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**29 July 2020**

**UNDER EMBARGO UNTIL 9AM WEDNESDAY 29 JULY**

**HIM & MCA Insight launch new solutions with new brand, Lumina Intelligence**

HIM & MCA Insight is launching a new analytics and data visualisation solution that will bring all of the company’s data sources together. As part of the launch of the new data platform, HIM & MCA Insight have a new name - Lumina Intelligence.

The launch of Lumina Intelligence will be supported with a new website [www.lumina-intelligence.com](http://www.lumina-intelligence.com) and social media platforms.

Lumina Intelligence has also expanded its market coverage over the last two years into probiotics, working with its specialist colleagues across the William Reed group who have global and local intelligence in this emerging high-growth industry. You will find all nutrition content on the new website.

Lumina Intelligence will continue to work closely with MCA News, which will remain unchanged and will continue to provide news, opinion, analysis and high-profile interviews from across the hospitality industry.

Jill Livesey, Managing Director, said: “Our plan is to inspire the global food & drink industry with deep, actionable insights, powered by the world’s best analytics technology and we are passionate and determined to support the industry with trusted data and insight. Lumina means brilliant light and illuminating insight sums up what our team of experts do!”

**ENDS**

**About Lumina Intelligence**

Lumina Intelligence inspires the global food and drink sector with deep, actionable insights powered by the world’s best analytics technology. Our products and services are used by brands and organisations in these fast moving and growing markets to support business planning, strategic marketing and new product development.

With offices in London, Chicago, Montpellier, and Singapore, and local on the ground analysts across our businesses, you can trust our market knowledge. We are committed to providing all our customers with up to date accurate information to support critical decision making.

Our global consumer and shopper data platform apply advanced analytics and an integrated toolkit of data and insights. Our products answer every measure of behaviour, from planning and conducting a shop to choosing where to eat and drink across retail and hospitality markets.

Lumina Intelligence is a new solution and a new name for HIM and MCA insight.

<https://www.lumina-intelligence.com/>