

# Nielsen Retail Sales OJ, GJ and OJ/GJ Beverages

Monthly Topline Report  
Report #01 of 2018-19 Season  
For 4 weeks ending 10/27/18



Week Ending 10/27/18  
 Report 01 of 18/19 Season

### Expanded All Outlets Combined (xAOC) - Nielsen Retail Sales Summary

	4 WEEKS ENDING 10/27/18			SEASON YEAR-TO-DATE		
	GALLONS	PRICE	DOLLARS	GALLONS	PRICE	DOLLARS
Total OJ	-9.1%	3.4%	-6.0%	-9.1%	3.4%	-6.0%
Ref NFC OJ	-13.2%	6.4%	-7.6%	-13.2%	6.4%	-7.6%
Ref Recon OJ	-2.2%	0.9%	-1.4%	-2.2%	0.9%	-1.4%
Total GJ	-19.3%	6.2%	-14.3%	-19.3%	6.2%	-14.3%
Ref NFC GJ	-20.8%	8.2%	-14.3%	-20.8%	8.2%	-14.3%
Shelf Stable GJ	-10.8%	-0.4%	-11.1%	-10.8%	-0.4%	-11.1%
OJ Drinks	-10.5%	7.2%	-4.1%	-10.5%	7.2%	-4.1%
OJ Blend Drinks	-6.8%	2.5%	-4.5%	-6.8%	2.5%	-4.5%
OJ Blend (100% Juice)	-14.1%	3.1%	-11.5%	-14.1%	3.1%	-11.5%
GJ Blend (100% Juice)	-22.3%	-4.1%	-25.5%	-22.3%	-4.1%	-25.5%
GJ Cocktail	-8.5%	0.1%	-8.4%	-8.5%	0.1%	-8.4%

Source: Nielsen. xAOC = Expanded All Outlets Combined. xAOC data consists of POS data for U.S. grocery stores doing \$2 million and greater annual sales, drug stores doing \$1 million and greater annual sales, mass merchandisers (like Target), Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA.

**Florida Department of Citrus**  
**ORANGE JUICE SALES**  
**Expanded All Outlets Combined (xAOC)**  
**NIELSEN SCANTRACK**  
(Gallons and Revenues in Millions)

Report Ending Date: 10/27/18  
Issue Date: 11/14/18  
Report 01 of 18/19 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/28/17	05/12/18	06/09/18	07/07/18	08/04/18	09/01/18	09/29/18	10/27/18		2017-18	2018-19	% Change
<b><u>NFC OJ</u></b>												
Gallons	18.78	17.88	17.19	16.77	16.20	16.69	16.70	16.30	-13.2%	18.78	16.30	-13.2%
Price/Gal (\$)	7.80	8.01	8.04	8.05	8.15	8.12	8.18	8.30	6.4%	7.80	8.30	6.4%
Revenues (\$)	146.49	143.21	138.26	135.05	132.11	135.61	136.67	135.33	-7.6%	146.49	135.33	-7.6%
<b><u>RECON OJ</u></b>												
Gallons	11.09	10.82	10.48	10.36	10.62	10.72	10.73	10.84	-2.2%	11.09	10.84	-2.2%
Price/Gal (\$)	5.14	5.22	5.21	5.23	5.12	5.17	5.19	5.19	0.9%	5.14	5.19	0.9%
Revenues (\$)	57.04	56.50	54.58	54.12	54.32	55.45	55.64	56.26	-1.4%	57.04	56.26	-1.4%
<b><u>Refrigerated OJ</u></b>												
Gallons	29.86	28.70	27.67	27.13	26.82	27.41	27.43	27.14	-9.1%	29.86	27.14	-9.1%
Price/Gal (\$)	6.82	6.96	6.97	6.97	6.95	6.97	7.01	7.06	3.6%	6.82	7.06	3.6%
Revenues (\$)	203.53	199.71	192.84	189.16	186.43	191.06	192.31	191.59	-5.9%	203.53	191.59	-5.9%
<b><u>Frozen OJ</u></b>												
Gallons	1.23	1.20	1.19	1.20	1.14	1.13	1.11	1.13	-8.4%	1.23	1.13	-8.4%
Price/Gal (\$)	4.98	5.00	5.02	5.00	5.04	5.02	4.99	4.89	-1.9%	4.98	4.89	-1.9%
Revenues (\$)	6.13	5.97	5.96	6.02	5.74	5.66	5.54	5.51	-10.1%	6.13	5.51	-10.1%
<b><u>Shelf Stable OJ</u></b>												
Gallons	0.02	0.02	0.02	0.02	0.01	0.02	0.02	0.02	-19.0%	0.02	0.02	-19.0%
Price/Gal (\$)	8.88	8.65	8.46	9.14	9.51	8.77	8.77	8.96	0.9%	8.88	8.96	0.9%
Revenues (\$)	0.17	0.19	0.18	0.15	0.13	0.15	0.14	0.14	-18.2%	0.17	0.14	-18.2%
<b><u>Total Orange Juice</u></b>												
Gallons	31.11	29.92	28.88	28.35	27.97	28.56	28.55	28.28	-9.1%	31.11	28.28	-9.1%
Price/Gal (\$)	6.74	6.88	6.89	6.89	6.87	6.89	6.93	6.98	3.4%	6.74	6.98	3.4%
Revenues (\$)	209.83	205.87	198.97	195.33	192.30	196.86	198.00	197.24	-6.0%	209.83	197.24	-6.0%

Most recent four-week-period is preliminary

2018-19 STD: 09/30/18 - 10/27/18  
2017-18 STD: 10/01/17 - 10/28/17

Source: Nielsen. xAOC = Expanded All Outlets Combined. xAOC data consists of POS data for U.S. grocery stores doing \$2 million and greater annual sales, drug stores doing \$1 million and greater annual sales, mass merchandisers (like Target), Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA.

