



## BFFF FROZEN MARKET STATISTICS

Many of you will be aware of the frozen food market statistics that we regularly receive from Taylor Nelson Sofres (TNS) for the frozen retail market, and Horizons FS Ltd for the frozen foodservice market.

As well as reporting the outcomes of the statistics within our Bulletin publication, the BFFF also publishes a quarterly 'Journalists Guide to Frozen Foods' for the trade and consumer media. Our reporting using consistent information sources, and the regular BFFF contributions to the trade media, have made sure that the category is much better understood. Likewise we are in a strong position to counteract, and hopefully avoid, any inaccurate media sound bites.

We would like to take this opportunity to remind all members that this frozen food market statistical information along with our commentary is available via our website. For the retail sector, the statistics are available from the web link: <http://www.bfff.co.uk/retailstats.htm>. For the foodservice sector, the statistics are available from the web link: <http://www.bfff.co.uk/foodservicestats.htm>

BFFF  
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