

Nielsen Retail Sales OJ, GJ and OJ/GJ Beverages



Monthly Topline Report
Report #01 of 2017-18 Season
For 4 weeks ending 10/28/17

Week Ending 10/28/17
 Report 01 of 17/18 Season

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

	4 WEEKS ENDING 10/28/17			SEASON YEAR-TO-DATE		
	GALLONS	PRICE	DOLLARS	GALLONS	PRICE	DOLLARS
Total OJ	-7.3%	2.8%	-4.8%	-7.3%	2.8%	-4.8%
Ref NFC OJ	-8.1%	2.5%	-5.9%	-8.1%	2.5%	-5.9%
Ref Recon OJ	-5.6%	4.4%	-1.4%	-5.6%	4.4%	-1.4%
Total GJ	-4.5%	3.5%	-1.2%	-4.5%	3.5%	-1.2%
Ref NFC GJ	-3.2%	1.6%	-1.7%	-3.2%	1.6%	-1.7%
Shelf Stable GJ	0.9%	0.0%	0.9%	0.9%	0.0%	0.9%
OJ Drinks	-10.9%	5.8%	-5.7%	-10.9%	5.8%	-5.7%
OJ Blend Drinks	-7.5%	1.2%	-6.4%	-7.5%	1.2%	-6.4%
OJ Blend (100% Juice)	-6.4%	0.3%	-6.2%	-6.4%	0.3%	-6.2%
GJ Blend (100% Juice)	-10.5%	-0.6%	-11.0%	-10.5%	-0.6%	-11.0%
GJ Cocktail	-2.8%	-1.3%	-4.1%	-2.8%	-1.3%	-4.1%

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: 10/28/17
Issue Date: 11/13/17
Report 01 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/29/16	05/13/17	06/10/17	07/08/17	08/05/17	09/02/17	09/30/17	10/28/17		2016-17	2017-18	% Change
<u>NFC OJ</u>												
Gallons	20.44	19.48	18.83	18.29	17.80	18.26	18.29	18.78	-8.1%	20.44	18.78	-8.1%
Price/Gal (\$)	7.61	7.64	7.69	7.70	7.72	7.72	7.85	7.80	2.5%	7.61	7.80	2.5%
Revenues (\$)	155.63	148.80	144.76	140.92	137.37	140.94	143.65	146.48	-5.9%	155.63	146.48	-5.9%
<u>RECON OJ</u>												
Gallons	11.73	11.04	10.48	10.57	10.38	10.51	10.88	11.08	-5.6%	11.73	11.08	-5.6%
Price/Gal (\$)	4.93	5.20	5.24	5.16	5.21	5.19	5.20	5.15	4.4%	4.93	5.15	4.4%
Revenues (\$)	57.82	57.42	54.92	54.49	54.03	54.50	56.55	56.98	-1.4%	57.82	56.98	-1.4%
<u>Refrigerated OJ</u>												
Gallons	32.17	30.52	29.31	28.86	28.18	28.76	29.17	29.85	-7.2%	32.17	29.85	-7.2%
Price/Gal (\$)	6.63	6.76	6.81	6.77	6.79	6.79	6.86	6.82	2.7%	6.63	6.82	2.7%
Revenues (\$)	213.45	206.22	199.68	195.41	191.39	195.43	200.21	203.46	-4.7%	213.45	203.46	-4.7%
<u>Frozen OJ</u>												
Gallons	1.36	1.32	1.29	1.32	1.25	1.22	1.29	1.23	-9.7%	1.36	1.23	-9.7%
Price/Gal (\$)	4.84	4.90	4.94	4.92	5.06	5.00	5.00	4.98	2.9%	4.84	4.98	2.9%
Revenues (\$)	6.59	6.49	6.40	6.47	6.32	6.08	6.45	6.13	-7.0%	6.59	6.13	-7.0%
<u>Shelf Stable OJ</u>												
Gallons	0.02	0.03	0.02	0.02	0.02	0.02	0.02	0.02	-17.5%	0.02	0.02	-17.5%
Price/Gal (\$)	9.19	8.02	8.88	9.10	8.02	8.34	8.44	8.87	-3.5%	9.19	8.87	-3.5%
Revenues (\$)	0.21	0.21	0.18	0.16	0.19	0.18	0.18	0.17	-20.4%	0.21	0.17	-20.4%
<u>Total Orange Juice</u>												
Gallons	33.56	31.87	30.63	30.19	29.45	30.01	30.49	31.10	-7.3%	33.56	31.10	-7.3%
Price/Gal (\$)	6.56	6.68	6.73	6.69	6.72	6.72	6.78	6.74	2.8%	6.56	6.74	2.8%
Revenues (\$)	220.25	212.92	206.26	202.04	197.90	201.70	206.83	209.76	-4.8%	220.25	209.76	-4.8%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 10/28/17
2016-17 STD: 10/02/16 - 09/30/17

