

Annexes

Annexe 1: Produits sur le marché

Produits Vandemoortele

- Marque de distributeur

FS78 CULINO BK&BR S.P. 12X1KG
FS78 CULINO BK&BR S.P. 40X250G
SEMLIQ82 CULINO COOKING 12X500ML
FS75 EVERYDAY B&B S.P. 20X500G
FS75 EVERYDAY PLANT S.P. 8X500G
LFS38 EVERYDAY OMEGA 3 S.P. 8X500G
LFS25 EVERYDAY LIGHT S.P. 8X250G
LFS35 - D - 365 S.P. 24X500G
FS78 DH B&BR S.P. 12X1KG
SEMLIQ82 DELHAIZE LIQ COOKING 12X500ML
FS78 DELHAIZE BIO S.P. 8X500G
FS78 DH BK&BR S.P. 16X500G
FS75 DELHAIZE SOJA COOKING S.P. 8X500G
SHOR90 DELHAIZE COOK.OMEGA 3 S.P. 8X500G
LFS25 DH LIGHT S.P. 8X250G
LFS38 DH S.P. 8X250G
FS78 365 PAK S.P. 24X500G
FS78 CARREFOUR BK&BR 12X1KG
FS78 CARREFOUR BK&BR 16X500G
FS75 CARREFOUR DISCOUNT BK&BR 20X500G
LIQ82 MARG CARREFOUR 12X500ML
LFS38 CAR. OMEGA 3 8X250G
LFS35 CARREFOUR DISCOUNT 8X500G
RFS59 VITA D'OR CLASSIC MB 8X500G
SHOR95 VITA D'OR B&B MB 8X500G
FS75 SOYWELL BK&BR MB 8X500G
1/2M40 SOYWELL MB 8X250G
LFS25 VITA D'OR LIGHT MB 8X250G
SEMLIQ78 SOYWELL BK&BR 12X500ML
LFS38 VITA D'OR ORIGINAL MB 8X250G
LFS35 OPTIFIT S.P. 16X250G
SEMLIQ82 BRATELLA 12X500ML (B)
SEMLIQ78 SOYPRO BRATELLA 12X500ML
FS75 SOYPRO S.P. BK&BR 24X500G
RFS59 BUTTELLA FAMILY S.P.DM24X500G/336K
LFS25 BUTTELLA LIGHT S.P. 16X250G

LFS38 BUTTELLA SOYPRO S.P. 16X250G
LFS38 BUTTELLA OMEGA3 SP DM/16X250G/160K
FS78 BRATELLA S.P. DM/16X500G/320KG

- Marque nationale

FS75 BELOLIVE BK&BR S.P. 4X500G
FS75 ALPRO BK&BR S.P.8X500G
FS75 BELOLIVE BK&BR S.P. 16X500G
LFS38 ALPRO SMEER 8x500G
LFS38 ALPRO SMEER S.P. 8X250G
FS78 FAMA BK. S.P. 8X500G
FS78 FAMA S.P. 6X1KG
LFS25 VITELMA LIGHT S.P. 8X250G
LFS25 ALPRO LIGHT S.P. 8X250G
SEMLIQ55 ALPRO SOYA LIGHT B&B 12X500ML
SEMLIQ82 ALPRO SOYA B&B 12X500ML
RFS59 RODA S.P. 8X500G
LFS18 ALPRO LIGHT S.P. 8X250G
FS78 FAMA S.P. 16X500G
LFS38 BELOLIVE S.P. 8X250G
FS75 VITELMA BK&BR S.P. 8X500G
LFS38 VITELMA SMEER S.P. 8X500G
LFS25 VITELMA LIGHT S.P. 8X250G
LFS38 VITELMA SMEER S.P. 8X250G
SEMLIQ82 VITELMA B&B 12X500ML

Produits Unilever

PLANTA GOOD START 500G
PLANTA B&B 250G
PLANTA CLASSIC TART 500G
PLANTA CLASSIC TART 250G
PLANTA CLASSIC 1000G
SOLO B&B 250G
SOLO B&B 500G
SOLO B&B 500ML
SOLO LIGHT 500ML
SOLO B&B 1000G
SOLO B&B 750ML
BECEL B&B 500ML
BECEL PRO ACTIV 250G

BECEL PRO ACTIV 500G
BECEL PRO ACTIV OLIVE 250G
BECEL OMEGA 3+ TART 250G
BECEL B&B LIGHT 500ML
BECEL PRO ACTIVE LIGHT 500G
BECEL LIGHT 250G
BECEL OMEGA 3 ORIGINAL TART 250G
BECEL OMEGA 3 TART 500G
BECEL B&B 510G
EFFI LIGHT TART 500G
EFFI LIGHT TART 250G
BERTOLLI B&B 500ML
BERTOLLI 250G
BERTOLLI B&B 500G

Produits Johnson&Johnson

BENECOL TART&CUIS 250G
BENECOL LIGHT 250G
BENECOL OLIVE 250G
BENECOL LIGHT 500G

Annexe 2: Exemple de fiche technique



Vandemoortele Lipids NV
Moubetweg 54
9000 Gent-Belgium
Tel: 00 32 9 24 24 511
www.vandemoortele.com

19/08/2011

VITA D'OR PLANT S.P.500G

Informations produit

Numéro d'article **408538**

Dénomination commerciale

MATIERE GRASSE A TARTINER 75%

Application

GMS (grandes et moyennes surfaces): Pâte à tartiner, Cuisson à la poêle

Liste des ingrédients

matières grasses: huiles végétales, graisses végétales; eau; sel (0,8%); émulsifiants: lécithines, E471; lactosérum en poudre (lait); arômes; conservateur: E202; acidifiant: acide citrique; colorant: E160a(i); vitamines (vitamine A, vitamine D). Teneur en matière grasse : 75 %.

Information générale

Nomenclature douanière	15179099
Végétalien	Non
Végétarien	Oui
Végétal	Oui

Caractéristiques Chimiques/Physiques

Acides gras trans (graisse)	< 2 g/100g
Humidité	24,0 %
Sel (NaCl)	0,8 %

Caractéristiques organoleptiques

Goût beurre, absence de rancidité

Allégations

Additifs

E160a(i)	caroténoïdes mélangés
E202	sorbate de potassium
E322	lécithines
E330	acide citrique
E471	mono- et diglycérides d'acides gras

Caractéristiques microbiologiques

Enterobactérie	<10/g
Levures	<100/g
Moisissures	<10/g
Flore mésophile totale	<5000/g
E.Coli	0/g
Staphylococcus aureus	0/g
Salmonelle	0/25g
Listeria monocytogenes	0/25g

Annexe 3: Liste SAP

Table				
	nav Rep. Comm. Chan.	nav Comm. Country	Material	
Volume sold	Retail Branded	Belgium	FS75 BELOLIVE BK&BR S.P. 4X500G	351
			RIST.MARG.RODA 500GR	1117
			RIST.VITELMA SMEER 250G	1119
			RIST.MARG.FAMA BEKER 500GR	1121
			RIST.MARG.FAMA WIK 500GR	1122
			FS75 RODA S.P. 8X500G	1801
			RIST.VITELMA B&B 500GR	1956
			RIST.ALPRO BAK&BRAAD 500GR	3337
			FS75 ALPRO BK&BR S.P.8X500G	4252
			RIST.ALPRO SOJA MIN. 250GR	5004
			1/2M40 ASM S.P. 8X500G Q-PON	6184
			FS75 BELOLIVE BK&BR S.P. 16X500G	6743
			1/2M40 ASM S.P. 8X500G	6843
			RIST.BELOLIVE SM 250GR	7581
			RIST.BELOLIVE BAK&BR 500GR	7604
			1/2M40 ASM S.P. 8X250G	7747
			1/2M40 ASM S.P. DUO 8X(2X250G) Q-PON	8559
			FS75 ALPRO BK&BR S.P.2X(4X500G) 224172	400221
			FS78 FAMA BK. S.P. 8X500G	400317
			FS78 FAMA S.P. 4X500G	400442
			FS78 FAMA S.P. 16X500G	400443
			FS78 FAMA S.P. 6X1KG	400447
			FS78 FAMA BK.S.P.4X(2X500G) Q-PON1595334	401362
			FS75 VITELMA BAK&BR S.P. 8X500G	402180
			LFS25 VITELMA LIGHT S.P. 8X250G	402181
			LFS25 VITELMA LIGHT S.P.8X250G QPON	402211
			LFS25 VITELMA LIGHT S.P. PO15G	402216
			FS75 VITELMA BK&BR S.P.8X500G QPON	402225
			RIST. ALPRO SOYA MIN. 500GR	402255
			RIST. FAMA WIK 1KG	402259
			RIST. VITELMA LIGHT 250G	402463
			FS78 FAMA BK S.P.8X500G STICK.WEDST.DOVY	404693
			FS78 FAMA BK. S.P.8X(2X500G) Q-PON	404879
			LFS38 VITELMA OMEGA 3 S.P. 8X250G	404981
			LFS38 VITELMA OM3 S.P. 8X250G QPON	404984
			LFS38 VITELMA OMEGA 3 S.P. PO15G	404985
			LFS38 BELOLIVE S.P. 8X250G	405957
			FS75 ALPRO BK&BR S.P. 8X500G Q-PON	405998
			LFS15 ALPRO LIGHT S.P. 8X250G	406028
			LFS38 BELOLIVE S.P. 8X250G Q-PON	406126
			RIST.ALPRO LIGHT 250GR	406291
			FS75 ALPRO BK&BR S.P.500G/80KG DISPQ-PON	406626
			FS78 FAMA S.P. 16X500G TRS PERS	406800
			LFS18 ALPRO LIGHT S.P. 8X250G Q-PON	407083
			FS78 FAMA S.P. 16X500G STICK.KNALPRIJS	407346
			FS75 BELOLIVE BK&BR S.P. 16X500G Q-PON	407359

		1/2M40 ASM S.P. 8X250G Q-PON	407468
		SEMLIQ55 ALPRO SOYA LIGHT B&B 12X500ML	407834
		FS75 ALPRO BK&BR S.P. 8X(2X500G) Q-PON	407914
		FS75 ALPRO BK&BR S.P.2X500G/80KDISPQ-PON	407915
		SEMLIQ55 ALPRO SOYA LIGHT B&B12X500ML HH	408264
		FS78 FAMA S.P. 10X1,1KG	408383
		RIST. ALPRO LIGHT B&B 500ML	408489
		RIST. FAMA WIK. 1KG + 100GR	408490
		1/2M40 ASM S.P. 8X(250G+50G GR)(PORT)	408569
		RIST. ALPRO SOYA MIN. 250GR+50GR	408754
		FS75 RODA S.P. 8X500G Q-PON	408900
		LFS38 VITELMA OM3 S.P.8X(2X250G) QPON	409054
		LFS25 VITELMA LIGHT S.P. 8X(2X250G) QPON	409055
		SEMLIQ82 ALPRO SOYA B&B 12X500ML	409191
		SEMLIQ82 ALPRO SOYA B&B12X500ML HH	409201
		SEMLIQ82ALPRO SOYA B&B4X(3X500ML)0637988	409217
		RIST. ALPRO BAK&BRAAD 500ML	409399
		FS78 FAMA S.P. 1,1KG/105,6KG DISP	409455
		FS75 RODA S.P. 8X500G KABOUTER PLOP	409676
		LFS25 VIT LIGHT+38 VIT OM3 S.P.2X250/80KG	410080
		FS75 VITELMA B&B S.P.8X(2X500G)-0,40EQPN	410294
		FS78 FAMA S.P. 8X(2X500G) 2° A 1/2 PRIJS	410675
		FS78 FAMA S.P.8X(2X500G)64KGDIS2° A1/2PR	410678
		LFS18 ALPRO LIGHT S.P. 8X250G	410799
		LFS18 ALPRO LIGHT S.P.8X250G INSIDE QPON	410801
		1/2M40 ASM S.P. PO15G	410831
		FS78 FAM 16X500G+FAM BK 8X500G/64KG QPON	410853
		RIST. FAMA MIX DISPLAY 500G	410879
		1/2M40 ASM S.P. 250/500G 80KG DISP Q-PON	410881
		RECONCILIATION FI COPA LIPIDS	410980
		1/2M40 ASM S.P.2x250G/500G 80KG DISPQPON	410990
		RIST. ALPRO SOYA MIN. ASSORTIMENT	411076
		FS78 FAMA BK. S.P. 8X500G + QPON INS.	411286
		FS78 FAMA S.P. 16X500G	411396
		FS78 FAMA S.P. 4X500G	411399
		1/2M40 ASM S.P. 8X250G STICKER INSIDE	411400
		FS75 ALPRO BK&BR S.P.8X500G STICKER INS	411401
		TP LFS38 VIT. OMEGA 3 S.P. 8X250G+10%GR	411454
		TP LFS38 VIT. OMEGA 3 S.P. 8X500G	411455
		TP LFS38 VIT. OM. 3 S.P. 8X500G+100G GR	411456
		TP LFS38 VIT. OMEGA 3 S.P.2X500G+QPON	411457
		TP FS75 VITELMA B&BR S.P. 8X500G+100G GR	411458
		TP VITELMA B&B 12X500ML	411459
		TP LFS25 VIT. LIGHT S.P. 8X250G+10%GRAT	411460
		TP LFS25VIT LT+38 VIT OM3 S.P. 10%GR/DIS	411461
		TP FS78 FAMA BK. S.P.8X(2X500G) 2e 1/2PR	411462
		TP FS78 FAMA BK. S.P. 8X500G+100G GRATIS	411463
		TP 1/2M40 ASM 8X(2X500G)QPON	411464

