the +/- next to each item (for single items)

**30 or 50 or 100 items on page**
You can select how many items you would like to display on each page of your search results by clicking on the number 30, 50 or 100 located at the top right of your search results. Whatever number you select it will remember that you preferred this option until you delete your cookies or use a different computer.

**Navigating to the next page, the last page etc.**
You can navigate to the next page of search results by clicking on the number “2” located in the top right of your search
results or clicking on the > arrow located in the same place. The >> will take you to your final page of search results. The "<< will appear when you are not on page 1 of your search results and will take you to the first page of your search results.

**Sorting the search results**
When viewing your search results in abridged format, there are up and down arrows located at the top of each column of your search results. These enable you to sort your search results by country or company etc. The default sort order is my most recent first.

**View an individual product in more detail**
To view a full product record you need to click on either the product image (in abridged expanded or thumbnail view) or on the "company/brand/product" underlined link in abridged expanded or abridged collapsed view.

**View products in search results that have featured in editorial**
In the "results" section of your search results page, if your search results contain items that have been featured in one of the many editorial pieces that GNPD publish each month, an underlined bar will appear across the top left of this section saying "View ** products featured in GNPD reviews". Clicking on this link will take you to these items.

**View products that are yet to be launched**
In the "results" section of your search results page, if your search results contain items that have not yet been launched, an underlined bar will appear across the top left of this section saying "View ** not yet launched products that are not included in your search results". Clicking on this link will take you to these items.

**View all products**
In the "results" section of your search results page an underlined bar will appear across the top left of this section saying "View ** all products". This will contain all not yet launched products and all launched products. Clicking on this link will take you to these items.

**View search results in slideshow**
You need to expand the tool bar in the left-hand side of the screen by using the icon at the very top of the list that is the triple arrow pointing right. Once the margin is expanded look down the list until you come to "slideshow" and click on this word to expand the section. You now have the option to enter a title for the presentation (the default is "GNPD online presentation") by clicking on that text and entering your new title. Then simply click on the "view as slideshow" button and press F11 so that the slideshow goes to full screen.

**Navigating the slideshow**
When the slideshow has launched you have three navigation options. Firstly you can just click on your mouse and it will take you to the next slide. Secondly, you can use the arrow buttons in the bottom right hand corner of the slideshow presentation. Finally, you can use the drop down at the bottom right of the slideshow presentation to jump to a particular record.

**Save the search**
Beneath your search criteria is a box titled "keep updated" with a box with the text in it. If you click on this text you can type in a name for the search that you want to save. When you have typed in the name click on "save" to the far right and the GNPD will confirm that the search has been saved. GNPD will then give you the option to set your search as an email alert.
Set as alert and choose frequency of alert
Beneath your search criteria is a box titled "keep updated" with a box with the text in it. If you click on this text you can type in a name for the search that you want to save. To the right of this box is another with a drop down with "frequency" options in it. Select the frequency you would like and click on "save" to the far right. The GNPD will confirm that this has been saved and give you the option to go to the MY ALERTS page.

Set search as RSS feed
At the far right of the screen is an orange logo. If you click on the orange RSS image you will see a preview of what the RSS feed will look like. If you right click on the orange RSS image you can "copy shortcut" and paste that link into your Feed Reader / Aggregator. This will enable you to receive updates on new products that match your search criteria just as if you performed the search again on the GNPD. No login is required assuming your username is IP restricted and you have a unique profile. The number of new products that match the search you have created will update in your RSS reader each day.

Save as benchmark
If you have access to GNPD IRIS, beneath your search criteria and under 'save this search' is a box with the text. If you click on this text you can type in a name for the benchmark that you want to save. When you have typed in the name click on 'save' and the system will inform you when the benchmark has been created. Saving your benchmark enables you to use the benchmark over and over again whenever you visit the GNPD saving you time so you don't have to set up the benchmark each time you visit the GNPD.

Editing the last search
At the top of your search results is a button "edit last search". Clicking on this will take you back to the search screen with your previous search criteria already filled out. You can then edit as required and run the search again.

Selecting/deselecting products

Individual items
There are tick boxes located to the left of every item in the abridged view and bottom left of every item in the thumbnail view. Clicking the mouse over this box will select the item. If you navigate to another page your selections on the previous page will be lost.

Select all/none
At the top left of your search results is a green tick and a red cross. The green tick will select all items on a page, the red cross will deselect all items on the page.

Add search results products to hopper
Select the items in your search results that you would like to add to the hopper by using the tick boxes provided. Go to the left hand margin and select 'add to hopper'. Then click on the drop down menu under the word 'select' and choose a hopper to add the product(s) to or create a hopper. Beneath this choose whether you would like to add just the selected items or the entire list of search results. You then have the option to add a comment to these items. Then click on submit and the items will be added to the hopper you have chosen and confirmation of this will appear in the blue bar across the top of the screen. If you navigate to another page your selections on the previous page will be lost.
Create a hopper from margin
To create a hopper go to the left hand margin and click on add to hopper. Then click on the drop down menu under the word select and choose create a hopper. Beneath the option to select all items or just the selected items a new box will appear where you can type in the hopper name.

Manage hopper
Once you have created a hopper you have the ability to manage the hopper by clicking on "manage hopper" located in the blue bar that confirms you have successfully created a hopper. Alternatively you can click on "manage hopper" located below the main paragraph of text on the page and within your newly created hopper under "hopper options".

Choose hopper type
Here you have the option to choose the type of hopper that you would like this to be by clicking in the circle next to type of hopper you’d like and clicking on "Submit".

Personal hopper
Personal hoppers can be viewed by you, added to by you, and deleted by you. They cannot be seen, added to or deleted by anyone else.

Company hopper
Company hoppers can be viewed and added to by everyone who has a profile underneath your companies username. They can only be deleted by the person who created the hopper.

Group hopper
Group hoppers can be viewed and added to by invitation only. The creator of the hopper gets to select who they would like to be invited. They can only be deleted by the person who created the hopper.

Creating an invite list
If you select group hopper and click on submit the page will refresh and two boxes will appear below the list of hopper types. The box on the left will contain all the personnel who have a profile set up under your company username for access to GNPD. You can select individual profiles to add by highlighting them by clicking on them with your mouse and the clicking on the "->" symbol between the two boxes. You can select multiple names by holding down CTRL and clicking on the names you want to add and clicking on the "->" symbol. You can add all the names to the list by clicking on the ">>" symbol. You can use "<<" or "<" to remove from the right hand box as required. Once you have finalised your list on invitees in the right hand box click on "submit" located just below the two boxes. All the invitees will then be sent an email informing them they have been invited to hopper. They can either accept or reject the invitation.

Rename hopper
Beneath the types of hopper you can "rename" the hopper by typing in a new name in the box titled "new name".

Add hopper description
Beneath the types of hopper and the "rename hopper" options you can add or edit a hopper description by typing in a new description in the box titled "new description".
Ordering product retrieval requests
To request an estimate or order products that you see in your search results you firstly need to select those items you are wishing to obtain by using the tick boxes provided. Once you have ticked the relevant product or products, go to the left hand tool bar and click on product retrieval.

Filling in the retrieval form correctly
Once the form has launched a range of pre-filled in sections will appear, including the products you have indicated as being ones you wish to retrieve. The fields highlighted in bold are the ones that must be filled in for a successful submission. Firstly fill in the quantity of each item you would like to order or obtain an estimate for. Then fill in your name, business title, address and phone number. You have the option to add in any additional notes (delivery instructions etc). You also have the option for the system to remember your contact details (address, phone number etc) so that you don’t have to fill them in every time you would like to order or get estimates for product retrieval. If you deselect the button it will not remember your details and if you clear you cookies it will also remove the details. Then you have to click on request estimate only or place order dependent on your needs.

Emailing your search results to a colleague
Go to the left hand tool bar and select email a colleague. Then either type in your colleagues email address or select from the list. The list is made up of all people who have profiles set under the username you are using. You are able to type in a short message and then click on submit to send the link to your colleague.

Download search results
You have two options. Go to the left hand margin and select the download button. Then either select the items in your search results that you would like to download by using the tick boxes provided and leave the option 'selected records only' selected or simply use the drop down to select 'all records in list'. There are a range of formats you can select from before you click the 'Download' button at the bottom of the section. Option 2 would be to use the icons located in the right margin above the page navigation. Both contain the complete, abridged and thumbnail format, the left hand margin includes CSV and excel options as well as the PowerPoint option.

In complete format
Selecting complete format will download the full product record including the product image (or multiple images if you have access to them - please note that in My GNPD you are able to select whether you want to download only the main image or all images), the ingredients, packaging and product description. This normally results in each product taking 1-2 pages of A4. You can also choose to include or not include hopper comments at this stage if any have been added to any of the products in your selection.

In abridged format
Selecting abridged format will download around 4-5 product records per A4 page with the product image on the left, the date, and product description on the right. The product name is a link back to the main product record should you save this download and send it on to someone else licensed to view GNPD records. You can also choose to include or not include hopper comments at this stage if any have been added to any of the products in your selection.

In thumbnail format
Selecting thumbnail format places 16 product images on each A4 page. The product and company name above and below the image are links back to the main product record should you save this download and send it on to someone else licensed to view GNPD records.

In csv

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Selecting csv format will download your selections into a spreadsheet format. Selecting csv format from the list will open up an option to download "products" or "variants". Selecting "products" will put each product record on a row in your spreadsheet. Selecting "variants" will put each variant on a row in your spreadsheet. The variant option will not contain information in the ingredients, nutrition, and image URL fields, as GNPD does not purchase all the flavour/fragrance variants of each product and therefore does not have access to this information. Selecting csv will also open up the option to use a download template or edit a download template in the left-hand margin.

