

**Food For Thought (FFT)
Strategic Information Services**

Food & Drink Markets

2008 Edition

Prepared for:

Food For Thought

Disclaimer

Disclaimer and © Copyright: Whilst every possible care has been taken in the compilation, preparation and presentation of the information published in this report, no liability whatsoever can be accepted for the contents or their accuracy. No part of this work may be reproduced or utilised in any form or by any means, electronic or mechanical, including photocopying, internet or any other information storage or retrieval system, without prior written permission of the publishers.

© 2008 Food For Thought (FFT) S.A.

www.fft.com

sales-service@fft.com

FOREWORD

LEGAL, DISCLAIMER and COPYRIGHT

- Legal:** This report is governed by the "Terms of Service" and "Legal & Disclaimer" sections to be found on FFT's online website at www.fft.com.
- Disclaimer:** Whilst every possible care has been taken in the compilation, preparation and presentation of the information published in this report, no liability whatsoever can be accepted for the contents or their accuracy.
- Copyright ©** No part of this work may be reproduced or utilised in any form or by any means, electronic or mechanical, including photocopying, internet or any other information storage or retrieval system, without prior written permission of the publishers.

OVERALL DEFINITIONS

- General:** Market data refer to all products sold for final human consumption in retail, foodservice and artisanal markets (own-produced for own sale, e.g. independent bakers), thus excluding industrial and intermediate consumption, and auto-consumption.
- Product:** All product markets are carefully defined so as to be comparable across all countries. Special cases in a few country and product markets are specified.
- Prices:** Retail prices (including VAT, excise and other indirect taxes) and foodservice buy-in prices are applied throughout.

METHODOLOGY

All countries are surveyed in the field regularly, during which extensive company and other interviews are carried out. FFT also systematically gathers all publicly available data (from trade associations, government institutions and publications, the press and other media). The definition above (final human consumption) ensures that there is no double-counting among product markets. In turn, this enables comparisons across all country/product markets on a per capita or unit value or real growth basis, and allows all data to be summed by product, by country, or by category, allowing extensive cross-checking for verisimilitude. Foodservice Markets: The total (retail + foodservice) human consumption market is established first. An estimate of the food-service market share, derived from multiple sources and industry interviews, is then applied to this total. Owing to the extremely fragmented nature of the foodservice market, specific foodservice surveys are not considered feasible or reliable.

FULL COVERAGE

There are NO gaps. Volume, Value and Company Market Share data are provided for ALL country and product markets. FFT provides its own carefully assessed estimates in the absence of any available data source.

DATA COLLECTION PRINCIPLES

- 1 End-Use Definition:** Final Human Consumption (see above). This ensures NO double-counting and that any and all data can be added up.
- 2 Wide Coverage:** All demand & supply - including retail, foodservice and direct supply - provides a fixed frame into which all elements must fit in a logical manner.
- 3 The 100% Rule:** Company market shares must add up to no more than 100%, and wide coverage means that all significant supplier market shares must be fitted in, squeezing many company claims!
- 4 Cross-checking:** To ensure verisimilitude, extensive country comparisons are made of per capita consumption and expenditure, real growth rates, etc., and against 10-year historical trends. Data "outliers" are singled out, and if necessary re-checked in the field.
- 5 Critical Review:** All publicly available data - the trade press, associations, government surveys, etc., are exhaustively collected & collated, and many amended or rejected, applying the above principles.
- 6 Original Sourcing:** Extensive field surveys, company interviews and store checks are carried out every year, and all data is "fitted" to a realistic overall picture of total supply and demand.
- 7 Software:** Complex, internally-developed computer programs provide a unique dynamic interlocking data grid.
- 8 Russian Doll:** Internal consistency and coherence is provided by data adjusting automatically to data changes elsewhere.
- 9 Client Feedback:** Continual improvements are incorporated in each annual edition at clients' suggestions and remarks, thus fine-tuning the database to market realities.
- 10 Strategic View:** Strategic View: Presentation techniques favoring a global vision of food & drink markets are systematically applied.

TABLE OF CONTENTS

Summary Market Tables	81
2002 Total Expenditure	81
All Flour & Bakery to Cream	81
Greece and 1-Country Total	81
Yoghurt to Beef	82
Greece and 1-Country Total	82
Pork to Still Wine	83
Greece and 1-Country Total	83
Sparkling Wine to Dry/Semi-Moist Dog food and 114-Product Total	84
Greece and 1-Country Total	84
2007 Total Expenditure	85
All Flour & Bakery to Cream	85
Greece and 1-Country Total	85
Yoghurt to Beef	86
Greece and 1-Country Total	86
Pork to Still Wine	87
Greece and 1-Country Total	87
Sparkling Wine to Dry/Semi-Moist Dog food and 114-Product Total	88
Greece and 1-Country Total	88
2007 Retail Expenditure	89
All Flour & Bakery to Cream	89
Greece and 1-Country Total	89
Yoghurt to Beef	90
Greece and 1-Country Total	90
Pork to Still Wine	91
Greece and 1-Country Total	91
Sparkling Wine to Dry/Semi-Moist Dog food and 114-Product Total	92
Greece and 1-Country Total	92
2007 Foodservice Expenditure	93
All Flour & Bakery to Cream	93
Greece and 1-Country Total	93
Yoghurt to Beef	94
Greece and 1-Country Total	94
Pork to Still Wine	95
Greece and 1-Country Total	95
Sparkling Wine to Dry/Semi-Moist Dog food and 114-Product Total	96
Greece and 1-Country Total	96
2002-2007 Value Growth Rates	97
All Flour & Bakery to Cream	97
Greece and 1-Country Total	97
Yoghurt to Beef	98
Greece and 1-Country Total	98
Pork to Still Wine	99
Greece and 1-Country Total	99
Sparkling Wine to Dry/Semi-Moist Dog food and 114-Product Total	100

Greece and 1-Country Total	100
2002-2007 Per Capita Growth Rates	101
All Flour & Bakery to Cream	101
Greece and 1-Country Total	101
Yoghurt to Beef	102
Greece and 1-Country Total	102
Pork to Still Wine	103
Greece and 1-Country Total	103
Sparkling Wine to Dry/Semi-Moist Dog food and 114-Product Total	104
Greece and 1-Country Total	104
2007 Retail Market Share	105
All Flour & Bakery to Cream	105
Greece and 1-Country Total	105
Yoghurt to Beef	106
Greece and 1-Country Total	106
Pork to Still Wine	107
Greece and 1-Country Total	107
Sparkling Wine to Dry/Semi-Moist Dog food and 114-Product Total	108
Greece and 1-Country Total	108
2007 Foodservice Market Share	109
All Flour & Bakery to Cream	109
Greece and 1-Country Total	109
Yoghurt to Beef	110
Greece and 1-Country Total	110
Pork to Still Wine	111
Greece and 1-Country Total	111
Sparkling Wine to Dry/Semi-Moist Dog food and 114-Product Total	112
Greece and 1-Country Total	112
2007 Total Retail Market Share	113
All Flour & Bakery to Cream	113
Greece and 1-Country Total	113
Yoghurt to Beef	114
Greece and 1-Country Total	114
Pork to Still Wine	115
Greece and 1-Country Total	115
Sparkling Wine to Dry/Semi-Moist Dog food and 114-Product Total	116
Greece and 1-Country Total	116
2007 Total Foodservice Market Share	117
All Flour & Bakery to Cream	117
Greece and 1-Country Total	117
Yoghurt to Beef	118
Greece and 1-Country Total	118
Pork to Still Wine	119
Greece and 1-Country Total	119
Sparkling Wine to Dry/Semi-Moist Dog food and 114-Product Total	120
Greece and 1-Country Total	120

Demand and Supply by Product	121
1. All Flour & Bakery Market Profile	123
Periscope for All Flour & Bakery in Greece	123
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Flour & Bakery, Greece	124
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Flour & Bakery, Greece	124
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Flour & Bakery, Greece	124
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Flour & Bakery, Greece	125
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Flour & Bakery, Greece	125
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
1.1 Flour (retail only) Market Profile	127
Periscope for Flour (retail only) in Greece	127
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Flour (retail only), Greece	128
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Flour (retail only), Greece	128
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Flour (retail only), Greece	128
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Flour (retail only), Greece	129
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Flour (retail only), Greece	129
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Flour (retail only), Greece	130
Major Brands Listing by Company and Subsidiary, 2008	

1.2 Bread Products Market Profile	131
Periscope for Bread Products in Greece	131
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Bread Products, Greece	132
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Bread Products, Greece	132
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Bread Products, Greece	132
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Bread Products, Greece	133
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Bread Products, Greece	133
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Bread Products, Greece	134
Major Brands Listing by Company and Subsidiary, 2008	
1.3 Crispbread Market Profile	135
Periscope for Crispbread in Greece	135
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Crispbread, Greece	136
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Crispbread, Greece	136
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Crispbread, Greece	136
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Crispbread, Greece	137
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Crispbread, Greece	137
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Crispbread, Greece	138
Major Brands Listing by Company and Subsidiary, 2008	