**GRAPEFRUIT JUICE SALES**  
**Expanded All Outlets Combined (xAOC)**  
(Gallons and Revenues in Millions)

Report 01 of 18/19 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/28/17	05/12/18	06/09/18	07/07/18	08/04/18	09/01/18	09/29/18	10/27/18		2017-18	2018-19	% Change
<b><u>NFC GJ</u></b>												
Gallons	0.67	0.62	0.61	0.62	0.62	0.63	0.60	0.53	-20.8%	0.67	0.53	-20.8%
Price/Gal (\$)	7.95	8.47	8.40	8.29	8.41	8.32	8.37	8.60	8.2%	7.95	8.60	8.2%
Revenues (\$)	5.30	5.23	5.09	5.16	5.21	5.21	5.04	4.54	-14.3%	5.30	4.54	-14.3%
<b><u>RECON GJ</u></b>												
Gallons	0.06	0.08	0.08	0.06	0.03	0.03	0.03	0.03	-55.1%	0.06	0.03	-55.1%
Price/Gal (\$)	8.74	8.48	8.49	9.13	12.48	12.76	12.52	13.15	50.4%	8.74	13.15	50.4%
Revenues (\$)	0.54	0.71	0.70	0.59	0.39	0.40	0.38	0.36	-32.5%	0.54	0.36	-32.5%
<b><u>Refrigerated GJ</u></b>												
Gallons	0.73	0.70	0.69	0.69	0.65	0.66	0.63	0.56	-23.7%	0.73	0.56	-23.7%
Price/Gal (\$)	8.02	8.47	8.41	8.37	8.61	8.53	8.57	8.83	10.2%	8.02	8.83	10.2%
Revenues (\$)	5.84	5.95	5.79	5.75	5.60	5.61	5.42	4.91	-16.0%	5.84	4.91	-16.0%
<b><u>Frozen GJ</u></b>												
Gallons	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	97.9%	0.01	0.01	97.9%
Price/Gal (\$)	4.79	4.82	4.76	4.81	4.81	4.90	4.90	5.23	9.3%	4.79	5.23	9.3%
Revenues (\$)	0.03	0.03	0.03	0.03	0.03	0.04	0.04	0.07	116.3%	0.03	0.07	116.3%
<b><u>Shelf Stable GJ</u></b>												
Gallons	0.28	0.31	0.31	0.30	0.28	0.28	0.25	0.25	-10.8%	0.28	0.25	-10.8%
Price/Gal (\$)	6.26	6.30	6.19	6.19	6.25	6.17	6.35	6.24	-0.4%	6.26	6.24	-0.4%
Revenues (\$)	1.77	1.95	1.91	1.85	1.77	1.70	1.60	1.58	-11.1%	1.77	1.58	-11.1%
<b><u>Total Grapefruit Juice</u></b>												
Gallons	1.02	1.02	1.00	0.99	0.94	0.94	0.89	0.82	-19.3%	1.02	0.82	-19.3%
Price/Gal (\$)	7.51	7.78	7.70	7.69	7.87	7.81	7.91	7.97	6.2%	7.51	7.97	6.2%
Revenues (\$)	7.65	7.93	7.74	7.63	7.40	7.35	7.05	6.55	-14.3%	7.65	6.55	-14.3%

Most recent four-week-period is preliminary

2018-19 STD: 09/30/18 - 10/27/18

2017-18 STD: 10/01/17 - 10/28/17

Source: Nielsen. xAOC = Expanded All Outlets Combined. xAOC data consists of POS data for U.S. grocery stores doing \$2 million and greater annual sales, drug stores doing \$1 million and greater annual sales, mass merchandisers (like Target), Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA.

**LESS THAN 100% OJ & GJ BEVERAGES**  
**Expanded All Outlets Combined (xAOC)**  
(Gallons and Revenues in Millions)

Report 01 of 18/19 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/28/17	05/12/18	06/09/18	07/07/18	08/04/18	09/01/18	09/29/18	10/27/18		2017-18	2018-19	% Change
<b><u>OJ Drinks 0-39.99%</u></b>												
Gallons	1.16	1.17	1.25	1.30	1.24	1.27	1.18	1.05	-9.5%	1.16	1.05	-9.5%
Price/Gal (\$)	5.51	5.60	5.52	5.50	5.60	5.50	5.49	5.57	1.1%	5.51	5.57	1.1%
Revenues (\$)	6.40	6.55	6.89	7.15	6.92	6.97	6.49	5.86	-8.5%	6.40	5.86	-8.5%
<b><u>OJ Drinks 40-99.99%</u></b>												
Gallons	1.43	1.46	1.40	1.27	1.20	1.22	1.23	1.29	-9.8%	1.43	1.29	-9.8%
Price/Gal (\$)	7.71	7.71	7.69	7.91	8.38	8.49	8.49	8.40	8.9%	7.71	8.40	8.9%
Revenues (\$)	11.04	11.26	10.74	10.07	10.02	10.39	10.46	10.85	-1.7%	11.04	10.85	-1.7%
<b><u>OJ Drinks - % not stated</u></b>												
Gallons	0.14	0.11	0.12	0.13	0.12	0.13	0.11	0.10	-26.1%	0.14	0.10	-26.1%
Price/Gal (\$)	5.75	6.15	6.08	7.26	7.42	7.45	7.71	7.72	34.4%	5.75	7.72	34.4%
Revenues (\$)	0.81	0.69	0.71	0.92	0.92	0.94	0.87	0.81	-0.6%	0.81	0.81	-0.6%
<b><u>Total OJ Drinks</u></b>												
Gallons	2.74	2.74	2.76	2.70	2.55	2.62	2.53	2.45	-10.5%	2.74	2.45	-10.5%
Price/Gal (\$)	6.67	6.75	6.64	6.72	6.99	6.99	7.05	7.15	7.2%	6.67	7.15	7.2%
Revenues (\$)	18.26	19.62	18.34	18.15	17.86	18.31	17.82	17.52	-4.1%	18.26	17.52	-4.1%
<b><u>OJ BL Drinks</u></b>												
Gallons	14.23	13.78	14.31	14.46	14.39	14.85	14.17	13.26	-6.8%	14.23	13.26	-6.8%
Price/Gal (\$)	3.33	3.38	3.33	3.28	3.25	3.30	3.37	3.42	2.5%	3.33	3.42	2.5%
Revenues (\$)	47.44	46.53	47.70	47.40	46.72	49.06	47.79	45.29	-4.5%	47.44	45.29	-4.5%
<b><u>OJ BL (100% Juice)</u></b>												
Gallons	2.28	2.12	2.08	2.08	1.96	2.01	1.97	1.95	-14.1%	2.28	1.95	-14.1%
Price/Gal (\$)	7.30	7.62	7.51	7.37	7.50	7.45	7.54	7.52	3.1%	7.30	7.52	3.1%
Revenues (\$)	16.61	16.13	15.60	15.34	14.71	14.96	14.81	14.71	-11.5%	16.61	14.71	-11.5%
<b><u>GJ Cocktail</u></b>												
Gallons	0.66	0.71	0.71	0.70	0.67	0.67	0.64	0.61	-8.5%	0.66	0.61	-8.5%
Price/Gal (\$)	6.19	6.23	6.16	6.26	6.33	6.27	6.22	6.20	0.1%	6.19	6.20	0.1%
Revenues (\$)	4.10	4.41	4.38	4.36	4.25	4.22	3.96	3.75	-8.4%	4.10	3.75	-8.4%
<b><u>GJ BL (100% Juice)</u></b>												
Gallons	0.12	0.10	0.11	0.11	0.10	0.10	0.10	0.09	-22.3%	0.12	0.09	-22.3%
Price/Gal (\$)	6.29	6.15	5.93	5.96	5.92	5.91	6.00	6.03	-4.1%	6.29	6.03	-4.1%
Revenues (\$)	0.75	0.63	0.63	0.63	0.62	0.60	0.58	0.56	-25.5%	0.75	0.56	-25.5%

Most recent four-week-period is preliminary

2018-19 STD: 09/30/18 - 10/27/18  
2017-18 STD: 10/01/17 - 10/28/17

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<http://www.floridacitrus.org/grower>