		1/2M40 ASM S.P. 8X(2X500G) Q-PON	411509
		1/2M40 ASM S.P.2X(250G/500G)80KGDISPQPON	411524
		FS78 FAMA S.P. 8X(2X500G) QPON	411559
		1/2M40 ASM S.P. 8X(250G+50G)	411577
		LFS38 BELOLIVE S.P. 8X250G	411589
		SEMLIQ55 ALPRO SOYA LIGHT B&B 12X500ML	411978
		FS78 FAMA BK S.P. 8X500G+100G GRATIS	411987
		1/2M40ASM S.P.(250G+50G/500GQPN)88KGDISP	412004
		FS75 VITELMA BK&BR S.P. 8X500G	412022
		FS75 VITELMA B&B S.P.8X(2X500G) QPN	412025
		LFS38 VITELMA SMEER S.P. 8X500G	412026
		LFS25 VITELMA LIGHT S.P. 8X250G	412027
		LFS38 VITELMA SMEER S.P. 8X250G	412029
		LFS38 VITELMA SMEER SP 8X250G MOEDERDAG	412070
		LFS38 VITELMA SMEER S.P. 8X500G 100% TB	412071
		FS75 VITELMA BK&BR S.P 8X500G MOEDERDAG	412072
		LFS25 VITELMA LIGHT SP 8X250G MOEDERDAG	412073
		SEMLIQ82 VITELMA B&B 12X500ML	412105
		LFS38 VITELMA SMEER S.P. 8X250G GRATIS	412130
		LFS25 VITELMA LIGHT S.P. 200X20G	412133
		SEMLIQ82 VITELMA B&B 12X500ML HH 100%TB	412151
		MIXED DISPLAY VITELMA RANGE NEUTRAAL90KG	412153
		SEMLIQ55 ALPRO SOYA LIGHT B&B12X500ML HH	412172
		RIST.VITELMA SMEER 500G	412175
		RIST.VITELMA B&B 500ML	412176
		LFS38 VITELMA SMEER S.P. 200X20G	412250
		FS78 FAM8(2X500)QP+FAM BK8X600/S.P.65,6K	412303
		FS78 FAMA BK. S.P.8X(2X500G)2°A 1/2PRIJS	412362
		LFS38 VITELMA SMEER S.P. 8X(2X250G) QPON	412365
		LFS25 VITELMA LIGHT S.P. 8X(2X250G) QPON	412373
		LFS38 VITELMA SMEER S.P. 8X(2X500G) QPON	412374
		1/2M40 ASM S.P. 250/500G / 80KG DISPLAY	412395
		RIST.VITELMA ASSORT.DISPLAY	412417
		1/2M40 ASM S.P. 250G QPON/500G 68KG DISP	412423
		1/2M40 ASM S.P. 250G QPON/500G 54KG DISP	412424
		FS78 FAMA ALU & BEKER MIXED DISPLAY/60KG	412438
		SEMLIQ82 VITELMA B&B 6X(2X500ML) QPON	412468
		DISP. ALP B&B SP DUO QP./1X500ML HH/76KG	412496
		FS75 ALPRO B&B S.P. 8X(2X500G)2°1/2PRIJS	412534
		FS78 FAM BK+ALU(2X500)2°A1/2 PR/S.P.64KG	412535
		MIXED DIS.VITELMA RANGE NEUTRAAL NEW90KG	412575
		RIST. ALPRO ASSORTIMENT DISPLAY	412658

Annexe 4: Exemple de produits similaires

410957	LFS35 OPTIFIT S.P. 16X250G
412002	LFS35 OPTIFIT S.P. 16X250G

412170	SEMLIQ82 BRATELLA 12X500ML (B)
411864	LIQ82 MARG BRATELLA BEL 12X500ML

412290	SEMLIQ78 SOYPRO BRATELLA 12X500ML
408906	SEMLIQ78 BRATELLA SOJA 12X500ML

412407	LFS38 SPRING OMEGA3 DM(PP)/16X250G/160KG
412429	LFS38 SPRING OMEGA 3 DM/16X250G/160KG
412619	LFS38 BUTTELLA OM3 SP DM/PP/16X250G/160K
412620	LFS38 BUTTELLA OMEGA3 SP DM/16X250G/160K
410524	LFS38 SPRING OMEGA 3 DM/16X250G/200KG

412610	FS75 SOYPRO S.P. BK&BR 24X500G
405487	FS75 BRATELLA SOJA B&BR 24X500G
405487	FS75 BRATELLA SOJA B&BR 24X500G

412611	RFS59 BUTTELLA FAMILY S.P.DM24X500G/336K
406496	FS75 BUTTELLA GR. PLT DM/24X500G/336KG
411533	RFS59 BUTTELLA FAMILY DM/24X500G/336KG

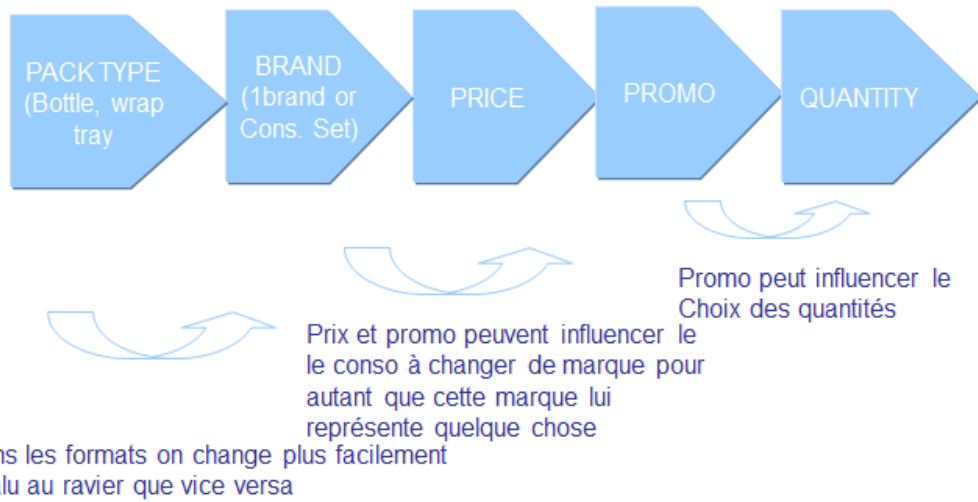
412612	LFS25 BUTTELLA LIGHT S.P. 16X250G
411585	LFS25 BUTTELLA LIGHT 16X250G
410525	LFS25 BUTTELLA LIGHT 16X250G

412618	LFS38 BUTTELLA SOYPRO S.P. 16X250G
403213	1/2M40 BUTTELLA SOJA 16X250G (BLAUW)
412036	LFS38 BUTTELLA SOYPRO 16X250G

Annexe 5: Arbre de décision du consommateur

Arbre de décision du consommateur

Dans le segment cuire & rôtir le type d'emballage est un facteur important.



Source : Sens 21

Annexe 6: Différentes utilisations du produit

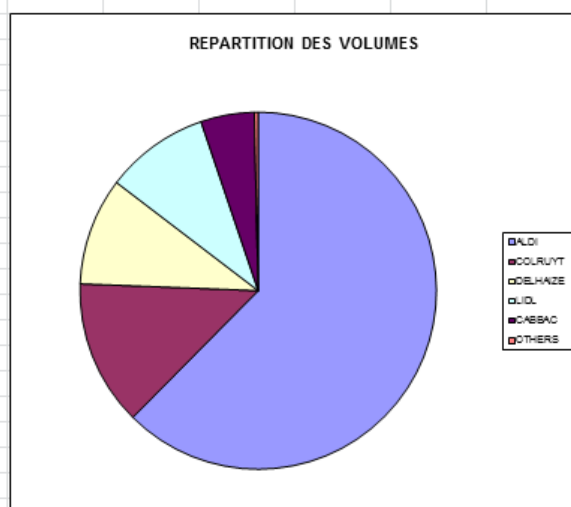
SEGMENT	MARQUES	POIDS	USAGE
ACTIF	AUTRES MARQUES	250	TARTINE
		Total 250	
	Total AUTRES MARQUES		
	FRUIT D'OR	1000	TARTINE ET CUISSON
		Total 1000	
		250	TARTINE ET CUISSON
		Total 250	
		500 + 600	TARTINE ET CUISSON
		Total 500 + 600	
		AUTRE PDS	TARTINE ET CUISSON
		Total AUTRE PDS	
	Total FRUIT D'OR		
	FRUIT D'OR PRO ACTIV	250	TARTINE
			TARTINE ET CUISSON
		Total 250	
		500 + 600	TARTINE
			TARTINE ET CUISSON
		Total 500 + 600	
		AUTRE PDS	TARTINE
		Total AUTRE PDS	
	Total FRUIT D'OR PRO ACTIV		
	MDD	250	TARTINE
			TARTINE ET CUISSON
		Total 250	
		500 + 600	TARTINE
			TARTINE ET CUISSON
			TARTINE LIGHT
		Total 500 + 600	
	Total MDD		

Marché français. (Source : Nielsen)

Annexe 7: Répartition des volumes par retailer

VOLUME PAR RETAILER 2012 ET 2011

MARGARINES	CUM 12.2012	CUM 12.2011	index
VDM MARG			
ALDI	9.390	9.761	-3,8%
COLRUYT	1.982	1.902	4,2%
DELHAIZE	1.467	1.414	3,7%
LIDL	1.418	1.232	15,1%
CABBAC	730	841	-13,2%
OTHERS	53	68	-22,1%
	15.040	15.218	-1,2%



Sources : Nielsen

Annexe 8: Codes attribués aux variables utilisées pour l'analyse discriminante

1 : Source Of (Name Of Vitamin/S) And/Or (Name Of Mineral/S)

2: High (Name Of Vitamin/S) And/Or (Name Of Mineral/S)

3: Reduced (Name Of The Nutrient)

4: Light/Lite

5: Source Of Omega-3 Fatty Acids

6: High Omega-3 Fatty Acids

7: High Monounsaturated Fat

8: High Polyunsaturated Fat

9: High Unsaturated Fat

10: Olive Oil Polyphenols Contribute To The Protection Of Blood Lipids From Oxidative Stress

11: Plant Sterols/Stanol Contribute To The Maintenance Of Normal Blood Cholesterol Levels

12: Essential Fatty Acids Good For The Development Of Children

Traditional: origine végétale

Traditional +: origine végétale + allégations “graisses essentielles” et/ou vitamines

Traditional Light: allégation “faible en matière grasse” sans autres allégations santé

Health- Light: light avec une allégation santé

Health- Omega 3: oméga 3 et/ une allégation santé qui domine

Health - chol low: contient des stérols et des stanols

Origin – Soy: margarines utilisant de l’huile de soja

Origin – Olive: margarine utilisant de l’huile d’olive

Organic : margarine bio

Cuisson: margarine utilisée uniquement pour la cuisson

Size (g/ml): poids du packaging

Tubs: packaging “ravier”

Bottle: packaging “bouteille”

