

## Glossary

<b>ABF</b>	Associated British Foods plc.
<b>AC Nielsen</b>	A market research company which provides information to its clients about their specific products' performance in the marketplace and general market analysis.
<b>Aimia Foods Limited</b>	UK-based food company which produces condiment portions (including <b>ketchup</b> , <b>brown sauce</b> ) for the food service sector.
<b>Asda</b>	Asda Group Limited, a subsidiary of Wal-Mart Stores Inc.
<b>Back of house</b>	In food service and restaurant trade—term used to refer to the kitchen area where food is cooked and/or prepared before being served to customers.
<b>Baked beans</b>	Tinned products principally consisting of beans in tomato sauce but which may also contain additional items such as sausages. In certain circumstances, due to data availability, the term 'baked beans' is used to refer to tinned products containing beans only—all such usages are noted in the text.
<b>BE International</b>	BE International Foods Limited— <b>HP's</b> 'ethnic food' business.
<b>BOGOF</b>	A type of promotion: buy one, get one free.
<b>Brown sauce</b>	Generic name for a type of sauce originating in England in the 19 <sup>th</sup> century, which is usually made from tomatoes, tamarinds, dates, molasses, vinegar and various spices. Usually served cold and added to prepared food. The original version of brown sauce was <b>HP sauce</b> .
<b>Bundling</b>	Strategy of grouping multiple, complementary products together and selling them as a group ('bundle'). Pure bundling (also known as tying) occurs when goods are only sold in bundles. Mixed bundling occurs when goods are sold individually and in the bundle.
<b>CC</b>	Competition Commission.
<b>Daddies</b>	An <b>HP</b> -owned brand of <b>ketchup</b> and <b>brown sauce</b> .
<b>Danone</b>	Groupe Danone SA, parent company of Danone Holdings (UK).
<b>EBITA</b>	Earnings before interest, tax and amortization.
<b>EBITDA</b>	Earnings before interest, tax, depreciation and amortization.

<b>EDLP</b>	Everyday low prices—a policy adopted by some grocery retailers of maintaining retail prices at what is claimed to be a consistently low level rather than using periodic price promotions.
<b>Food service sector</b>	Organizations providing food for out-of-home consumption, including in pubs, restaurants, fast-food chains, hotels, hospitals, prisons, schools, company canteens and the companies that supply them.
<b>Front of house</b>	In food service and restaurant trade—term used to refer to an area where customers are served food.
<b>Heinz</b>	HJ Heinz Company and HJ Heinz Company Limited.
<b>HHI</b>	Herfindahl-Hirschman Index: a measure of market concentration calculated as the sum of squared market shares.
<b>HP</b>	HP Foods Limited, HP Foods Holdings Limited and HP Foods International Limited.
<b>HP Sauce</b>	HP Foods' branded <b>brown sauce</b> .
<b>IRI</b>	Information Resources Incorporated, a supplier of point-of-sale scanner data for retail sales of fast-moving consumer goods.
<b>Ketchup</b>	A sauce—usually served cold—made principally from tomatoes, vinegar, sugar, spices and water. Usually added to food after its preparation.
<b>Larder loading</b>	Increased sales volumes in response to a promotion driven by households stocking up on a product rather than increasing consumption of that product.
<b>Morrisons</b>	Wm Morrisons Supermarkets plc.
<b>Multiple regression analysis</b>	Statistical technique for determining the relationship between a dependent variable and several independent variables.
<b>Must stock item</b>	A grocery item that consumers expect a retailer to stock to such an extent that, if the retailer does not stock it, then consumers are more likely to switch to other retailers.
<b>OFT</b>	Office of Fair Trading.
<b>Own label/private label</b>	Range of products carrying the retailer's brand/name and produced to the retailer's specification.
<b>Premier</b>	Premier Foods plc.
<b>RSP</b>	Recommended sale price: the price at which a manufacturer recommends that a retailer sell the manufacturer's products.

<b>Retail price</b>	The price paid for a product by the end-user.
<b>Retail sector</b>	Organizations providing food for in-home consumption, including supermarkets, <b>symbol groups</b> and independent grocery stores.
<b>Sainsbury's</b>	J Sainsbury plc.
<b>SKU</b>	Stock-keeping unit, a term used to refer to a specific version of a product (often differentiated by size and type of packaging). For example, a 570g plastic bottle of a branded <b>ketchup</b> , a 570g top-down plastic bottle of the same <b>ketchup</b> , and a 340g glass bottle of a different branded <b>ketchup</b> would all be different 'SKUs'.
<b>SLC</b>	Substantial lessening of competition.
<b>SSNIP</b>	Small but significant and non-transitory increase in price.
<b>Standard deviation</b>	A statistical measure of the spread or variability of a distribution of numbers around the average value, defined as the positive square root of the variance of that distribution.
<b>Standard error</b>	The standard deviation of the errors associated with a statistical estimate of an unknown value.
<b>Statistically significant</b>	The probability (usually less than 5 per cent) that the difference between a statistical estimate and a hypothesized value (usually zero) is caused by something other than mere chance.
<b>Symbol group</b>	A group of independently-owned convenience stores that trade under a common retail brand and have collective buying arrangements.
<b>Table sauce</b>	Used in this report to refer to <b>ketchup</b> , <b>brown sauce</b> and barbecue sauce collectively.
<b>Tesco</b>	Tesco plc.
<b>Tinned pasta products</b>	Products principally consisting of tinned pasta in tomato sauce but which may also contain additional items such as sausages or meatballs. In certain circumstances, due to data availability, the term 'tinned pasta products' is used to refer to tinned products containing pasta only—all such usages are noted in the text.
<b>TNS FFP</b>	The Taylor Nelson Sofres Family Food Panel survey, a large and continuous monitor of food and drink consumption in Great Britain.
<b>TNS Superpanel</b>	The Taylor Nelson Sofres Superpanel survey, the largest UK household consumer purchasing survey.
<b>Tomato ketchup</b>	See <b>ketchup</b> .

<b>Unilever</b>	Unilever plc.
<b>Variance</b>	A statistical measure of the dispersion of a distribution of numbers, indicating how far from the expected value its values typically are.
<b>Whitbread</b>	Whitbread plc.
<b>Wholesale price</b>	The price paid for a product by a retailer or other company purchasing the product from a manufacturer for onward sale (whether to end-users or to other distributors or retailers).
<b>Worcestershire sauce (Lea &amp; Perrins)</b>	Sauce originating from Worcester in England in the 19 <sup>th</sup> century which contains tamarinds, chili peppers, anchovies, vinegar, molasses, cloves, garlic and onion—used cold—it can be added to unprepared or prepared food.