1.4 Industrial Pastry Market Profile	139
Periscope for Industrial Pastry in Greece	139
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Industrial Pastry, Greece	140
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Industrial Pastry, Greece	140
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Industrial Pastry, Greece	140
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Industrial Pastry, Greece	141
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Industrial Pastry, Greece	141
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Industrial Pastry, Greece	142
Major Brands Listing by Company and Subsidiary, 2008	
1.5 Biscuits Market Profile	143
Periscope for Biscuits in Greece	143
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Biscuits, Greece	144
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Biscuits, Greece	144
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Biscuits, Greece	144
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Biscuits, Greece	145
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Biscuits, Greece	145
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Biscuits, Greece	146
Major Brands Listing by Company and Subsidiary, 2008	

1.6 Frozen Pastry Products Market Profile	147
Periscope for Frozen Pastry Products in Greece	147
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Frozen Pastry Products, Greece	148
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Frozen Pastry Products, Greece	148
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Frozen Pastry Products, Greece	148
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Frozen Pastry Products, Greece	149
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Frozen Pastry Products, Greece	149
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Frozen Pastry Products, Greece	150
Major Brands Listing by Company and Subsidiary, 2008	
1.7 All Pasta Market Profile	151
Periscope for All Pasta in Greece	151
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Pasta, Greece	152
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Pasta, Greece	152
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Pasta, Greece	152
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Pasta, Greece	153
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Pasta, Greece	153
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
1.71 Fresh Pasta Market Profile	155
Periscope for Fresh Pasta in Greece	155

Summary Flowchart of Major Suppliers, Demand and Distribution Channels	155
Introduction, Fresh Pasta, Greece	156
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Fresh Pasta, Greece	156
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Fresh Pasta, Greece	156
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Fresh Pasta, Greece	157
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Fresh Pasta, Greece	157
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Fresh Pasta, Greece	158
Major Brands Listing by Company and Subsidiary, 2008	
1.72 Dry Pasta Market Profile	159
Periscope for Dry Pasta in Greece	159
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Dry Pasta, Greece	160
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Dry Pasta, Greece	160
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Dry Pasta, Greece	160
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Dry Pasta, Greece	161
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Dry Pasta, Greece	161
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Dry Pasta, Greece	162
Major Brands Listing by Company and Subsidiary, 2008	
2. All Other Cereals Market Profile	163
Periscope for All Other Cereals in Greece	163

Summary Flowchart of Major Suppliers, Demand and Distribution Channels	163
Introduction, All Other Cereals, Greece	164
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Other Cereals, Greece	164
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Other Cereals, Greece	164
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Other Cereals, Greece	165
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Other Cereals, Greece	165
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
2.1 Rice Market Profile	167
Periscope for Rice in Greece	167
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Rice, Greece	168
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Rice, Greece	168
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Rice, Greece	168
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Rice, Greece	169
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Rice, Greece	169
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Rice, Greece	170
Major Brands Listing by Company and Subsidiary, 2008	
2.2 Breakfast Cereals Market Profile	171
Periscope for Breakfast Cereals in Greece	171
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Breakfast Cereals, Greece	172

Detailed product definition, including local market particularities	172
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Breakfast Cereals, Greece	172
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Breakfast Cereals, Greece	172
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Breakfast Cereals, Greece	173
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Breakfast Cereals, Greece	173
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Breakfast Cereals, Greece	174
Major Brands Listing by Company and Subsidiary, 2008	
3. All Sugar & Sweeteners Market Profile	175
Periscope for All Sugar & Sweeteners in Greece	175
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Sugar & Sweeteners, Greece	176
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Sugar & Sweeteners, Greece	176
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Sugar & Sweeteners, Greece	176
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Sugar & Sweeteners, Greece	177
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Sugar & Sweeteners, Greece	177
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
3.1 Sugar Market Profile	179
Periscope for Sugar in Greece	179
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Sugar, Greece	180
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	

Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	180
Total Market Volume, Sugar, Greece	180
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Sugar, Greece	180
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Sugar, Greece	181
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Sugar, Greece	181
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Sugar, Greece	182
Major Brands Listing by Company and Subsidiary, 2008	
3.2 Artificial Sweeteners Market Profile	183
Periscope for Artificial Sweeteners in Greece	183
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Artificial Sweeteners, Greece	184
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Artificial Sweeteners, Greece	184
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Artificial Sweeteners, Greece	184
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Artificial Sweeteners, Greece	185
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Artificial Sweeteners, Greece	185
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Artificial Sweeteners, Greece	186
Major Brands Listing by Company and Subsidiary, 2008	
4. All Preserves Market Profile	187
Periscope for All Preserves in Greece	187
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Preserves, Greece	188
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	

Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	188
Total Market Volume, All Preserves, Greece	188
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Preserves, Greece	188
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Preserves, Greece	189
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Preserves, Greece	189
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
4.1 Jams & Marmalade Market Profile	191
Periscope for Jams & Marmalade in Greece	191
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Jams & Marmalade, Greece	192
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Jams & Marmalade, Greece	192
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Jams & Marmalade, Greece	192
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Jams & Marmalade, Greece	193
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Jams & Marmalade, Greece	193
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Jams & Marmalade, Greece	194
Major Brands Listing by Company and Subsidiary, 2008	
4.2 Honey Market Profile	195
Periscope for Honey in Greece	195
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Honey, Greece	196
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	

Total Market Volume, Honey, Greece	196
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Honey, Greece	196
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Honey, Greece	197
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Honey, Greece	197
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Honey, Greece	198
Major Brands Listing by Company and Subsidiary, 2008	
4.3 Other Sweet Spreads Market Profile	199
Periscope for Other Sweet Spreads in Greece	199
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Other Sweet Spreads, Greece	200
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Other Sweet Spreads, Greece	200
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Other Sweet Spreads, Greece	200
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Other Sweet Spreads, Greece	201
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Other Sweet Spreads, Greece	201
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Other Sweet Spreads, Greece	202
Major Brands Listing by Company and Subsidiary, 2008	
5. All Confectionery & Snacks Market Profile	203
Periscope for All Confectionery & Snacks in Greece	203
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Confectionery & Snacks, Greece	204
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	

Total Market Volume, All Confectionery & Snacks, Greece	204
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Confectionery & Snacks, Greece	204
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Confectionery & Snacks, Greece	205
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Confectionery & Snacks, Greece	205
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
5.1 All Sugar Confectionery Market Profile	207
Periscope for All Sugar Confectionery in Greece	207
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Sugar Confectionery, Greece	208
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Sugar Confectionery, Greece	208
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Sugar Confectionery, Greece	208
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Sugar Confectionery, Greece	209
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Sugar Confectionery, Greece	209
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
5.11 Chewing Gum Market Profile	211
Periscope for Chewing Gum in Greece	211
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Chewing Gum, Greece	212
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Chewing Gum, Greece	212
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	

Total Market Value, Chewing Gum, Greece	212
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Chewing Gum, Greece	213
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Chewing Gum, Greece	213
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Chewing Gum, Greece	214
Major Brands Listing by Company and Subsidiary, 2008	
5.12 Other Sugar Confectionery Market Profile	215
Periscope for Other Sugar Confectionery in Greece	215
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Other Sugar Confectionery, Greece	216
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Other Sugar Confectionery, Greece	216
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Other Sugar Confectionery, Greece	216
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Other Sugar Confectionery, Greece	217
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Other Sugar Confectionery, Greece	217
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Other Sugar Confectionery, Greece	218
Major Brands Listing by Company and Subsidiary, 2008	
5.2 All Chocolate Confectionery Market Profile	219
Periscope for All Chocolate Confectionery in Greece	219
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Chocolate Confectionery, Greece	220
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Chocolate Confectionery, Greece	220
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	

Total Market Value, All Chocolate Confectionery, Greece	220
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Chocolate Confectionery, Greece	221
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Chocolate Confectionery, Greece	221
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
5.21 Chocolate Countlines Market Profile	223
Periscope for Chocolate Countlines in Greece	223
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Chocolate Countlines, Greece	224
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Chocolate Countlines, Greece	224
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Chocolate Countlines, Greece	224
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Chocolate Countlines, Greece	225
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Chocolate Countlines, Greece	225
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Chocolate Countlines, Greece	226
Major Brands Listing by Company and Subsidiary, 2008	
5.22 Other Chocolate Confectionery Market Profile	227
Periscope for Other Chocolate Confectionery in Greece	227
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Other Chocolate Confectionery, Greece	228
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Other Chocolate Confectionery, Greece	228
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Other Chocolate Confectionery, Greece	228
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	

Total demand real 5-year growth rates, 2002-2007	228
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Other Chocolate Confectionery, Greece	229
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Other Chocolate Confectionery, Greece	229
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Other Chocolate Confectionery, Greece	230
Major Brands Listing by Company and Subsidiary, 2008	
5.3 All Savoury Snacks Market Profile	231
Periscope for All Savoury Snacks in Greece	231
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Savoury Snacks, Greece	232
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Savoury Snacks, Greece	232
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Savoury Snacks, Greece	232
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Savoury Snacks, Greece	233
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Savoury Snacks, Greece	233
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
5.31 Nuts Market Profile	235
Periscope for Nuts in Greece	235
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Nuts, Greece	236
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Nuts, Greece	236
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Nuts, Greece	236
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	