**Florida Department of Citrus**  
**ORANGE JUICE SALES**  
**FOOD (\$2MM+ GROCERY)**  
**NIELSEN SCANTRACK**  
 (Gallons and Revenues in Millions)

Report Ending Date: 10/27/18  
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 Report 01 of 18/19 Season

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	10/28/17	05/12/18	06/09/18	07/07/18	08/04/18	09/01/18	09/29/18	10/27/18		2017-18	2018-19	% Change
<b><u>NFC OJ</u></b>												
Gallons	12.64	11.97	11.53	11.34	10.93	11.24	11.20	10.91	-13.7%	12.64	10.91	-13.7%
Price/Gal (\$)	7.87	8.16	8.20	8.18	8.30	8.24	8.32	8.44	7.3%	7.87	8.44	7.3%
Revenues (\$)	99.51	97.70	94.60	92.80	90.71	92.56	93.19	92.08	-7.5%	99.51	92.08	-7.5%
<b><u>RECON OJ</u></b>												
Gallons	6.83	6.58	6.46	6.35	6.61	6.55	6.50	6.47	-5.3%	6.83	6.47	-5.3%
Price/Gal (\$)	4.96	5.19	5.21	5.25	5.08	5.17	5.23	5.20	4.9%	4.96	5.20	4.9%
Revenues (\$)	33.90	34.15	33.67	33.36	33.60	33.90	33.94	33.66	-0.7%	33.90	33.66	-0.7%
<b><u>Refrigerated OJ</u></b>												
Gallons	19.48	18.55	18.00	17.69	17.54	17.79	17.70	17.38	-10.8%	19.48	17.38	-10.8%
Price/Gal (\$)	6.85	7.11	7.13	7.13	7.09	7.11	7.18	7.24	5.7%	6.85	7.24	5.7%
Revenues (\$)	133.41	131.86	128.27	126.15	124.31	126.46	127.13	125.75	-5.7%	133.41	125.75	-5.7%
<b><u>Frozen OJ</u></b>												
Gallons	0.89	0.86	0.85	0.87	0.82	0.81	0.79	0.82	-7.7%	0.89	0.82	-7.7%
Price/Gal (\$)	5.02	5.09	5.12	5.09	5.14	5.11	5.12	5.07	0.9%	5.02	5.07	0.9%
Revenues (\$)	4.47	4.37	4.37	4.43	4.21	4.16	4.07	4.17	-6.8%	4.47	4.17	-6.8%
<b><u>Shelf Stable OJ</u></b>												
Gallons	0.02	0.02	0.02	0.01	0.01	0.01	0.01	0.01	-20.4%	0.02	0.01	-20.4%
Price/Gal (\$)	9.31	9.32	8.97	9.52	9.94	9.19	9.25	9.58	2.9%	9.31	9.58	2.9%
Revenues (\$)	0.16	0.17	0.16	0.14	0.12	0.14	0.13	0.13	-18.1%	0.16	0.13	-18.1%
<b><u>Total Orange Juice</u></b>												
Gallons	20.38	19.43	18.87	18.58	18.37	18.62	18.50	18.21	-10.7%	20.38	18.21	-10.7%
Price/Gal (\$)	6.77	7.02	7.04	7.04	7.00	7.02	7.10	7.14	5.5%	6.77	7.14	5.5%
Revenues (\$)	138.04	136.40	132.80	130.72	128.64	130.75	131.33	130.05	-5.8%	138.04	130.05	-5.8%

Most recent four-week-period is preliminary  
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 2017-18 STD: 10/01/17 - 10/28/17

Source: Nielsen. Food data consists of POS data for U.S. grocery stores doing \$2 million and greater annual sales.

**GRAPEFRUIT JUICE SALES**  
**FOOD (\$2MM+ GROCERY)**  
(Gallons and Revenues in Thousands)

Report 01 of 18/19 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/28/17	05/12/18	06/09/18	07/07/18	08/04/18	09/01/18	09/29/18	10/27/18		2017-18	2018-19	% Change
<b><u>NFC GJ</u></b>												
Gallons	546.31	502.43	495.43	510.61	511.51	516.70	495.19	453.92	-16.9%	546.31	453.92	-16.9%
Price/Gal (\$)	8.02	8.59	8.50	8.38	8.51	8.39	8.46	8.59	7.1%	8.02	8.59	7.1%
Revenues (\$)	4,383.11	4,315.60	4,210.59	4,279.73	4,350.65	4,333.73	4,187.68	3,899.70	-11.0%	4,383.11	3,899.70	-11.0%
<b><u>RECON GJ</u></b>												
Gallons	61.73	83.94	82.30	64.40	31.14	31.61	30.30	27.70	-55.1%	61.73	27.70	-55.1%
Price/Gal (\$)	8.74	8.48	8.49	9.13	12.48	12.76	12.52	13.15	50.4%	8.74	13.15	50.4%
Revenues (\$)	539.71	711.74	698.82	587.93	388.69	403.42	379.45	364.09	-32.5%	539.71	364.09	-32.5%
<b><u>Refrigerated GJ</u></b>												
Gallons	608.04	586.37	577.73	575.01	542.65	548.31	525.50	481.62	-20.8%	608.04	481.62	-20.8%
Price/Gal (\$)	8.10	8.57	8.50	8.47	8.73	8.64	8.69	8.85	9.3%	8.10	8.85	9.3%
Revenues (\$)	4,922.83	5,027.33	4,909.41	4,867.66	4,739.35	4,737.15	4,567.14	4,263.79	-13.4%	4,922.83	4,263.79	-13.4%
<b><u>Frozen GJ</u></b>												
Gallons	6.87	6.83	6.87	7.03	7.10	7.20	7.49	13.59	97.9%	6.87	13.59	97.9%
Price/Gal (\$)	4.79	4.82	4.76	4.81	4.81	4.90	4.90	5.23	9.3%	4.79	5.23	9.3%
Revenues (\$)	32.88	32.96	32.71	33.86	34.16	35.26	36.65	71.14	116.3%	32.88	71.14	116.3%
<b><u>Shelf Stable GJ</u></b>												
Gallons	184.93	197.99	202.19	192.82	179.21	175.82	154.31	157.86	-14.6%	184.93	157.86	-14.6%
Price/Gal (\$)	6.67	6.94	6.72	6.77	6.92	6.78	7.13	6.92	3.8%	6.67	6.92	3.8%
Revenues (\$)	1,232.74	1,373.13	1,358.75	1,305.97	1,240.86	1,192.62	1,100.95	1,092.21	-11.4%	1,232.74	1,092.21	-11.4%
<b><u>Total Grapefruit Juice</u></b>												
Gallons	799.83	791.20	786.79	774.86	728.97	731.33	687.29	653.07	-18.3%	799.83	653.07	-18.3%
Price/Gal (\$)	7.74	8.13	8.01	8.01	8.25	8.16	8.30	8.31	7.4%	7.74	8.31	7.4%
Revenues (\$)	6,188.44	6,433.43	6,300.87	6,207.49	6,014.37	5,965.03	5,704.74	5,427.13	-12.3%	6,188.44	5,427.13	-12.3%

Most recent four-week-period is preliminary

2018-19 STD: 09/30/18 - 10/27/18

2017-18 STD: 10/01/17 - 10/28/17

Source: Nielsen. Food data consists of POS data for U.S. grocery stores doing \$2 million and greater annual sales.

