

Foodline®: PRODUCT

Description

Foodline®: PRODUCT monitors new food and drink products launched worldwide and is thus a comprehensive resource for tracking innovations and developments in the food and drinks industry. It enables the monitoring of competitor activity and the identification of product trends and key launch areas. Information is collated from international trade journals, newspapers, specialist publications and monthly retail audits in major supermarkets.

Subject Coverage

Each record provides basic product information and details of its launch. It is an excellent resource for tracking innovations and developments in the food and drinks industry. Use Foodline: PRODUCT to:

- Monitor competitors
- Identify product trends
- Highlight key launch areas
- Generate ideas for R&D projects

And to answer questions such as:

- How many New World wines are being launched into the UK market?
- What novel product developments are emerging in Europe in the chilled food sector?
- Which companies have been actively launching new products onto the UK confectionery market in the last six months?
- What are the latest novel snack foods coming onto the Japanese market?

Date Coverage

1985 – 2015

Update Frequency

Closed

Geographic Coverage

International

Document Types

- Journal Articles
- Specialist Publications
- Newspaper Articles
- Statistics

Publisher

Foodline®: PRODUCT is provided by Leatherhead Food Research. Questions concerning file content should be directed to:

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Foodline®: PRODUCT

Basic Search | Advanced ▾ | Command Line | Pricing

Full text < Back to results

Add to selected items Save to My Research Email Print

TI
PUB

Yoryog Blissful Blueberry, Yoryog Heavenly Honey, Yoryog Ravishing Raspberry, Yoryog Marvellous Mango and Lime
Dairy Innovation (Aug 6, 2014): 6. Pricing

TX

Full Text [Translate](#)
Yorvale has launched a new range of frozen yoghurt products under the Yoryog brand. Available in four flavours, they are made using 100% natural ingredients and contain less than 143 calories per 100-g serving. Word count: 34

Indexing (details) [Cite](#)

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UD

Subject	Frozen-yoghurt, Dairy-products, Frozen-foods, Photo
Product classification	Frozen yoghurt
Identifier (keyword)	PHOTO
Product name	Yoryog Blissful Blueberry, Yoryog Heavenly Honey, Yoryog Ravishing Raspberry, Yoryog Marvellous Mango and Lime
Company	Yorvale
Brand name	Yoryog
Product type	Frozen yoghurt
Product group	Dairy products, Frozen foods
Country of origin	UK
Country of launch	UK
Launch date	201405
Title	Yoryog Blissful Blueberry, Yoryog Heavenly Honey, Yoryog Ravishing Raspberry, Yoryog Marvellous Mango and Lime
Language	English
Language of summary	English
Document type	Article
Publication title	Dairy Innovation
Source details	Dairy Innovation; (May-June), (55), 6
Pagination	6
Publication type	Trade Journals
Publication date	Aug 6, 2014
Date created	2014-08-06
Source attribution	Foodline Product, © Publisher specific
Accession number	0000644178
Document URL	http://search.proquest.com/professional/docview/1551594032?accountid=166878
First available	2014-08-07
Updates	2014-08-07
Database	Foodline®: PRODUCT (1985 - current)

SEARCH FIELDS

Field Name	Field Code	Example	Description and Notes
Accession number	AN	an(0000644178)	A unique document identification number assigned by the information provider.
All Fields	ALL	all(fruit* AND oat*)	Searches all fields <i>except</i> the full text in full-text files. Use proximity and/or Boolean operators to narrow search results.
All fields + text	--	fruit* AND oat*	Searches all fields including the full text in full-text files.
Brand name	BRN	brn(yoryog)	Not all records include this field; broader retrieval is available using PRI.
Company	CO	co(yorvale)	
Country of launch	CLD	cld(UK)	
Country of origin	CN	cn(UK)	
Date created	DCRE	dcre(2014-08-06) dcre(20140806)	
Document text	TX	tx(frozen yoghurt product*)	Also searchable with FT. Use adjacency and/or Boolean operators to narrow search results.
Full text present	FTANY	"vegan foods" AND ftany(yes)	Add <i>AND FTANY(YES)</i> to a query to limit your search to articles with full text.
First available	FAV	fav(20140807)	Indicates the first time a document was loaded in a specific database on PQD. It will not change however many times the record is subsequently reloaded, as long as the accession number does not change.