Company Market Shares, Nuts, Greece	237
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Nuts, Greece	237
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Nuts, Greece	238
Major Brands Listing by Company and Subsidiary, 2008	
5.32 Savoury Biscuits Market Profile	239
Periscope for Savoury Biscuits in Greece	239
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Savoury Biscuits, Greece	240
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Savoury Biscuits, Greece	240
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Savoury Biscuits, Greece	240
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Savoury Biscuits, Greece	241
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Savoury Biscuits, Greece	241
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Savoury Biscuits, Greece	242
Major Brands Listing by Company and Subsidiary, 2008	
5.33 Extruded Snacks Market Profile	243
Periscope for Extruded Snacks in Greece	243
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Extruded Snacks, Greece	244
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Extruded Snacks, Greece	244
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Extruded Snacks, Greece	244
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	

Company Market Shares, Extruded Snacks, Greece	245
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Extruded Snacks, Greece	245
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Extruded Snacks, Greece	246
Major Brands Listing by Company and Subsidiary, 2008	
6. All Fruits & Vegetables Market Profile	247
Periscope for All Fruits & Vegetables in Greece	247
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Fruits & Vegetables, Greece	248
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Fruits & Vegetables, Greece	248
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Fruits & Vegetables, Greece	248
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Fruits & Vegetables, Greece	249
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Fruits & Vegetables, Greece	249
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
6.1 Fresh Fruit Market Profile	251
Periscope for Fresh Fruit in Greece	251
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Fresh Fruit, Greece	252
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Fresh Fruit, Greece	252
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Fresh Fruit, Greece	252
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Fresh Fruit, Greece	253
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	

Who owns Whom: Key Local Subsidiary given for each Holding Company	253
Distribution Channels, Fresh Fruit, Greece	253
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Fresh Fruit, Greece	254
Major Brands Listing by Company and Subsidiary, 2008	
6.2 Canned Fruit Market Profile	255
Periscope for Canned Fruit in Greece	255
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Canned Fruit, Greece	256
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Canned Fruit, Greece	256
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Canned Fruit, Greece	256
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Canned Fruit, Greece	257
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Canned Fruit, Greece	257
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Canned Fruit, Greece	258
Major Brands Listing by Company and Subsidiary, 2008	
6.3 Frozen Fruit Market Profile	259
Periscope for Frozen Fruit in Greece	259
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Frozen Fruit, Greece	260
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Frozen Fruit, Greece	260
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Frozen Fruit, Greece	260
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Frozen Fruit, Greece	261
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	

Who owns Whom: Key Local Subsidiary given for each Holding Company	261
Distribution Channels, Frozen Fruit, Greece	261
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Frozen Fruit, Greece	262
Major Brands Listing by Company and Subsidiary, 2008	
6.4 Fresh Vegetables Market Profile	263
Periscope for Fresh Vegetables in Greece	263
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Fresh Vegetables, Greece	264
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Fresh Vegetables, Greece	264
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Fresh Vegetables, Greece	264
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Fresh Vegetables, Greece	265
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Fresh Vegetables, Greece	265
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
6.5 Canned Vegetables Market Profile	267
Periscope for Canned Vegetables in Greece	267
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Canned Vegetables, Greece	268
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Canned Vegetables, Greece	268
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Canned Vegetables, Greece	268
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Canned Vegetables, Greece	269
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Canned Vegetables, Greece	269

Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	269
Major Brands, Canned Vegetables, Greece	270
Major Brands Listing by Company and Subsidiary, 2008	
6.6 Frozen Vegetables Market Profile	271
Periscope for Frozen Vegetables in Greece	271
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Frozen Vegetables, Greece	272
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Frozen Vegetables, Greece	272
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Frozen Vegetables, Greece	272
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Frozen Vegetables, Greece	273
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Frozen Vegetables, Greece	273
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Frozen Vegetables, Greece	274
Major Brands Listing by Company and Subsidiary, 2008	
6.7 Chilled Vegetables Market Profile	275
Periscope for Chilled Vegetables in Greece	275
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Chilled Vegetables, Greece	276
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Chilled Vegetables, Greece	276
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Chilled Vegetables, Greece	276
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Chilled Vegetables, Greece	277
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Chilled Vegetables, Greece	277

Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	277
Major Brands, Chilled Vegetables, Greece	278
Major Brands Listing by Company and Subsidiary, 2008	
7. All Potato & Potato Products Market Profile	279
Periscope for All Potato & Potato Products in Greece	279
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Potato & Potato Products, Greece	280
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Potato & Potato Products, Greece	280
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Potato & Potato Products, Greece	280
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Potato & Potato Products, Greece	281
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Potato & Potato Products, Greece	281
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
7.1 Fresh Potatoes Market Profile	283
Periscope for Fresh Potatoes in Greece	283
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Fresh Potatoes, Greece	284
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Fresh Potatoes, Greece	284
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Fresh Potatoes, Greece	284
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Fresh Potatoes, Greece	285
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Fresh Potatoes, Greece	285
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
7.2 Potato Crisps Market Profile	287

Periscope for Potato Crisps in Greece	287
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Potato Crisps, Greece	288
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Potato Crisps, Greece	288
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Potato Crisps, Greece	288
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Potato Crisps, Greece	289
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Potato Crisps, Greece	289
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Potato Crisps, Greece	290
Major Brands Listing by Company and Subsidiary, 2008	
7.3 Frozen Potato Market Profile	291
Periscope for Frozen Potato in Greece	291
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Frozen Potato, Greece	292
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Frozen Potato, Greece	292
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Frozen Potato, Greece	292
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Frozen Potato, Greece	293
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Frozen Potato, Greece	293
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Frozen Potato, Greece	294
Major Brands Listing by Company and Subsidiary, 2008	
7.4 Dehydrated Potato Market Profile	295

Periscope for Dehydrated Potato in Greece	295
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Dehydrated Potato, Greece	296
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Dehydrated Potato, Greece	296
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Dehydrated Potato, Greece	296
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Dehydrated Potato, Greece	297
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Dehydrated Potato, Greece	297
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Dehydrated Potato, Greece	298
Major Brands Listing by Company and Subsidiary, 2008	
8. All Dairy Products Market Profile	299
Periscope for All Dairy Products in Greece	299
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Dairy Products, Greece	300
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Dairy Products, Greece	300
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Dairy Products, Greece	300
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Dairy Products, Greece	301
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Dairy Products, Greece	301
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
8.1 Liquid Milk Market Profile	303
Periscope for Liquid Milk in Greece	303
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	

Introduction, Liquid Milk, Greece	304
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Liquid Milk, Greece	304
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Liquid Milk, Greece	304
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Liquid Milk, Greece	305
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Liquid Milk, Greece	305
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Liquid Milk, Greece	306
Major Brands Listing by Company and Subsidiary, 2008	
8.2 Cream Market Profile	307
Periscope for Cream in Greece	307
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Cream, Greece	308
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Cream, Greece	308
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Cream, Greece	308
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Cream, Greece	309
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Cream, Greece	309
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Cream, Greece	310
Major Brands Listing by Company and Subsidiary, 2008	
8.3 Yoghurt Market Profile	311
Periscope for Yoghurt in Greece	311
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	

Introduction, Yoghurt, Greece	312
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Yoghurt, Greece	312
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Yoghurt, Greece	312
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Yoghurt, Greece	313
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Yoghurt, Greece	313
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Yoghurt, Greece	314
Major Brands Listing by Company and Subsidiary, 2008	
8.4 Condensed Milk Market Profile	315
Periscope for Condensed Milk in Greece	315
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Condensed Milk, Greece	316
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Condensed Milk, Greece	316
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Condensed Milk, Greece	316
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Condensed Milk, Greece	317
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Condensed Milk, Greece	317
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Condensed Milk, Greece	318
Major Brands Listing by Company and Subsidiary, 2008	
8.5 Powdered Milk Market Profile	319
Periscope for Powdered Milk in Greece	319
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	

Introduction, Powdered Milk, Greece	320
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Powdered Milk, Greece	320
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Powdered Milk, Greece	320
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Powdered Milk, Greece	321
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Powdered Milk, Greece	321
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Powdered Milk, Greece	322
Major Brands Listing by Company and Subsidiary, 2008	
8.6 Fresh Cheese Market Profile	323
Periscope for Fresh Cheese in Greece	323
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Fresh Cheese, Greece	324
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Fresh Cheese, Greece	324
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Fresh Cheese, Greece	324
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Fresh Cheese, Greece	325
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Fresh Cheese, Greece	325
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Fresh Cheese, Greece	326
Major Brands Listing by Company and Subsidiary, 2008	
8.7 Natural Cheese Market Profile	327
Periscope for Natural Cheese in Greece	327
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	