In Excel 2000+ with images
Selecting Excel 2000+ with images format will download your selections into a Excel and will also download the product image for each cell. Selecting Excel 2000+ with images format from the list will open up an option to download "products" or "variants". Selecting "products" will put each product record on a row in your spreadsheet. Selecting "variants" will put each variant on a row in your spreadsheet. The variant option will not contain information in the ingredients, nutrition, and image URL fields, as GNPD does not purchase all the flavour/fragrance variants of each product and therefore does not have access to this information. Selecting Excel 2000+ with images will also open up the option to use a download template or edit a download template in the left-hand margin.

In HTML (complete)
Selecting HTML (complete) format will download the full product record including the product image, the ingredients, packaging and product description into HTML pages. This normally results in each product taking 1 page of A4.

In HTML (abridged)
Selecting HTML (abridged) format will download around 4-5 product records per A4 page with the product image on the left, the date, and product description on the right. Links are provided back to the main product record should you save this download and send it on to someone else licensed to view GNPD records.

In PowerPoint
Selecting PowerPoint will download each product record into a separate slide containing the product image, the product name, brand name, country of launch and the product description.

Image only download
Selecting image only will download the images into zipped format.

Using a download template
Selecting "Excel 2000+ w/images" or "csv format" will also open up the option to use a download template or edit a download template in the left-hand margin. If you have created a download template you can choose to download using one of those template which can be found in the drop down titled "GNPD default fields". Once you have selected the template you are going to use click on the “download” button beneath this drop down.

Creating a download template
You can create a download template from two places, either in MY GNPD or from the left hand tool bar.

In My GNPD
Go to the left hand tool bar and select MY GNPD and then select My Download templates. Within this section you will see a ‘create new template’ button on the left-hand side of this section. You will also see any download templates that you have created already. Click on this button and a new page will open up in a new window.
From the left-hand tool bar
When you are viewing your search results or your hopper go to the left hand tool bar and select 'download' which will show you more options. Select either 'Excel 2000 w/images' or 'csv format' and a new range of options will open up below this selection. One of them will be 'edit this template'. This is editing the default template that will be selected. Click on this button and a new page will open up in a new window.

Selecting columns
The download templates page enables the user to click and drag fields into the pre-selected list of fields at the top of the page (starting with "record ID" in the far left). The colours of the boxes indicate which group of fields they belong to (Flavour is light green, company is orange etc.) They are grouped to enable you to find the items you want in your template more quickly. As you add fields you should see the first 5 rows of data populate the above section so that you can preview what the information will look like.

Changing the order of fields selected
To change the order of fields selected you can click and drag the item into the column you would like it to appear in. As you drag the item you will see that a black line appears between the fields below the item you are dragging. This black line indicates where the field you are dragging will appear if you let go of the mouse.

Clear/remove items from list
To remove all fields from the list you need to press the "clear list" button located in the top middle of the screen. If you want to remove single fields then you click and drag the item from the list of fields across the top of the screen to the group of boxes below.

Reset list
Reset list will place all the fields that are in the GNPD default template back into the list across the top of the screen enabling you to start again from this base.

Saving the name of the template
The empty box at the top middle of the screen enables you to type in a name for your template that you have designed below. Once you have typed in the name then you click on "Save template". You will then get confirmation in a blue bar across the top of the screen that the saving has been successful.

Editing the template

Editing download template from My GNPD
Go to the left hand tool bar and select My GNPD and then from the sub menu select my download templates. You will be taken to a list of templates - click on the name of the one you would like to edit. You will then be able to edit it from there.

From the left hand tool bar
When you are viewing your search results or your hopper, expand the tool bar in the left-hand side of the screen by using the icon at the very top of the list that is the triple arrow pointing right. Once the margin is expanded look down the list until you come to "download" and click on this word to expand the section. Select either "Excel 2000+ w/images" or "csv format" and a new range of options will open up below this selection. Above "edit this template" will be a drop down of all download templates you have created. Select the one you wish to edit and click on "edit this template" and the template page will
Deleting the template
Go to the left hand tool bar and select My GNPD and then select My Download templates. You will be taken to a list of your templates. In the right hand margin click on the yellow X to delete any of the templates.

Downloading without saving a template
To download immediately from the template you have designed without saving the template you can click on the button "download using selected fields". To use this option you must make sure that you have selected items to download in your page of search results using the tick boxes provided.

Analysing the search results

What is a benchmark?
A benchmark groups new products contained in your list of search results together to form one 'average' line for each of the three sales metrics normally displayed - movement, distribution and performance. They enable you to compare the 'average' performance vs. a single product performance OR one 'average' performance vs another 'average' performance. One example would be where you could compare how new Juice products launched in the USA with an Added Calcium claim sell from launch, compared to how new Juice Products launched in the UK with an Added Calcium claim sell from launch.

Create a hopper from hopper tab
To create a hopper from the hopper tab firstly click on the grey tab across the top of the screen named "ideas hopper". It may be named something different. This is because your company can chose to personalise this so look out for your company name as well. On this page will be a paragraph of text below which will be a button "create hopper" which when clicked will take you to the bottom of the page. There you will find a space for you to type in a name for the hopper and also a description (which is optional). When finished click on "Submit".

Analysing your search results
The Global New Products Database (GNPD) monitors fmcg/cpg (fast-moving consumer goods/consumer packaged goods) new product launches that are occurring in 50 of the major economies of the world. We do this by employing a vast network of professional shoppers in each location who are responsible for visiting anything from a major multiple in Paris to a street vendor in Bogotá and buying what they see on shelf that is new and sending it back to us in London where we process it. We input over 80 different fields, anything from brand and company to pack size and material to positioning claim to flavour, and include full ingredient listings as well as multiple high-resolution colour images of all products, and for the highly innovative products, 3D modelling of those items. What this creates is an online bank of new product data updated daily. This is used currently by all bar one of the top 100 fmcg manufacturers (and we're working on the remaining one!) for one or more of the following reasons.

IRIS Fast Facts
Following a search you will see two sets of 3 products generated from the GNPD IRIS system, if you are a subscriber. The first set will show the top 3 sellers that match your search criteria by total volume sales, the second set will show the top 3 products with the highest average weekly sales. Click on the product image to be taken through to the product record and its detailed sales volumes.

Fast Facts
Following a search you will see three randomly generated "Top 5s" which will have been compiled from your search results
- these are "fast facts". The numbers represent the number of new products that fit these criteria. You can quickly see the most popular "Positioning claims", "packaging types" etc. For clients with access to GNPD IRIS these fast facts will be located at the bottom of the page and the top 3 selling products and the top 3 average unit sales products will appear as pictures at the top of the screen instead - you can click on these and you will be taken to the full product record.

**View items that match criteria**
When the fast facts have loaded you are able to click on any of the top 5's names that have been generated and this will take you to the items that match those criteria.

**Display fast facts in chart format**
Beneath the Top 5's that have been displayed there is a drop down box with "view" written inside it. Using the drop down you can see that you can view these fast facts as bar charts, pie charts or cross tabs by selecting the relevant one. The default for the display is Top 10, the same as Plan-IT express.

**Plan-IT**
On the analysis page, the third tab down is called 'Plan-IT'. You have three options here. Graph your search results, tabulate your search results and map results.

**Graph your search results**
Click on "Graph your search results" to be taken to further options

**Step 1: Selecting your analysis method**
At this stage you are able to select the graph type, name your graph and choose a range of styling options

**Give the graph a name**
In step 1 there is an empty box where you can type the title of your graph and this will then appear in the download or display of the graph when you have finished setting it up.

**Choose the style and type of graph**
In step 1 you will see 6 options - bar, stack, pie, line, area and crosstab. Click on the type that you would like to use.

**Cross tab**
If you select cross tab no graph will display, only a cross tab which you can then download to Excel.

**Bar chart**
If you select bar chart (which is the default setting) you will be given the option to set it as a 3D presentation ready graph or not. You will also be able to include vertical and horizontal grid lines as required.

**Stack chart**
If you select stack chart you will able to include horizontal and vertical gridlines on your graph by selecting or deselecting the boxes as required.

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Pie chart
If you select pie then the z-axis options in box 2 will disappear. You can choose to have the pie chart in exploded style where each segment of the pie chart will be separate from each other. You can choose to have the pie chart in doughnut style where there pie chart will have an empty circle in the middle of it and take on a traditional "doughnut" style appearance. You can choose to "order segments" which will order the segments of the pie chart in highest first order. All of these options are achieved by selecting or deselecting the boxes as required.

Line chart
If you select line chart you will able to include horizontal and vertical gridlines on your graph and also choose "line smoothing" by selecting or deselecting the boxes as required.

Area chart
If you select area chart you will able to include horizontal and vertical gridlines on your graph by selecting or deselecting the boxes as required.

Choose presentation ready or not
Using the tick boxes provided in step 1 you can select whether to have the graph presentation ready or not. Presentation ready means that it looks smarter, cleaner and has a higher resolution to enable it to be used in PPTs.

Choose 3D or not
Using the tick boxes provided in step 1 you can choose whether to have the graph in 3D or not.

Choose what fields to display
Step 2 enables you to select the x and z-axis (or only the x if you have selected to display a pie chart).

Select what data group you want to select from in x or z-axis
Click on the arrow in the first drop down directly below the word x-axis in step 2 and you will be presented with a list of titles of all the sections that you can analyse. The default is "ALL" and this will show every single field you can analyse. They are colour co-ordinated so you can see all the options within groups of flavour, for example, or company etc. Highlight which one you would like to see further options for.

Most popular
If you select "most popular" the list will show you the fields that you have chosen the most amount of times. It is related to your usage only so if this is the first time you have used the Plan-IT system or you have cleared your cookies then the list will be empty.

Most recently used
If you select "most recently used" you will see the fields that you have used most recently. It is related to your usage only so if this is the first time you have used the Plan-IT system or you have cleared your cookies then the list will be empty.