**LESS THAN 100% OJ & GJ BEVERAGES**  
**FOOD (\$2MM+ GROCERY)**  
(Gallons and Revenues in Thousands)

Report 01 of 18/19 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/28/17	05/12/18	06/09/18	07/07/18	08/04/18	09/01/18	09/29/18	10/27/18		2017-18	2018-19	% Change
<b><u>OJ Drinks 0-39.99%</u></b>												
Gallons	763.21	777.22	837.96	865.66	833.63	863.96	802.12	710.96	-6.8%	763.21	710.96	-6.8%
Price/Gal (\$)	5.89	6.09	6.00	6.11	6.15	5.93	5.94	6.05	2.8%	5.89	6.05	2.8%
Revenues (\$)	4,491.73	4,732.28	5,024.60	5,285.56	5,130.34	5,120.24	4,765.00	4,302.11	-4.2%	4,491.73	4,302.11	-4.2%
<b><u>OJ Drinks 40-99.99%</u></b>												
Gallons	1,038.85	1,068.86	1,026.52	954.61	882.56	891.09	896.02	951.05	-8.5%	1,038.85	951.05	-8.5%
Price/Gal (\$)	7.64	7.82	7.79	7.99	8.43	8.58	8.59	8.45	10.6%	7.64	8.45	10.6%
Revenues (\$)	7,938.11	8,360.95	8,000.61	7,627.86	7,443.19	7,643.98	7,694.61	8,039.63	1.3%	7,938.11	8,039.63	1.3%
<b><u>OJ Drinks - % not stated</u></b>												
Gallons	140.63	111.58	115.74	125.95	122.70	125.80	112.16	103.73	-26.2%	140.63	103.73	-26.2%
Price/Gal (\$)	5.75	6.17	6.10	7.27	7.43	7.46	7.71	7.73	34.4%	5.75	7.73	34.4%
Revenues (\$)	809.00	688.53	705.67	915.61	911.96	938.31	865.18	801.74	-0.9%	809.00	801.74	-0.9%
<b><u>Total OJ Drinks</u></b>												
Gallons	1,942.69	1,957.65	1,980.22	1,946.22	1,838.89	1,880.86	1,810.30	1,765.74	-9.1%	1,942.69	1,765.74	-9.1%
Price/Gal (\$)	6.81	7.04	6.93	7.11	7.33	7.29	7.36	7.44	9.2%	6.81	7.44	9.2%
Revenues (\$)	13,238.84	14,409.64	13,730.87	13,829.03	13,485.50	13,702.53	13,324.79	13,143.48	-0.7%	13,238.84	13,143.48	-0.7%
<b><u>OJ BL Drinks</u></b>												
Gallons	7,228.77	6,706.26	7,176.88	7,562.61	7,512.20	7,649.91	7,129.51	6,566.92	-9.2%	7,228.77	6,566.92	-9.2%
Price/Gal (\$)	3.28	3.43	3.30	3.21	3.19	3.22	3.39	3.47	6.0%	3.28	3.47	6.0%
Revenues (\$)	23,689.60	22,990.29	23,670.32	24,243.97	23,999.36	24,641.26	24,169.84	22,803.53	-3.7%	23,689.60	22,803.53	-3.7%
<b><u>OJ BL (100% Juice)</u></b>												
Gallons	1,508.49	1,365.72	1,390.07	1,412.29	1,319.88	1,337.32	1,305.89	1,296.60	-14.0%	1,508.49	1,296.60	-14.0%
Price/Gal (\$)	7.19	7.51	7.38	7.27	7.42	7.37	7.48	7.48	4.0%	7.19	7.48	4.0%
Revenues (\$)	10,848.47	10,259.68	10,264.13	10,273.51	9,787.68	9,850.30	9,765.05	9,696.47	-10.6%	10,848.47	9,696.47	-10.6%
<b><u>GJ Cocktail</u></b>												
Gallons	353.37	384.63	399.59	395.57	381.14	373.53	345.84	321.82	-8.9%	353.37	321.82	-8.9%
Price/Gal (\$)	6.92	6.95	6.78	6.99	7.09	7.02	7.01	7.00	1.1%	6.92	7.00	1.1%
Revenues (\$)	2,445.90	2,673.15	2,710.96	2,763.69	2,703.01	2,622.11	2,422.64	2,252.94	-7.9%	2,445.90	2,252.94	-7.9%
<b><u>GJ BL (100% Juice)</u></b>												
Gallons	70.48	47.53	54.09	54.58	52.58	50.23	45.64	43.16	-38.8%	70.48	43.16	-38.8%
Price/Gal (\$)	6.97	7.15	6.58	6.65	6.62	6.61	6.85	6.90	-1.1%	6.97	6.90	-1.1%
Revenues (\$)	491.61	340.01	355.66	362.96	348.01	332.07	312.54	297.81	-39.4%	491.61	297.81	-39.4%

Most recent four-week-period is preliminary

2018-19 STD: 09/30/18 - 10/27/18  
2017-18 STD: 10/01/17 - 10/28/17

Source: Nielsen. Food data consists of POS data for U.S. grocery stores doing \$2 million and greater annual sales.

Florida Department of Citrus; P.O.Box 9010; Bartow, FL 33831-9010  
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**Florida Department of Citrus**  
**ORANGE JUICE PROMOTIONS**  
**FOOD (\$2MM+ Grocery Stores)**  
**NIELSEN SCANTRACK**  
 (Prices in dollars and Promotion in %ACV)