Introduction, Natural Cheese, Greece	328
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Natural Cheese, Greece	328
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Natural Cheese, Greece	328
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Natural Cheese, Greece	329
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Natural Cheese, Greece	329
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Natural Cheese, Greece	330
Major Brands Listing by Company and Subsidiary, 2008	
8.8 Processed Cheese Market Profile	331
Periscope for Processed Cheese in Greece	331
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Processed Cheese, Greece	332
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Processed Cheese, Greece	332
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Processed Cheese, Greece	332
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Processed Cheese, Greece	333
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Processed Cheese, Greece	333
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Processed Cheese, Greece	334
Major Brands Listing by Company and Subsidiary, 2008	
8.9 Eggs Market Profile	335
Periscope for Eggs in Greece	335
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	

Introduction, Eggs, Greece	336
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Eggs, Greece	336
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Eggs, Greece	336
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Eggs, Greece	337
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Eggs, Greece	337
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Eggs, Greece	338
Major Brands Listing by Company and Subsidiary, 2008	
9. All Desserts & Ice Cream Market Profile	339
Periscope for All Desserts & Ice Cream in Greece	339
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Desserts & Ice Cream, Greece	340
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Desserts & Ice Cream, Greece	340
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Desserts & Ice Cream, Greece	340
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Desserts & Ice Cream, Greece	341
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Desserts & Ice Cream, Greece	341
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
9.1 Ice Cream Market Profile	343
Periscope for Ice Cream in Greece	343
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Ice Cream, Greece	344
Detailed product definition, including local market particularities	

5-year regional and 25-country real annual % value total forecasts, 2007-2012	344
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Ice Cream, Greece	344
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Ice Cream, Greece	344
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Ice Cream, Greece	345
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Ice Cream, Greece	345
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Ice Cream, Greece	346
Major Brands Listing by Company and Subsidiary, 2008	
9.2 Chilled Dairy Desserts Market Profile	347
Periscope for Chilled Dairy Desserts in Greece	347
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Chilled Dairy Desserts, Greece	348
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Chilled Dairy Desserts, Greece	348
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Chilled Dairy Desserts, Greece	348
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Chilled Dairy Desserts, Greece	349
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Chilled Dairy Desserts, Greece	349
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Chilled Dairy Desserts, Greece	350
Major Brands Listing by Company and Subsidiary, 2008	
9.3 Powdered Desserts Market Profile	351
Periscope for Powdered Desserts in Greece	351
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Powdered Desserts, Greece	352
Detailed product definition, including local market particularities	

5-year regional and 25-country real annual % value total forecasts, 2007-2012	352
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Powdered Desserts, Greece	352
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Powdered Desserts, Greece	352
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Powdered Desserts, Greece	353
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Powdered Desserts, Greece	353
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Powdered Desserts, Greece	354
Major Brands Listing by Company and Subsidiary, 2008	
10. All Oils & Fats Market Profile	355
Periscope for All Oils & Fats in Greece	355
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Oils & Fats, Greece	356
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Oils & Fats, Greece	356
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Oils & Fats, Greece	356
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Oils & Fats, Greece	357
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Oils & Fats, Greece	357
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
10.1 All Butter Market Profile	359
Periscope for All Butter in Greece	359
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Butter, Greece	360
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for	

all market data below provided	360
Total Market Volume, All Butter, Greece	360
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Butter, Greece	360
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Butter, Greece	361
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Butter, Greece	361
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
10.11 Butter (standard) Market Profile	363
Periscope for Butter (standard) in Greece	363
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Butter (standard), Greece	364
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Butter (standard), Greece	364
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Butter (standard), Greece	364
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Butter (standard), Greece	365
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Butter (standard), Greece	365
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Butter (standard), Greece	366
Major Brands Listing by Company and Subsidiary, 2008	
10.12 Other Dairy Spreads Market Profile	367
Periscope for Other Dairy Spreads in Greece	367
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Other Dairy Spreads, Greece	368
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Other Dairy Spreads, Greece	368

Retail, Foodservice and Total Demand, 2002, 2006 and 2007	368
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Other Dairy Spreads, Greece	368
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Other Dairy Spreads, Greece	369
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Other Dairy Spreads, Greece	369
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Other Dairy Spreads, Greece	370
Major Brands Listing by Company and Subsidiary, 2008	
10.2 All Margarine Market Profile	371
Periscope for All Margarine in Greece	371
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Margarine, Greece	372
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Margarine, Greece	372
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Margarine, Greece	372
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Margarine, Greece	373
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Margarine, Greece	373
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
10.21 Margarine (standard) Market Profile	375
Periscope for Margarine (standard) in Greece	375
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Margarine (standard), Greece	376
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Margarine (standard), Greece	376
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	

Per capita retail, foodservice and total market consumption, 2007	376
Total Market Value, Margarine (standard), Greece	376
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Margarine (standard), Greece	377
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Margarine (standard), Greece	377
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Margarine (standard), Greece	378
Major Brands Listing by Company and Subsidiary, 2008	
10.22 Other Non-Dairy Spreads Market Profile	379
Periscope for Other Non-Dairy Spreads in Greece	379
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Other Non-Dairy Spreads, Greece	380
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Other Non-Dairy Spreads, Greece	380
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Other Non-Dairy Spreads, Greece	380
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Other Non-Dairy Spreads, Greece	381
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Other Non-Dairy Spreads, Greece	381
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Other Non-Dairy Spreads, Greece	382
Major Brands Listing by Company and Subsidiary, 2008	
10.3 All Edible Oils Market Profile	383
Periscope for All Edible Oils in Greece	383
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Edible Oils, Greece	384
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Edible Oils, Greece	384
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	

Per capita retail, foodservice and total market consumption, 2007	384
Total Market Value, All Edible Oils, Greece	384
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Edible Oils, Greece	385
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Edible Oils, Greece	385
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
10.31 Olive Oil Market Profile	387
Periscope for Olive Oil in Greece	387
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Olive Oil, Greece	388
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Olive Oil, Greece	388
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Olive Oil, Greece	388
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Olive Oil, Greece	389
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Olive Oil, Greece	389
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Olive Oil, Greece	390
Major Brands Listing by Company and Subsidiary, 2008	
10.32 Other Oils Market Profile	391
Periscope for Other Oils in Greece	391
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Other Oils, Greece	392
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Other Oils, Greece	392
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Other Oils, Greece	392

Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	392
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Other Oils, Greece	393
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Other Oils, Greece	393
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Other Oils, Greece	394
Major Brands Listing by Company and Subsidiary, 2008	
10.4 Cooking Fats (retail only) Market Profile	395
Periscope for Cooking Fats (retail only) in Greece	395
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Cooking Fats (retail only), Greece	396
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Cooking Fats (retail only), Greece	396
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Cooking Fats (retail only), Greece	396
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Cooking Fats (retail only), Greece	397
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Cooking Fats (retail only), Greece	397
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Cooking Fats (retail only), Greece	398
Major Brands Listing by Company and Subsidiary, 2008	
11. All Dressings & Condiments Market Profile	399
Periscope for All Dressings & Condiments in Greece	399
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Dressings & Condiments, Greece	400
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Dressings & Condiments, Greece	400
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Dressings & Condiments, Greece	400

Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	400
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Dressings & Condiments, Greece	401
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Dressings & Condiments, Greece	401
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
11.1 Mayonnaise Market Profile	403
Periscope for Mayonnaise in Greece	403
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Mayonnaise, Greece	404
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Mayonnaise, Greece	404
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Mayonnaise, Greece	404
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Mayonnaise, Greece	405
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Mayonnaise, Greece	405
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Mayonnaise, Greece	406
Major Brands Listing by Company and Subsidiary, 2008	
11.2 Salad Dressings Market Profile	407
Periscope for Salad Dressings in Greece	407
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Salad Dressings, Greece	408
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Salad Dressings, Greece	408
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Salad Dressings, Greece	408
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	

Per capita retail, foodservice and total market expenditure, 2007	408
Company Market Shares, Salad Dressings, Greece	409
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Salad Dressings, Greece	409
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Salad Dressings, Greece	410
Major Brands Listing by Company and Subsidiary, 2008	
11.3 Ketchup Market Profile	411
Periscope for Ketchup in Greece	411
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Ketchup, Greece	412
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Ketchup, Greece	412
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Ketchup, Greece	412
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Ketchup, Greece	413
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Ketchup, Greece	413
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Ketchup, Greece	414
Major Brands Listing by Company and Subsidiary, 2008	
11.4 Vegetables in Vinegar Market Profile	415
Periscope for Vegetables in Vinegar in Greece	415
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Vegetables in Vinegar, Greece	416
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Vegetables in Vinegar, Greece	416
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Vegetables in Vinegar, Greece	416
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	

Per capita retail, foodservice and total market expenditure, 2007	416
Company Market Shares, Vegetables in Vinegar, Greece	417
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Vegetables in Vinegar, Greece	417
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Vegetables in Vinegar, Greece	418
Major Brands Listing by Company and Subsidiary, 2008	
11.5 Mustard Market Profile	419
Periscope for Mustard in Greece	419
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Mustard, Greece	420
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Mustard, Greece	420
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Mustard, Greece	420
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Mustard, Greece	421
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Mustard, Greece	421
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Mustard, Greece	422
Major Brands Listing by Company and Subsidiary, 2008	
11.6 Table Salt Market Profile	423
Periscope for Table Salt in Greece	423
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Table Salt, Greece	424
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Table Salt, Greece	424
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Table Salt, Greece	424
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	