Select the sub group
Once you have selected the main group (company, flavour, fragrance etc.) you will then have the option in the second drop down box to select the actual field you would like on the x-axis. Click and highlight the item you would like to select.

**Date published for trends over time**
If you select "date published" in either the x or z-axis you will a date period option will appear in box 3. Selecting date published will display your search results in time groupings enabling you to see trends over time. Typically you might put claims in the x-axis and date published in the z-axis to enable you to see how certain claims may have become more popular over time.

**Select date range from box 3**
In box 3 an option will appear if you have selected "date published" in the x or z-axis to select the date ranges for your graph. You can choose quarter, six months or year. It is important when running graphs using this feature that you ensure your search was for comparable date sets. So if you are running by "year" then check that your search is for complete year periods (Jan 04-Dec 06), if by 6 months, then by complete six month periods (Jan 04-Jun 07).

**Choose top 3, 5, 10 etc**
Once you have selected the x-axis you have the option to choose whether you would like to display the Top 3, 5, 10, 15, 20, 30, 50 on your graph. Top 10 is the default here.

**Choose output type**
Output type enables you to determine whether you want your search results to appear on your graph as numbers or percentages (%).

**Product count**
Product count will display the actual numbers of the search results in the relevant graph sections.

**% of total result set**
% of total result set will display the % across the entire results set. The number (of products) that would appear in the cell is then turned into a % by assessing how many of that number matches the criteria in the left-hand margin of the table. e.g. If I search for Low sodium AND low fat products (i.e. a product has to have both the claims to appear in my search results) and then graph the top 10 claims and use "% of total result set", the top 2 results will be Low Sodium (100%) and Low Fat (100%) as all records in my search results have that claim. So, I get 300 results and all 300 have the low sodium claim therefore low sodium = 100%.

**% of column**
% of column (assuming you have more than 1 column on your graph) will assess the % for each cell per column. e.g. If I search for Low sodium AND low fat products (i.e. a product has to have both the claims to appear in my search results) and then graph the top 10 claims by date published (by year) and use "% of column", the table will appear with claims down the left and years across the top. The top 2 results will be Low Sodium (100%) and Low Fat (100%) as all records in my search results have that claim for every year. So, I get 300 results and all 300 have the low sodium claim therefore low sodium = 100% for each year.

**Extra options**
In step 3 you are able to filter in or filter out specific criteria from the x or z-axis that you have chosen. For example, you have graphed the Top 10 countries in your previous graph but have now realised that you want to ignore the US data as you do not need to display that in your graph. This field enables you to filter out the US so it does not appear in the graph.
Choose hide not specified
In step 3 the default for hide not specified is "yes" so the system will hide all items from your graph results that do not have a specific criteria set (so items that do not have positioning claims or items that do not have flavours). If you want those items to appear as a separate section of your graph you will have to deselect that option.

Enable filter
You will only be able to activate the filter on x or z-axis items that can be filtered. These items will include all structured data (countries, claims, flavour component etc). Free text fields will not be able to be filtered as these have too many variables to filter out (brand, company, ultimate company etc). The system will automatically indicate to you whether a field can or can"t be filtered by displaying the title of the field next to the phrase - "this field can be filtered". Beneath this phrase will appear a tick box which you need to tick to activate the filter.

Select/deselect items
When you have ticked the box next to "enable filter" a list of the x or z-axis criteria will appear with tick boxes next to each with the boxes select all, select none and show/hide filter. You are able to include or exclude items in the list by using the filter buttons beneath the list which say "checked items included in Plan-IT results", and "checked items excluded from Plan-IT results". When you click on either of these buttons, you will see the words "filter applied" next to the items.

Step 4: Finish
At this stage you can decide whether you wish to download or display your graph. The drop down box underneath the phrase "download type" contains 4 options. Select the one you would like to use and click on "finish".

View in browser
Selecting view in browser will display the graph you have created in the main screen and beneath the graph will be a table of the data that the graph has been built from.

Highlight trends over rows
Between the graph and table is a button called "highlight trends over rows". If you click on this button the table below will colour itself in displaying to you whether a cell is above or below the average of that row. Red indicates it is below average and green indicates above average.

Over entire dataset
The tick box to the right of the "highlight trends over rows" button enables you to work out averages based on the whole data set. This should only be used if you have displayed "ALL" at your graph stage as otherwise if you have selected "Top 3, 5, 10" etc you will just see green covering the top rows of data and red covering the below rows.

View products in cells
If you wish to view any of the products that match a row or cell then click in the relevant cell or row and click on the "view products" button. You will then be taken to a list of products that match the cell or rows selected.

Back to Plan-IT
When viewing products after selecting 'view products', to return to your Plan-IT graph, you need to go to the left hand margin and select 'back to Plan-IT'. Please note you cannot Plan-IT on a Plan-IT. If you do click on the Plan-IT tab across
the middle of the screen this will still Plan-IT based on your initial search results.

Download the graph and table
When viewing your graph in your browser you can then download the graph and/or the table into a rtf, csv or xls file. Go to the left hand tool bar and select the download option. A drop down box will appear and will have 3 options in it - download rtf, download xls and download csv. Select the option you would like to use and click on 'select' located just below the drop down box.

Edit the graph options
When viewing your graph in your browser you can then edit the graphing options you have chosen by going to the left hand margin and clicking on 'edit'.

Save the graph template
When viewing your graph in your browser you can then save the Plan-IT template you have used by going to the left hand tool bar and selecting 'save'.

Give the template a name
Scroll to the bottom of the list of My Plan-IT templates that have already been set up and you will see an empty box where with the word “name” to the left of it. Type the name of the template and then click on “save” located to the right of the box where you have typed the name.

Editing a template
After saving a template the page will refresh and you will see your template name in the list. To the right of the name of the template are a number of logos. If you click on the pencil drawing a line this will take you back to the Plan-IT page where you can edit your template.

Deleting a template
After saving a template the page will refresh and you will see your template name in the list. To the right of the name of the template are a number of logos. If you click on the yellow X this will give you a pop up warning message “are you sure you want to delete this template”. Clicking on Yes will delete the template.

Viewing template results
After saving a template the page will refresh and you will see your template name in the list. If you click on the name of the template it will run the template across whatever search results you have in your results section and display the results in your browser.

Downloading results into rtf
After saving a template the page will refresh and you will see your template name in the list. To the right of the name of the template are a number of logos. If you click on the rtf logo the system will run the template across whatever search results you have in the results section and download the results into an rtf file.

Downloading results into xls
After saving a template the page will refresh and you will see your template name in the list. To the right of the name of the template are a number of logos. If you click on the rtf logo the system will run the template across whatever search results
you have in the results section and download the results into an rtf file.

Download RTF
Selecting "download rtf" will download the graph and table you have created in the main screen into Word and beneath the graph will be a table of the data that the graph has been built from. Some systems will be set up to ask you whether you want to save or open the file. If you save the file, the file type will be rtf so make sure that you look for 'all file types" when you open up the file into your word processor.

Download CSV
Selecting "download csv" will download the data table you have created in the main screen into Excel or your spreadsheet programme. Some systems will be set up to ask you whether you want to save or open the file. If you save the file, the file type will be csv so make sure that you look for 'all file types" when you open up the file into your spreadsheet programme.

Download XLS
Selecting "download xls" will download the data table you have created in the main screen into Excel. Some systems will be set up to ask you whether you want to save or open the file.

Tabulate your search results
Click on "Tabulate your search results" to be taken to further options

Drag and drop the columns for your report
Click on the field in the left hand margin that you would like to be in column 1 and drag it into the middle column called "drop into this box". Once you have added all the columns you are interested in move to step 2.

Choose Top 3, 5, 10 etc.
Once you have selected the columns you have the option to choose whether you would like to display the Top 3, 5, 10, 15, 20, 30, 50 on your table.

Include total or not
Alongside the Top 3, 5, 10 etc. options you have a tick box which when selected will include the total in your report so if you display the Top 10, you will see the Top 10 in the report followed by the total for that field.

Extra Options

Include numbers as percentages
If you tick the box next in step 3 called "include numbers as percentages", % will be displayed in an additional column alongside the actual product numbers.

Hide not specified
In step 3 the default for hide not specified is "no". If you tick the box next to the phrase "hide not specified" the system will hide all items from your reporting results that do not have a specific criteria set (so items that do not have positioning claims or items that do not have flavours).
Style options
In step 4 you can select two different style options, "report" or "schedule". Report populates every single cell in a download to csv or xls and schedule removes any repeated words/phrases in each column making the output more presentation ready. Report should be used for further analysis as it makes it simpler in Excel when sorting. Schedule should be used for presentations. Select which one you would prefer by selecting the relevant circle next to the relevant type.

Sample data over time
At the bottom of box 4 is a drop down menu next to the phrase "sample data over time" where you can select week, month, quarter, six moths, year. It is important when using this feature that you ensure you search was for comparable date sets. So if you are running by "year" then check that your search is for complete year periods (Jan 04-Dec 06), if by 6 months, then by complete six month periods (Jan 04-Jun 07).

Finish
At this stage you can decide whether you wish to download or display your report. The drop down box underneath the phrase "download type" contains 4 options. Select the one you would like to use and click on "finish".

View in browser
Click on view in browser and your table will display on the screen. You are then able to download into csv or xls from this view.

Download the report
When viewing your table in your browser you can then download the graph and/or the table into a csv or xls file. Go to the left hand margin and select download. A drop down box will appear and will have 2 options in it - download xls and download csv. Select the option you would like to use and click on 'select' located just below the drop down box.

Edit the report options
When viewing your table in your browser you can then edit the reporting options you have chosen by going to the left hand margin and selecting 'edit'.

Save the report template
When viewing your report in your browser you can then save the Plan-IT template you have used by going to the left hand margin and selecting 'save'.