Report Ending Date: 10/27/18  
 Issue Date: 11/14/18  
 Report 01 of 18/19 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/28/17	05/12/18	06/09/18	07/07/18	08/04/18	09/01/18	09/29/18	10/27/18		2017-18	2018-19	% Change
<b><u>NFC OJ</u></b>												
Average Promo Price	7.00	7.30	7.40	7.27	7.35	7.32	7.44	7.53	7.6%	6.92	7.19	3.8%
Price Reduction	93	96	92	91	90	92	93	95	2.2%	94	93	-0.6%
Feature & Disp	26	27	21	24	25	23	21	26	0.0%	30	25	-16.0%
Display w/o Fea	24	28	26	21	25	22	25	27	12.5%	27	25	-6.6%
Feature w/o Disp	87	88	86	87	86	87	85	87	0.0%	88	87	-1.0%
<b><u>RECON OJ</u></b>												
Average Promo Price	4.15	4.51	4.77	4.91	4.39	4.57	4.63	4.38	5.5%	4.35	4.53	4.1%
Price Reduction	84	77	78	75	76	77	81	74	-11.9%	80	77	-4.0%
Feature & Disp	4	10	5	5	5	5	4	3	-25.0%	7	6	-22.1%
Display w/o Fea	12	13	12	10	11	11	11	11	-8.3%	13	11	-12.0%
Feature w/o Disp	42	51	48	52	51	55	42	44	4.8%	57	52	-8.9%
<b><u>Refrigerated OJ</u></b>												
Average Promo Price	6.17	6.52	6.66	6.63	6.29	6.56	6.69	6.60	7.0%	6.22	6.46	3.8%
Price Reduction	98	98	94	93	95	96	96	96	-2.0%	97	96	-0.7%
Feature & Disp	27	31	24	26	28	26	23	27	0.0%	32	28	-14.0%
Display w/o Fea	31	33	30	27	30	28	30	32	3.2%	33	30	-9.1%
Feature w/o Disp	89	90	89	90	89	91	89	89	0.0%	90	90	-0.3%
<b><u>Frozen OJ</u></b>												
Average Promo Price	4.61	4.37	4.54	3.92	4.09	4.36	4.19	4.37	-5.2%	3.96	4.31	8.7%
Price Reduction	46	36	35	36	30	29	31	35	-23.9%	45	36	-19.9%
Feature & Disp	0	0	0	0	0	0	1	0	100.0%	0	0	100.0%
Display w/o Fea	0	1	1	1	1	1	1	1	-40.0%	1	1	-40.0%
Feature w/o Disp	7	7	8	7	5	10	7	9	28.6%	9	8	-6.0%
<b><u>Shelf Stable OJ</u></b>												
Average Promo Price	8.20	7.19	7.15	8.61	8.22	7.05	7.07	7.79	-5.0%	7.43	7.64	2.9%
Price Reduction	3	4	11	8	12	14	14	9	200.0%	11	7	-35.1%
Feature & Disp	0	0	0	0	0	0	0	0	0	0	0	0
Display w/o Fea	0	0	0	0	0	0	0	0	0	0	0	0
Feature w/o Disp	0	0	0	0	0	0	0	0	0	1	1	-36.8%
<b><u>Total OJ</u></b>												
Average Promo Price	6.14	6.49	6.64	6.60	6.27	6.54	6.66	6.56	6.8%	6.17	6.43	4.3%
Price Reduction	98	98	95	94	96	96	97	96	-2.0%	97	97	-0.3%
Feature & Disp	28	31	24	26	28	26	23	28	0.0%	32	28	-14.0%
Display w/o Fea	31	33	31	27	30	29	30	32	3.2%	34	31	-9.2%
Feature w/o Disp	89	90	89	90	89	91	89	89	0.0%	90	90	-0.3%

Most recent four-week-period is preliminary  
 2018-19 STD: 09/30/18 - 10/27/18  
 2017-18 STD: 10/01/17 - 10/28/17  
 Source: Nielsen

## GRAPEFRUIT JUICE PROMOTIONS

### FOOD (\$2MM+ Grocery Stores)

(Prices in dollars and Promotion in %ACV)

Report 01 of 18/19 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/28/17	05/12/18	06/09/18	07/07/18	08/04/18	09/01/18	09/29/18	10/27/18		2017-18	2018-19	% Change
<b><u>NFC GJ</u></b>												
Average Promo Price	7.01	7.47	7.52	7.42	7.35	7.26	7.68	7.64	9.0%	6.91	7.24	4.8%
Price Reduction	72	62	69	78	67	73	70	59	-18.1%	73	71	-3.7%
Feature & Disp	2	2	2	2	1	2	2	1	-50.0%	2	2	-14.3%
Display w/o Fea	5	5	5	5	5	4	4	3	-40.0%	6	5	-15.4%
Feature w/o Disp	45	43	46	59	53	57	52	43	-4.4%	43	49	13.0%
<b><u>RECON GJ</u></b>												
Average Promo Price	6.52	6.00	6.27	6.09	10.41	11.62	10.18	11.55	77.1%	7.93	8.27	4.2%
Price Reduction	14	9	8	12	10	12	11	11	-21.4%	12	13	1.9%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	0	0	0	0	0	0	0	0		0	0	-33.3%
Feature w/o Disp	0	0	0	0	0	5	0	0		0	1	350.0%
<b><u>Refrigerated GJ</u></b>												
Average Promo Price	6.97	7.40	7.46	7.35	7.39	7.34	7.72	7.73	10.9%	6.92	7.26	5.0%
Price Reduction	73	69	73	81	70	74	71	65	-11.0%	75	73	-2.0%
Feature & Disp	2	2	2	2	1	2	2	1	-50.0%	2	2	-14.3%
Display w/o Fea	6	5	5	5	5	4	4	3	-50.0%	6	5	-15.7%
Feature w/o Disp	45	43	46	59	53	57	52	44	-2.2%	43	49	13.3%
<b><u>Frozen GJ</u></b>												
Average Promo Price	4.08	4.57	4.65	5.18	3.71	5.35	4.97	4.07	-0.2%	3.92	4.59	17.3%
Price Reduction	2	0	1	1	1	1	1	8	300.0%	5	1	-68.9%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	0	0	0	0	0	0	0	0		0	0	
Feature w/o Disp	0	0	0	0	0	0	0	1		0	0	
<b><u>Shelf Stable GJ</u></b>												
Average Promo Price	5.67	5.92	5.35	5.43	5.65	5.43	6.07	5.73	1.1%	5.64	5.48	-2.8%
Price Reduction	37	43	50	40	35	35	30	32	-13.5%	41	40	-0.9%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	1	1	1	1	1	1	1	1	0.0%	2	1	-14.3%
Feature w/o Disp	18	6	15	12	17	14	4	19	5.6%	12	13	0.6%
<b><u>TL GJ</u></b>												
Average Promo Price	6.78	7.16	7.08	7.06	7.15	7.03	7.58	7.32	8.0%	6.71	6.98	4.0%
Price Reduction	79	79	81	87	77	79	75	72	-8.9%	81	80	-1.5%
Feature & Disp	2	2	2	2	1	2	2	1	-50.0%	2	2	-6.9%
Display w/o Fea	7	6	6	5	6	5	5	4	-42.9%	8	6	-20.2%
Feature w/o Disp	49	46	50	62	56	65	56	49	0.0%	49	54	9.7%

Most recent four-week-period is preliminary

2018-19 STD: 09/30/18 - 10/27/18

2017-18 STD: 10/01/17 - 10/28/17

Source: Nielsen

## LESS THAN 100% OJ & GJ BEVERAGES PROMOTIONS

### FOOD (\$2MM+ Grocery Stores)

(Prices in dollars and Promotion in %ACV)