Square: packaging “carré”

Alu: packaging “alu”

Pet bottle: bouteille “flexible”

Annexe 9: Liste légale des allégations nutritives et santé

- Nutritive

FR	Conditions of use
FAIBLE VALEUR ÉNERGÉTIQUE	A claim that a food is low in energy, and any claim likely to have the same meaning for the consumer, may only be made where the product does not contain more than 40 kcal (170 kJ)/100 g for solids or more than 20 kcal (80 kJ)/100 ml for liquids. For table-top sweeteners the limit of 4 kcal (17 kJ)/portion, with equivalent sweetening properties to 6 g of sucrose (approximately one teaspoon of sucrose), applies.
VALEUR ÉNERGÉTIQUE RÉDUITE	A claim that a food is energy-reduced, and any claim likely to have the same meaning for the consumer, may only be made where the energy value is reduced by at least 30 %, with an indication of the characteristic(s) which make(s) the food reduced in its total energy value.
SANS APPORT ÉNERGÉTIQUE	A claim that a food is energy-free, and any claim likely to have the same meaning for the consumer, may only be made where the product does not contain more than 4 kcal (17 kJ)/100 ml. For table-top sweeteners the limit of 0,4 kcal (1,7 kJ)/portion, with equivalent sweetening properties to 6 g of sucrose (approximately one teaspoon of sucrose), applies.
FAIBLE TENEUR EN MATIÈRES GRASSES	A claim that a food is low in fat, and any claim likely to have the same meaning for the consumer, may only be made where the product contains no more than 3 g of fat per 100 g for solids or 1,5 g of fat per 100ml for liquids (1,8 g of fat per 100 ml for semi-skimmed milk).
SANS MATIÈRES GRASSES	A claim that a food is fat-free, and any claim likely to have the same meaning for the consumer, may only be made where the product contains no more than 0,5 g of fat per 100 g or 100 ml. However, claims expressed as 'X % fat-free' shall be prohibited.
FAIBLE TENEUR EN GRAISSES SATURÉES	A claim that a food is low in saturated fat, and any claim likely to have the same meaning for the consumer, may only be made if the sum of saturated fatty acids and trans-fatty acids in the product does not exceed 1,5 g per 100 g for solids or 0,75 g/100 ml for liquids and in either case the sum of saturated fatty acids and trans-fatty acids must not provide more than 10 % of energy.
SANS GRAISSES SATURÉES	A claim that a food does not contain saturated fat, and any claim likely to have the same meaning for the consumer, may only be made where the sum of saturated fat and trans-fatty acids does not exceed 0,1 g of saturated fat per 100 g or 100 ml.
FAIBLE TENEUR EN SUCRES	A claim that a food is low in sugar, and any claim likely to have the same meaning for the consumer, may only be made where the product contains no more than 5g of sugar per 100 g for solids or 2,5 g of sugar per 100 ml for liquids.

SANS SUCRES	A claim that a food is sugar-free, and any claim likely to have the same meaning for the consumer, may only be made where the product contains no more than 0,5 g of sugar per 100 g or 100 ml.
SANS SUCRES AJOUTÉS	A claim stating that sugars have not been added to a food, and any claim likely to have the same meaning for the consumer, may only be made where the product does not contain any added mono- or disaccharides or any other food used for its sweetening properties. If sugars are naturally present in the food, the following indication should also appear on the label: 'CONTAINS NATURALLY OCCURRING SUGARS'.
PAUVRE EN SODIUM OU EN SEL	A claim that a food is low in sodium/salt, and any claim likely to have the same meaning for the consumer, may only be made where the product contains no more than 0,12 g of sodium, or the equivalent value for salt, per 100 g or 100 ml. For waters, other than natural mineral waters falling within the scope of Directive 80/777/EEC, this value should not exceed 2 mg of sodium per 100 ml.
TRÈS PAUVRE EN SODIUM OU EN SEL	A claim that a food is very low in sodium/salt, and any claim likely to have the same meaning for the consumer, may only be made where the product contains no more than 0,04 g of sodium, or the equivalent value for salt, per 100 g or per 100 ml. This claim shall not be used for natural mineral waters and other waters.
SANS SODIUM OU SANS SEL	A claim that a food is sodium-free or salt-free, and any claim likely to have the same meaning for the consumer, may only be made where the product contains no more than 0,005 g of sodium, or the equivalent value for salt, per 100 g.
SOURCE DE FIBRES	A claim that a food is a source of fibre, and any claim likely to have the same meaning for the consumer, may only be made where the product contains at least 3 g of fibre per 100 g or at least 1,5 g of fibre per 100 kcal.
RICHE EN FIBRES	A claim that a food is high in fibre, and any claim likely to have the same meaning for the consumer, may only be made where the product contains at least 6 g of fibre per 100 g or at least 3 g of fibre per 100 kcal.
SOURCE DE PROTÉINES	A claim that a food is a source of protein, and any claim likely to have the same meaning for the consumer, may only be made where at least 12 % of the energy value of the food is provided by protein.
RICHE EN PROTÉINES	A claim that a food is high in protein, and any claim likely to have the same meaning for the consumer, may only be made where at least 20 % of the energy value of the food is provided by protein.
SOURCE DE [NOM DES VITAMINES] ET/OU [NOM DES SUBSTANCES MINÉRALES]	A claim that a food is a source of vitamins and/or minerals, and any claim likely to have the same meaning for the consumer, may only be made where the product contains at least a significant amount as defined in the Annex to Directive 90/496/EEC or an amount provided for by derogations granted according to Article 7 of Regulation (EC) No 1925/2006 of the European Parliament and of the Council of 20 December 2006 on the addition of vitamins and minerals and of certain other substances to foods (1).

RICHE EN [NOM DES VITAMINES] ET/OU EN [NOM DES SUBSTANCES MINÉRALES]	A claim that a food is high in vitamins and/or minerals, and any claim likely to have the same meaning for the consumer, may only be made where the product contains at least twice the value of 'source of (NAME OF VITAMIN/S) and/or (NAME OF MINERAL/S)'.
CONTIENT [NOM DU NUTRIMENT OU D'UNE AUTRE SUBSTANCE]	A claim that a food contains a nutrient or another substance, for which specific conditions are not laid down in this Regulation, or any claim likely to have the same meaning for the consumer, may only be made where the product complies with all the applicable provisions of this Regulation, and in particular Article 5. For vitamins and minerals the conditions of the claim 'source of' shall apply.
ENRICHI EN (NOM DU NUTRIMENT)	A claim stating that the content in one or more nutrients, other than vitamins and minerals, has been increased, and any claim likely to have the same meaning for the consumer, may only be made where the product meets the conditions for the claim 'source of' and the increase in content is at least 30 % compared to a similar product.
RÉDUIT EN (NOM DU NUTRIMENT)	A claim stating that the content in one or more nutrients has been reduced, and any claim likely to have the same meaning for the consumer, may only be made where the reduction in content is at least 30 % compared to a similar product, except for micronutrients where a 10 % difference in the reference values as set in Council Directive 90/496/EEC shall be acceptable and for sodium, or the equivalent value for salt, where a 25 % difference shall be acceptable.
RÉDUIT EN (NOM DU NUTRIMENT)	A claim stating that a product is 'light' or 'lite', and any claim likely to have the same meaning for the consumer, shall follow the same conditions as those set for the term 'reduced'; the claim shall also be accompanied by an indication of the characteristic(s) which make(s) the food 'light' or 'lite'.
NATURELLEMENT/NATUREL	Where a food naturally meets the condition(s) laid down in this Annex for the use of a nutritional claim, the term 'naturally/ natural' may be used as a prefix to the claim.
SOURCE D'ACIDE GRAS OMÉGA-3	A claim that a food is a source of omega-3 fatty acids, and any claim likely to have the same meaning for the consumer, may only be made where the product contains at least 0,3 g alpha-linolenic acid per 100 g and per 100 kcal, or at least 40 mg of the sum of eicosapentaenoic acid and docosahexaenoic acid per 100 g and per 100 kcal.
RICHE EN ACIDE GRAS OMÉGA-3	A claim that a food is high in omega-3 fatty acids, and any claim likely to have the same meaning for the consumer, may only be made where the product contains at least 0,6 g alpha-linolenic acid per 100 g and per 100 kcal, or at least 80 mg of the sum of eicosapentaenoic acid and docosahexaenoic acid per 100 g and per 100 kcal.
RICHE EN GRAISSES MONOINSATURÉES	A claim that a food is high in monounsaturated fat, and any claim likely to have the same meaning for the consumer, may only be made where at least 45 % of the fatty acids present in the product derive from monounsaturated fat under the condition that monounsaturated fat provides more than 20 % of energy of the product.

RICHE EN GRAISSES POLYINSATURÉES	A claim that a food is high in polyunsaturated fat, and any claim likely to have the same meaning for the consumer, may only be made where at least 45 % of the fatty acids present in the product derive from Polyunsaturated fat under the condition that polyunsaturated fat provides more than 20 % of energy of the product.
RICHE EN GRAISSES INSATURÉES	A claim that a food is high in unsaturated fat, and any claim likely to have the same meaning for the consumer may only be made where at least 70 % of the fatty acids present in the product derive from unsaturated fat under the condition that unsaturated fat provides more than 20 % of energy of the product.'

- Santé

Claim FR	Conditions of use of the claim
L'acide alpha-linolénique (ALA) contribue au maintien d'une cholestérolémie normale	The claim may be used only for food which is at least a source of ALA as referred to in the claim SOURCE OF OMEGA-3 FATTY ACIDS as listed in the Annex to Regulation (EC) No 1924/2006. The product contains at least 0.3 g alpha-linolenic (ALA) acid per 100 g and per 100 kcal. Information shall be given to the consumer that the beneficial effect is obtained with a daily intake of 2 g of ALA.
L'acide linoléique contribue au maintien d'une cholestérolémie normale	The claim may be used only for a food which provides at least 1,5 g of linoleic acid (LA) per 100 g and per 100 kcal. Information shall be given to the consumer that the beneficial effect is obtained with a daily intake of 10 g of LA.
L'acide docosahexaénoïque (DHA) contribue au fonctionnement normal du cerveau	The claim may be used only for food which contains at least 40 mg of DHA per 100 g and per 100 kcal. In order to bear the claim information shall be given to the consumer that the beneficial effect is obtained with a daily intake of 250 mg of DHA.
L'acide docosahexaénoïque (DHA) contribue au maintien d'une vision normale	The claim may be used only for food which contains at least 40 mg of DHA per 100 g and per 100 kcal. In order to bear the claim information shall be given to the consumer that the beneficial effect is obtained with a daily intake of 250 mg of DHA.
L'acide eicosapentaénoïque (EPA) et l'acide docosahexaénoïque (DHA) contribuent à une fonction cardiaque normale	The claim may be used only for food which is at least a source of EPA and DHA as referred to in the claim SOURCE OF OMEGA-3 FATTY ACIDS as listed in the Annex to Regulation (EC) No 1924/2006. The product contains at least 40 mg of the sum of eicosapentaenic acid (EPA/DHA) and docosahexaenic acid per 100 g and per 100 kcal. In order to bear the claim information shall be given to the consumer that the beneficial effect is obtained with a daily intake of 250 mg of EPA and DHA.
La réduction de la consommation de graisses saturées contribue au maintien d'une cholestérolémie normale	The claim may be used only for food which is at least low in saturated fatty acids, as referred to in the claim LOW SATURATED FAT or reduced in saturated fatty acids as referred to in the claim REDUCED [NAME OF NUTRIENT] as listed in the Annex to Regulation (EC) No 1924/2006. Low saturated fat claim: only if the sum of saturated fatty acids and trans-fatty acids in the product does not exceed 1.5 g per 100 g for solids or 0.75 g / 100 ml for liquids and in either case the sum of saturated fatty acids and trans-fatty acids must not provide more than 10% of energy. Reduced fat claim: the reduction in content is at least 30% compared to a similar product, except for micronutrients, where a 10% difference in the reference values as set in Directive 90/496/EEC shall be acceptable.