Map your search results
Click on Map results and you will be taken to a world map which will be coloured in darker shades where your search term is more common. A table will display below. It is not possible to download this map or table.

Plan-IT express
Plan-IT express enables you to quickly view your search results in a number of different graph formats. This is a reduced version of the full Plan-IT system that enables much more detailed analysis as well as trends over time.

Choose graph type
At the top of the analysis page is Plan-IT express. Just beneath where it says "Plan-IT express" is a drop down menu next to the words "show me a" and "bar chart" should be selected by default. You also have the option to select a pie chart, a stack chart or a cross tab. Highlight the one you would like to use.

**Select axis and view**
Adjacent to where you have selected the type of chart you wish to view are two further drop down menus which contain the most commonly used fields in Plan-IT. Box 1 indicates the x-axis and box 2 indicates the z-axis. You do not have to select both of these before you click on "submit". You may only wish to view the top countries in bar chart format for example. To do this you would select bar chart from the first box and "country" from the middle box, leave the third box empty and then click on "submit". The default for this graph will always be Top 10. When you click on submit a graph will display on screen with your analysed search results.

**My Plan-IT templates**
After running a search you are able to run any of your Plan-IT templates across them by firstly clicking on the "My Plan-IT templates tab above your list of search results.

**Viewing template results**
Clicking on the title of the template will run the template over your search results.

**Downloading results into xls**
To download the results into xls, click on the xls logo to the right of the title of the template.

**Downloading results into rtf**
To download the results into rtf, click on the rtf logo to the right of the title of the template.

**Editing a template**
To edit a template, click on the pencil image to the right of the title of the template.

**Deleting a template**
To delete a template, click on the yellow X to the right of the title of the template.

**Search numbers & criteria**
A light blue bar across the top of the screen will tell you how many products have been found that match your criteria. If you click on this bar you will also be able to view your search criteria.

**Viewing and searching editorial**
When you click on the ‘insights' button located in the left hand tool bar the full range of editorial types will be shown as well as a link to search the editorial.

**Browse insights**
In the left-hand portion of this page are the most recent insights that our team have written. ‘All’ is the default. You can view any of these insights by clicking on the relevant title.

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**Viewing 30, 50, 100 items**
You can select how many items you would like to display on each page of your search results by clicking on the number 30, 50 or 100 located at the top right of your search results. Whatever number you select it will remember that you preferred this option until you delete your cookies or use a different computer.

**Viewing different editorial types**
The default view is 'All' but you can browse the other editorial types by clicking on the titles of each editorial type listed in the right-hand margin.

**Browse & view trend insight**
Click on 'trend insight' in the right-hand margin. To view each full document click on the title of the item in the middle of the screen.

**Browse & view category insight**
Click on category insight' in the right-hand margin. To view each full document click on the title of the item in the middle of the screen.

**Browse & view trade show reviews**
Click on 'trade show reviews' in the right-hand margin. To view each full document click on the title of the item in the middle of the screen.

**Browse & view pack insight**
Click on 'pack insight' in the right-hand margin. To view each full document click on the title of the item in the middle of the screen.

**Browse & view product insight**
Click on 'product insight' in the right-hand margin. To view each full document click on the title of the item in the middle of the screen.

**Browse & view trend presentations**
Click on 'trend presentations' in the right-hand margin. To view each full document click on the title of the item in the middle of the screen.

**Viewing historical data by quarter**
Directly above the list of search results the "current view" default is "latest results". You can change that view to a particular quarter you are interested in by using the drop down menu after the words "results from" and then clicking on the word "search".

**Viewing results**
Your search results will be displayed below the box where you have previously built your search. You can scroll up and down the page to see the results that will be displayed in 'most recently published' order. To access the full insight you
need to click on the title of the insight that is in bold and located in the grey bar across the top of each insight.

**Search word highlighted in yellow**
If you have used the "search full text for" search your search terms will be highlighted in yellow to enable you to locate the word in the document.

**Back to search results**
The "back to search results" button is located in the top right of any editorial that you have clicked into from your search results and will take you back to your list of search results.

**Viewing 30 or 50 or 100 items on page**
You can select how many items you would like to display on each page of your search results by clicking on the number 30, 50 or 100 located at the top right of your search results. Whatever number you select it will remember that you preferred this option until you delete your cookies or use a different computer.

**Quick links to where word has been found by section**
If you click into a category insight after running a 'search full text for' search you will see a summary of where the word(s) have been found by section. You can click on the section that you are interested in and it will take you directly to the first instance of where that word is used in that section and it will be highlighted in yellow. If you have used more than one word or phrase in your search the word that has been found in the section will be indicated to the right of the section where it has been found. You can click on either of the words which will take you to where that specific word is located.

**View a category insight**
To access a category insight you need to click on the name of the insight that you are interested in. This will then load the full category insight.

**View similar/historic insights**
When viewing a 'category insight' you will see a yellow box down the right hand margin of the insight. At the very top of this section it will say 'related insight' and contained within here are category insights that are related as well as historical versions of the category insight you are viewing. To access any of these click on the title of the category insight you are interested in.

**View latest products**
When viewing a 'category insight' you will see a yellow box down the right hand margin of the review and beneath the 'related category insight' and 'slideshow' section you will see 'latest products'. Within this section are the latest 8 products that GNPD have published on the website relevant to the insight you are viewing. These are updated daily and to view the product record in more detail click on the image of the item you are interested in.

**View a category insight as a slideshow**
When viewing a 'category insight' you will see a yellow box down the right hand margin of the insight and beneath the 'related category insights' you will see the 'slideshow' section. Clicking on the 'view as slideshow' button will launch a new window where you can view the category insight as a slideshow.

**Latest news**

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This section lists the latest news gathered from the trade press related to the category you are viewing. To view the article brief, click on the title of the news article you are interested in and a new pop up screen will appear with links to the source and information on the country and date of the article.

**Related Mintel reports**
This section lists the most related Mintel reports to the category review you are viewing. It will list both reports that have been published and reports that will be published in the future. To get further information on the report click on the title of the one you are interested in and you will be taken to a new site where you can view the contents and price of these reports.

**Relevant Trade Associations**
This section lists relevant global trade associations to the review you are viewing. Clicking on the link will take you to the website of the association you have clicked on.

**Relevant Brand Websites**
This section lists relevant global brand websites to the review you are viewing. Clicking on the link will take you to the website of the brand you have clicked on.

**Suggest a link**
You can suggest a link to be added to this insight by clicking on the ’suggest a link’ button alongside the title of the section. A new box will appear where you need to type in the name of the site, the URL and then click on ’submit suggestion’. This will then be emailed to our editors who will determine whether it is appropriate to put on the GNPD.

**Viewing Latest Trends**
When viewing a ’category insight’ if you click on the ’latest trends’ tab you will be taken to a page full of pictures of items underneath titles of trends. If you click on the title of the trend it will launch the full page of the trend with product images and text describing the trend as well as a graph illustrating the trend in most cases. Clicking on the product image will take you to the full product record.

**View other sections of category insight**
When viewing a ’category insight’ at the top of the page directly under the title of the insight are a series of tabs. The first one will be the main section of the review and the others will include ’latest trends’ and ’forecast’ at a minimum as well as an ’ingredients’ or ’packaging’ section. Clicking on any of those tabs will launch that section.

**Download a category insight**
When viewing a ’category insight’ you can go to the left hand tool bar and click on download which will download the category insight into Word.

**Set alert for when a category insight is updated**
When viewing the full list of the category insight you will see a page with a full list of all subcategories that we have written a category insight on sorted into our supercategories (depending on your access these will be Food, Drink, Household, Healthcare, Pet and Beauty & Personal Care. Next to each section are envelope symbols with a red x or a green tick next to them. Clicking on the x will turn it into a tick and from then on you will be emailed every time the category insight is updated with new trend information. You can set alerts for the section, category or sub-category by clicking on the relevant envelope next to each area.
Search insights
When in the insights section you are able to search across the insights using the tools at the top of the screen.

Search full text
Located at the top left of the screen is an empty box with the phrase "search full text for" next to it. You can type in any word or use the Boolean search rules to further refine your search.

And
You can search for two or more words/phrases that have to appear in the same product by separating those words/phrases with the word "AND".

Or
You can search for two or more words/phrases, only one of which having to appear in a product for it to be returned as a search results by separating those words/phrases with the word "OR".

And not
You can ensure that items with certain words/phrases do not get returned in your search results by using "AND NOT". This will only work if you have a word preceding this, for example "coffee AND NOT espresso".

Using apostrophes (*)
By adding an apostrophe (*) after a word the system will search for all possible word extensions of this word. For example if you type water, the system will return results including watermelon, waters, water etc. Please note that this does not work if you place the apostrophe (*) at the beginning of a word.

Search title only
Located at the top middle of the screen is an empty box with the phrase "search title for" to the left of it. You can type the word you would like to search for and the system will look for titles of all editorial that match what you have typed.

Select category
Located at the top right of the screen is drop down box with a list of all GNPD categories within it. You can only select a single category to search across. Use your mouse to highlight the category you are interested in.

Select published date
Located at the top middle of the screen under the "search title for" free text box is a drop down box which enables you to limit the dates within your search. Use your mouse to highlight the relevant date criteria. The default is "on any date".

Select insight type
Located at the top left of the screen under the ‘search full text for’ box is a drop down box with a list of all GNPD insight types within it. You can only select a single insight type to search across. Use your mouse to highlight the review type you are interested in. The default is across ALL review types.
Run search
Located at the far right hand side of the screen near the top is a 'run search' button which when clicked will run the search based on the criteria you have highlighted in search section.

Adjusting your personal settings

Edit your personal details

My profile
To access your personal settings and profile on GNPD click on My GNPD in the left hand margin.

Add your phone number
When editing your personal details you can add your direct telephone number. This information is requested so that it is easier for your account manager to get in contact with you and help you if you have an enquiry. This is not a mandatory field. Click on "update personal details" in the lower right hand corner of the screen.