Report 01 of 18/19 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4	Season-to-Date		
	10/28/17	05/12/18	06/09/18	07/07/18	08/04/18	09/01/18	09/29/18	10/27/18		2017-18	2018-19	% Change
<b>OJ Drinks 0-39.99%</b>												
Average Promo Price	5.58	5.74	5.53	5.88	5.65	5.72	5.52	5.95	6.6%	5.43	5.74	5.8%
Price Reduction	81	82	79	79	80	79	76	77	-4.9%	80	79	-1.5%
Feature & Disp	8	11	11	14	7	17	13	8	0.0%	10	11	12.5%
Display w/o Fea	34	36	33	37	33	33	32	29	-14.7%	32	32	-1.4%
Feature w/o Disp	56	43	55	57	44	65	57	46	-17.9%	54	54	0.4%
<b>OJ Drinks 40-99.99%</b>												
Average Promo Price	7.08	7.15	7.18	7.33	7.63	7.89	7.96	7.82	10.5%	7.01	7.31	4.2%
Price Reduction	74	79	74	73	71	72	73	74	0.0%	74	74	0.0%
Feature & Disp	5	6	2	2	4	2	2	5	0.0%	6	4	-39.7%
Display w/o Fea	8	14	11	7	10	9	8	12	50.0%	9	10	5.0%
Feature w/o Disp	46	40	47	45	45	41	41	43	-6.5%	45	41	-10.2%
<b>OJ Drinks - % not stated</b>												
Average Promo Price	5.01	5.46	5.53	6.50	6.23	7.00	7.26	9.07	81.0%	5.07	5.97	17.9%
Price Reduction	12	17	14	20	17	20	15	16	33.3%	16	16	-1.0%
Feature & Disp	0	0	1	0	0	0	0	0	0.0%	0	0	-50.0%
Display w/o Fea	2	2	1	3	3	3	2	2	0.0%	2	2	9.1%
Feature w/o Disp	11	11	15	10	16	12	5	5	-54.5%	10	11	12.9%
<b>Total OJ Drinks</b>												
Average Promo Price	6.51	6.63	6.48	6.62	6.69	6.89	6.91	7.25	11.4%	6.36	6.68	5.0%
Price Reduction	90	90	90	89	89	91	87	89	-1.1%	91	90	-1.3%
Feature & Disp	12	16	13	16	11	19	15	13	8.3%	15	14	-6.0%
Display w/o Fea	39	44	41	42	41	39	38	38	-2.6%	39	38	-1.4%
Feature w/o Disp	72	64	70	72	73	72	70	70	-2.8%	70	69	-1.9%
<b>OJ BL Drinks</b>												
Average Promo Price	2.54	2.73	2.73	2.59	2.54	2.57	2.90	2.93	15.4%	2.78	2.79	0.5%
Price Reduction	95	94	97	96	96	97	96	96	1.1%	97	96	-0.7%
Feature & Disp	25	24	26	32	32	28	25	23	-8.0%	28	23	-18.4%
Display w/o Fea	60	56	58	59	59	60	60	57	-5.0%	63	56	-10.2%
Feature w/o Disp	80	79	74	82	83	78	83	79	-1.3%	83	77	-6.6%
<b>OJ BL (100% Juice)</b>												
Average Promo Price	6.35	6.71	6.63	6.63	6.61	6.58	6.87	6.74	6.1%	6.38	6.52	2.3%
Price Reduction	90	89	85	88	85	82	87	85	-5.6%	88	86	-3.0%
Feature & Disp	6	6	6	7	5	6	5	6	0.0%	8	6	-18.4%
Display w/o Fea	11	10	8	9	10	8	10	8	-27.3%	13	9	-29.8%
Feature w/o Disp	67	71	60	65	60	70	59	63	-6.0%	69	65	-5.7%
<b>GJ Cocktail</b>												
Average Promo Price	6.14	6.38	5.83	6.27	6.66	6.12	5.91	6.13	-0.2%	6.11	5.85	-4.2%
Price Reduction	66	75	76	69	71	71	64	67	1.5%	72	72	0.2%
Feature & Disp	2	4	7	9	3	4	2	3	50.0%	5	4	-13.8%
Display w/o Fea	18	19	18	22	20	18	14	14	-22.2%	18	17	-8.3%
Feature w/o Disp	29	19	42	36	28	30	23	18	-37.9%	29	28	-4.4%
<b>GJ BL (100% Juice)</b>												
Average Promo Price	6.14	5.92	5.25	5.58	5.56	5.14	5.55	6.16	0.3%	6.34	5.51	-13.1%
Price Reduction	32	19	29	20	24	18	17	17	-46.9%	41	28	-31.6%
Feature & Disp	0	0	0	0	0	0	0	0	0.0%	0	0	-100.0%
Display w/o Fea	1	0	1	1	1	0	1	0	-100.0%	1	1	-41.2%
Feature w/o Disp	7	4	7	7	7	5	1	6	-14.3%	7	5	-25.6%

Most recent four-week-period is preliminary

2018-19 STD: 09/30/18 - 10/27/18

2017-18 STD: 10/01/17 - 10/28/17

Source: Nielsen

## Orange Juice Categories at xAOC

	Last Year 52 weeks ending 10/28/17	This Year 52 weeks ending 10/27/18
<b>GALLONS (millions)</b>		
Total OJ	429.98	408.46
Ref NFC OJ	263.73	246.67
Ref Recon OJ	148.01	145.26
Frozen OJ	17.95	16.30
SS OJ	0.29	0.24
<b>DOLLARS (millions)</b>		
Total OJ	\$2,882.55	\$2,791.33
Ref NFC OJ	\$2,026.95	\$1,953.97
Ref Recon OJ	\$764.35	\$753.86
Frozen OJ	\$88.74	\$81.38
SS OJ	\$2.51	\$2.12
<b>AVG PRICE PER GALLON</b>		
Total OJ	\$6.70	\$6.83
Ref NFC OJ	\$7.69	\$7.92
Ref Recon OJ	\$5.16	\$5.19
Frozen OJ	\$4.94	\$4.99
SS OJ	\$8.64	\$8.97
<b>SHARE OF GALLONS</b>		
Total OJ	100.0%	100.0%
Ref NFC OJ	61.3%	60.4%
Ref Recon OJ	34.4%	35.6%
Frozen OJ	4.2%	4.0%
SS OJ	0.1%	0.1%
<b>SHARE OF DOLLARS</b>		
Total OJ	100.0%	100.0%
Ref NFC OJ	70.3%	70.0%
Ref Recon OJ	26.5%	27.0%
Frozen OJ	3.1%	2.9%
SS OJ	0.1%	0.1%

Source: Nielsen FDOC Custom Database

Universe: Expanded All Outlets Combined (xAOC) is a Nielsen-defined retail universe. xAOC data are for U.S. grocery stores doing \$2 million and greater annual sales, drug stores doing \$1 million and greater annual sales, mass merchandisers, Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA. Beginning with June 2012 reports, Walmart data is point-of sale (POS) data; previously, it was panel data.