Field Name	Field Code	Example	Description and Notes
From database	FDB	"natural ingredients" AND fdb(foodlineproduct) "natural ingredients" AND fdb(1008250)	Useful in multi-file searches to isolate records from a single file. FDB cannot be searched on its own; specify at least one search term then AND it with FDB.
Identifier	IF	if(photo)	Uncontrolled vocabulary terms
Product group	PRG	prg(bakery) prg("frozen foods")	
Product type/name	PRI	pri(frozen yoghurt) pri("carbonated soft drinks")	Displays as Product type.
Product type/classification	PRT	prt(frozen yoghurt)	Includes product type and product classification.
Publication date	PD	pd(20140806)	Contains irregular text; date operators are not supported.
Publication title	PUB	pub("dairy innovation")	
Publication year	YR	yr(2014)	
Source details	SRC	src(international new product) src(66)	May contain journal, volume, issue, date, page data.
Subject	SU	su("dairy products")	SU retrieves data from multiple fields including <i>Subject</i> and <i>Identifier</i> .
Main subject	SUBT	subt("low alcohol beverages")	SUBT searches terms from the <i>Subject</i> display field only.
Title	TI	ti("yoryog blissful blueberry")	
Updates	UD	ud(20140807)	Date(s) when updates provided by the supplier reached a certain point within the ProQuest load/update process.

SEARCH TOOLS

In addition to *Search Fields*, other tools available for searching are *Limit Options*, *Browse fields*, *"Narrow Results By" Filters*, and *Look Up Citation*. Each is listed separately, below. Some data can be searched using more than one tool.

LIMIT OPTIONS

A **Date limiter** is available in which you can select single dates or a range for **updated** (i.e., the date the document was loaded or updated on ProQuest Dialog).

BROWSE FIELDS

You can browse the contents of certain fields by using Look Up lists. These are particularly useful to validate spellings or the presence of specific data. Terms found in the course of browsing may be selected and automatically added to the Advanced Search form. Look Up lists are available in the fields drop-down and in the search options for:

Product group, Subject

and in the fields drop-down only for:

Publication title

"NARROW RESULTS BY" FILTERS

When results of a search are presented, the results display is accompanied by a list of "Narrow results by" options shown on the right-hand panel. Click on any of these options and you will see a ranked list showing the most frequently occurring terms in your results. Click on the term to apply it to ("narrow") your search results. "Narrow results by" filters in Foodline: PRODUCT include:

Language, Product group, Publication title, Subject, and Publication date

LOOK UP CITATION

If you need to trace a particular bibliographic reference, use the Look Up Citation feature. Find a link to this toward the top left-hand corner of the Advanced Search page, or in the drop list under Advanced on any search form; click this and you will go to a form where you can enter any known details of the citation, including:

Document title, Publication title

DOCUMENT FORMATS

Pre-defined document formats are available for viewing and download. Search results can be downloaded with the Download all results, Email, Print and Export/Save options, and when creating an alert. To design your own download format, choose the "Custom" format option and check the fields to be displayed.

Document Format	Fields	Online	Export/Download
Brief view	Title and Publication date.	✓	
Detailed view	Same as Brief view plus a 3-line KWIC window.	✓	
KWIC (Keyword in Context)	Detailed view plus all occurrences of your search term highlighted in the field(s) where the terms occur.	✓	✓
Preview	Detailed view plus Author, Publication title, Volume, Issue, Pagination, Subject, and the portion of the Abstract with the search term highlighted.	✓	
Brief citation	Complete record minus the Abstract and indexing.	✓	✓
Citation/Abstract	Complete record with Abstract.	✓ ¹	✓
Custom	Choose the fields you want.		✓ ²

¹ In Online-view mode, PQD gives access to two Document Formats only: *Brief citation*, and the 'most complete' format available. Depending on the database, or the amount of data available for a record, the most complete format may be any one of *Citation*, *Citation/Abstract*, *Full text*, or *Full text – PDF*.

² Custom export/download format is available in the following mediums only: HTML, PDF, RefWorks, RTF, Text only.

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