**Questions for Dairy in Food Service brief**

1. What is the intended use of the data for AHDB?

AHDB will share the insights internally within AHDB and use the insights to create external facing articles and presentations for our levy payers. Insights may also be presented to the wider food service audience.

1. Is it possible for AHDB to share its previous 2019 report created by NPD Crest panel data?

We are unable to share the previous report, however we can share the link to the external article created from the report: [Dairy shakes up the foodservice market | AHDB](https://ahdb.org.uk/news/consumer-insight-dairy-performance-in-the-foodservice-market)

1. Can we understand a bit more around AHDB category needs:
   1. Is the “total -dairy” category to be broken down into food vs drink, cheese, milk, cream, yogurt, butter/spread and then the 4 sub-categories?
   2. Does AHDB want to be able to see each type of dairy by each of its four categories? E.g. total dairy - cheese - primarily dairy, host, hidden.

We would like to understand key metrics for:

* Total OOH
* Total Dairy
* Total Cheese
* Total Milk
* Total Cream
* Total Yogurt
* Total butter/spread
* Cheese split by category (primarily dairy, host dairy, hidden dairy)
* Milk split by category (primarily dairy, host dairy, hidden dairy, beverages with milk)
* Cream split by category (primarily dairy, host dairy, hidden dairy)
* Yogurt split by category (primarily dairy, host dairy, hidden dairy)
* Butter/spread split by category (primarily dairy, host dairy, hidden dairy)
* Split of animal vs alternative if possible