Time Periods: 52 wks ending 10/27/18 and 52 wks ending 10/28/17

Created: 11/14/18

## Grapefruit Juice Categories at xAOC

	Last Year 52 weeks ending 10/28/17	This Year 52 weeks ending 10/27/18
<b>GALLONS (millions)</b>		
Total GJ	13.89	12.91
Ref NFC GJ	9.18	8.30
Ref Recon GJ	0.82	0.78
Frozen GJ	0.12	0.10
SS GJ	3.77	3.74
<b>DOLLARS (millions)</b>		
Total GJ	\$103.02	\$98.63
Ref NFC GJ	\$71.75	\$67.81
Ref Recon GJ	\$7.04	\$7.21
Frozen GJ	\$0.52	\$0.48
SS GJ	\$23.67	\$23.13
<b>AVG PRICE PER GALLON</b>		
Total GJ	\$7.41	\$7.64
Ref NFC GJ	\$7.82	\$8.17
Ref Recon GJ	\$8.57	\$9.29
Frozen GJ	\$4.44	\$4.90
SS GJ	\$6.28	\$6.19
<b>SHARE OF GALLONS</b>		
Total GJ	100.0%	100.0%
Ref NFC GJ	66.1%	64.3%
Ref Recon GJ	5.9%	6.0%
Frozen GJ	0.8%	0.8%
SS GJ	27.2%	28.9%
<b>SHARE OF DOLLARS</b>		
Total GJ	100.0%	100.0%
Ref NFC GJ	69.7%	68.8%
Ref Recon GJ	6.8%	7.3%
Frozen GJ	0.5%	0.5%
SS GJ	23.0%	23.4%

Source: Nielsen FDOC Custom Database

Universe: Expanded All Outlets Combined (xAOC) is a Nielsen-defined retail universe. xAOC data are for U.S. grocery stores doing \$2 million and greater annual sales, drug stores doing \$1 million and greater annual sales, mass merchandisers, Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA. Beginning with June 2012 reports, Walmart data is point-of sale (POS) data; previously, it was panel data.

Time Periods: 52 wks ending 10/27/18 and 52 wks ending 10/28/17

Created: 11/14/18

## Orange Juice Sales at xAOC - by Region

	Gallons									
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 10/27/18		4 WEEKS ENDING 10/28/17			
	% of Total	% Chg	% of Total	% of Total	% of Total	% Chg	% of Total	% of Total	% of Total	% of Total
<b>TOTAL US - XAOC</b>										
TL OJ	408,461,214	-5.0%	429,983,667		28,277,593	-9.1%	31,112,692			
TL OJ REF NFC	246,666,303	-6.5%	263,730,160		16,295,829	-13.2%	18,775,922			
TL OJ REF RECON	145,259,715	-1.9%	148,013,664		10,839,538	-2.2%	11,087,937			
<b>NORTHEAST REGION - XAOC</b>										
TL OJ	76,396,745	18.7%	81,496,178	19.0%	5,291,777	18.7%	5,799,895	18.6%		
TL OJ REF NFC	60,275,553	14.8%	64,858,250	15.1%	4,109,074	14.5%	4,647,129	14.9%		
TL OJ REF RECON	14,370,794	3.5%	14,778,368	3.4%	1,061,207	3.8%	1,027,961	3.3%		
<b>SOUTH REGION - XAOC</b>										
TL OJ	160,821,736	39.4%	168,553,844	39.2%	11,076,878	39.2%	12,369,157	39.8%		
TL OJ REF NFC	93,055,378	22.8%	99,934,763	23.2%	5,996,191	21.2%	7,192,484	23.1%		
TL OJ REF RECON	62,880,554	15.4%	63,209,687	14.7%	4,741,899	16.8%	4,805,303	15.4%		
<b>WEST REGION - XAOC</b>										
TL OJ	84,820,179	20.8%	89,923,340	20.9%	5,857,913	20.7%	6,573,959	21.1%		
TL OJ REF NFC	46,273,231	11.3%	48,889,952	11.4%	3,057,641	10.8%	3,500,406	11.3%		
TL OJ REF RECON	33,514,023	8.2%	35,525,138	8.3%	2,452,728	8.7%	2,680,412	8.6%		
<b>MIDWEST REGION - XAOC</b>										
TL OJ	86,295,987	21.1%	89,540,102	20.8%	6,041,116	21.4%	6,350,150	20.4%		
TL OJ REF NFC	46,875,498	11.5%	49,612,178	11.5%	3,119,885	11.0%	3,426,799	11.0%		
TL OJ REF RECON	34,536,158	8.5%	34,458,750	8.0%	2,585,916	9.1%	2,563,321	8.2%		

	Dollars									
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 10/27/18		4 WEEKS ENDING 10/28/17			
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	% of Total	% Chg	% of Total	% of Total	% of Total
<b>TOTAL US - XAOC</b>										
TL OJ	\$2,791,331,939		-3.2%	\$2,882,547,592		\$197,242,474	-6.0%	\$209,827,010		
TL OJ REF NFC	\$1,953,970,169		-3.6%	\$2,026,949,830		\$135,330,687	-7.6%	\$146,494,515		
TL OJ REF RECON	\$753,856,961		-1.4%	\$764,348,217		\$56,264,118	-1.4%	\$57,035,986		
<b>NORTHEAST REGION - XAOC</b>										
TL OJ	\$535,395,891	19.2%	-3.3%	\$553,439,361	19.2%	\$38,659,234	19.6%	\$39,740,367	18.9%	
TL OJ REF NFC	\$446,977,971	16.0%	-3.9%	\$465,319,178	16.1%	\$32,045,039	16.2%	\$33,461,273	15.9%	
TL OJ REF RECON	\$78,406,830	2.8%	1.2%	\$77,485,999	2.7%	\$5,921,046	3.0%	\$5,555,788	2.6%	
<b>SOUTH REGION - XAOC</b>										
TL OJ	\$1,083,093,426	38.8%	-3.2%	\$1,118,677,977	38.8%	\$75,624,543	38.3%	\$82,654,302	39.4%	
TL OJ REF NFC	\$743,739,865	26.6%	-3.8%	\$772,834,159	26.8%	\$50,193,401	25.4%	\$56,584,681	27.0%	
TL OJ REF RECON	\$315,229,224	11.3%	-1.2%	\$319,095,302	11.1%	\$23,819,317	12.1%	\$24,232,362	11.5%	
<b>WEST REGION - XAOC</b>										
TL OJ	\$600,301,319	21.5%	-3.4%	\$621,288,220	21.6%	\$42,405,070	21.5%	\$45,924,993	21.9%	
TL OJ REF NFC	\$391,843,053	14.0%	-2.9%	\$403,473,903	14.0%	\$27,345,388	13.9%	\$29,616,440	14.1%	
TL OJ REF RECON	\$183,671,451	6.6%	-3.8%	\$190,940,705	6.6%	\$13,372,538	6.8%	\$14,366,690	6.8%	
<b>MIDWEST REGION - XAOC</b>										
TL OJ	\$571,222,973	20.5%	-2.5%	\$585,743,118	20.3%	\$40,444,642	20.5%	\$41,396,453	19.7%	
TL OJ REF NFC	\$369,732,536	13.2%	-3.2%	\$381,995,670	13.3%	\$25,616,817	13.0%	\$26,762,306	12.8%	
TL OJ REF RECON	\$176,804,629	6.3%	0.0%	\$176,734,215	6.1%	\$13,167,023	6.7%	\$12,836,727	6.1%	

Source: Nielsen Scanning Data

Universe: Expanded All Outlets Combined (xAOC) is a Nielsen-defined retail universe. xAOC data are for U.S. grocery stores doing \$2 million and greater annual sales, drug stores doing \$1 million and greater annual sales, mass merchandisers, Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA. Beginning with June 2012 reports, Walmart data is point-of sale (POS) data; previously, it was panel data.