Update your name
When editing your personal details you are able to update your name. You will only be allowed to save a profile if there is text in this box. Click on "update personal details" in the lower right hand corner of the screen.

Remember your profile each time you logon
When editing your personal details you can place a tick in the tick box next to the remember profile password. Assuming your personal computer settings do not clear your cookies each time you logon then the GNPD will automatically remember who you are, saving you the requirement to type in your email address and password each time. Click on "update personal details" in the lower right hand corner of the screen.

Choose email settings
When editing your profile click on the 'edit email details' to select the language and type of email alert and also sign up to GNPD's monthly trendletters.

Html or text
When editing your email details you can choose to receive your product email alerts in either html or plain text. Use the drop down to select which you prefer and then click on "update personal details" in the lower right hand corner of the screen.

Choose the language of the alert
When editing your email details you can choose the language or your product email alerts. You have the option of English, French, German, Italian, Spanish, Portuguese, Japanese or Chinese. Use the drop down to select which you prefer and then click on "update personal details" in the lower right hand corner of the screen.

Select to receive trendletters
When editing your email details you can choose to receive any of GNPD’s monthly trendletters. You have the option of Food, Drink or Non-Food. Use the drop down to select which you prefer and then click on “update personal details” in the lower right hand corner of the screen.

**Edits download and view preferences**
When editing your profile click on the ‘view & download preferences’ to adjust your download settings, image quality and view defaults.

**Choose default results page**
When editing your download and view preferences you can choose what page you'd like to go to when you run a search. You have the option of “results” that will take you to product records that match your search criteria or “analysis” which will take you to a page with some basic analysis of your search results. Use the drop down to select which you prefer and then click on “update personal details” in the lower right hand corner of the screen.

**Choose view on results page**
When editing your download and view preferences you can choose how you prefer to view your search results - either in “expanded” format which will mean you see the product image in your list of results OR “collapsed” format which will produce a list of search results with no product image. Use the drop down to select which you prefer and then click on “update personal details” in the lower right hand corner of the screen.

**Download all product images or not**
When editing your download and view preferences you can choose to download all product images (front and back of pack) or just the main image (front of pack) if you are a subscriber to GNPD Packaging. Use the drop down to select which you prefer and then click on “update personal details” in the lower right hand corner of the screen.

**Select image quality**
When editing your download and view preferences you can choose the image quality of the product images you want to download. Low quality images will be quicker to download and if you are downloading a lot (over 250) of records to browse through it is best to use the low or medium quality settings. Use the drop down to select which you prefer and then click on “update personal details” in the lower right hand corner of the screen.

**Select image resolution**
When editing your download and view preferences you can choose the image resolution of the product images you want to download. High and Very High resolutions will be a much bigger file size and will take longer to download but is the option to use should you be wanting to use the images in a presentation. Use the drop down to select which you prefer and then click on “update personal details” in the lower right hand corner of the screen.

**Select list separator for csv downloads**
When editing your download and view preferences you can choose to separate your columns in a csv download by either a comma (,) or a semi colon (;). Most countries have the comma setting in Windows XP or similar operating systems, but in France and Germany (for example) the regional settings are a semi-colon (;) which means that your GNPD download into csv will not display correctly If this is the case you will need to adjust the setting to semi-colon using the drop down provided and then click on "update personal details” in the lower right hand corner of the screen.

**Select Plan-IT view**
When editing your download and view preferences you can select either the advanced or the wizard mode for using...
Plan-IT. Wizard mode will take you through the 4 stages of Plan-IT step by step. Advanced mode allows you to see all 4 stages at the same time. Use the drop down to select which you prefer and then click on “update personal details” in the lower right hand corner of the screen.

**Change your password**
When editing your profile click on the 'change password' to change your personal profile password. Retype the new password you would like to use twice in the boxes provided and then click on 'update personal details' in the lower right hand corner of the screen.

**Sign out of your profile**
When editing your profile click on the you can sign out of your profile by using the 'profile sign out' button located in the lower right hand corner of the screen.

**My alerts**
Go to the left hand margin and under the 'My GNPD' option there will be a 'My alerts' option. Click on that and you will be taken to a page with all your alerts listed. This will include saved searches, review alerts and productwatches.

**Saved searches**
After running a search on the GNPD you offered the chance to save that search, if you do you will be taken to this page where you can set it as an email alert or share it with your colleagues.

**Set an alert for a saved search**
Once you have saved a search the name of this search will appear in the left hand part of screen under the "my saved searches" section. To the right of this will be two boxes with drop down menus - the second one is called "email alerts" and has four options - every day, every week, every two weeks, every month. Use the drop down to select the one you prefer. When you change your preferences the system will update in the background - there is no confirmation notice - so if you navigate away from this page and then back it will have remembered what you chose. A weekly alert will run your saved search criteria across the database every week and send you an email with all the new products that match the criteria in your saved search.

**Set up RSS feed**
Once you have saved a search the name of this search will appear in the left hand part of screen under the "my saved searches" section. To the right of this, after the two drop down boxes, will be an orange box with the letters RSS in it. If you click on the orange RSS image you will see a preview of what the RSS feed will look like. If you right click on the orange RSS image you can "copy shortcut" and paste that link into your Feed Reader / Aggregator. This will enable you to receive updates on new products that match your search criteria just as if you performed the search again on the GNPD. No login is required assuming your username is IP restricted and you have a unique profile. The number of new products that match the search you have created will update in your RSS reader each day.

**Edit the search**
Once you have saved a search the name of this search will appear in the left hand part of screen under the "my saved searches" section. To the very far right you will see a pencil logo under "options". Clicking on this will take you to the My searches page where you will have a number of other options.

**Delete the search**
Once you have saved a search the name of this search will appear in the left hand part of screen under the "my saved searches" section. To the very far right you will see a pencil logo under "options". Clicking on this will take you to the My searches page where you will have a number of other options.
searches” section. To the very far right you will see a yellow cross under "options". Clicking on this will activate a pop up box which will ask for confirmation that you wish to delete this search. Clicking on YES will delete the search. Clicking on NO will return you to the page you were on.

Run the search (2 options)
Once you have saved a search the name of this search will appear in the left hand part of screen under the "my saved searches” section. This will be underlined and if you click on the name this will run the search for you. Alternatively at the far right of the screen you will see an arrow pointing to the right. If you click on this it will also run the search.

Shared saved searches
Underneath your list of saved searches will be a section called "shared searches". If anyone using your company’s username has shared a search it will appear here. You are able to set this search up as an RSS feed or run this search.

Run shared search
The name of the shared search will appear in the left hand part of screen under the "shared searches" section. This will be underlined and if you click on the name this will run the search for you. Alternatively at the far right of the screen you will see an arrow pointing to the right. If you click on this it will also run the search.

Insight alerts
When viewing the 'my alerts' section of My GNPD the second main section is called 'insight alerts'. This section allows you to set email alerts on all the different types of insight that GNPD publishes.

Edit category insight you are watching
Under ‘insight alerts’ is a list of all editorial types you can receive email alerts on. For the top review type, category insight, in the far right hand column is a button 'edit categories'. If you click on this it will take you to the page of insight where you can set up email alerts (an email will be sent when a new version is published) on the categories you are interested in.

Set alert for other insight
Under ‘insight alerts’ is a list of all insight types you can receive email alerts on. Beneath the category insight line is a list of the other insight types and in the far right hand margin are a range of drop downs which enable you to set an alert for every day, every week, every two weeks, every month for each review type. If you select a frequency the system will tell you it has updated by displaying the word 'updated' in the middle of the screen between the insight type and the frequency.

Product watch
When viewing the "my alerts" section of "My GNPD" the third main section is called "Product watches". This section allows you to manage what product watches you have set up.

View items that you’re watching
The name of the any item you have under "product watch" will appear in the left hand part of screen under the "product watches" section. This will be underlined and if you click on the name you will be taken directly to the product.

View items that you were watching but are now complete
Under the "product watches" section is a sub section called “completed watches” where all items that you put in product watch but have now been completed will be. The name of the product will be underlined and if you click on the name you
will be taken directly to the product.

**Delete items that are on product watch**
To the far right of any product that you have on "product watch" that is still active will be a yellow cross. Clicking on this will delete the item from the list of product watches.

**My searches**
Go to the left hand margin and under the My GNPD option there will be a 'My searches' option. Click on that and you will then be taken to a page with a drop down option in the middle of the screen.

**Select search from drop down**
When viewing the "my searches" section of "My GNPD" you will see a drop down menu containing the names of any searches you have saved. You will only see your searches and not any "shared" searches. Select the search you wish to view by selecting it in the drop down and a page will open up containing a range of options for you including editing, running, renaming and deleting the search.

**Edit search criteria**
After you have selected a search from the drop down section of the "my searches" page at the very top of the page your search criteria will be displayed. To edit this search you click on the button to the right of the search criteria called "edit criteria". You will then be taken to the search page.

**Rename search**
After you have selected a search from the drop down section of the "my searches" page beneath the option to search between two dates you have the option to rename your search. In the box provided, type in the new name you would like for your search and click the button "rename search" just beneath the empty box.

**Copy the search**
After you have selected a search from the drop down section of the "my searches" page beneath the option to search between two dates you have the option to make a copy of your search. In the box provided, type in a name for the copy and click the button "copy search" just beneath the empty box.

**View the search across a Plan-IT template**
After you have selected a search from the drop down section of the "my searches" page at the bottom of the screen you have the option to run your search between dates and across a Plan-IT template. If you have set any Plan-IT templates up they will be listed here in alphabetical order and split into "graphs" and "reports". To run, click on the template you’d like to use and the Plan-IT template selected will run across the search you are currently viewing. The Plan-IT graph or report will then display in the main screen.

