

The Cheese Market In Western Europe

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4.

STRATEGIC COMPANY PROFILES

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(See Company List and Detailed, Commented Samples)

Western Europe

Number of Companies cited: 399

Number of Company Market Shares cited: 640

- General: This section provides an alphabetic listing of the 399 holding, independent and subsidiary companies covered by this report.
- Key Definition: Company Market Shares by value given for the Total Market (retail, foodservice and artisanal), and not for a potentially misleading segment of the market only.
- Up-to-date: FFT's underlying International Food & Drink Markets database is updated continuously to preceding month, in particular including significant on-going Mergers & Acquisitions (M&A's).

2008 Company Data Provided

(updated to about one month preceding publication)

Company Market Shares by Product (see product market sections above)

- Up to Top-10 Holding Companies by Country, Region and Product
- Key Local Subsidiaries by country and product for each Holding Company.
- 2008 Company Market Shares by Value by Region, Country and Product

Full Alphabetic Company Listing

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- All 399 Companies Identified in this report (see company list).
- Key Country Subsidiaries by Country and Product for each Holding Company
- 2008 Company Market Shares and Rankings by Country & Product
- Estimated contribution by product to each company's regional sales turnover (percent shares at retail and foodservice buy-in prices)

Major Brands And Company "Who Owns Whom" (see Major Brands section below)

- Key Subsidiaries and Brands by Holding Company
- "Who Owns Whom" listing identifying holding companies and subsidiaries.

Significant Mergers & Acquisitions (M&A's) - see listing online at www.fft.com

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6. ANNEXES

The following annexes are available online

(see "Supporting Data" online on navigation bar at www.fft.com).

1. 11-Language Product Lexicon
2. Product Definitions
3. Company Abbreviations
4. Cat and Dog Populations
5. Human Populations
6. Euro Exchange Rates
7. US\$ Exchange Rates

Following Pages:

- About FFT
- About FFT's Food & Drink Strategic Information Services
- Product and Country Coverage of the full database
- Key Definitions and Methodology