Created: 11/14/18

## Grapefruit Juice Sales at xAOC - by Region

	Gallons									
	52 Weeks			52 Weeks YA		4 WEEKS ENDING 10/27/18			4 WEEKS ENDING 10/28/17	
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 WEEKS ENDING 10/27/18	% of Total	% Chg	4 WEEKS ENDING 10/28/17	% of Total
<b>TOTAL US - XAOC</b>										
TL GJ	12,909,357		-7.1%	13,893,668		821,894		-19.3%	1,018,786	
TL GJ REF NFC	8,298,982		-9.6%	9,177,851		527,829		-20.8%	666,789	
TL GJ REF RECON	775,495		-5.6%	821,840		27,698		-55.1%	61,734	
<b>NORTHEAST REGION - XAOC</b>										
TL GJ	2,366,043	18.3%	-7.9%	2,569,870	18.5%	160,043	19.5%	-13.1%	184,184	18.1%
TL GJ REF NFC	1,806,931	14.0%	-9.0%	1,985,267	14.3%	123,070	15.0%	-13.8%	142,702	14.0%
TL GJ REF RECON	77,193	0.6%	-0.9%	77,861	0.6%	4,871	0.6%	-19.9%	6,084	0.6%
<b>SOUTH REGION - XAOC</b>										
TL GJ	5,410,465	41.9%	-7.4%	5,841,069	42.0%	335,835	40.9%	-23.9%	441,400	43.3%
TL GJ REF NFC	3,377,909	26.2%	-9.8%	3,745,672	27.0%	199,137	24.2%	-29.3%	281,592	27.6%
TL GJ REF RECON	381,199	3.0%	-15.4%	450,429	3.2%	15,481	1.9%	-51.1%	31,662	3.1%
<b>WEST REGION - XAOC</b>										
TL GJ	2,905,822	22.5%	-6.3%	3,102,604	22.3%	190,260	23.1%	-16.2%	227,134	22.3%
TL GJ REF NFC	1,820,543	14.1%	-10.3%	2,028,739	14.6%	120,934	14.7%	-17.2%	146,055	14.3%
TL GJ REF RECON	173,911	1.3%	27.1%	136,813	1.0%	5,663	0.7%	-49.3%	11,176	1.1%
<b>MIDWEST REGION - XAOC</b>										
TL GJ	2,214,905	17.2%	-6.2%	2,361,493	17.0%	134,965	16.4%	-18.5%	165,543	16.2%
TL GJ REF NFC	1,281,363	9.9%	-8.2%	1,396,526	10.1%	83,804	10.2%	-12.7%	95,996	9.4%
TL GJ REF RECON	141,955	1.1%	-12.9%	162,887	1.2%	1,574	0.2%	-87.7%	12,799	1.3%

	Dollars									
	52 Weeks			52 Weeks YA		4 WEEKS ENDING 10/27/18			4 WEEKS ENDING 10/28/17	
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 WEEKS ENDING 10/27/18	% of Total	% Chg	4 WEEKS ENDING 10/28/17	% of Total
<b>TOTAL US - XAOC</b>										
TL GJ	\$98,625,867		-4.3%	\$103,016,729		\$6,553,385		-14.3%	\$7,647,051	
TL GJ REF NFC	\$67,811,748		-5.5%	\$71,754,266		\$4,541,103		-14.3%	\$5,300,075	
TL GJ REF RECON	\$7,206,367		2.3%	\$7,043,047		\$364,117		-32.5%	\$539,737	
<b>NORTHEAST REGION - XAOC</b>										
TL GJ	\$18,362,919	18.6%	-2.9%	\$18,919,789	18.4%	\$1,306,567	19.9%	-5.0%	\$1,374,893	18.0%
TL GJ REF NFC	\$14,224,163	14.4%	-4.0%	\$14,809,879	14.4%	\$1,020,376	15.6%	-4.4%	\$1,067,440	14.0%
TL GJ REF RECON	\$952,224	1.0%	23.1%	\$773,267	0.8%	\$71,530	1.1%	2.0%	\$70,139	0.9%
<b>SOUTH REGION - XAOC</b>										
TL GJ	\$40,423,477	41.0%	-4.9%	\$42,521,057	41.3%	\$2,594,222	39.6%	-20.1%	\$3,246,976	42.5%
TL GJ REF NFC	\$27,129,828	27.5%	-6.0%	\$28,870,351	28.0%	\$1,695,898	25.9%	-23.2%	\$2,207,432	28.9%
TL GJ REF RECON	\$3,488,692	3.5%	-7.4%	\$3,766,419	3.7%	\$188,565	2.9%	-32.2%	\$278,278	3.6%
<b>WEST REGION - XAOC</b>										
TL GJ	\$23,492,523	23.8%	-3.9%	\$24,439,205	23.7%	\$1,612,883	24.6%	-11.9%	\$1,830,853	23.9%
TL GJ REF NFC	\$16,037,720	16.3%	-6.4%	\$17,126,246	16.6%	\$1,119,993	17.1%	-12.5%	\$1,279,725	16.7%
TL GJ REF RECON	\$1,707,116	1.7%	24.3%	\$1,372,962	1.3%	\$78,820	1.2%	-22.7%	\$101,917	1.3%
<b>MIDWEST REGION - XAOC</b>										
TL GJ	\$16,232,129	16.5%	-4.3%	\$16,965,944	16.5%	\$1,031,424	15.7%	-13.3%	\$1,189,954	15.6%
TL GJ REF NFC	\$10,312,473	10.5%	-4.1%	\$10,751,444	10.4%	\$696,559	10.6%	-6.0%	\$741,149	9.7%
TL GJ REF RECON	\$1,035,852	1.1%	-11.8%	\$1,174,745	1.1%	\$23,318	0.4%	-74.0%	\$89,552	1.2%

Source: Nielsen Scanning Data

Universe: Expanded All Outlets Combined (xAOC) is a Nielsen-defined retail universe. xAOC data are for U.S. grocery stores doing \$2 million and greater annual sales, drug stores doing \$1 million and greater annual sales, mass merchandisers, Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA. Beginning with June 2012 reports, Walmart data is point-of sale (POS) data; previously, it was panel data.

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