La réduction de la consommation de sodium contribue au maintien d'une pression sanguine normale	The claim may be used only for food which is at least low in sodium/salt as referred to in the claim LOW SODIUM/SALT or reduced in sodium/salt as referred to in the claim REDUCED [NAME OF NUTRIENT] as listed in the Annex to Regulation (EC) No 1924/2006. Low sodium/salt claim: the product contains no more than 0.12 g of sodium, or the equivalent value for salt, per 100 g or per 100 ml. reduced sodium / salt claim: the reduction in content is at least 30% compared to a similar product, except for micronutrients, where a 10% difference in the reference values as set in Directive 90/496/EEC shall be acceptable.
Le remplacement de graisses saturées par des graisses insaturées dans le régime alimentaire contribue au maintien d'une cholestérolémie normale [les acides gras monoinsaturés (AGMI) et les acides gras polyinsaturés (AGPI) sont des graisses insaturées]	The claim may be used only for food which is high in unsaturated fatty acids, as referred to in the claim HIGH UNSATURATED FAT as listed in the Annex to Regulation (EC) No 1924/2006. The product contains at least 70% of the fatty acids present in the product derive from unsaturated fat under the condition that unsaturated fat provides more than 20% of energy of the product.
Le remplacement de graisses saturées par des graisses insaturées dans le régime alimentaire contribue au maintien d'une cholestérolémie normale. [L'acide oléique est une graisse insaturée]	The claim may be used only for food which is high in unsaturated fatty acids, as referred to in the claim HIGH UNSATURATED FAT as listed in the Annex to Regulation (EC) No 1924/2006. The product contains at least 70% of the fatty acids present in the product derive from unsaturated fat under the condition that unsaturated fat provides more than 20% of energy of the product.
Les polyphénols présents dans l'huile d'olive contribuent à protéger les lipides sanguins contre le stress oxydatif	The claim may be used only for olive oil which contains at least 5 mg of hydroxytyrosol and its derivatives (e.g. oleuropein complex and tyrosol) per 20 g of olive oil. In order to bear the claim information shall be given to the consumer that the beneficial effect is obtained with a daily intake of 20 g of olive oil.
Les stérols végétaux/stanols végétaux contribuent au maintien d'une cholestérolémie normale	In order to bear the claim information shall be given to the consumer that the beneficial effect is obtained with a daily intake of at least 0,8 g of plant sterols/stanols.

Annexe 10: Liste des prix

Product	Price (euro)
1	2,29
2	3,56
3	2,58
4	1,36
5	1,58
6	1,56
7	1,96
8	1,58
9	2,79
10	3,78
11	1,18
12	1,45
13	3,38
14	3,38
15	3,16
16	3,8
17	0,68
18	2,35
19	2,78
20	1,36
21	2,7
22	3,56
23	1,58
24	1.59
25	1.62

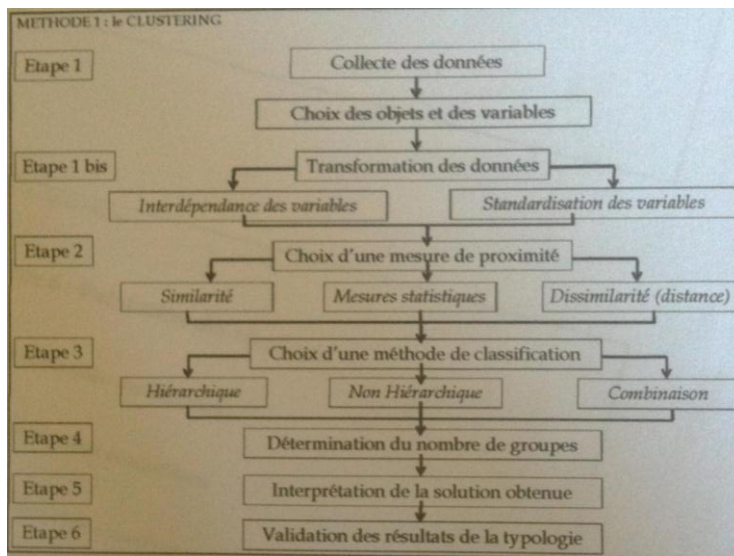
26	2,58
27	1,06
28	1,96
29	2,58
30	1,58
31	5,16
32	2,58
33	2,58
34	2,58
35	1,7
36	1,8
37	1,96
38	1,56
39	1,14
40	3,53
41	4,77
42	3,25
43	4,27
44	3,38
45	3,32
46	3,95
47	5,39
48	4,88
49	4,89
50	3,96
51	5,37
52	3,57

53	4,9
54	4,39
55	3,84
56	3,95
57	4,24
58	4,69
59	4,89
60	5,54
61	3,71
62	4,63
63	3,92
64	4,35
65	3,41
66	4,74
67	4,83
68	3,37
69	4,62
70	4,89
71	11,75
72	11,69
73	19,21
74	7,84
75	4,98
76	16,07
77	3,67
78	4,19
79	4,28

80	3,77
81	4,12
82	5,08
83	5,87
84	5,67
85	6,38
86	17,60
87	15,27
88	17,32
89	14,98

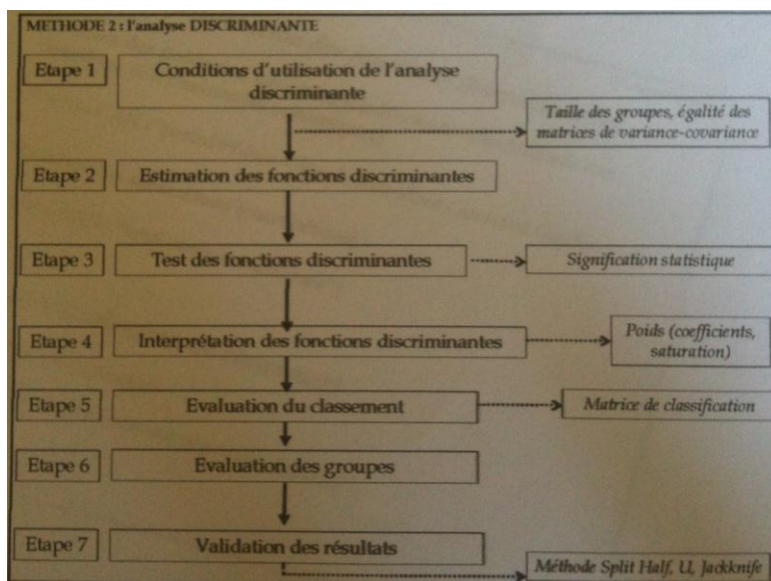
Annexe 11: Description des étapes SAS

- Clustering



Source: Prof. Ducarroz-Leroy C., Master I Sciences de gestion, Méthodes et modèles en marketing, UCL Mons 2012, Clustering p.25

- Analyse discriminante



Source: Prof. Ducarroz-Leroy C., Master I Sciences de gestion, Méthodes et modèles en marketing, UCL Mons 2012, Analyse discriminante, p. 12

Annexe 12: Résultats avec la procédure k-means

Cluster Analysis Results

The FASTCLUS Procedure

Replace=FULL Radius=0 Maxclusters=7 Maxiter=89 Converge=0.02

Initial Seeds																				
Cluster	stnd % fat	stnd %SFA	stnd %MUF	stnd %PUF	stnd %Omega 3	stnd %Omega 6	stnd % EPA/DHA	stnd Whey powder	stnd butter milk powder	stnd milk powder	stnd %Protein	stnd mono	stnd Lecithin	stnd citric	stnd polygly	stnd polysorbate	stnd %salt	stnd potassium sorbate	stnd citric acid	stnd lemon juice
1	1.671028806	0.512111381	0.091522561	2.598584148	2.500061333	3.053473641	0.147772331	1.295338806	0.429615280	0.353779600	0.575834800	0.447688669	0.763324653	0.465527021	0.465527021	0.150765407	1.298496576	0.150765407	2.404260120	0.242600500
2	0.906277873	1.880047241	0.610896076	0.791000812	0.819822636	0.715086636	0.147772331	0.763324653	0.429615280	2.794858843	0.335263817	0.447688669	0.763324653	0.465527021	0.465527021	0.150765407	0.866880888	6.558295202	0.411255021	0.242600500
3	0.893136086	0.599336505	1.206911226	0.165035972	1.010995729	0.755571033	7.743270137	1.295338806	0.429615280	0.353779600	0.575834800	0.447688669	0.763324653	0.465527021	0.465527021	0.150765407	1.298496576	0.150765407	0.411255021	0.242600500
4	1.086219269	1.300403633	1.553160236	1.373314125	0.429248051	0.577212480	0.147772331	0.763324653	0.429615280	2.794858843	0.335263817	0.447688669	0.763324653	2.123967032	0.465527021	0.150765407	0.432345590	0.150765407	0.411255021	0.242600500
5	0.083399801	0.941320471	0.341288701	0.686510581	0.986584818	1.307067659	0.147772331	0.763324653	2.301510426	0.353779600	0.575834800	2.208597431	1.295338802	2.123967032	0.465527021	6.558295202	1.298496576	0.150765407	2.404260120	0.242600500

	4	0	1					3		0		3	6		1		6		0	0
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1.792	0.984	1.553	0.877	-	-	-	0.763	-	0.353	-	0.447	1.295	0.465	2.123	-	0.865	-	2.404	4.075
	84306	06846	16023	91324	0.4780	0.0440	0.1477	32465	0.4296	77960	0.5630	68866	33880	52702	96703	0.15076	42108	0.1507	26012	68840
6	5	5	6	7	69874	99075	72331	3	15280	0	38471	9	6	1	2	5407	3	65407	0	3
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1.073	0.778	0.298	0.860	-	-	-	1.295	-	0.353	-	0.447	1.295	0.465	2.123	-	0.648	-	0.411	0.242
	07748	87808	00757	53076	0.8198	0.7150	0.1477	33880	0.4296	77960	5.3591	68866	33880	52702	96703	0.15076	88333	0.1507	25502	60050
7	2	7	5	0	22636	86636	72331	6	15280	0	02536	9	6	1	2	5407	7	65407	1	0

Minimum Distance Between Initial Seeds =7.956019

Iteration History								
Iteration	Criterion	Relative Change in Cluster Seeds						
		1	2	3	4	5	6	7
1	1.21780.52560.13970.32530.58740.44640.43940.4175							
2	0.75780.1272	0	00.0439	00.09050.1196				
3	0.74130.0576	0	00.0683	00.1223	0			
4	0.72390.0416	0	00.0524	00.0626	0			
5	0.7181	0	0	0	0	0	0	0

Convergence criterion is satisfied.

Criterion Based on Final Seeds =0.7181

Cluster Summary						
Cluster	Frequency	RMS Std Deviation	Maximum Distance from Seed to Observation	Radius Exceeded	Nearest Cluster	Distance Between Cluster Centroids
1	13	0.8902	5.8917		4	4.1236
2	2	0.3514	1.1111		4	7.5719
3	2	0.8185	2.5884		6	6.7645
4	38	0.7413	5.7321		6	3.9798
5	2	1.1232	3.5519		4	7.6724
6	28	0.6655	6.0041		4	3.9798
7	4	0.8243	3.1925		6	4.4415

Statistics for Variables				
Variable	Total STD	Within STD	R-Square	RSQ/(1-RSQ)
stnd_% fat	1.00000	0.451770	0.809819	4.258154
stnd_%SAFA	1.00000	0.729420	0.504220	1.017023
stnd_%MUFA	1.00000	0.725510	0.509524	1.038836
stnd_%PUFA	1.00000	0.828900	0.359774	0.561950
stnd_%Omega trois	1.00000	0.661380	0.592395	1.453359
stnd_%Omega six	1.00000	0.564180	0.703398	2.371523
stnd_%EPA/DHA	1.00000	0.205400	0.960689	24.438202
stnd_Whey powder	1.00000	0.963970	0.134120	0.154894
stnd_buttermilk powder	1.00000	0.992470	0.082167	0.089523
stnd_milk powder	1.00000	0.928350	0.196927	0.245217
stnd_%Protein	1.00000	0.643140	0.614570	1.594507
stnd_mono	1.00000	0.899010	0.246891	0.327828
stnd_lecithin	1.00000	0.657730	0.596885	1.480681
stnd_citric	1.00000	0.871480	0.292309	0.413046
stnd_polygly	1.00000	0.831960	0.355033	0.550467
stnd_polysorbate	1.00000	01.000000		.
stnd_%salt	1.00000	0.772020	0.444628	0.800596
stnd_potassium sorbate	1.00000	01.000000		.
stnd_citric acid	1.00000	0.962980	0.135895	0.157266
stnd_lemon juice	1.00000	1.020040	0.030465	0.031423
OVER-ALL	1.00000	0.748110	0.478486	0.917492

