MINTEL – Help Guide

MINTEL
‘MINTEL Food & Drink’ gives SRUC staff & students access to market data, trend tracking & consumer analysis on the food & drink industry

Logging on to MINTEL

• Log into SRUC Moodle

• Click ‘Useful Links’ from the ribbon at the top of the page to access the SRUC Library page.

• Scroll down to the Market Reports section. Click the Mintel link.

• Select ‘Federated Log In’ on the bottom right. [Note: it is not the Campus Log in, even if this looks like the more obvious choice.]

• Type in SRUC as the institution

• Agree to the ‘Terms of Use’ and select ‘Continue’:
You should now have access:

- ‘Help & Training’ is available from the drop down menu (top RHS)

You can refine your search by: Category | Region | Trend Drivers | Demographics

If you need help or assistance you can contact the library team at: sruclibraryhelp@sruc.ac.uk