Per capita retail, foodservice and total market expenditure, 2007	424
Company Market Shares, Table Salt, Greece	425
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Table Salt, Greece	425
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Table Salt, Greece	426
Major Brands Listing by Company and Subsidiary, 2008	
11.7 Herbs & Spices Market Profile	427
Periscope for Herbs & Spices in Greece	427
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Herbs & Spices, Greece	428
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Herbs & Spices, Greece	428
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Herbs & Spices, Greece	428
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Herbs & Spices, Greece	429
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Herbs & Spices, Greece	429
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Herbs & Spices, Greece	430
Major Brands Listing by Company and Subsidiary, 2008	
11.8 Vinegar Market Profile	431
Periscope for Vinegar in Greece	431
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Vinegar, Greece	432
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Vinegar, Greece	432
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Vinegar, Greece	432
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	

Per capita retail, foodservice and total market expenditure, 2007	432
Company Market Shares, Vinegar, Greece	433
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Vinegar, Greece	433
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Vinegar, Greece	434
Major Brands Listing by Company and Subsidiary, 2008	
12. All Soups & Sauces Market Profile	435
Periscope for All Soups & Sauces in Greece	435
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Soups & Sauces, Greece	436
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Soups & Sauces, Greece	436
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Soups & Sauces, Greece	436
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Soups & Sauces, Greece	437
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Soups & Sauces, Greece	437
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
12.1 Canned and Cartoned Soup Market Profile	439
Periscope for Canned and Cartoned Soup in Greece	439
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Canned and Cartoned Soup, Greece	440
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Canned and Cartoned Soup, Greece	440
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Canned and Cartoned Soup, Greece	440
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Canned and Cartoned Soup, Greece	441

Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	441
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Canned and Cartoned Soup, Greece	441
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Canned and Cartoned Soup, Greece	442
Major Brands Listing by Company and Subsidiary, 2008	
12.2 Dehydrated Soup Market Profile	443
Periscope for Dehydrated Soup in Greece	443
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Dehydrated Soup, Greece	444
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Dehydrated Soup, Greece	444
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Dehydrated Soup, Greece	444
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Dehydrated Soup, Greece	445
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Dehydrated Soup, Greece	445
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Dehydrated Soup, Greece	446
Major Brands Listing by Company and Subsidiary, 2008	
12.3 Frozen Soup Market Profile	447
Periscope for Frozen Soup in Greece	447
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Frozen Soup, Greece	448
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Frozen Soup, Greece	448
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Frozen Soup, Greece	448
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Frozen Soup, Greece	449

Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	449
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Frozen Soup, Greece	449
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
12.4 All Canned & Cartoned Sauces Market Profile	451
Periscope for All Canned & Cartoned Sauces in Greece	451
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Canned & Cartoned Sauces, Greece	452
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Canned & Cartoned Sauces, Greece	452
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Canned & Cartoned Sauces, Greece	452
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Canned & Cartoned Sauces, Greece	453
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Canned & Cartoned Sauces, Greece	453
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
12.41 Canned Tomato Market Profile	455
Periscope for Canned Tomato in Greece	455
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Canned Tomato, Greece	456
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Canned Tomato, Greece	456
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Canned Tomato, Greece	456
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Canned Tomato, Greece	457
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Canned Tomato, Greece	457
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	

Major Brands, Canned Tomato, Greece	458
Major Brands Listing by Company and Subsidiary, 2008	
12.42 Tomato Concentrate Market Profile	459
Periscope for Tomato Concentrate in Greece	459
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Tomato Concentrate, Greece	460
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Tomato Concentrate, Greece	460
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Tomato Concentrate, Greece	460
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Tomato Concentrate, Greece	461
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Tomato Concentrate, Greece	461
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Tomato Concentrate, Greece	462
Major Brands Listing by Company and Subsidiary, 2008	
12.43 Pasta Sauces Market Profile	463
Periscope for Pasta Sauces in Greece	463
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Pasta Sauces, Greece	464
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Pasta Sauces, Greece	464
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Pasta Sauces, Greece	464
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Pasta Sauces, Greece	465
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Pasta Sauces, Greece	465
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	

Major Brands, Pasta Sauces, Greece	466
Major Brands Listing by Company and Subsidiary, 2008	
12.44 Other Canned Sauces Market Profile	467
Periscope for Other Canned Sauces in Greece	467
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Other Canned Sauces, Greece	468
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Other Canned Sauces, Greece	468
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Other Canned Sauces, Greece	468
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Other Canned Sauces, Greece	469
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Other Canned Sauces, Greece	469
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Other Canned Sauces, Greece	470
Major Brands Listing by Company and Subsidiary, 2008	
12.5 Dehydrated Sauces Market Profile	471
Periscope for Dehydrated Sauces in Greece	471
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Dehydrated Sauces, Greece	472
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Dehydrated Sauces, Greece	472
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Dehydrated Sauces, Greece	472
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Dehydrated Sauces, Greece	473
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Dehydrated Sauces, Greece	473
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	

Major Brands, Dehydrated Sauces, Greece	474
Major Brands Listing by Company and Subsidiary, 2008	
12.6 Bouillon Cubes Market Profile	475
Periscope for Bouillon Cubes in Greece	475
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Bouillon Cubes, Greece	476
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Bouillon Cubes, Greece	476
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Bouillon Cubes, Greece	476
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Bouillon Cubes, Greece	477
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Bouillon Cubes, Greece	477
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Bouillon Cubes, Greece	478
Major Brands Listing by Company and Subsidiary, 2008	
13. All Fresh & Processed Meat Market Profile	479
Periscope for All Fresh & Processed Meat in Greece	479
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Fresh & Processed Meat, Greece	480
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Fresh & Processed Meat, Greece	480
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Fresh & Processed Meat, Greece	480
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Fresh & Processed Meat, Greece	481
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Fresh & Processed Meat, Greece	481
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	

13.1 All Fresh Meat Market Profile	483
Periscope for All Fresh Meat in Greece	483
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Fresh Meat, Greece	484
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Fresh Meat, Greece	484
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Fresh Meat, Greece	484
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Fresh Meat, Greece	485
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Fresh Meat, Greece	485
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
13.11 Beef Market Profile	487
Periscope for Beef in Greece	487
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Beef, Greece	488
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Beef, Greece	488
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Beef, Greece	488
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Beef, Greece	489
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Beef, Greece	489
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Beef, Greece	490
Major Brands Listing by Company and Subsidiary, 2008	
13.12 Pork Market Profile	491
Periscope for Pork in Greece	491

Summary Flowchart of Major Suppliers, Demand and Distribution Channels	491
Introduction, Pork, Greece	492
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Pork, Greece	492
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Pork, Greece	492
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Pork, Greece	493
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Pork, Greece	493
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Pork, Greece	494
Major Brands Listing by Company and Subsidiary, 2008	
13.13 Mutton Market Profile	495
Periscope for Mutton in Greece	495
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Mutton, Greece	496
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Mutton, Greece	496
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Mutton, Greece	496
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Mutton, Greece	497
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Mutton, Greece	497
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Mutton, Greece	498
Major Brands Listing by Company and Subsidiary, 2008	
13.14 Poultry Market Profile	499
Periscope for Poultry in Greece	499

Summary Flowchart of Major Suppliers, Demand and Distribution Channels	499
Introduction, Poultry, Greece	500
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Poultry, Greece	500
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Poultry, Greece	500
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Poultry, Greece	501
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Poultry, Greece	501
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Poultry, Greece	502
Major Brands Listing by Company and Subsidiary, 2008	
13.15 Other Fresh Meat Market Profile	503
Periscope for Other Fresh Meat in Greece	503
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Other Fresh Meat, Greece	504
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Other Fresh Meat, Greece	504
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Other Fresh Meat, Greece	504
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Other Fresh Meat, Greece	505
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Other Fresh Meat, Greece	505
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Other Fresh Meat, Greece	506
Major Brands Listing by Company and Subsidiary, 2008	
13.2 All Processed Meat Market Profile	507
Periscope for All Processed Meat in Greece	507

Summary Flowchart of Major Suppliers, Demand and Distribution Channels	507
Introduction, All Processed Meat, Greece	508
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Processed Meat, Greece	508
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Processed Meat, Greece	508
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Processed Meat, Greece	509
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Processed Meat, Greece	509
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
13.21 Canned Meat Market Profile	511
Periscope for Canned Meat in Greece	511
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Canned Meat, Greece	512
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Canned Meat, Greece	512
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Canned Meat, Greece	512
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Canned Meat, Greece	513
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Canned Meat, Greece	513
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Canned Meat, Greece	514
Major Brands Listing by Company and Subsidiary, 2008	
13.22 Frozen Convenience meat Market Profile	515
Periscope for Frozen Convenience meat in Greece	515
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Frozen Convenience meat, Greece	516