Pseudo F Statistic =12.54

Approximate Expected Over-All R-Squared =0.25159

Cubic Clustering Criterion =30.768

Cluster Means																				
Cluster	std_ % fat	std_ %SFA	std_ %MUF	std_ %PUF	std_ %Ome ga trois	std_ %Ome ga six	std_ % EPA/DH A	std_ Whey powder	std_ buttermilk powder	std_ milk powder	std_ %Prot ein	std_ mono	std_ Lecithin	std_ citric	std_ polygl y	std_ polysorbate	std_ %salt	std_ potassium sorbate	std_ citric acid	std_ lemon juice
1	0.767861415	0.122531938	0.171426179	1.331668271	1.696379015	1.896744820	0.147772331	0.028468985	0.200644499	0.130626314	0.072495983	0.573959832	0.763324653	1.128007781	0.465527021	-0.150765407	0.399032091	0.150765407	0.455057330	0.089575569
2	0.906277873	1.794551250	0.394490445	0.443351072	-0.819822636	0.715086636	0.147772331	-0.763324653	-0.429685884	2.794858843	-0.335268866	0.447688669	0.266007076	0.465527021	0.465527021	-0.150765407	0.866880888	-6.558295202	0.411255021	0.242600500
3	0.893136086	0.663458498	0.730818837	0.291254311	0.827913893	0.318969537	6.428096393	0.266007076	0.429677960	0.353779600	0.006398164	0.447688669	0.266007076	0.465527021	0.829220006	-0.150765407	0.865421083	0.150765407	0.411255021	0.242600500
4	0.701476153	0.666454144	0.684701786	0.040580552	-0.494772077	-0.554233454	0.147772331	-0.320182430	-0.070256634	0.022343975	-0.155441721	0.111529458	0.600798591	0.011485042	0.465527021	-0.150765407	0.688522166	0.150765407	0.263070013	0.128961319
5	0.083399804	0.962694468	0.178084814	0.208492189	0.083381091	0.295990511	0.147772331	0.266007076	0.935947573	0.353779600	0.575834800	2.208597433	0.266007076	0.829220006	0.465527021	-6.558295202	0.325536522	0.150765407	0.996502550	0.242600500
6	1.130915788	0.742847633	0.933312678	0.389030800	-0.005544372	0.019150418	0.147772331	-0.469229874	-0.136994668	0.128876854	-0.278320153	0.447688669	0.927720331	0.465527021	0.736738075	-0.150765407	0.749418719	0.150765407	0.009038572	0.220073311
7	1.20803352	0.81735128	0.44949151	0.95613443	0.819822636	0.715086636	0.147772331	0.028468985	0.935947573	0.353779600	3.536905303	0.447688669	1.29533880	0.465527021	2.20006	-0.150765407	0.16167340	0.150765407	0.996502550	0.242600500

	9	3	7	8						0			6	1			7		0	0
Cluster Standard Deviations																				
Cluster	std_ % fat	std_ %SFA	std_ %MUFA	std_ %PUFA	std_ %Omega 3	std_ %Omega 6	std_ %EPA/DHA	std_ Whey powder	std_ buttermilk powder	std_ milk powder	std_ %Protein	std_ mono	std_ Lecithin	std_ citric	std_ polygly	std_ polysorbate	std_ %salt	std_ potassium sorbate	std_ citric acid	std_ lemon juice
1	0.755088952	0.459697057	1.062644371	0.858163320	0.680189038	0.921707011	0.000000000	1.042444764	1.19761177851	1.182420185	0.481804451	1.345062753	0.000000000	1.311241284	0.000000000	0.000000000	0.971794426	0.000000000	1.352529724	1.197677851
2	0.000000000	0.120909590	0.306043779	0.491650977	0.000000000	0.000000000	0.000000000	0.000000000	0.000000000	0.000000000	0.000000000	0.000000000	1.455694892	0.000000000	0.000000000	0.000000000	0.000000000	0.000000000	0.000000000	0.000000000
3	0.000000000	0.090682190	0.673296313	0.645291907	0.258916816	0.617447756	1.859936547	1.455694892	0.000000000	0.000000000	0.805305013	0.000000000	1.455694892	0.000000000	1.831048805	0.000000000	0.612461236	0.000000000	0.000000000	0.000000000
4	0.449938269	1.043338845	0.810037642	1.005353950	0.743829025	0.368556102	0.000000000	1.041703075	0.935601699	0.979263546	0.508376895	1.097457752	0.562583959	1.017307215	0.000000000	0.000000000	0.844601260	0.000000000	0.637134988	0.700518963
5	0.000000000	0.030227398	0.734505069	0.676020093	1.2773122960	1.429879015	0.000000000	1.455694892	1.931197507	0.000000000	0.000000000	0.000000000	1.455694892	1.831048805	0.000000000	0.000000000	2.296729634	0.000000000	1.990869848	0.000000000
6	0.293806628	0.170680702	0.392290627	0.575859409	0.549319412	0.559589732	0.000000000	0.733601270	0.8602023740	0.825778493	0.531925935	0.000000000	0.802922038	0.000000000	1.315137998	0.000000000	0.410353018	0.000000000	1.003304097	1.360133158
7	0.155833820	0.044425020	0.174918589	0.110393619	0.000000000	0.000000000	0.000000000	1.188569902	1.576816161	0.000000000	2.104092126	0.000000000	0.000000000	0.000000000	1.495045089	0.000000000	0.562581568	0.000000000	1.625538424	0.000000000

Summary statistics

The MEANS Procedure

Cluster=1

Variable	Mean	Std Dev	Minimum	Maximum	N
% fat	74.9230769	16.7852194	45.0000000	95.0000000	13
%SAFA	14.5769231	5.3768259	8.0000000	22.0000000	13
%MUFA	24.9230769	12.2760712	11.0000000	49.0000000	13
%PUFA	33.4230769	9.8738842	18.5000000	48.0000000	13
%Omega trois	5.1538462	1.3932070	3.0000000	7.0000000	13
%Omega six	28.4153846	10.0276988	12.5000000	41.0000000	13
%EPA/DHA	0	0	0	0	13
Whey powder	0.3846154	0.5063697	0	1.0000000	13
buttermilk powder	0.2307692	0.4385290	0	1.0000000	13
milk powder	0.1538462	0.3755338	0	1.0000000	13
%Protein	0.2153846	0.2115268	0	0.5000000	13
mono	0.6153846	0.5063697	0	1.0000000	13
lecithin	1.0000000	0	1.0000000	1.0000000	13
citric	0.6153846	0.5063697	0	1.0000000	13
polygly	0	0	0	0	13
polysorbate	0	0	0	0	13
Stabilizer	0	0	0	0	13
%salt	0.4153846	0.4487875	0	1.0000000	13
potassium sorbate	1.0000000	0	1.0000000	1.0000000	13
citric acid	0.6923077	0.4803845	0	1.0000000	13
lemon juice	0.0769231	0.2773501	0	1.0000000	13

Cluster=2

Variable	Mean	Std Dev	Minimum	Maximum	N
% fat	78.0000000	0	78.0000000	78.0000000	2
%SAFA	37.0000000	1.4142136	36.0000000	38.0000000	2
%MUFA	27.5000000	3.5355339	25.0000000	30.0000000	2
%PUFA	13.0000000	5.6568542	9.0000000	17.0000000	2
%Omega trois	0	0	0	0	2
%Omega six	0	0	0	0	2
%EPA/DHA	0	0	0	0	2
Whey powder	0	0	0	0	2
buttermilk powder	0	0	0	0	2
milk powder	1.0000000	0	1.0000000	1.0000000	2
%Protein	0.1000000	0	0.1000000	0.1000000	2
mono	1.0000000	0	1.0000000	1.0000000	2
lecithin	0.5000000	0.7071068	0	1.0000000	2
citric	0	0	0	0	2
polygly	0	0	0	0	2
polysorbate	0	0	0	0	2
Stabilizer	0	0	0	0	2
%salt	1.0000000	0	1.0000000	1.0000000	2

potassium sorbate	0	0	0	0	2
citric acid	1.0000000	0	1.0000000	1.0000000	2
lemon juice	0	0	0	0	2

Cluster=3

Variable	Mean	Std Dev	Minimum	Maximum	N
% fat	38.0000000	0	38.0000000	38.0000000	2
%SAFA	8.2500000	1.0606602	7.5000000	9.0000000	2
%MUFA	14.5000000	7.7781746	9.0000000	20.0000000	2
%PUFA	14.7500000	7.4246212	9.5000000	20.0000000	2
%Omega trois	3.3750000	0.5303301	3.0000000	3.7500000	2
%Omega six	11.2500000	6.7175144	6.5000000	16.0000000	2
%EPA/DHA	0.6250000	0.1767767	0.5000000	0.7500000	2
Whey powder	0.5000000	0.7071068	0	1.0000000	2
buttermilk powder	0	0	0	0	2
milk powder	0	0	0	0	2
%Protein	0.2500000	0.3535534	0	0.5000000	2
mono	1.0000000	0	1.0000000	1.0000000	2
lecithin	0.5000000	0.7071068	0	1.0000000	2
citric	0	0	0	0	2
polygly	0.5000000	0.7071068	0	1.0000000	2
polysorbate	0	0	0	0	2
Stabilizer	1.0000000	0	1.0000000	1.0000000	2
%salt	0.2000000	0.2828427	0	0.4000000	2
potassium sorbate	1.0000000	0	1.0000000	1.0000000	2
citric acid	1.0000000	0	1.0000000	1.0000000	2
lemon juice	0	0	0	0	2

Cluster=4

Variable	Mean	Std Dev	Minimum	Maximum	N
% fat	73.4473684	10.0018846	38.0000000	82.0000000	38
%SAFA	23.8052632	12.2033657	0.8000000	41.0000000	38
%MUFA	30.8526316	9.3578623	5.0000000	54.0000000	38
%PUFA	17.6342105	11.5674351	1.0000000	50.0000000	38
%Omega trois	0.6657895	1.5235585	0	7.2000000	38
%Omega six	1.7500000	4.0097011	0	12.0000000	38
%EPA/DHA	0	0	0	0	38
Whey powder	0.5263158	0.5060094	0	1.0000000	38
buttermilk powder	0.1315789	0.3425700	0	1.0000000	38
milk powder	0.1052632	0.3110117	0	1.0000000	38
%Protein	0.1789474	0.2231929	0	0.5000000	38
mono	0.7894737	0.4131550	0	1.0000000	38
lecithin	0.9210526	0.2732763	0	1.0000000	38
citric	0.1842105	0.3928595	0	1.0000000	38
polygly	0	0	0	0	38
polysorbate	0	0	0	0	38
Stabilizer	0.0263158	0.1622214	0	1.0000000	38

%salt	0.9176316	0.3900481	0.3000000	1.5000000	38
potassium sorbate	1.0000000	0	1.0000000	1.0000000	38
citric acid	0.9473684	0.2262943	0	1.0000000	38
lemon juice	0.0263158	0.1622214	0	1.0000000	38

Cluster=5

Variable	Mean	Std Dev	Minimum	Maximum	N
% fat	56.0000000	0	56.0000000	56.0000000	2
%SAFA	4.7500000	0.3535534	4.5000000	5.0000000	2
%MUFA	25.0000000	8.4852814	19.0000000	31.0000000	2
%PUFA	20.5000000	7.7781746	15.0000000	26.0000000	2
%Omega trois	1.8500000	2.6162951	0	3.7000000	2
%Omega six	11.0000000	15.5563492	0	22.0000000	2
%EPA/DHA	0	0	0	0	2
Whey powder	0.5000000	0.7071068	0	1.0000000	2
buttermilk powder	0.5000000	0.7071068	0	1.0000000	2
milk powder	0	0	0	0	2
%Protein	0.5000000	0	0.5000000	0.5000000	2
mono	0	0	0	0	2
lecithin	0.5000000	0.7071068	0	1.0000000	2
citric	0.5000000	0.7071068	0	1.0000000	2
polygly	0	0	0	0	2
polysorbate	1.0000000	0	1.0000000	1.0000000	2
Stabilizer	1.0000000	0	1.0000000	1.0000000	2
%salt	0.7500000	1.0606602	0	1.5000000	2
potassium sorbate	1.0000000	0	1.0000000	1.0000000	2
citric acid	0.5000000	0.7071068	0	1.0000000	2
lemon juice	0	0	0	0	2

