

West Side Informer

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Celebrate Chocolate!

The 3rd week of March is American Chocolate Week. Curious about the chocolate industry? The database Mintel Reports provides information on global consumer, product and market research. Each report contains sections on competitive & market intelligence, as well as trends & product innovation.

Through market surveys, Mintel found that a craving was the top reason for buying chocolate. If you reward yourself with chocolate, you are not alone; the survey showed 39 percent of persons between the ages of 18 and 24 did the same.

According to Mintel, medical research showed eating dark chocolate has a number of positive health attributes such as providing better overall heart health and the ability to decrease LDL (i.e. "bad" cholesterol). Feeling sad or depressed? Chocolate is high in antioxidants and contains the compound phenylethylamine, a chemical which may help your mood.

One would think Valentine's Day would be the largest purchasing event for chocolate, but Mintel's Report on Seasonal Chocolate shows this is not true. The range of seasonal chocolate purchases is fairly even (63-66%) across the holidays of Christmas, Easter, Halloween and Valentine's Day.

Mintel Group (2008, July). *Chocolate Confectionery* -US. Retrieved from the Mintel Reports database.

Mintel Group (2010, August). *Seasonal Chocolate* -US. Retrieved from the Mintel Reports database.



World Health Day

April 7th each year is designated as World Health Day by the World Health Organization (WHO). TAMU Libraries will celebrate World Health Day on April 7, 2011 with displays promoting good health, both human and animal, from campus and community organizations. The displays will be staffed from 11AM-1PM in MSL's lobby and Evans Library's (main campus) breezeway. Stop by to see how you can improve your health and that of your pet!

Employer Research

According to Plunkett's Research Online, 7 keys for research that can lead you to a great employer are:

1. Financial Stability
2. Growth Plans
3. Research & Development Programs
4. Product Launch & Production
5. Marketing & Distribution Methods
6. Employee Benefits
7. Quality-of-Work Factors

In addition to Plunkett's, WCL provides access to numerous company research databases, all of which can be found at wcl.library.tamu.edu/business-database-guide.

Plunkett Research, Ltd. *Plunkett's 7 keys to employer research*. Retrieved from the Plunkett Research Online database.



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