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 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/29/16	05/13/17	06/10/17	07/08/17	08/05/17	09/02/17	09/30/17	10/28/17		2016-17	2017-18	% Change
<u>NFC GJ</u>												
Gallons	0.69	0.73	0.69	0.71	0.68	0.67	0.67	0.67	-3.2%	0.69	0.67	-3.2%
Price/Gal (\$)	7.81	7.70	7.90	7.87	7.93	7.89	7.96	7.93	1.6%	7.81	7.93	1.6%
Revenues (\$)	5.38	5.58	5.49	5.57	5.38	5.32	5.30	5.28	-1.7%	5.38	5.28	-1.7%
<u>RECON GJ</u>												
Gallons	0.08	0.06	0.06	0.06	0.06	0.06	0.06	0.06	-29.2%	0.08	0.06	-29.2%
Price/Gal (\$)	6.12	9.09	9.29	9.19	9.01	9.07	9.01	8.64	41.2%	6.12	8.64	41.2%
Revenues (\$)	0.52	0.53	0.55	0.52	0.53	0.54	0.55	0.52	0.0%	0.52	0.52	0.0%
<u>Refrigerated GJ</u>												
Gallons	0.77	0.78	0.75	0.76	0.74	0.73	0.73	0.73	-6.1%	0.77	0.73	-6.1%
Price/Gal (\$)	7.63	7.80	8.01	7.97	8.01	7.99	8.05	7.99	4.8%	7.63	7.99	4.8%
Revenues (\$)	5.90	6.11	6.04	6.09	5.91	5.86	5.85	5.80	-1.6%	5.90	5.80	-1.6%
<u>Frozen GJ</u>												
Gallons	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	-21.6%	0.01	0.01	-21.6%
Price/Gal (\$)	4.41	4.83	4.74	4.61	4.41	4.34	4.63	4.79	8.6%	4.41	4.79	8.6%
Revenues (\$)	0.04	0.06	0.05	0.05	0.04	0.04	0.04	0.03	-14.9%	0.04	0.03	-14.9%
<u>Shelf Stable GJ</u>												
Gallons	0.28	0.30	0.29	0.29	0.30	0.28	0.28	0.28	0.9%	0.28	0.28	0.9%
Price/Gal (\$)	6.26	6.31	6.40	6.44	6.28	6.39	6.33	6.26	0.0%	6.26	6.26	0.0%
Revenues (\$)	1.76	1.88	1.85	1.85	1.90	1.78	1.79	1.77	0.9%	1.76	1.77	0.9%
<u>Total Grapefruit Juice</u>												
Gallons	1.06	1.09	1.05	1.06	1.05	1.02	1.02	1.02	-4.5%	1.06	1.02	-4.5%
Price/Gal (\$)	7.24	7.36	7.54	7.53	7.48	7.52	7.55	7.49	3.5%	7.24	7.49	3.5%
Revenues (\$)	7.70	8.05	7.94	7.99	7.84	7.68	7.67	7.61	-1.2%	7.70	7.61	-1.2%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 10/28/17
2016-17 STD: 10/02/16 - 09/30/17