Cluster=6

Variable	Mean	Std Dev	Minimum	Maximum	N
% fat	32.7142857	6.5311626	18.0000000	40.0000000	28
%SAFA	7.3214286	1.9963591	4.0000000	11.0000000	28
%MUFA	12.1607143	4.5318902	5.0000000	20.0000000	28
%PUFA	13.6250000	6.6257424	6.0000000	38.0000000	28
%Omega trois	1.6678571	1.1251514	0	3.9000000	28
%Omega six	7.5714286	6.0880488	0	17.2000000	28
%EPA/DHA	0	0	0	0	28
Whey powder	0.1428571	0.3563483	0	1.0000000	28
buttermilk powder	0.1071429	0.3149704	0	1.0000000	28
milk powder	0.0714286	0.2622653	0	1.0000000	28
%Protein	0.1250000	0.2335317	0	0.9000000	28
mono	1.0000000	0	1.0000000	1.0000000	28
lecithin	0.1785714	0.3900210	0	1.0000000	28
citric	0	0	0	0	28
polygly	0.4642857	0.5078745	0	1.0000000	28
polysorbate	0	0	0	0	28

Stabilizer	1.0000000	0	1.0000000	1.0000000	28
%salt	0.2535714	0.1895065	0	0.5000000	28
potassium sorbate	1.0000000	0	1.0000000	1.0000000	28
citric acid	0.8571429	0.3563483	0	1.0000000	28
lemon juice	0.1071429	0.3149704	0	1.0000000	28

Cluster=7

Variable	Mean	Std Dev	Minimum	Maximum	N
% fat	31.0000000	3.4641016	28.0000000	34.0000000	4
%SAFA	6.4500000	0.5196152	6.0000000	6.9000000	4
%MUFA	17.7500000	2.0207259	16.0000000	19.5000000	4
%PUFA	7.1000000	1.2701706	6.0000000	8.2000000	4
%Omega trois	0	0	0	0	4
%Omega six	0	0	0	0	4
%EPA/DHA	0	0	0	0	4
Whey powder	0.5000000	0.5773503	0	1.0000000	4
buttermilk powder	0.5000000	0.5773503	0	1.0000000	4
milk powder	0	0	0	0	4
%Protein	1.8000000	0.9237604	1.0000000	2.6000000	4
mono	1.0000000	0	1.0000000	1.0000000	4
lecithin	0	0	0	0	4
citric	0	0	0	0	4
polygly	0.5000000	0.5773503	0	1.0000000	4
polysorbate	0	0	0	0	4
Stabilizer	1.0000000	0	1.0000000	1.0000000	4
%salt	0.5250000	0.2598076	0.3000000	0.7500000	4
potassium sorbate	1.0000000	0	1.0000000	1.0000000	4
citric acid	0.5000000	0.5773503	0	1.0000000	4
lemon juice	0	0	0	0	4

Annexe 13: Tableau des coefficients normalisés et groupés intra-classe

Pooled Within Canonical Structure							
Variable	Label	Can1	Can2	Can3	Can4	Can5	Can6
stnd_1	Standardized 1: mean = 0 standard deviation = 1	0.016397	-0.100021	0.108484	0.021875	-0.055240	0.073620
stnd_2	Standardized 2: mean = 0 standard deviation = 1	0.044223	0.070351	0.128546	0.017620	0.060600	0.028453
stnd_3	Standardized 3: mean = 0 standard deviation = 1	0.019627	0.062168	0.042127	0.014791	0.045964	0.002849
stnd_4	Standardized 4: mean = 0 standard deviation = 1	0.117190	-0.063873	0.367849	0.042737	0.428836	0.179299
stnd_5	Standardized 5: mean = 0 standard deviation = 1	0.076666	0.018894	0.144728	0.112319	-0.107186	0.103378
stnd_6	Standardized 6: mean = 0 standard deviation = 1	0.019627	0.062168	0.042127	0.014791	0.045964	0.002849
stnd_7	Standardized 7: mean = 0 standard deviation = 1	0.019627	0.062168	0.042127	0.014791	0.045964	0.002849
stnd_8	Standardized 8: mean = 0 standard deviation = 1	0.055181	-0.062013	0.122053	0.119567	-0.025994	0.072207
stnd_9	Standardized 9: mean = 0 standard deviation = 1	0.024065	-0.146791	0.159210	0.032104	-0.081070	0.108045
stnd_10	Standardized 10: mean = 0 standard deviation = 1	0.072817	-0.000876	0.023398	0.003500	0.037589	0.099779
stnd_11	Standardized 11: mean = 0 standard deviation = 1	0.067363	0.167853	0.014479	0.101811	-0.047210	0.015966
stnd_12	Standardized 12: mean = 0 standard deviation = 1	0.048595	0.050298	0.191896	0.310733	-0.352819	0.051553
stnd_Traditio nal	Standardized Traditional: mean = 0 standard deviation = 1	0.302755	-0.198679	0.062726	0.010426	-0.104386	0.208663
stnd_Traditio nal +	Standardized Traditional +: mean = 0 standard deviation = 1	0.080373	0.103060	0.052202	0.154567	-0.130146	0.067903
stnd_Traditio	Standardized	0.068318	-0.012403	-	0.047345	0.279846	-

Pooled Within Canonical Structure							
Variable	Label	Can1	Can2	Can3	Can4	Can5	Can6
nal Light	Traditional Light: mean = 0 standard deviation = 1			0.177496			0.102017
stnd_Health- Light	Standardized Health- Light: mean = 0 standard deviation = 1	0.082869	0.121762	0.050496	0.189654	0.222864	0.058853
stnd_Health- Omega 3	Standardized Health- Omega 3: mean = 0 standard deviation = 1	0.060152	0.087461	0.023235	0.123510	-0.103663	0.045865
stnd_Health - chol low	Standardized Health - chol low: mean = 0 standard deviation = 1	0.052495	0.166280	0.112676	0.039562	0.122940	0.007619
stnd_Origin - Soy	Standardized Origin - Soy: mean = 0 standard deviation = 1	0.093766	-0.143482	0.043821	0.410663	-0.082956	0.078882
stnd_Origin - Olive	Standardized Origin - Olive: mean = 0 standard deviation = 1	0.054536	0.012911	0.002552	0.067469	-0.029858	0.155502
stnd_Organic	Standardized Organic: mean = 0 standard deviation = 1	0.036065	0.011778	0.073249	0.241682	0.004496	0.023127
stnd_Cuisson	Standardized Cuisson: mean = 0 standard deviation = 1	0.254702	-0.595209	0.147343	0.066794	0.193372	0.088429
stnd_size (g/ml)	Standardized size (g/ml): mean = 0 standard deviation = 1	0.163699	-0.169443	0.065648	0.008067	0.139649	0.110907
stnd_Tubs	Standardized Tubs: mean = 0 standard deviation = 1	0.259843	0.342296	0.014398	0.058459	-0.385527	0.169716
stnd_Bottle	Standardized Bottle: mean = 0 standard deviation = 1	0.116441	-0.346732	0.005093	0.074597	0.320393	0.022812
stnd_square	Standardized square: mean = 0 standard deviation = 1	0.019627	0.062168	0.042127	0.014791	0.045964	0.002849
stnd_alu	Standardized alu: mean = 0 standard deviation = 1	0.646827	0.014321	0.149201	0.030220	0.267115	0.186553
stnd_pet bottle	Standardized pet bottle: mean = 0 standard deviation = 1	0.129625	-0.423654	0.084955	0.091408	0.282834	0.077195
stnd_Colruyt	Standardized Colruyt: mean = 0 standard deviation = 1	0.009000	0.042097	0.336044	0.075256	0.011465	0.343551
stnd_Delhaize	Standardized Delhaize: mean = 0 standard	0.076811	0.001726	0.302345	0.008943	-0.084201	0.047510

Pooled Within Canonical Structure							
Variable	Label	Can1	Can2	Can3	Can4	Can5	Can6
	deviation = 1						
stnd_Carrefour	Standardized Carrefour: mean = 0 standard deviation = 1	0.026486	0.041800	0.326326	0.075192	0.002244	0.315286
stnd_Lidl	Standardized Lidl: mean = 0 standard deviation = 1	0.113491	0.042495	0.295530	0.078747	-0.042804	0.193087
stnd_Aldi	Standardized Aldi: mean = 0 standard deviation = 1	0.034327	-0.002139	0.215608	0.001927	-0.030858	0.379742
stnd_Price	Standardized Price: mean = 0 standard deviation = 1	0.086645	0.111079	0.101360	0.149684	-0.080139	0.179396

Annexe 14: Summary statistics de l'analyse discriminante

Summary Statistics

Results

The MEANS Procedure

CLUSTER=1

Variable	Moyenne	Ecart-type	Minimum	Maximum	N
1	0	0	0	0	18
2	0	0	0	0	18
3	0	0	0	0	18
4	0	0	0	0	18
5	0	0	0	0	18
6	0	0	0	0	18
7	0	0	0	0	18
8	0	0	0	0	18
9	0	0	0	0	18
10	0.0555556	0.2357023	0	1.0000000	18
11	0	0	0	0	18
12	0	0	0	0	18
Traditional	0.7777778	0.4277926	0	1.0000000	18
Traditional +	0	0	0	0	18
Traditional Light	0	0	0	0	18
Health- Light	0	0	0	0	18
Health- Omega 3	0	0	0	0	18
Health - chol low	0	0	0	0	18
Origin - Soy	0	0	0	0	18
Origin - Olive	0.1666667	0.3834825	0	1.0000000	18
Organic	0	0	0	0	18
Cuisson	0.8888889	0.3233808	0	1.0000000	18
size (g/ml)	597.2222222	273.0396557	250.0000000	1000.00	18
Tubs	0.1111111	0.3233808	0	1.0000000	18
Bottle	0	0	0	0	18
square	0	0	0	0	18
alu	0.8888889	0.3233808	0	1.0000000	18
pet bottle	0	0	0	0	18
Colruyt	0.7222222	0.4608886	0	1.0000000	18
Delhaize	0.5000000	0.5144958	0	1.0000000	18
Carrefour	0.6666667	0.4850713	0	1.0000000	18
Lidl	0.3888889	0.5016313	0	1.0000000	18
Aldi	0	0	0	0	18
Price	3.2000926	1.4164342	1.3600000	6.3800000	18

CLUSTER=2

Variable	Moyenne	Ecart-type	Minimum	Maximum	N
1	0	0	0	0	34
2	0.1176471	0.3270350	0	1.0000000	34

3	0.0294118	0.1714986	0	1.0000000	34
4	0.0882353	0.2879022	0	1.0000000	34
5	0.2058824	0.4104256	0	1.0000000	34
6	0.0294118	0.1714986	0	1.0000000	34
7	0.0294118	0.1714986	0	1.0000000	34
8	0.0882353	0.2879022	0	1.0000000	34
9	0	0	0	0	34
10	0	0	0	0	34
11	0.2058824	0.4104256	0	1.0000000	34
12	0.0294118	0.1714986	0	1.0000000	34
Traditional	0.0588235	0.2388326	0	1.0000000	34
Traditional +	0.2352941	0.4305615	0	1.0000000	34
Traditional Light	0.0588235	0.2388326	0	1.0000000	34
Health- Light	0.2058824	0.4104256	0	1.0000000	34
Health- Omega 3	0.1470588	0.3594906	0	1.0000000	34
Health - chol low	0.1764706	0.3869530	0	1.0000000	34
Origin - Soy	0.1176471	0.3270350	0	1.0000000	34
Origin - Olive	0.0882353	0.2879022	0	1.0000000	34
Organic	0.0294118	0.1714986	0	1.0000000	34
Cuisson	0.0882353	0.2879022	0	1.0000000	34
size (g/ml)	367.6470588	165.5488360	250.0000000	1000.00	34
Tubs	0.9411765	0.2388326	0	1.0000000	34
Bottle	0.0294118	0.1714986	0	1.0000000	34
square	0.0294118	0.1714986	0	1.0000000	34
alu	0.0294118	0.1714986	0	1.0000000	34
pet bottle	0.0294118	0.1714986	0	1.0000000	34
Colruyt	0.5882353	0.4995542	0	1.0000000	34
Delhaize	0.5882353	0.4995542	0	1.0000000	34
Carrefour	0.5882353	0.4995542	0	1.0000000	34
Lidl	0.6176471	0.4932702	0	1.0000000	34
Aldi	0.1470588	0.3594906	0	1.0000000	34
Price	5.3914583	4.9634439	1.0600000	19.2133333	32

