

Source: The Diffusion and Distribution of New Consumer Packaged Foods in Emerging Markets and what it Means for Globalized versus Regional Customized Products

- <http://globalfoodforums.com/new-food-products-emerging-markets/>

- Composed May 2005

APPENDIX XII - NESTLE OMEGA PLUS DIFFUSION PATTERN

Product: Omega Plus products plus extended brands. (All have same logo)

		1999		2000				2001				2002				2003				2004			
Region	Country	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
North America - NONE																							
Europe																							
	Greece												1-creamer										
Latin American																							
	Brazil	2-milk		3 (1- cream cheese; 2-yogurt drink)																			
	Mexico									1-milk										1-milk			
	Guatemala											1-milk											
	Argentina							1-yogurt	1-milk														
	Chile																						1-milk
Far East																							
	Malaysia				1-milk																	1-yogurt	1-milk, soy
	Singapore					1-milk				1-milk													
	Philippines							1-milk															
	Taiwan*																						1-milk

* Klim brand