

New intelligence service helps food and drink executives read political scene

A new online intelligence and monitoring service which will arm food and drink decision-makers with early and comprehensive briefings on opportunities and threats to their businesses emanating from the UK political and legislative environment has been launched by the political intelligence service DeHavilland.

DeHavilland Food and Drink, a real time service, is dedicated to reporting and interpreting only those political and legislative developments which have a bearing on the food sector. Using its 40-strong research operation, DeHavilland's analytical reportage extends from formal parliamentary proceedings and select committees to monitoring lobby activity and political meetings and gatherings outside Westminster.

"A relevant parliamentary questions session can reveal Government regulatory intentions around the food and drink sector, or can even highlight potential pressure on Government to outlaw certain food stuffs," advises DeHavilland Managing Director, Patrick Angell. "Quick access to the details can enable managers in the food and drink sector to act swiftly in order to benefit from potential new revenue opportunity, or make moves to avoid revenue losses."

"It is also vitally important for the food industry to be aware of early stage political initiatives and lobbies -- and their proponents -- well before they are discussed in formal parliament or find their way into the newspapers. DeHavilland's comprehensive reach enables us to be right on top of those too", Angell said.

The new service incorporates an online information site with a powerful search functionality and intuitive navigation which will enable the user to find key information quickly and easily. It includes a comprehensive people in politics database showing their interests, activity track record and contact details. Users will also be alerted to key political and lobbying events that they need to be aware of, or even that they should be attending, via the service's forward events planning feature.

DeHavilland Food is not just an online service. Subscribers are also assigned a dedicated political researcher within the DeHavilland team who will ensure the very latest critical and relevant insight is delivered by email or phone alert and can customise reports to meet the specific needs of the food executive.

For further information visit www.dehavilland.co.uk or contact Julie Williams, DeHavilland Marketing, DeHavilland Information Service on +44 (0) 20 7728 4437 or email julie.williams@emap.com

DeHavilland provides leading organisations with political insight into the opportunities and threats posed by government legislation. DeHavilland delivers fast, accurate and tailored business critical information to key business professional. Empowering organisations with the knowledge to effectively plan and implement their strategic objectives.