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Press release

IRI continues expansion with investment in out-of-home experts, GIRA Foodservice *To deliver comprehensive range of services and analysis on out-of-home market*

Bracknell, UK, 10 June 2015 – IRI, the retail and FMCG market intelligence company, has become the major shareholder in GIRA Foodservice, the leading provider of information about European out-of-home markets. The new alliance will enable IRI to further expand its channel coverage in this sector and deliver the industry's most comprehensive range of services, analysis and solutions on the out-of-home market.

The combination of GIRA Foodservice's leading position in the out-of-home market with IRI's unrivalled FMCG market measurement and analytics capabilities, will provide both IRI's and GIRA Foodservice's clients with multiple benefits.

"This is a major step forward for IRI and supports our 'Growth Delivered' strategy, reinforcing our commitment to expand our reach and capabilities to meet clients' needs, including the ability to access multi-channel analysis to identify paths for growth," explains Dan Finke, Managing Director UK.

Jean Rossi CEO from GIRA, adds: "GIRA Foodservice has been at the forefront of producing information about the European food service market for 40 years, but this partnership creates the most comprehensive service line for the out-of-home market available today. Adding GIRA Foodservice's solutions to IRI's portfolio, positions us as the leading partners for the out-of-home sector."

Providing expertise in structural market monitoring, qualitative and quantitative competition analyses, distribution mechanism studies and ongoing operator observation, GIRA Foodservice can provide the full market picture, while IRI can offer sales tracking, point of sales analysis and shopper behaviour knowledge.

Headquartered in Divonne-les-Bains, France, GIRA Foodservice provides an extensive portfolio of descriptive and prospective research services on the out-of-home sector, covering operators, consumers, suppliers and distributors. This includes ownership of a regularly updated knowledge base of foodservice market companies.

ENDS



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Notes to editors:

Out-of-home markets include all products sold for the out-of-home consumption, including (non exhaustive list) in restaurants, bars, cafeterias, automatic distributors, planes, trains and schools.

About IRI

IRI is a leader in delivering powerful market, consumer and media exposure information, predictive analytics and the foresight that leads to action. We go beyond the data to create growth for our clients in the FMCG, retail and over-the-counter health care industries by pinpointing what matters and illuminating how it can impact their businesses. Move your business forward at www.iriworldwide.eu. Follow IRI on Twitter: @IRI_INTL

About GIRA Foodservice

GIRA is company of reference for the creation of information on the foodservice market in Europe and offering a extensive portfolio of research services for operators, suppliers and distributors involved in the animation of out-of-home market. The aim of our researches is based on providing analysis enabling companies to improve their operations and performance and make wise choices to meet market expectations. In 2015, most major companies operating on out-of-home sector rely on our services. For more information, join contact us on www.girafoodservice.com

For further information please contact:

Teresa Horscroft, PR Consultant, Eureka Communications
Tel: +44 (0)1420 564346
Email: teresa@eurekacomms.co.uk

Anne Lefranc, European Marketing Director at IRI
Email: anne.lefranc@IRIworldwide.com
Tel : +33 1 30 06 23 62