CLUSTER=3

Variable	Moyenne	Ecart-type	Minimum	Maximum	N
1	0	0	0	0	10
2	0	0	0	0	10
3	0	0	0	0	10
4	0.2000000	0.4216370	0	1.0000000	10
5	0.2000000	0.4216370	0	1.0000000	10
6	0	0	0	0	10
7	0	0	0	0	10
8	0	0	0	0	10
9	0	0	0	0	10
10	0	0	0	0	10
11	0.2000000	0.4216370	0	1.0000000	10
12	0.3000000	0.4830459	0	1.0000000	10
Traditional	0.1000000	0.3162278	0	1.0000000	10

Traditional +	0.3000000	0.4830459	0	1.0000000	10
Traditional Light	0.1000000	0.3162278	0	1.0000000	10
Health- Light	0.2000000	0.4216370	0	1.0000000	10
Health- Omega 3	0.2000000	0.4216370	0	1.0000000	10
Health - chol low	0	0	0	0	10
Origin - Soy	0	0	0	0	10
Origin - Olive	0.1000000	0.3162278	0	1.0000000	10
Organic	0	0	0	0	10
Cuisson	0.2000000	0.4216370	0	1.0000000	10
size (g/ml)	350.0000000	129.0994449	250.0000000	500.0000000	10
Tubs	0.9000000	0.3162278	0	1.0000000	10
Bottle	0.1000000	0.3162278	0	1.0000000	10
square	0	0	0	0	10
alu	0	0	0	0	10
pet bottle	0.1000000	0.3162278	0	1.0000000	10
Colruyt	1.0000000	0	1.0000000	1.0000000	10
Delhaize	1.0000000	0	1.0000000	1.0000000	10
Carrefour	1.0000000	0	1.0000000	1.0000000	10
Lidl	1.0000000	0	1.0000000	1.0000000	10
Aldi	0	0	0	0	10
Price	7.0710000	5.4918013	3.7100000	17.6000000	10

CLUSTER=4

Variable	Moyenne	Ecart-type	Minimum	Maximum	N
1	0.0666667	0.2581989	0	1.0000000	15
2	0.0666667	0.2581989	0	1.0000000	15
3	0	0	0	0	15
4	0	0	0	0	15
5	0.2666667	0.4577377	0	1.0000000	15
6	0	0	0	0	15
7	0	0	0	0	15
8	0.2000000	0.4140393	0	1.0000000	15
9	0.1333333	0.3518658	0	1.0000000	15
10	0	0	0	0	15
11	0	0	0	0	15
12	0	0	0	0	15
Traditional	0.4000000	0.5070926	0	1.0000000	15
Traditional +	0.1333333	0.3518658	0	1.0000000	15
Traditional Light	0	0	0	0	15
Health- Light	0	0	0	0	15
Health- Omega 3	0.0666667	0.2581989	0	1.0000000	15
Health - chol low	0	0	0	0	15
Origin - Soy	0.3333333	0.4879500	0	1.0000000	15
Origin - Olive	0.0666667	0.2581989	0	1.0000000	15
Organic	0	0	0	0	15
Cuisson	1.0000000	0	1.0000000	1.0000000	15
size (g/ml)	516.6666667	64.5497224	500.0000000	750.0000000	15
Tubs	0.4000000	0.5070926	0	1.0000000	15

Bottle	0.4666667	0.5163978	0	1.0000000	15
square	0	0	0	0	15
alu	0	0	0	0	15
pet bottle	0.6000000	0.5070926	0	1.0000000	15
Colruyt	0.4000000	0.5070926	0	1.0000000	15
Delhaize	0.4666667	0.5163978	0	1.0000000	15
Carrefour	0.4000000	0.5070926	0	1.0000000	15
Lidl	0.4000000	0.5070926	0	1.0000000	15
Aldi	0.2000000	0.4140393	0	1.0000000	15
Price	3.4572222	1.0345035	2.5800000	5.8700000	15

CLUSTER=5

Variable	Moyenne	Ecart-type	Minimum	Maximum	N
1	0	0	0	0	8
2	0	0	0	0	8
3	0	0	0	0	8
4	0.3750000	0.5175492	0	1.0000000	8
5	0.1250000	0.3535534	0	1.0000000	8
6	0	0	0	0	8
7	0	0	0	0	8
8	0.1250000	0.3535534	0	1.0000000	8
9	0	0	0	0	8
10	0	0	0	0	8
11	0	0	0	0	8
12	0	0	0	0	8
Traditional	0.1250000	0.3535534	0	1.0000000	8
Traditional +	0	0	0	0	8
Traditional Light	0.1250000	0.3535534	0	1.0000000	8
Health- Light	0.1250000	0.3535534	0	1.0000000	8
Health- Omega 3	0	0	0	0	8
Health - chol low	0	0	0	0	8
Origin - Soy	0.5000000	0.5345225	0	1.0000000	8
Origin - Olive	0	0	0	0	8
Organic	0.1250000	0.3535534	0	1.0000000	8
Cuisson	0.5000000	0.5345225	0	1.0000000	8
size (g/ml)	407.5000000	130.4661970	250.0000000	510.0000000	8
Tubs	0.7500000	0.4629100	0	1.0000000	8
Bottle	0.2500000	0.4629100	0	1.0000000	8
square	0	0	0	0	8
alu	0	0	0	0	8
pet bottle	0.2500000	0.4629100	0	1.0000000	8
Colruyt	0.7500000	0.4629100	0	1.0000000	8
Delhaize	0.8750000	0.3535534	0	1.0000000	8
Carrefour	0.7500000	0.4629100	0	1.0000000	8
Lidl	0.8750000	0.3535534	0	1.0000000	8
Aldi	0	0	0	0	8
Price	4.1630952	1.4884905	1.1800000	5.3866667	7

Annexe 15: Moyenne des parts de marché (en kilos) des différents clusters

Cluster 1 : 0,014910713 → 1.5%

Cluster 2 : 0,00934262 → 0.9%

Cluster 3 : 0,015571206 → 1.6%

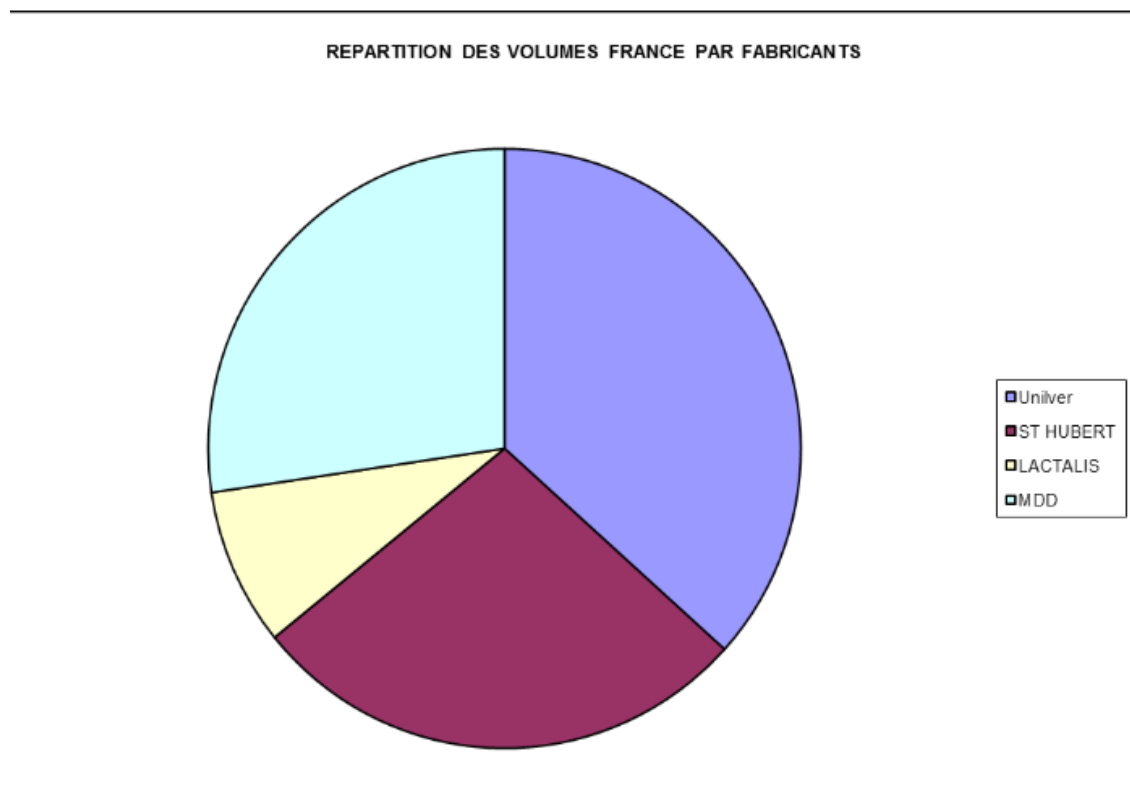
Cluster 4 : 0,010365102 → 1.04%

Cluster 5 : 0,014686779 → 1.5%

Annexe 16: Tableau des coefficients normalisés et groupés intra-classe

Pooled Within-Class Standardized Canonical Coefficients		
Variable	Can1	Can2
stnd_1	-0.07127861	0.20951034
stnd_2	-0.09086928	-0.65485793
stnd_3	0.55742992	-0.05750109
stnd_4	-0.47621100	-0.16322995
stnd_5	-0.63077760	-0.30125995
stnd_6	-0.00153303	-0.00612224
stnd_7	-0.05451330	0.21722618
stnd_8	-0.27428974	-0.03939419
stnd_9	-0.25193627	0.25151366
stnd_10	-0.09954409	-0.35751256
stnd_11	10.78344972	-0.47950311
stnd_12	-0.00580828	0.43761443
stnd_Traditional	2.79180780	-0.37720733
stnd_Traditional +	2.38259933	-0.38397448
stnd_Traditional Light	1.89756288	0.17258565
stnd_Health- Light	2.67212916	-0.00517271
stnd_Health- Omega 3	2.40045486	0.22167987
stnd_Health - chol low	-10.15954759	0.69014132
stnd_Origin - Soy	2.48141445	-1.01406556
stnd_Origin - Olive	2.04119577	-0.24590916
stnd_Organic	1.08040387	-0.05499008
stnd_Cuisson	0.12516867	-0.17706382
stnd_size (g/ml)	-0.14187479	0.17224382
stnd_Tubs	-0.62904966	-0.30607783
stnd_Bottle	-0.48868839	0.29597881
stnd_square	-0.07008219	0.20033671
stnd_alu	-0.53360079	0.04513891
stnd_pet bottle	0.00000000	0.00000000
stnd_Colruyt	-0.10954931	0.46302208
stnd_Delhaize	0.10207604	0.21512744
stnd_Carrefour	0.19616406	0.34077634
stnd_Lidl	-0.50098396	0.73235852
stnd_Aldi	-0.25422885	0.43167622