**Download the search into an xls/rtf**
You can download the graph or report directly into rtf or xls by firstly making sure you have the correct search selected, the correct date range selected and then clicking on the xls or rtf logo located to the right of the template you would like to use. The Plan-IT graph (rtf/xls) or report (xls only) will then download into Word or Excel or similar systems.

**My Download templates**

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Go to the left hand margin and under the ‘My GNPD’ option there will be a ‘My download templates’ option. Click on that and you will be taken to a page that will list all your download templates, if you have any, and also where you can create, delete and edit templates.

Create a template
In the “My Download templates” section of “MY GNPD” you will see a “create new template” button on the left-hand side of the screen. Click on this button and a new page will open up in a new window that will then allow you to create a template.

Share a template
In the “My Download templates” section of “MY GNPD” you will see a list of all your download templates if you have created any. To the right of these download template is a drop down box under the title “collaboration options”. If you select "shared" then other users will be able to use this template that have profiles under the username you are using. Use the drop down to select "shared". When you change your preferences the system will update in the background - there is no confirmation notice - so if you navigate away from this page and then back it will have remembered what you chose.

Delete a template
In the “My Download templates” section of “MY GNPD” you will see a list of all your download templates if you have created any. At the far right of the screen is a yellow cross which if you click a confirmation message will appear “Are you sure you want to delete this template”. If you click yes it will be deleted, if you click no you will be returned to the page you are viewing.

Edit the template
In the “My Download templates” section of “MY GNPD” you will see a list of all your download templates if you have created any. To edit the template simply click on the title of the template and it will launch a new screen with the template criteria you selected.

MY IRIS alerts
Go to the left hand margin and under the ‘My GNPD’ option there will be a ‘My IRIS alerts’ option. Click on that and you will be taken to a page that lists all of the GNPD IRIS email alerts that you have set up. Click on the name of the alert you wish to edit, copy or delete.

Edit alert
After clicking on the title of an alert you will see the product the alert has been set on, along with the criteria that have been set. You can update the alert name, type, criteria and comparison value using the boxes provided. When you have finished editing the alert click “edit alert” and the alert will update.

Copy alert
After clicking on the title of an alert you will firstly see the product the alert has been set on and then below that an option to copy the alert. In the box provided, type in a name for the copy and click the button “copy alert” just beneath the empty box.

Delete alert
After clicking on the title of an alert you will firstly see the product the alert has been set on, then the option to copy the alert, and then below that an option to delete the alert. To delete the alert click on the box marked “delete alert” and the alert will delete immediately.

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My IRIS benchmarks
Go to the left hand margin and under the 'My GNPD' option there will be a 'My IRIS benchmarks' option. Click on that and you will be taken to page that lists all of your GNPD IRIS benchmarks.

View benchmark
When viewing the "my IRIS benchmarks" section of "My GNPD" you will see a list of all the benchmarks you have created. Select the benchmark you wish to view by clicking on it and a page will open up containing a range of options for you including editing, running, renaming and deleting the benchmark.

Shared benchmark
When viewing the "my IRIS benchmarks" section of "My GNPD" you will see a list of all the benchmarks you have created. To the right of these benchmarks is a drop down box under the title "collaboration options". If you select "shared" then other users will be able to use this benchmark that have profiles under the username you are using. Use the drop down to select "shared". When you change your preferences the system will confirm you have been successful by displaying a message in a blue bar across the top of the screen.

IRIS fast facts
After you have selected a benchmark from the list of "my IRIS benchmarks" further down the page you will see 2 sets of 3 products under the label "IRIS fast facts". They will show the top 3 selling products and the top 3 average unit sales products. If you click on the image you will be taken to the full product record.

Generate and analyse graphs
You will see a tube that is coloured in yellow. Where it is coloured up to indicates how many weeks the product has been on shelf for. To select the time period you would like to view (either 1-24 weeks, 1-52 weeks or 1-104 weeks) click on the relevant section of the tube. Three graphs will then appear below the tube.

Overlay benchmark
If you have created a benchmark, beneath the graphs will be a list of all the benchmarks you have created. Select 1 by clicking on the one you are interested in. Select more than 1 by holding down shift and clicking on the ones you are interested in. Then click on 'redraw graph'. The graphs will reload with the benchmarks displayed.

Delete benchmark
In the "My IRIS benchmarks" section of "MY GNPD" you will see a list of all your benchmarks if you have created any. At the far right of the screen is a yellow cross which if you click will delete your benchmark immediately. 8.0 GNPD Innovations Club

Change graph type
You can choose to display a bar chart or a line graph by clicking on the relevant icon underneath the graphs.

Enlarge graph
Click on any of the graphs to enlarge the graph
Download data (xls)
Use the download options beneath the 3 graphs that are being displayed or when viewing an expanded graph use the options inside this window.

Download graph (rtf)
Use the download options beneath the 3 graphs that are being displayed or when viewing an expanded graph use the options inside this window.

Copy the benchmark
After you have selected a benchmark from the list of "my IRIS benchmarks" beneath the option to "run search" you have the option to copy your benchmark. In the box provided, type in a name for the copy and click the button "copy benchmark" just beneath the empty box.

Rename benchmark
After you have selected a benchmark from the list of "my IRIS benchmarks" beneath the option to "run search" you have the option to rename your benchmark. In the box provided, type in the new name you would like for your benchmark and click the button "rename benchmark" just beneath the empty box.

Delete the benchmark
After you have selected a benchmark from the list of "my IRIS benchmarks" beneath the option to "rename and copy search" you have the option to delete your benchmark. Click on the box called "delete benchmark" and your benchmark will be deleted immediately.

Share a search
Once you have saved a search the name of this search will appear in the left hand part of screen under the "my saved searches" section. To the right of this will be two boxes with drop down menus - the first one is called "collaboration options" and depending on your permissions has two options - frontpage search and shared search. If you select "frontpage search" your search will appear on the right hand side of the GNPD homepage for all users who have profiles under the username you are using. If you select "shared searches" your search will appear in the "shared searches" section directly below your saved searches on this page and in the list of searches available in a drop down on the top right of the homepage of GNPD for you and for all users who have profiles under the username you are using. Use the drop down to select the one you prefer. When you change your preferences the system will update in the background - there is no confirmation notice - so if you navigate away from this page and then back it will have remembered what you chose.

Tips

Want to email this product to someone?
You can use the email a colleague function in the left hand tool bar to send a link to one of your colleagues with your comments

Want to download in PowerPoint?
When viewing your search results, go to the left hand tool bar and choose the download option and then select the
PowerPoint option. You will be given a range of options including ingredients, image only, flavours/fragrance to choose from. Select and then click on download

Understand how to get the most from your search
Follow this link... http://future.gnpd.com/sinatra/gnpd/search/sinatra/gnpd/info/id=lucene_search

Want to know what trade shows we're attending?
Go to the new Trade show calendar which is located in the left hand margin and see where we're going to be for the next 12 months.

Change how you view search results
You can change how you view your results by using the two icons in the middle of the screen on the results page. You can also choose to view 30, 50 or 100 items on this page.

Want to view your results in a slideshow format?
When viewing your search results go to the left hand margin and you will see a presentation logo. Click on that and you will be given the option to title the presentation. Then click on view as slideshow. It is launch a new window (TIP: Click on F11 to make full screen) and then page through your search results. Very useful to use when showing people a hopper. If you want to download the products into a PPT presentation use the 'download powerpoint' option in the left hand tool bar.

Want to see insight and products based on a claim/category/country/flavour of interest?
Within a product record the structured fields (claims, category, sub-category, flavour, fragrance) are all links through to pages focused on that area.

Want to ask us a question?
Put these email addresses in your address book so you can contact us immediately - helpdesk@mintel.com for any technical enquiries and clientdevelopment@gnpd.com for anything else.

Want to download images only?
When viewing a list of products go to the left hand margin and choose the image only download from the list of download options.

Want to run an AND, OR or NOT search?
Go to the create search page and try our new blend searches for flavours, fragrance, claims, companies. For further help please contact Alistair Vince avince@mintel.com

Want the most innovative products sent to your desk?
Why not join one of our Innovation Clubs where you get products sent direct to your desk every month/quarter. Plus, have a look at our new CreaPAC focusing on innovative packaging. http://www.gnpd.com/gnpd/flash/creapac.swf Email avince@mintel.com for more details.
Want to view ingredient aliases and see where they have been used the most?
Use our new ingredients tool - click on 'ingredients' in the left hand tool bar and you will be taken through our new tools.

Want to see products back to February 1973?
You can. Go to the search option in the left hand tool bar and search our archive. We have all our new product reports in downloadable PDF format from February 1973 and GNPD product records from June 1996.

Want to touch and feel this product?
Use our product retrieval system to get one of our global shoppers to buy this product and send it back to you. Simply click on the product retrieval button and request an estimate for the product.

Want to choose your columns in an Excel Download?
When downloading into Excel or CSV you can choose your columns and the order of your columns. So if you only want to download the category, the price and the product name, you can. When viewing your search results, go to the download options in the left hand margin. Select csv and you'll see options appear below - click on EDIT THIS TEMPLATE. A new window will appear and simply drag and drop the columns into where you want them and save the template.

What is ACV Weighted Distribution?
ACV weighted distribution is a percentage of distribution, just like % of stores selling; however, it weights stores by the volume of business they do, in essence giving higher volume stores more credit than low volume stores. Instead of each store counting equally, each store counts in proportion to its total sales of all products (higher volume (value) stores count more so you'll get a higher % ACV if you're in big (value) stores than if you're in lower volume (value) stores).

Want to use GNPD out of the office?
Go to My GNPD, in the left hand margin. Choose Edit Personal Details from the sub menu, and then click on 'edit personal details' in the main body of the screen. At the bottom of this section you will be given the option to set out of office access for a maximum of two weeks. Select the dates of access required and click on updated profile. This will allow you to access out of the office as required using your email address and password only.