Detailed product definition, including local market particularities	516
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Frozen Convenience meat, Greece	516
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Frozen Convenience meat, Greece	516
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Frozen Convenience meat, Greece	517
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Frozen Convenience meat, Greece	517
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Frozen Convenience meat, Greece	518
Major Brands Listing by Company and Subsidiary, 2008	
13.23 Cured Meat Market Profile	519
Periscope for Cured Meat in Greece	519
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Cured Meat, Greece	520
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Cured Meat, Greece	520
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Cured Meat, Greece	520
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Cured Meat, Greece	521
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Cured Meat, Greece	521
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Cured Meat, Greece	522
Major Brands Listing by Company and Subsidiary, 2008	
13.24 Bacon & Ham Market Profile	523
Periscope for Bacon & Ham in Greece	523
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Bacon & Ham, Greece	524

Detailed product definition, including local market particularities	524
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Bacon & Ham, Greece	524
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Bacon & Ham, Greece	524
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Bacon & Ham, Greece	525
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Bacon & Ham, Greece	525
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Bacon & Ham, Greece	526
Major Brands Listing by Company and Subsidiary, 2008	
13.25 Delicatessen Products Market Profile	527
Periscope for Delicatessen Products in Greece	527
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Delicatessen Products, Greece	528
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Delicatessen Products, Greece	528
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Delicatessen Products, Greece	528
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Delicatessen Products, Greece	529
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Delicatessen Products, Greece	529
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Delicatessen Products, Greece	530
Major Brands Listing by Company and Subsidiary, 2008	
14. All Fresh & Processed Fish Market Profile	531
Periscope for All Fresh & Processed Fish in Greece	531
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Fresh & Processed Fish, Greece	532

Detailed product definition, including local market particularities	532
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Fresh & Processed Fish, Greece	532
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Fresh & Processed Fish, Greece	532
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Fresh & Processed Fish, Greece	533
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Fresh & Processed Fish, Greece	533
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
14.1 Fresh Fish Market Profile	535
Periscope for Fresh Fish in Greece	535
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Fresh Fish, Greece	536
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Fresh Fish, Greece	536
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Fresh Fish, Greece	536
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Fresh Fish, Greece	537
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Fresh Fish, Greece	537
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Fresh Fish, Greece	538
Major Brands Listing by Company and Subsidiary, 2008	
14.2 Canned Fish Market Profile	539
Periscope for Canned Fish in Greece	539
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Canned Fish, Greece	540
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	

Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	540
Total Market Volume, Canned Fish, Greece	540
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Canned Fish, Greece	540
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Canned Fish, Greece	541
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Canned Fish, Greece	541
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Canned Fish, Greece	542
Major Brands Listing by Company and Subsidiary, 2008	
14.3 Frozen Fish Market Profile	543
Periscope for Frozen Fish in Greece	543
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Frozen Fish, Greece	544
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Frozen Fish, Greece	544
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Frozen Fish, Greece	544
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Frozen Fish, Greece	545
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Frozen Fish, Greece	545
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Frozen Fish, Greece	546
Major Brands Listing by Company and Subsidiary, 2008	
14.4 Other Processed Fish Market Profile	547
Periscope for Other Processed Fish in Greece	547
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Other Processed Fish, Greece	548
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	

Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	548
Total Market Volume, Other Processed Fish, Greece	548
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Other Processed Fish, Greece	548
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Other Processed Fish, Greece	549
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Other Processed Fish, Greece	549
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Other Processed Fish, Greece	550
Major Brands Listing by Company and Subsidiary, 2008	
15. All Ready Meals Market Profile	551
Periscope for All Ready Meals in Greece	551
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Ready Meals, Greece	552
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Ready Meals, Greece	552
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Ready Meals, Greece	552
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Ready Meals, Greece	553
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Ready Meals, Greece	553
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
15.1 Canned Pasta Market Profile	555
Periscope for Canned Pasta in Greece	555
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Canned Pasta, Greece	556
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	

Total Market Volume, Canned Pasta, Greece	556
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Canned Pasta, Greece	556
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Canned Pasta, Greece	557
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Canned Pasta, Greece	557
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Canned Pasta, Greece	558
Major Brands Listing by Company and Subsidiary, 2008	
15.2 Canned Ready Meals Market Profile	559
Periscope for Canned Ready Meals in Greece	559
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Canned Ready Meals, Greece	560
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Canned Ready Meals, Greece	560
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Canned Ready Meals, Greece	560
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Canned Ready Meals, Greece	561
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Canned Ready Meals, Greece	561
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Canned Ready Meals, Greece	562
Major Brands Listing by Company and Subsidiary, 2008	
15.3 Dehydrated Ready Meals Market Profile	563
Periscope for Dehydrated Ready Meals in Greece	563
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Dehydrated Ready Meals, Greece	564
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	

Total Market Volume, Dehydrated Ready Meals, Greece	564
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Dehydrated Ready Meals, Greece	564
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Dehydrated Ready Meals, Greece	565
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Dehydrated Ready Meals, Greece	565
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
15.4 Frozen Pizza Market Profile	567
Periscope for Frozen Pizza in Greece	567
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Frozen Pizza, Greece	568
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Frozen Pizza, Greece	568
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Frozen Pizza, Greece	568
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Frozen Pizza, Greece	569
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Frozen Pizza, Greece	569
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Frozen Pizza, Greece	570
Major Brands Listing by Company and Subsidiary, 2008	
15.5 Frozen Ready Meals Market Profile	571
Periscope for Frozen Ready Meals in Greece	571
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Frozen Ready Meals, Greece	572
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Frozen Ready Meals, Greece	572
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	

Total demand 5-year growth rates, 2002-2007	572
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Frozen Ready Meals, Greece	572
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Frozen Ready Meals, Greece	573
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Frozen Ready Meals, Greece	573
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Frozen Ready Meals, Greece	574
Major Brands Listing by Company and Subsidiary, 2008	
15.6 Chilled Ready Meals Market Profile	575
Periscope for Chilled Ready Meals in Greece	575
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Chilled Ready Meals, Greece	576
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Chilled Ready Meals, Greece	576
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Chilled Ready Meals, Greece	576
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Chilled Ready Meals, Greece	577
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Chilled Ready Meals, Greece	577
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Chilled Ready Meals, Greece	578
Major Brands Listing by Company and Subsidiary, 2008	
15.7 Sandwiches Market Profile	579
Periscope for Sandwiches in Greece	579
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Sandwiches, Greece	580
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Sandwiches, Greece	580
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	

Total demand 5-year growth rates, 2002-2007	580
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Sandwiches, Greece	580
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Sandwiches, Greece	581
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Sandwiches, Greece	581
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Sandwiches, Greece	582
Major Brands Listing by Company and Subsidiary, 2008	
16. All Hot Beverages Market Profile	583
Periscope for All Hot Beverages in Greece	583
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Hot Beverages, Greece	584
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Hot Beverages, Greece	584
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Hot Beverages, Greece	584
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Hot Beverages, Greece	585
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Hot Beverages, Greece	585
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
16.1 Bean and Ground Coffee Market Profile	587
Periscope for Bean and Ground Coffee in Greece	587
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Bean and Ground Coffee, Greece	588
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Bean and Ground Coffee, Greece	588
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	

Total Market Value, Bean and Ground Coffee, Greece	588
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Bean and Ground Coffee, Greece	589
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Bean and Ground Coffee, Greece	589
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Bean and Ground Coffee, Greece	590
Major Brands Listing by Company and Subsidiary, 2008	
16.2 Soluble Coffee Market Profile	591
Periscope for Soluble Coffee in Greece	591
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Soluble Coffee, Greece	592
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Soluble Coffee, Greece	592
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Soluble Coffee, Greece	592
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Soluble Coffee, Greece	593
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Soluble Coffee, Greece	593
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Soluble Coffee, Greece	594
Major Brands Listing by Company and Subsidiary, 2008	
16.3 Coffee Substitutes Market Profile	595
Periscope for Coffee Substitutes in Greece	595
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Coffee Substitutes, Greece	596
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Coffee Substitutes, Greece	596
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	

Total Market Value, Coffee Substitutes, Greece	596
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Coffee Substitutes, Greece	597
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Coffee Substitutes, Greece	597
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Coffee Substitutes, Greece	598
Major Brands Listing by Company and Subsidiary, 2008	
16.4 Black Tea Market Profile	599
Periscope for Black Tea in Greece	599
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Black Tea, Greece	600
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Black Tea, Greece	600
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Black Tea, Greece	600
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Black Tea, Greece	601
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Black Tea, Greece	601
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Black Tea, Greece	602
Major Brands Listing by Company and Subsidiary, 2008	
16.5 Herbal Teas Market Profile	603
Periscope for Herbal Teas in Greece	603
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Herbal Teas, Greece	604
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Herbal Teas, Greece	604
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	

Total Market Value, Herbal Teas, Greece	604
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Herbal Teas, Greece	605
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Herbal Teas, Greece	605
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Herbal Teas, Greece	606
Major Brands Listing by Company and Subsidiary, 2008	
16.6 Powd. Choc. & Malted Drinks Market Profile	607
Periscope for Powd. Choc. & Malted Drinks in Greece	607
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Powd. Choc. & Malted Drinks, Greece	608
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Powd. Choc. & Malted Drinks, Greece	608
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Powd. Choc. & Malted Drinks, Greece	608
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Powd. Choc. & Malted Drinks, Greece	609
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Powd. Choc. & Malted Drinks, Greece	609
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Powd. Choc. & Malted Drinks, Greece	610
Major Brands Listing by Company and Subsidiary, 2008	
17. All Soft Drinks & Juices Market Profile	611
Periscope for All Soft Drinks & Juices in Greece	611
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Soft Drinks & Juices, Greece	612
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Soft Drinks & Juices, Greece	612
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	

