

### September 2006

#### Children's Attitudes Towards Food and Drink - UK

This report examines children's attitudes towards food and drink products. This includes a review of current behaviour; such as snacking, in home and in school consumption, as well as influencing factors shaping the development of attitudes; such as the parental role, Government initiatives and Manufacturer activities. The market has been ...

#### Impact of the Media on Food and Drink - UK

Broadening consumer media usage has led to rising awareness of food and drink issues, to the extent that consumers are now thinking more about the food and drink they consume than ever before. Although this has impacted on the food market, it does not appear to have led to reductions ...

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#### Whiskies - UK

Consumption of whisky in the UK has been in slow decline for a number of years and the central challenge for the industry is to attract younger drinkers, who are tending to eschew whisky, particularly Scotch, in favour of other drinks, including white spirits. Bourbon and other imported whiskies have ...

#### Alcoholic Mixables - UK

Mintel last examined the market for alcoholic mixables in July 2004. Since that time the market has continued to exhibit steady market growth, primarily on the strength of the spirits-based segment, which has continued to thrive amid the popularity of cocktails and a resurgent interest in white spirits among younger ...