What is Sales per $MM ACV?
Sales per $MM ACV is a way to compare two items that have different levels of distribution. The 'per million dollars of ACV' part of the measure controls for distribution, putting items with different levels of distribution on an even playing field.

Trying to run a search in your local language?
Please use English language only when using the free text search on GNPD. It will not work in any other language.

Frequently asked questions

How many categories and sub categories does GNPD have?
GNPD has 44 categories and 254 subcategories. These subcategories are regularly expanded as definitions change and new sectors emerge.
How many regions and countries does GNPD have?
GNPD has 5 regions and 49 countries.

How many claims does GNPD have?
GNPD has over 100 claims across 9 claim groups. Positioning is determined by the "on pack" claims that are made. It all depends on how a product is marketed. If it says "low sugar" on the front of the pack then it will be listed as such in the positioning claims. Some claims are based on interpretation, e.g. age groups (children/seniors) and male/female. Every quarter we collate and review all the positioning claims that have been suggested by our clients and any emerging claims spotted by the GNPD editors. After review, we decide which we will add and the historical data is re-coded and the positioning claim added.

What is a company set?
A company set enables you to collate a number of different companies into one group and then set these groups as quick searches that will appear in the middle of the company search bar as a drop down option. You can choose to share these with your colleagues or keep them private.

How do you determine flavour?
Flavour is determined by what the product is described as "on pack" excluding the ingredient field. For example, a product may be called "fruit punch". It then may detail what fruit is contained in the ingredient field (banana, apple etc). GNPD would define the flavour as "fruit punch" because GNPD reports how the product is marketed to the consumer.

What is a flavour sub group/group?
Sub groups and groups are assigned to every individual flavour to enable better analysis. For example Lemon is the flavour, Citrus Fruit is the sub group and Fruit is the group. Another example would be the flavour Caramel, whose sub group is Sugar and whose group is Sweet.

What is a blend?
A blend is a combination of flavours such as Lemon & Lime or Strawberry & Cream.

How do you determine fragrance?
Fragrance is determined by what the product is described as "on pack" excluding the ingredient field. For example, a product may be called "sea breeze". It then may detail what makes up the fragrance in the ingredient field. GNPD would define the fragrance as "sea breeze" because GNPD reports how the product is marketed to the consumer.

What is a fragrance group?
A group is assigned to every single fragrance to enable better analysis. For example Rose would be part of the Floral group, Apple would be part of the Fruity group.

Is the price you list in a product record the promotional or the recommended retail price?
The price recorded is the price the product cost our shopper when it was purchased - this could be a promotional price or the RRP.
A GNPD record lists the price of the product in the local currency, the Euro price and the US dollar. Do these conversions use the rate at the time the product was added or the current rate?
They use the conversion rate at the time the product was put on GNPD.

What countries does GNPD cover for Packaging Manufacturer?
GNPD covers mainly European manufacturers but started collecting US manufacturer information in 2009.

What is GNPD Packaging?
Multiple photos (up to 6 photos per product) of products and advanced packaging search fields along with monthly editorial specifically for packaging

Why do GNPD only have data for Allergens on UK and US?
Currently, Allergens is only recorded for UK and USA, as it is a field that we are trialling. If it is something our clients would like globally we will look to expand.

How do you determine if a product is new?
All our shoppers are fully trained and go regularly to the stores they shop in. They are very familiar with the shops they visit and the categories they operate within and can therefore spot what is new and what isn’t. If in doubt, they are instructed to enquire with store personnel and/or with the company that supplies the product. We also rigorously check every product that is sent to us from the shopper network against what is already on GNPD to ensure no duplication.

What is a shopper comment?
For every shipment a shopper sends into London for processing, the shopper is asked to nominate their favourite product and why. We then upload these comments onto the GNPD

How do I become a shopper for the GNPD?
It is a very popular role but we are always looking to expand our network. Please email avince@mintel.com to register your interest.

What is a word variant?
A word variant is a similar word or extension. It will normally include alternative spelling and plurals as well as -ing, -ers etc.

What is Boolean?
Boolean is a logic system. Using the "AND" operator between terms retrieves documents containing both terms. "OR" retrieves documents containing either term. "AND NOT" excludes the retrieval of terms from your search.

How far back does the GNPD go?
GNPD has product records online back to June 1996 but Mintel has been tracking products since February 1973 and there is an archive (of reports in PDF format) which is available to you to search. Simply go to the left hand menu and click on
search and then choose the option 'search the archive'.

**Why is the product I have searched for not here?**
Due to our strong methodology, in the 49 countries we pick up products from, we would expect to pick up between 75% and 80% of all product launches in each country. We do not pick up battery-operated items unless the product is a brand extension of a popular consumer packaged goods brand. Most products that are in excess of $25 will also be omitted. We will still write about these products but we won't retrieve them. Also, in some cases we record a product before it has been launched (reported in press, test markets etc). The average time after the launch of the product for it to appear on the GNPD is 4-6 weeks.

**How many products are on the GNPD?**
Well over a million. We report on around 18,000 a month, that's over 500 every day of the year.

**What do the icons represent in the search results list?**
The first icon represents the source of the product. Most of our records are from shoppers who buy all the new products they see in a wide range of stores selling consumer packaged goods. Other products are sourced from websites, press releases and magazines. If you move your cursor over the icon it will tell you what it represents.

**Why are there photos of empty packs on the GNPD?**
Many countries have restrictions on shipping and importing certain foods, beverages and chemical products. This means that our shoppers have to send empty packs to avoid these regulations.

**What is RSS?**
RSS(Really Simple Syndication) is a relatively new method of delivering online content that is updated regularly and automatically. The overall concept of RSS is that you will request some specific information, and your PC will retrieve updates as frequently as the system updates. The benefit to you is that you can subscribe to updates on saved searches in GNPD, and updates will be retrieved immediately as they become available without having to login directly to the website.

**What is a feed reader/aggregator?**
A feed reader is required to set up RSS feeds. If you wish to use RSS you will need to download one of the below. They are all free and the below are the ones we recommend that are all compatible with GNPD's RSS system. Sharpreader http://www.sharpreader.net/ Firefox 3.0 http://www.mozilla.com/en-US/ Newsgator http://www.newsgator.com/ Netvibes http://www.netvibes.com/

**What is a profile?**
On GNPD your profile is your email address

**What is IP restriction?**
An IP (Internet Protocol) address is a number that identifies your computer to your company. We can ensure that your account is secure by making sure that only people who have an IP address that matches what we have for your company can access your account. It also means we can set up auto logon so that you do not need to use a username and password and also means you can use the "out of office" function so you can access your companies account from home.

**How many and how often can I receive alerts?**
You can receive as many as you like - there is no limit - and you can receive them either daily, weekly, every two weeks or monthly.

**What is a hopper?**
A hopper is an online folder where you have the option to name the file, add products to the file and annotate each product with a comment. You can share these hoppers so other people in your organisation can see them or keep them private.

**What is product retrieval, how long will it take and how much does it cost?**
Product retrieval enables our clients to order any product they see on GNPD and get it sent back to their company from anywhere in the world. Costs vary dependent on whether it needs to be refrigerated or frozen and also depend on what country it is being sent from and to. Prices start at around US$250. All product pick up requests are dealt with within 24 hours.

**What is csv?**
Comma separated values. It enables you to download the spreadsheet into any spreadsheet package not just Microsoft Excel.

**Why are there products without an image or ingredients on GNPD?**
This is because we monitor a range of secondary sources (magazines, websites) which often do not provide detailed product information. In addition, some products have not yet been launched yet we still report them on the site so our clients hear about them first.

**What is a cookie?**
The favorite food of the cookie monster - but also, a cookie is information that a Web server stores on a user's computer when the user browses a particular Web site. This information helps the Web server track such things as user preferences and data that the user may submit while browsing the site. For example, a cookie may include information about the purchases that the user makes (if the Web site is a shopping site). The use of cookies enables a Web site to become more interactive with its users, especially on future visits. Why do you have x and z-axis and not x and y-axis? This is because the number of records, variants, or new products is the y-axis.

**What is an ultimate company?**
Ultimate Company is the most senior company in a parent/child relationship. As an example, Nestle would be an "ultimate company", as Nestle has no further owner above "Nestle". Nestle do own a number of subsidiaries which would count as its children, and if they owned further subsidiaries, their grandchildren.

**In the fields "flavour (unordered)" & "fragrance (unordered)" what does the "unordered" mean?**
Flavour and Fragrance blends on GNPD are reported in the order they appear on pack. For example there maybe a "Lemon & Lime" product and another "Lime & Lemon" product. These two products have the same blend but would appear as different sections on a graph unless "unordered" is selected. "Unordered" ignores the order a blend is in.

**In the fields Flavour Component and Fragrance Component what does the "component" part mean?**
In the blend "Lemon & Lime" there are two components, "Lemon" and "Lime". The component field separates the blends into individual components and analysis is performed at that level.
In the fields Flavour sub group and Flavour Group what is the "sub group" and "group"?
Each Flavour on GNPD has been assigned a sub group and group, so "Lime" for example, would be in the "Citrus Fruit" sub group and the "Fruit" group. Analysis and searching can be done at both of these levels.

In the fields Fragrance group what is the "group"?
Each Fragrance on GNPD has been assigned a “Group” so "Rose" for example, would be part of the "Floral" group. Analysis and searching can be done at both of these levels.

What is date published?
This relates to the date the product was entered into the GNPD. It is not the date of launch, which GNPD does not record unless it is a GNPD IRIS product where it will have the date the product was first scanned.

What is rtf?
Rich text format. This enables you to download into any word processing package including Microsoft Word and Wordpad.