Total Market Value, All Soft Drinks & Juices, Greece	612
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Soft Drinks & Juices, Greece	613
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Soft Drinks & Juices, Greece	613
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
17.1 Mineral Water Market Profile	615
Periscope for Mineral Water in Greece	615
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Mineral Water, Greece	616
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Mineral Water, Greece	616
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Mineral Water, Greece	616
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Mineral Water, Greece	617
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Mineral Water, Greece	617
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Mineral Water, Greece	618
Major Brands Listing by Company and Subsidiary, 2008	
17.2 Soft Drinks Market Profile	619
Periscope for Soft Drinks in Greece	619
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Soft Drinks, Greece	620
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Soft Drinks, Greece	620
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Soft Drinks, Greece	620
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	

Total demand real 5-year growth rates, 2002-2007	620
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Soft Drinks, Greece	621
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Soft Drinks, Greece	621
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Soft Drinks, Greece	622
Major Brands Listing by Company and Subsidiary, 2008	
17.3 Fruit Juices and Drinks Market Profile	623
Periscope for Fruit Juices and Drinks in Greece	623
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Fruit Juices and Drinks, Greece	624
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Fruit Juices and Drinks, Greece	624
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Fruit Juices and Drinks, Greece	624
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Fruit Juices and Drinks, Greece	625
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Fruit Juices and Drinks, Greece	625
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
17.31 Fruit Juices Market Profile	627
Periscope for Fruit Juices in Greece	627
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Fruit Juices, Greece	628
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Fruit Juices, Greece	628
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Fruit Juices, Greece	628
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	

Company Market Shares, Fruit Juices, Greece	629
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Fruit Juices, Greece	629
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Fruit Juices, Greece	630
Major Brands Listing by Company and Subsidiary, 2008	
17.32 Fruit Drinks Market Profile	631
Periscope for Fruit Drinks in Greece	631
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Fruit Drinks, Greece	632
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Fruit Drinks, Greece	632
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Fruit Drinks, Greece	632
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Fruit Drinks, Greece	633
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Fruit Drinks, Greece	633
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Fruit Drinks, Greece	634
Major Brands Listing by Company and Subsidiary, 2008	
17.4 Squashes and Concentrates Market Profile	635
Periscope for Squashes and Concentrates in Greece	635
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Squashes and Concentrates, Greece	636
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Squashes and Concentrates, Greece	636
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Squashes and Concentrates, Greece	636
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	

Company Market Shares, Squashes and Concentrates, Greece	637
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Squashes and Concentrates, Greece	637
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Squashes and Concentrates, Greece	638
Major Brands Listing by Company and Subsidiary, 2008	
17.5 Health & Sports Drinks Market Profile	639
Periscope for Health & Sports Drinks in Greece	639
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Health & Sports Drinks, Greece	640
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Health & Sports Drinks, Greece	640
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Health & Sports Drinks, Greece	640
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Health & Sports Drinks, Greece	641
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Health & Sports Drinks, Greece	641
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Health & Sports Drinks, Greece	642
Major Brands Listing by Company and Subsidiary, 2008	
17.6 Iced Tea Market Profile	643
Periscope for Iced Tea in Greece	643
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Iced Tea, Greece	644
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Iced Tea, Greece	644
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Iced Tea, Greece	644
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	

Company Market Shares, Iced Tea, Greece	645
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Iced Tea, Greece	645
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Iced Tea, Greece	646
Major Brands Listing by Company and Subsidiary, 2008	
18. All Alcoholic Beverages Market Profile	647
Periscope for All Alcoholic Beverages in Greece	647
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Alcoholic Beverages, Greece	648
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Alcoholic Beverages, Greece	648
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Alcoholic Beverages, Greece	648
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Alcoholic Beverages, Greece	649
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Alcoholic Beverages, Greece	649
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
18.1 Beer Market Profile	651
Periscope for Beer in Greece	651
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Beer, Greece	652
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Beer, Greece	652
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Beer, Greece	652
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Beer, Greece	653
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	

Who owns Whom: Key Local Subsidiary given for each Holding Company	653
Distribution Channels, Beer, Greece	653
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Beer, Greece	654
Major Brands Listing by Company and Subsidiary, 2008	
18.2 Wine Market Profile	655
Periscope for Wine in Greece	655
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Wine, Greece	656
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Wine, Greece	656
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Wine, Greece	656
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Wine, Greece	657
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Wine, Greece	657
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
18.21 Still Wine Market Profile	659
Periscope for Still Wine in Greece	659
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Still Wine, Greece	660
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Still Wine, Greece	660
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Still Wine, Greece	660
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Still Wine, Greece	661
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Still Wine, Greece	661

Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	661
Major Brands, Still Wine, Greece	662
Major Brands Listing by Company and Subsidiary, 2008	
18.22 Sparkling Wine Market Profile	663
Periscope for Sparkling Wine in Greece	663
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Sparkling Wine, Greece	664
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Sparkling Wine, Greece	664
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Sparkling Wine, Greece	664
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Sparkling Wine, Greece	665
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Sparkling Wine, Greece	665
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Sparkling Wine, Greece	666
Major Brands Listing by Company and Subsidiary, 2008	
18.3 Aperitifs & Spirits Market Profile	667
Periscope for Aperitifs & Spirits in Greece	667
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Aperitifs & Spirits, Greece	668
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Aperitifs & Spirits, Greece	668
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Aperitifs & Spirits, Greece	668
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Aperitifs & Spirits, Greece	669
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Aperitifs & Spirits, Greece	669

Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	669
Major Brands, Aperitifs & Spirits, Greece	670
Major Brands Listing by Company and Subsidiary, 2008	
19. All Baby Foods Market Profile	671
Periscope for All Baby Foods in Greece	671
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Baby Foods, Greece	672
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Baby Foods, Greece	672
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Baby Foods, Greece	672
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Baby Foods, Greece	673
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Baby Foods, Greece	673
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
19.1 Baby Jars Market Profile	675
Periscope for Baby Jars in Greece	675
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Baby Jars, Greece	676
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Baby Jars, Greece	676
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Baby Jars, Greece	676
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Baby Jars, Greece	677
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Baby Jars, Greece	677
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Baby Jars, Greece	678

Major Brands Listing by Company and Subsidiary, 2008	678
19.2 Baby Milks Market Profile	679
Periscope for Baby Milks in Greece	679
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Baby Milks, Greece	680
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Baby Milks, Greece	680
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Baby Milks, Greece	680
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Baby Milks, Greece	681
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Baby Milks, Greece	681
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Baby Milks, Greece	682
Major Brands Listing by Company and Subsidiary, 2008	
19.3 Other Baby Foods Market Profile	683
Periscope for Other Baby Foods in Greece	683
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Other Baby Foods, Greece	684
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Other Baby Foods, Greece	684
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Other Baby Foods, Greece	684
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Other Baby Foods, Greece	685
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Other Baby Foods, Greece	685
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Other Baby Foods, Greece	686

Major Brands Listing by Company and Subsidiary, 2008	686
20. All Petfoods Market Profile	687
Periscope for All Petfoods in Greece	687
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Petfoods, Greece	688
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Petfoods, Greece	688
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per pet retail, foodservice and total market consumption, 2007	
Total Market Value, All Petfoods, Greece	688
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per pet retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Petfoods, Greece	689
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Petfoods, Greece	689
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
20.1 Canned Cat Food Market Profile	691
Periscope for Canned Cat Food in Greece	691
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Canned Cat Food, Greece	692
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Canned Cat Food, Greece	692
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per cat retail, foodservice and total market consumption, 2007	
Total Market Value, Canned Cat Food, Greece	692
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per cat retail, foodservice and total market expenditure, 2007	
Company Market Shares, Canned Cat Food, Greece	693
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Canned Cat Food, Greece	693
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Canned Cat Food, Greece	694
Major Brands Listing by Company and Subsidiary, 2008	
20.2 Canned Dog Food Market Profile	695

Periscope for Canned Dog Food in Greece	695
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Canned Dog Food, Greece	696
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Canned Dog Food, Greece	696
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per dog retail, foodservice and total market consumption, 2007	
Total Market Value, Canned Dog Food, Greece	696
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per dog retail, foodservice and total market expenditure, 2007	
Company Market Shares, Canned Dog Food, Greece	697
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Canned Dog Food, Greece	697
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Canned Dog Food, Greece	698
Major Brands Listing by Company and Subsidiary, 2008	
20.3 Dry/Semi-Moist Cat Food Market Profile	699
Periscope for Dry/Semi-Moist Cat Food in Greece	699
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Dry/Semi-Moist Cat Food, Greece	700
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Dry/Semi-Moist Cat Food, Greece	700
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per cat retail, foodservice and total market consumption, 2007	
Total Market Value, Dry/Semi-Moist Cat Food, Greece	700
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per cat retail, foodservice and total market expenditure, 2007	
Company Market Shares, Dry/Semi-Moist Cat Food, Greece	701
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Dry/Semi-Moist Cat Food, Greece	701
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Dry/Semi-Moist Cat Food, Greece	702
Major Brands Listing by Company and Subsidiary, 2008	
20.4 Dry/Semi-Moist Dog food Market Profile	703

