

# How to get started with Mintel Reports



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## Logging In

- 1 To login go to [academic.mintel.com](http://academic.mintel.com) or ask your librarian where to find Mintel.

## Free Text Search

- 2 Optimise search results.  
Example: To look for the most up to date reports that feature Costa Coffee, enter that term in the 'Search' bar then filter using labels:  
**Country** – UK  
**Content** – Reports  
**Sector** – Foodservice  
**Date** – 2017



costa coffee

31 documents found

Refined By

Sector:  Foodservice

Content:  Reports

Date:  2016

Country

Date

Since: 2016

Content

Include Older Content

Reports (31)

Focus on:

- Consumer (14)
- Market (5)
- Companies & Brands (16)

Insight (1)

News (1)

Sector

Foodservice (31)

All Results

Coffee Shops  
REPORT UK December 2016

Coffee Shop Usage Habits

Frequency of Using

Concerted efforts by branded coffee chains such as Starbucks and Costa to reformulate recipes of popular sugary drinks in bid ...

% of Costa Coffee of Starbucks users those aged 16-44 t

Attitudes towards Home-Delivery and Take  
REPORT SECTION UK March 2017

in order to grab custom from impulsive purchasers. The geolocation targeting app back in

Eating Out Review  
REPORT UK July 2016

Market Share

Attitudes towards

Coffee shops continue to open across the country, both from the larger chains such as Costa as well as new ...

Costa Coffee for es to reduce added su its beverage portfo 2020 ...

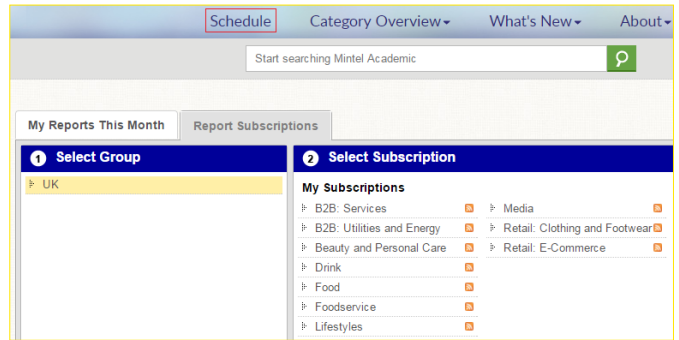
Attitudes towards Leisure Venue Catering  
REPORT UK May 2016



### 'Schedule' Tab

3

Clicking on the schedule tab allows you to view all industries and reports at a glance.



### Analyst Insight

4

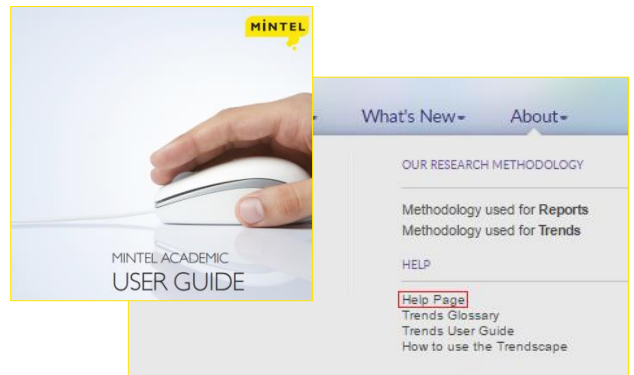
Keep up to date on latest news in your industry written each month by our analysts. Hover over 'What's New' and click on 'Analyst Insight'.



### Help Guides

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Additional Help Guide located under 'About' tab.



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