What is a Plan-IT template?
A Plan-IT template is saving the criteria you have selected in steps 1-3 of the Plan-IT graphing section. You are NOT saving the search criteria so when giving the template a name it is advisable to give it a name like "Top 10, bar, countries by year" which will be clear when you come to reusing your templates at a later stage.

What is reporting?
Reporting enables you to analyse your search results in tabular format. You can assess top 10"s of top 10"s - e.g. you may wish to view the top 10 claims for the top 10 countries by country and reporting enables you to do this. It is for any analysis greater than 2 dimensions (which you can do in graphing). When viewing your search results there is a tab above the list of items called "Plan-IT". Click on this and you will be taken to a page with 4 steps. You will be in the graphing section as highlighted by the word "graph" being in the first box in step 1 next to the phrase "analysis method". Use the drop down to select "reporting" and you will be taken to the reporting section.

What is Plan-IT?
It is GNPD's analysis tool. It enables you to extract trends from your search results. Plan-IT express has the options our clients use the most.

What is a product insight?
A product insight is a new product that our editors have seen that has stood out as being a bit different. They are products that we feel will be of interest to our clients.

What is a trend insight?
A trend insight is a 8-10 page review of a trend that crosses several different categories and is therefore not just focused on one sector.
What is a webinar?
A webinar is a seminar hosted by one of our Editorial Directors that is conducted online. These events are promoted on the home page of the GNPD and you are able to listen to them in 5 formats - real player, quick time, windows media player, mp3 or ppt.

Who are your editorial directors?
Our senior editors in each of our core regions are David Jago (EMEA), Lynn Dornblaser (Americas) and Jo Pye (Asia).

What is Realplayer?
Download here (http://uk.real.com/player/)

What is QuickTime?
This is a video player more common for Apple Macintosh computers than PCs. Download here (http://www.apple.com/quicktime/download/)

What is Windows Media Player?
This player is more common for PC's than for Apple Macintosh computers. Download here (http://www.microsoft.com/windows/windowsmedia/download/AllDownloads.aspx?displang=en&qstechnology=)

What is a trade show review?
A trade show review is a 3-4 page overview of one of the many trade shows GNPD representatives attend. Each review includes information on interesting products that we saw and emerging trends. GNPD publish around 24 each year.

How many photos do you take per product?
We take up to 6 photos per product. These are all high-resolution, high-quality photos. If you cannot see all these images contact your account manager directly.

What is a pack insight?
A pack insight is a 2-page overview of the most innovative and interesting packaging launches and are accessible to GNPD Packaging subscribers only. These are published monthly.

What is Trendspotting?
Trendspotting describes nine separate emerging trends each month, reporting in around 150 words what it hot in the world of new products. View the latest one here What can I used Trendspotting for? To review trends as they appear After receiving the GNPD Trendletters each month, this team reviews the products and trends featured and assess whether it could apply to their business. They then look for example within their industry and then determine whether they should react to it. This led to this company making a minor change to their labelling to take advantage of a healthy positioning trend. To understand where trends started For the previous six month period the NPD team from a European Bottled Water company have reviewed all the trends from the relevant GNPD Trendletters and assessed which countries they started in, which categories they have established themselves in, and where they could potentially develop. Rating each trend against each of their categories has assisted as a lead into category development plans and reviews. To study if a trend moves from category to category Each month one person from the marketing team of a cosmetics company reviews the trendspotting brief and presents back to the rest of the team about both the trend and its potential application. Most importantly they look at all three GNPD Trendletters and see if there is any cross-category learnings to be taken. To create hotlinks to trends featured in GNPD's Trendletters Our applications team add content on a six monthly cycle listing all...
themes reported in the 'trendspotting' section of the GNPD Trendletters for the innovation team of a food company in Australia. With this content featuring links pointing to all the relevant items, the innovation team is able to brainstorm the trends, determining the most relevant to their business, which can then be saved to development Hoppers. To retrieve all the products featured in GNPD's Trendletters Our team arranges the quarterly retrieval of all the products featured in the trendspotting sections of all three GNPD Trendletters to their main office for tasting and testing. They will also ensure a dedicated Hopper is filled with online details of all the items, which can be reviewed in slide show format as part of the trend analysis. To study the impact of a trend spotted 12 months ago and how it has developed The applications team will provide a yearly retrospective overview of each trend outlining everything that has happened during this time and identifying in which categories there has been most growth. All received content can then be tailored to report further developments. To monitor trends applicable to our business sectors Our consultants run on-site trend sessions every six months at a processed meat company in Asia. They concentrate on the 6 key trends identified in the trendspotting section of the GNPD Trendletters, during the previous six months. Each trend is applied to their business sectors and potential business implications examined. At the end of the meeting the team complete a 'next steps' sheet detailing both short- and long-term planning. To provide a full report on an identified trend After reading an issue of the GNPD Trendletter one energy drinks client spotted a trend highly relevant to them. For further evaluation, they commissioned our consultants to produce a full report on this trend, to be presented to the client. This was so well received that our consultants now produce an updated version, featuring all new developments, every six months. To historically classify a new trend and provide analysis A potential key trend in the skincare sector was identified in one GNPD Trendletter. This alerted a fragrance company who needed further details and commissioned GNPD to annotate all records that reflected this trend, allowing high detail analysis. Every six months our consultants provide a fully updated report on this trend, which, with data available from 2001 to the present, also allows historical comparisons.

What is a consultant presentation?
A consultant presentation is a ppt that has been presented at a trade show or forum by one of our editorial directors and has been made available for you to view or download.

What is a category insight?
A category insight is around a 10-page overview of a sub-category. They contain launch patterns, current trends and a forecast for each market.

What is a Mintel report?
A Mintel report is typically an 80-120 page report on the consumer market for that industry. Market size, segmentation, brand, consumer information are all included as well as a forecast in every report. Reports are written on the European and US markets only.

How do you choose the related brands?
These are updated by our editorial team and our clients who are able to use the "suggest a link" button to send in suggestions.

What is a profile and why do I need it?
Your profile is your email address and gives you access to a whole range of features such as the email alerts, the ideas hopper, the product retrieval and the email-a-colleague functions that are key features to get the maximum from the GNPD.

What is a Trendletter?
GNPD publishes 3 trendletters each month, one for food, one for drink and one for non-food. They contain the latest product, trend, and pack insights from the GNPD.

Why do some records not have pictures or ingredients?

http://www.gnpd.com This information is supplied in accordance with Mintel's Terms & Conditions.
Our network of shoppers picks up 90% of products on GNPD and all these records have images, the other 10% come from press releases, magazines, newspapers and websites. Many of these articles do not contain product images or ingredients and therefore we are unable to supply them. However, when incomplete records are uploaded to the GNPD, our shoppers in the relevant countries are notified and on their next shop they will start looking for this product.

What is week 1 defined as on GNPD IRIS?
On GNPD IRIS, week 1 is defined as when the new product achieves 1% distribution. We will then display up to 104 weeks of data from that point. This methodology will apply to all historical items as well as future items loaded onto IRIS. We will use ACV weighted distribution to define week one with the exception of Germany and the Netherlands where ACV weighted distribution is not available, and thus we will use percentage of stores selling. The benefit to changing this methodology is to track two full years post-introduction. We are eliminating tracking of items as they go from 0-1% distribution over what may amount to weeks and weeks of slow pull-through from shipment to warehouse to stocking on-shelf.

What is a benchmark?
A benchmark groups new products contained in your list of search results together to form one 'average' line for each of the three sales metrics normally displayed - movement, distribution and performance. They enable you to compare the 'average' performance vs. a single product performance OR one 'average' performance vs another 'average' performance. One example would be where you could compare how new Juice products launched in the USA with an Added Calcium claim sell from launch, compared to how new Juice Products launched in the UK with an Added Calcium claim sell from launch.

What is GNPD IRIS?
Quickly: See how products are selling on the GNPD with the addition of sales data for France, Germany, Italy, Netherlands, Spain, UK, US. For more detail email Alistair Vince (avince@mintel.com)

What is GNPD's Innovation club?
Quickly: 10 Innovative products (from either FOOD or DRINK) delivered to your desk every month along with advanced editorial. In addition we also have specialised clubs - The Sweet Tooth Society and CreaPAC focused on innovative and creative packaging (these clubs are both delivered quarterly). For more detail email Alistair Vince (avince@mintel.com)

Why do some records not have pictures?
Our network of shoppers picks up 90% of products on GNPD and all these records have images, the other 10% come from press releases, magazines, newspapers and websites. Many of these articles do not contain product images and therefore we are unable to supply them. However, when incomplete records are uploaded to the GNPD, our shoppers in the relevant countries are notified and on their next shop they will start looking for this product.

Why do some records not have ingredients?
Our network of shoppers picks up 90% of products on GNPD and all these records have ingredients where it is stated on pack, the other 10% come from press releases, magazines, newspapers and websites. Many of these articles do not contain ingredient listings and therefore we are unable to supply them. However, when incomplete records are uploaded to the GNPD, our shoppers in the relevant countries are notified and on their next shop they will start looking for this product.

How long does it take to get a product on GNPD from launch?
On average 4-6 weeks. This does vary by country. All of our shoppers ship twice a month, some countries it takes longer for the products to arrive than others. Once they have arrived in the office they are processed within one week and published on the GNPD.
Why does the total sometimes add up to more than 100 when I display claims and some other claims?
A single product can have more than 1 claim on the pack. Each claim counts as 1 and so if a 1 product has 4 different claims these will be recorded in each claim column. Therefore when running a ver the total amount of products the or each claim will be 100his tells you that the claim is used in xf products found in your search results.

Why does the percent sometimes add up to more than 100?
You are probably graphing "claims" or "flavours". This is because a product can have more than one claim and can have more than one flavour. E.g. A product may be classified with the "added calcium" claim and the "low fat" claim. That"s 2 claims for one product. So when looking at a table of the results for one product a 1 will appear next to added calcium and a 1 will appear next to low fat.