Periscope for Dry/Semi-Moist Dog food in Greece	703
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Dry/Semi-Moist Dog food, Greece	704
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Dry/Semi-Moist Dog food, Greece	704
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per dog retail, foodservice and total market consumption, 2007	
Total Market Value, Dry/Semi-Moist Dog food, Greece	704
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per dog retail, foodservice and total market expenditure, 2007	
Company Market Shares, Dry/Semi-Moist Dog food, Greece	705
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Dry/Semi-Moist Dog food, Greece	705
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Dry/Semi-Moist Dog food, Greece	706
Major Brands Listing by Company and Subsidiary, 2008	
Company Profiles in Greece	707
ALL companies and subsidiaries identified in the markets covered listed	
Holding Company Country and Product Market Shares & Rankings (updated monthly)	
Note: Applying 2008 Company Market Shares to 2007 Market Value data	
ABF to Agrolimen	708
Agrolimen to Alme	709
Amasa to Anastas-sopoulos	710
Andros to Aretousa	711
Arla Foods to Asteris	712
Asteris to Axa	713
BEM to Balis	714
Barilla to Benedict Klein	715
Benedict Klein to Bofrost	716
Bolton to Brown- Forman	717
Buono Int'l to CCA	718
CNP to Campbell Soup	719
Campbell Soup to Carlsberg	720
Cavino to Chonaios	721
Chonaios to Conserve Mediter.	722
Conserve Mediter. to Creta Farm	723
Creta Farm to Danone	724
Danone to De Cecco	725
Delhaize to Dodoni	726

Dodoni to Eckes	727
Ekma to Elvik	728
Epsa to Evripos	729
Evripos to Fage	730
Fage to Farm Frites	731
Ferrero to France Lait	732
Freixenet to Friesland Coberco	733
Friesland Coberco to General Mills	734
General Mills to Grupo SOS	735
Haitoglou to Heinz	736
Heinz to Hellenic Bottling	737
Hellenic Catering to Hellenic Q. Foods	738
Hellenic Sugar Ind. to Illycaffé	739
Introflex to Ion	740
Ion to Issidoros Arvanitis	741
KKR to Kasfikis	742
Katselis to Kokkos	743
Kolios to Konto-manolis	744
Konto-manolis to Kourtakis	745
Kout-soumba to Kraft Foods	746
Kraft Foods	747
Kri Kri to Kyknos	748
Kyknos to Lactalis	749
Lactalis to Leventis	750
Leventis to Malama-tina	751
Mantua Surgelati to Mars	752
Mars to Meica Ammerl.	753
Melissa Kikizas to Mevgal	754
Mevgal to Nektar Milissok.	755
Neogal to Nestlé	756
Nestlé	757
Nestlé to Nikas	758
Nikas to Nireas Boss	759
Nireus Fisheries to North Ag-ean Can.	760
Ntinios Antonop. to Olympic Catering	761
Olympos Dairy to Panago-poulos	762
Panté-liadis to Papayanni	763
Papout-sanis to Passalis	764
Passalis to Patras Coop	765
Pavlidis to PepsiCo	766
PepsiCo to Pernod Ricard	767
Pernod Ricard to Premier Foods	768
Pågens to Roupakas	769
Royal Greenland to Sara Lee	770
Sara Lee to Schroeder	771
Seafarm Ionian to Sevath	772

Sevath to Sinalco	773
Slim Foods to Sveki	774
Syphnaios to Thessalia Coop	775
Thessalia Coop to Toxotes	776
Tryfonidis to Tyras	777
Tyras to Unilever	778
Unilever	779
Unilever	780
Unilever to Veko	781
Veko to Veterin	782
Viochym to Vivartia	783
Vivartia	784
Vivartia to Xifias	785
Xifias to Yiotis	786
Yiotis to Zanae Nikoglou	787
Zanae Nikoglou to Zott	788

Major Brands And 'Who Owns Whom' in Greece 789

Holding Companies, Key Local Subsidiaries and Major Brands systematically identified
by product and country

Major Brands by Product Market	791
1.1 Flour (retail only)	791
1.2 Bread Products	791
1.3 Crispbread	791
1.4 Industrial Pastry	791
1.5 Biscuits	791
1.6 Frozen Pastry Products	792
1.71 Fresh Pasta	792
1.72 Dry Pasta	792
2.1 Rice	792
2.2 Breakfast Cereals	792
3.1 Sugar	792
3.2 Artificial Sweeteners	792
4.1 Jams & Marmalade	793
4.2 Honey	793
4.3 Other Sweet Spreads	793
5.11 Chewing Gum	793
5.12 Other Sugar Confectionery	793
5.21 Chocolate Countlines	793
5.22 Other Chocolate Confectionery	794
5.31 Nuts	794
5.32 Savoury Biscuits	794
5.33 Extruded Snacks	794
6.1 Fresh Fruit	794
6.2 Canned Fruit	794
6.3 Frozen Fruit	795

6.5 Canned Vegetables	795
6.6 Frozen Vegetables	795
6.7 Chilled Vegetables	795
7.2 Potato Crisps	795
7.3 Frozen Potato	795
7.4 Dehydrated Potato	795
8.1 Liquid Milk	796
8.2 Cream	796
8.3 Yoghurt	796
8.4 Condensed Milk	796
8.5 Powdered Milk	796
8.6 Fresh Cheese	796
8.7 Natural Cheese	797
8.8 Processed Cheese	797
8.9 Eggs	797
9.1 Ice Cream	797
9.2 Chilled Dairy Desserts	797
9.3 Powdered Desserts	798
10.11 Butter (standard)	798
10.12 Other Dairy Spreads	798
10.21 Margarine (standard)	798
10.22 Other Non-Dairy Spreads	798
10.31 Olive Oil	798
10.32 Other Oils	798
10.4 Cooking Fats (retail only)	799
11.1 Mayonnaise	799
11.2 Salad Dressings	799
11.3 Ketchup	799
11.4 Vegetables in Vinegar	799
11.5 Mustard	799
11.6 Table Salt	799
11.7 Herbs & Spices	800
11.8 Vinegar	800
12.1 Canned and Cartoned Soup	800
12.2 Dehydrated Soup	800
12.41 Canned Tomato	800
12.42 Tomato Concentrate	800
12.43 Pasta Sauces	800
12.44 Other Canned Sauces	801
12.5 Dehydrated Sauces	801
12.6 Bouillon Cubes	801
13.11 Beef	801
13.12 Pork	801
13.13 Mutton	801
13.14 Poultry	801
13.15 Other Fresh Meat	801

13.21 Canned Meat	801
13.22 Frozen Convenience meat	801
13.23 Cured Meat	801
13.24 Bacon & Ham	802
13.25 Delicatessen Products	802
14.1 Fresh Fish	802
14.2 Canned Fish	802
14.3 Frozen Fish	802
14.4 Other Processed Fish	802
15.1 Canned Pasta	803
15.2 Canned Ready Meals	803
15.4 Frozen Pizza	803
15.5 Frozen Ready Meals	803
15.6 Chilled Ready Meals	803
15.7 Sandwiches	803
16.1 Bean and Ground Coffee	803
16.2 Soluble Coffee	804
16.3 Coffee Substitutes	804
16.4 Black Tea	804
16.5 Herbal Teas	804
16.6 Powd. Choc. & Malted Drinks	804
17.1 Mineral Water	804
17.2 Soft Drinks	805
17.31 Fruit Juices	805
17.32 Fruit Drinks	805
17.4 Squashes and Concentrates	805
17.5 Health & Sports Drinks	805
17.6 Iced Tea	805
18.1 Beer	805
18.21 Still Wine	806
18.22 Sparkling Wine	806
18.3 Aperitifs & Spirits	807
19.1 Baby Jars	807
19.2 Baby Milks	807
19.3 Other Baby Foods	807
20.1 Canned Cat Food	808
20.2 Canned Dog Food	808
20.3 Dry/Semi-Moist Cat Food	808
20.4 Dry/Semi-Moist Dog food	808
Major Brands by Holding Company	809
ABN Amro to Associated British Foods	809
Asteris to Bossios	810
Boutaris to Coca-Cola	811
Coca-Cola to Diageo	812
Diageo to Fage	813
Fage to Greek Fish Farming	814

Grimex to Ion	815
Ion to Kontomanolis	816
Korona to Kronos	817
Kuchenmeister to Mars	818
Mateschitz & Vogel to Nestlé	819
New Zealand MPB to Papadakos	820
Papayanni to Pernod Ricard	821
Pernod Ricard to Seafarm Ionian	822
Seafarm Ionian to Tsantalis	823
Tsantalis to Vermion Naoussa	824
Vermion Naoussa to Yphantis	825
Zanae Nikoglou to Zott	826

(blank page)