Annexe 17: Acteurs et poids de chacun d'eux sur le marché français



Sources : Nielsen, Belgique

Annexe 18: Cluster history

Cluster History										
Number of Clusters	Clusters Joined		Freq	Semipartial R-Square	R-Square	Approximate Expected R-Square	Cubic Clustering Criterion	Pseudo F Statistic	Pseudo t-Squared	Tie
88	18	19	2	0.0000	1.00	.	.	.	.	T
87	8	23	2	0.0000	1.00	.	.	.	.	T
86	45	52	2	0.0000	1.00	.	.	.	.	T
85	46	56	2	0.0000	1.00	.	.	.	.	T
84	61	62	2	0.0000	1.00	.	.	.	.	T
83	64	65	2	0.0000	1.00	.	.	.	.	T
82	CL83	68	3	0.0000	1.00	.	.	.	.	T
81	71	72	2	0.0000	1.00	.	.	.	.	T
80	78	79	2	0.0000	1.00	.	.	.	.	T
79	81	82	2	0.0000	1.00	.	.	.	.	T
78	87	89	2	0.0000	1.00	.	.	.	.	.
77	42	43	2	0.0000	1.00	.	.	69E3	.	.
76	12	CL88	3	0.0000	1.00	.	.	34E3	.	.
75	4	20	2	0.0000	1.00	.	.	2E4	.	.
74	13	34	2	0.0000	1.00	.	.	15E3	.	.
73	27	CL77	3	0.0000	1.00	.	.	4059	17.9	.
72	22	38	2	0.0000	1.00	.	.	2393	.	.
71	CL75	41	3	0.0001	1.00	.	.	1681	12.5	.
70	15	36	2	0.0001	1.00	.	.	1266	.	.
69	CL71	CL76	6	0.0001	1.00	.	.	978	5.5	.
68	47	51	2	0.0001	1.00	.	.	786	.	.
67	1	2	2	0.0002	.999	.	.	541	.	.
66	7	CL70	3	0.0002	.999	.	.	419	3.5	.
65	66	83	2	0.0002	.999	.	.	348	.	.
64	6	CL72	3	0.0002	.999	.	.	299	5.5	.
63	5	85	2	0.0003	.998	.	.	261	.	.
62	25	80	2	0.0003	.998	.	.	234	.	.
61	CL73	30	4	0.0005	.998	.	.	196	22.1	.
60	CL81	73	3	0.0005	.997	.	.	171	.	.
59	86	88	2	0.0005	.997	.	.	152	.	.
58	CL66	CL85	5	0.0006	.996	.	.	137	5.8	.
57	14	54	2	0.0007	.995	.	.	121	.	.
56	59	CL84	3	0.0010	.994	.	.	104	.	.
55	37	53	2	0.0011	.993	.	.	91.8	.	.
54	44	CL86	3	0.0013	.992	.	.	80.5	.	.
53	17	39	2	0.0014	.990	.	.	71.9	.	.
52	26	40	2	0.0016	.989	.	.	64.6	.	.
51	CL58	CL87	7	0.0016	.987	.	.	58.9	9.5	.
50	60	CL82	4	0.0020	.985	.	.	53.2	.	.
49	3	21	2	0.0020	.983	.	.	49.0	.	.
48	CL64	CL61	7	0.0021	.981	.	.	45.5	12.7	.

Cluster History										
Number of Clusters	Clusters Joined		Freq	Semipartial R-Square	R-Square	Approximate Expected R-Square	Cubic Clustering Criterion	Pseudo F Statistic	Pseudo t-Squared	Tie
47	CL69	9	7	0.0021	.979	.	.	42.8	72.7	
46	CL63	CL54	5	0.0022	.977	.	.	40.4	4.2	
45	63	84	2	0.0024	.975	.	.	38.2	.	
44	31	57	2	0.0026	.972	.	.	36.1	.	
43	10	32	2	0.0027	.969	.	.	34.4	.	
42	35	50	2	0.0028	.966	.	.	32.9	.	
41	CL74	33	3	0.0030	.963	.	.	31.5	712	
40	CL56	CL59	5	0.0031	.960	.	.	30.3	5.9	
39	CL48	CL55	9	0.0031	.957	.	.	29.3	5.5	
38	CL51	55	8	0.0031	.954	.	.	28.6	7.5	
37	CL45	CL60	5	0.0032	.951	.	.	27.9	3.4	
36	24	CL44	3	0.0035	.947	.	.	27.2	1.3	
35	CL47	CL50	11	0.0038	.943	.	.	26.5	8.1	
34	CL52	29	3	0.0040	.939	.	.	25.9	2.5	
33	CL65	69	3	0.0045	.935	.	.	25.1	19.2	
32	CL67	CL35	13	0.0046	.930	.	.	24.5	6.2	
31	CL38	28	9	0.0047	.926	.	.	24.0	5.9	
30	CL31	76	10	0.0050	.921	.	.	23.6	3.9	
29	70	CL80	3	0.0058	.915	.	.	23.0	.	
28	CL36	58	4	0.0068	.908	.	.	22.3	2.2	
27	48	49	2	0.0070	.901	.	.	21.7	.	
26	CL49	CL43	4	0.0073	.894	.	.	21.2	3.1	
25	16	74	2	0.0076	.886	.	.	20.7	.	
24	CL68	77	3	0.0097	.876	.	.	20.0	98.6	
23	CL57	CL34	5	0.0097	.867	.	.	19.5	4.6	
22	CL32	CL46	18	0.0104	.856	.	.	19.0	10.0	
21	CL40	CL29	8	0.0107	.846	.	.	18.6	6.2	
20	CL28	CL42	6	0.0122	.833	.	.	18.2	3.1	
19	11	CL24	4	0.0134	.820	.	.	17.7	2.7	
18	67	75	2	0.0143	.806	.	.	17.3	.	
17	CL41	CL23	8	0.0155	.790	.623	19.4	16.9	4.9	
16	CL26	CL33	7	0.0167	.773	.609	18.6	16.6	5.0	
15	CL39	CL37	14	0.0183	.755	.594	17.7	16.3	16.7	
14	CL62	CL27	4	0.0195	.736	.579	16.9	16.0	5.4	
13	CL21	CL79	10	0.0201	.715	.562	16.2	15.9	7.6	
12	CL16	CL17	15	0.0278	.688	.545	13.7	15.4	5.3	
11	CL15	CL30	24	0.0294	.658	.527	12.3	15.0	13.8	
10	CL11	CL78	26	0.0404	.618	.507	10.1	14.2	12.7	
9	CL10	CL20	32	0.0421	.576	.486	8.02	13.6	8.7	
8	CL19	CL14	8	0.0450	.531	.463	5.99	13.1	5.4	
7	CL9	CL25	34	0.0487	.482	.437	3.65	12.7	8.0	
6	CL7	CL13	44	0.0530	.429	.408	1.61	12.5	7.8	
5	CL12	CL18	17	0.0550	.374	.373	0.05	12.5	7.5	

Cluster History										
Number of Clusters	Clusters Joined		Freq	Semipartial R-Square	R- Square	Approximate Expected R-Square	Cubic Clustering Criterion	Pseudo F Statistic	Pseudo t- Squared	Tie
4	CL22	CL53	20	0.0606	.313	.331	-1.1	12.9	38.4	
3	CL6	CL8	52	0.0772	.236	.275	-2.3	13.3	8.9	
2	CL4	CL5	37	0.0790	.157	.175	-1.1	16.2	10.9	
1	CL2	CL3	89	0.1571	.000	.000	0.00	.	16.2	

Annexe 19: Exemple du tableau de bord

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V
Product	% fat	%SAFA	%MUFA	%PUFA	%Omega tr	%Omega si	%EPA/DHA	Whey powc	buttermilk	milk powde	%Protein mono	lecithin	citric	polygly	polysorb	Stabilizer	%salt	potassium sorbat	citric a	lemon juice	
1	78	37	31	9	0	0	0	0	0	0	0	1	1	0	0	0	0	1	1	1	0
2	78	36	25	17	0,1	0	0	0	0	0	0	1	1	0	0	0	0	1	1	1	0
3	82	8	43	22	0	0	0	0	0	0	0	1	1	1	0	0	0	1	1	1	0
4	75	38	30	7	0	0	0	1	0	0	0	1	1	0	0	0	0	0,9	1	1	0
5	75	23	25	27	0	0	0	1	0	0	0	1	1	0	0	0	0	0,8	1	1	0
6	38	7	19	11	2,1	0	0	0	0	0	0	1	0	0	0	0	1	0,4	1	1	0
7	25	4	13	7	0	0	0	0	0	0	0	1	0	0	1	0	1	0,3	1	1	0
8	35	7	10	18	0	0	0	0	0	0	0	1	0	0	1	0	1	0,4	1	1	0
9	78	37	31	9	0	0	0	1	0	0	0	1	0	0	0	0	0	1	1	1	0
10	82	8	49	25	7	18	0	0	0	0	0	1	1	1	0	0	0	1	1	1	0
11	78	25	23	30	0	0	0	0	0	0	0	0	1	0	0	0	0	1	1	0	1
12	78	38	31	9	0	0	0	1	0	0	0	1	1	0	0	0	0	1	1	1	0
13	75	20	20	34	0	0	0	0	0	0	0	0	1	1	0	0	0	1	1	1	0
14	90	17	45	25	6	19	0	1	0	0	0	0	1	1	0	0	0	0	1	1	0
15	25	5	13,5	6	1,5	4,5	0	0	0	0	0	1	0	0	1	0	1	0,3	1	1	0
16	38	7,5	20	9,5	3	6,5	0,5	0	0	0	0	1	0	0	1	0	1	0,4	1	1	0
17	78	36	25	17	0	0	0	0	0	1	0,1	1	0	0	0	0	0	1	0	1	0
18	78	37	31	9	0	0	0	1	0	0	0	1	1	0	0	0	0	1	1	1	0
19	78	37	31	9	0	0	0	1	0	0	0	1	1	0	0	0	0	1	1	1	0
20	75	37	30	8	0	0	0	1	0	0	0	1	1	0	0	0	0	0,9	1	1	0
21	82	8,2	50	23	0	0	0	0	0	0	0	1	1	0	0	0	0	1	1	1	0
22	38	7	18,5	12	2	10	0	0	0	0	0	1	0	0	0	0	1	0,4	1	1	0
23	35	7	10	18	0	0	0	0	0	0	0	1	0	0	1	0	1	0,4	1	1	0
24	59	18	28	12	3	9	0	0	0	1	0,2	1	1	0	0	0	0	0,3	1	1	0
25	95	21	25	47	6	41	0	1	0	0	0,1	1	1	0	0	0	0	0	1	0	0
26	75	20	19	35	3,4	31,6	0	0	0	0	0	0	1	1	0	0	0	1	1	1	0
27	40	11	10	19	1,8	17,2	0	0	0	0	0	1	0	0	0	0	1	0,5	1	1	0

	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI		
Product	SOURCE	HIGH (NA	REDUCE)	LIGHT/LI	SOURCE	HIGH OME	HIGH MONOI	HIGH POL	HIGH UNS	Olive oil p	Plant ster	Essential	Trad	Trad	Trad	Heal	Heal	Heal	Orig	Orig	Orga	Cul	size (g/	Tubs	Bott	squa	alu	pett	Colruyt	Delhaize	Carrefour	Lidl	Aldi	Price		
1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	1000	0	0	0	1	0	1	0	0	0	0	0	2,25	
2	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	250	0	0	0	1	0	1	0	0	0	0	0	3,56	
3	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	500	0	1	0	0	1	1	0	0	0	0	0	2,56	
4	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	500	0	0	0	1	0	1	0	0	0	0	0	1,36	
5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	500	1	0	0	0	0	1	0	0	0	0	0	1,56	
6	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	500	1	0	0	0	0	1	0	0	0	0	0	1,56	
7	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1	1	0	250	1	0	0	0	0	1	0	0	0	0	0	1,96
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	500	1	0	0	0	0	0	1	0	0	0	0	1,56	
9	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	1000	0	0	0	1	0	0	1	0	0	0	0	2,75
10	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	500	0	1	0	0	1	0	1	0	0	0	0	3,76
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	500	1	0	0	0	0	0	1	0	0	0	0	1,16
12	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	500	0	0	0	1	0	0	1	0	0	0	0	1,45
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	500	1	0	0	0	0	0	1	0	0	0	0	3,36	
14	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	500	1	0	0	0	0	0	1	0	0	0	0	3,36
15	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	250	1	0	0	0	0	0	1	0	0	0	0	3,16
16	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	250	1	0	0	0	0	0	1	0	0	0	0	3,6
17	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	500	0	0	0	1	0	0	1	0	0	0	0	0,66
18	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	1000	0	0	0	1	0	0	0	0	1	0	0	2,36
19	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	500	0	0	0	1	0	0	0	0	1	0	0	2,76
20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	500	0	0	0	1	0	0	0	0	1	0	0	1,36
21	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	500	0	1	0	0	1	0	0	0	1	0	0	2,1
22	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	250	1	0	0	0	0	0	0	1	0	0	0	3,56
23	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	500	1	0	0	0	0	0	0	1	0	0	0	1,66	