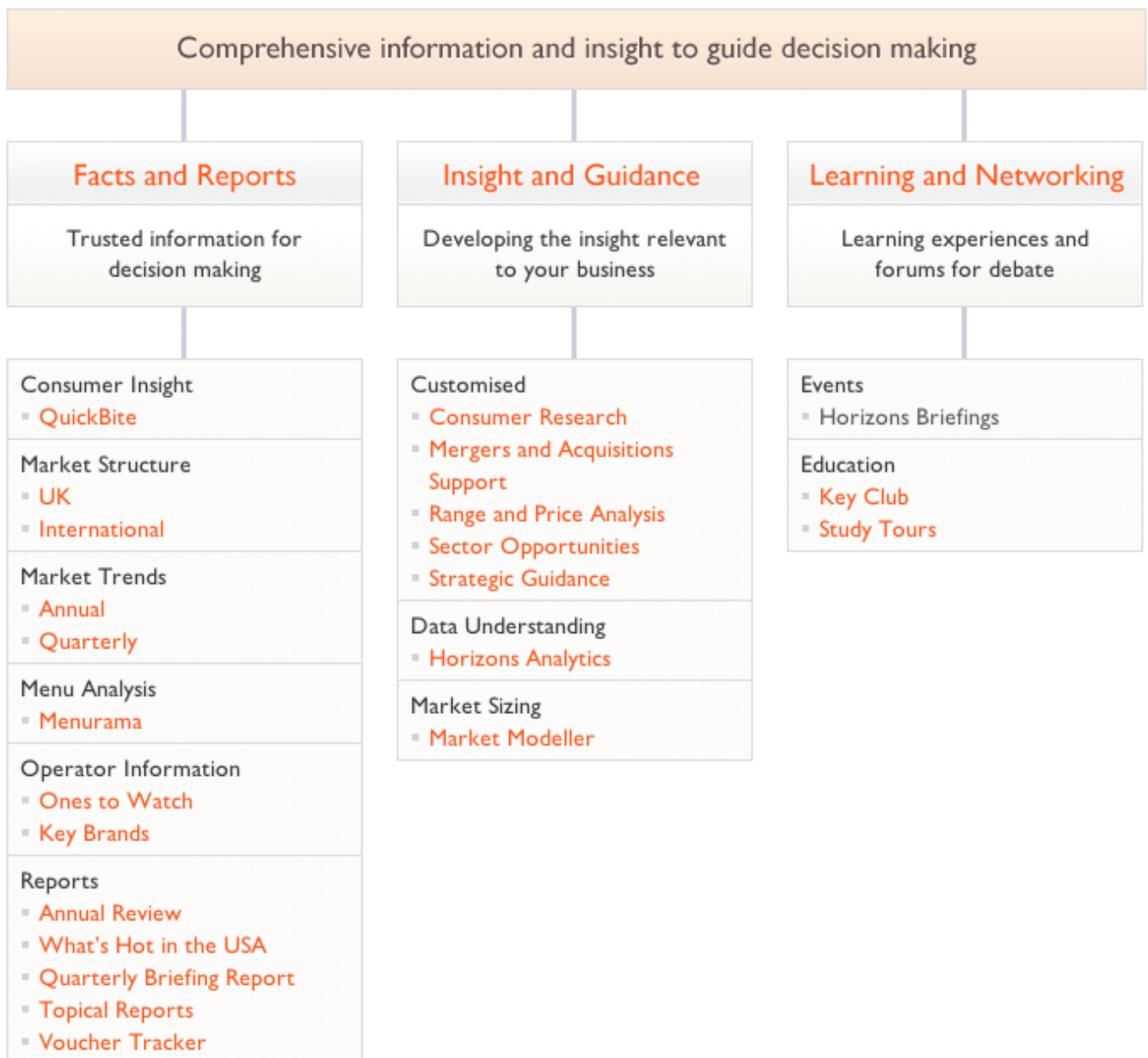


In A Nutshell

Horizons are experts in data and insight, with over 30 years' experience in the foodservice sector. We offer an integrated portfolio of services to businesses and organisations with an interest in foodservice, helping them to create a platform for growth.



We work with leading investors, operators, distributors, manufacturers (of food, drink, equipment, cleaning chemicals and disposables, software and more) plus trade associations, PR and advertising agencies. Our views are sought by international organisations and government departments

Facts and Reports

- **Consumer Insight (QuickBite)** - A half yearly survey of UK consumers' eating out behaviour allowing the identification of trends by channel and outlet type, and the drivers behind these trends.
- **Market Structure** - A numbers-based model of the foodservice market. Up-to-date, detailed information about trends and developments in 140 separate measures for 100 foodservice sectors and subsectors. In putting it together, we have drawn on over 30 years' research and experience in our sector. European data is also available.
- **Market Trends** - The market trend report gives trending and forecasting information, available on an annual and quarterly basis, based on Market Structure, our market model. It identifies how the foodservice industry has developed and forecasts likely market developments for up to 5 years ahead.
- **Menu Analysis (Menurama)** - An analytical database of menus of the UK's top 115 multiple and branded chain foodservice operators and leading independents. Updated twice a year reflecting seasonal changes.
- **Operator Information**
 - **Ones to Watch** - Identifies leading edge, small-scale foodservice operator brands and concepts that are emerging onto the high street, creating a buzz and bringing a new wave in terms of concept, cuisine, branding and interior design. These change leaders provide new opportunities for suppliers, operators, distributors and investors.
 - **Key Brands** - A database of over 4,000 foodservice brands (operators) or companies (distributors) with 5 or more UK or European outlets, categorised by country and our model of the foodservice market. The service allows you to gauge market share for competitor analysis and identify targets for sales and marketing campaigns.
- **Reports** - A wide variety of reports of interest to those operating in or investing in foodservice. Includes the Quarterly Briefing Report, a quarterly digest of the state of the foodservice market and wider economic outlook.

Insight and Guidance

- **Customised** - Bespoke solutions for:
 - **Consumer Research**
 - **Mergers and Acquisitions Support**
 - **Range and Price Analysis**
 - **Sales Targeting and Support**
 - **Sector Opportunities**
 - **Strategic Guidance**
- **Data Understanding (Horizons Analytics)** - Allows you to visualise and interrogate data, enabling you to explore summary trends, spot unusual occurrences and identify opportunities. Horizons Analytics is powered by live or historical data, from single or multiple sources. The service meshes multiple datasets together and transforms them into a visually rich, easy to use, interactive experience using visual analytics software.
- **Market Sizing (Market Modeller)** - A collaborative process, answering the question "How big is the market for ...?" by producing information on market size for any specific product used by operators such as food, cleaning materials, equipment and utensils.

Learning and Networking

- **Events (Horizons Briefings)** - Updates on market developments from industry experts
- **Education**
 - **Key Club** - Face-to-face training and education sessions aimed at sharing expert industry knowledge and insights run at venues around the country or at your offices.
 - **Study Tours** - Tours of foodservice outlets and grouped locations (such as shopping centres and high streets) providing firsthand insight into successful concepts and up-and-coming brands.

Further information

For further information about the benefits of our services to your business, please visit www.hrzns.com or contact us on +44 (0)20 8349 0162 or info@hrzns.com