Mintel User Guide

1. Go to [http://fitnyc.edu/library.asp](http://fitnyc.edu/library.asp) or through the MyFit portal
2. Click on “Databases” tab
3. Click on M in the alphabet
4. Click on **Mintel Reports**
   a. If you are asked for a username and password use your FIT ones
5. Scroll to bottom of page and Click on “I Agree” tab
6. If you have not used Mintel before you need to register by clicking on the “create profile” tab towards the bottom of the page.
7. Fill out the information by using your FIT email address then click on “create profile.”
   a. I suggest you use the same password as MRI
8. After logging in you will see a variety of reports
9. Under Mintel Reports: USA on the left click on **Drink**
10. You will now see quite a bit of information for this category
11. On the left under the **Contents** tab you will see the information available in this report.
12. Click on **Segment Performance-Energy Drinks** and you will see a recap of this segment.
   a. You can download this information into Word and Excel spreadsheets and also create new graphs.
13. You can hit the back button or go to the drop down box at the top to get back to other sections of the report
14. Check out **Marketing Strategies** for the category where you can also view commercials
**15. Brand Share-Energy Drinks** shows the leading brands sales information
16. Also look at **The Energy Drinks Consumer- Usage, Frequency and Brands** for insights into the consumer
   a. Some of this information comes from Simmons which is a competitor to MRI

As you can see there is plenty of information that you can use for assignments and projects.