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 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/29/16	05/13/17	06/10/17	07/08/17	08/05/17	09/02/17	09/30/17	10/28/17		2016-17	2017-18	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	1.32	1.17	1.25	1.31	1.24	1.27	1.20	1.13	-14.3%	1.32	1.13	-14.3%
Price/Gal (\$)	5.03	5.56	5.43	5.56	5.72	5.63	5.62	5.59	11.2%	5.03	5.59	11.2%
Revenues (\$)	6.65	6.52	6.79	7.27	7.12	7.17	6.75	6.34	-4.7%	6.65	6.34	-4.7%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1.55	1.45	1.38	1.29	1.26	1.31	1.38	1.43	-7.3%	1.55	1.43	-7.3%
Price/Gal (\$)	7.58	7.72	7.80	7.86	7.83	7.68	7.82	7.71	1.7%	7.58	7.71	1.7%
Revenues (\$)	11.71	11.17	10.77	10.12	9.89	10.09	10.81	11.04	-5.8%	11.71	11.04	-5.8%
<u>OJ Drinks - % not stated</u>												
Gallons	0.17	0.15	0.16	0.16	0.14	0.14	0.15	0.14	-17.2%	0.17	0.14	-17.2%
Price/Gal (\$)	5.47	6.17	5.97	5.87	5.86	5.79	5.83	5.75	5.0%	5.47	5.75	5.0%
Revenues (\$)	0.93	0.94	0.94	0.92	0.81	0.83	0.85	0.81	-13.0%	0.93	0.81	-13.0%
<u>Total OJ Drinks</u>												
Gallons	3.04	2.77	2.79	2.75	2.65	2.73	2.73	2.71	-10.9%	3.04	2.71	-10.9%
Price/Gal (\$)	6.35	6.72	6.63	6.65	6.73	6.62	6.75	6.72	5.8%	6.35	6.72	5.8%
Revenues (\$)	19.30	20.78	18.50	18.31	17.82	18.09	18.41	18.19	-5.7%	19.30	18.19	-5.7%
<u>OJ BL Drinks</u>												
Gallons	15.37	14.80	14.92	14.99	14.97	15.50	14.55	14.22	-7.5%	15.37	14.22	-7.5%
Price/Gal (\$)	3.31	3.33	3.34	3.28	3.28	3.30	3.42	3.34	1.2%	3.31	3.34	1.2%
Revenues (\$)	50.80	49.23	49.79	49.22	49.16	51.20	49.70	47.55	-6.4%	50.80	47.55	-6.4%
<u>OJ BL (100% Juice)</u>												
Gallons	2.43	2.46	2.36	2.39	2.22	2.26	2.26	2.28	-6.4%	2.43	2.28	-6.4%
Price/Gal (\$)	7.27	7.24	7.28	7.15	7.31	7.29	7.35	7.29	0.3%	7.27	7.29	0.3%
Revenues (\$)	17.69	17.85	17.19	17.05	16.19	16.45	16.59	16.60	-6.2%	17.69	16.60	-6.2%
<u>GJ Cocktail</u>												
Gallons	0.68	0.74	0.74	0.74	0.74	0.71	0.67	0.66	-2.8%	0.68	0.66	-2.8%
Price/Gal (\$)	6.27	6.22	6.25	6.37	6.24	6.27	6.30	6.19	-1.3%	6.27	6.19	-1.3%
Revenues (\$)	4.26	4.61	4.60	4.70	4.60	4.47	4.22	4.09	-4.1%	4.26	4.09	-4.1%
<u>GJ BL (100% Juice)</u>												
Gallons	0.13	0.14	0.14	0.14	0.14	0.13	0.12	0.12	-10.5%	0.13	0.12	-10.5%
Price/Gal (\$)	6.33	6.34	6.38	6.45	6.18	6.27	6.46	6.29	-0.6%	6.33	6.29	-0.6%
Revenues (\$)	0.84	0.91	0.88	0.88	0.88	0.82	0.78	0.75	-11.0%	0.84	0.75	-11.0%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 10/28/17
2016-17 STD: 10/02/16 - 09/30/17

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.

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<http://www.fdocgrower.com>

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

Report Ending Date: 10/28/17
Issue Date: 11/13/17
Report 01 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/29/16	05/13/17	06/10/17	07/08/17	08/05/17	09/02/17	09/30/17	10/28/17		2016-17	2017-18	% Change
<u>NFC OJ</u>												
Gallons	13.86	13.12	12.54	12.16	11.73	12.10	12.34	12.64	-8.8%	13.86	12.64	-8.8%
Price/Gal (\$)	7.70	7.78	7.91	7.94	7.97	7.91	7.96	7.87	2.2%	7.70	7.87	2.2%
Revenues (\$)	106.66	102.04	99.16	96.47	93.46	95.71	98.21	99.49	-6.7%	106.66	99.49	-6.7%
<u>RECON OJ</u>												
Gallons	7.52	6.91	6.58	6.70	6.55	6.52	6.77	6.82	-9.3%	7.52	6.82	-9.3%
Price/Gal (\$)	4.78	5.06	5.11	5.01	5.08	5.05	5.05	4.96	3.7%	4.78	4.96	3.7%
Revenues (\$)	36.00	34.96	33.63	33.54	33.28	32.88	34.19	33.85	-6.0%	36.00	33.85	-6.0%
<u>Refrigerated OJ</u>												
Gallons	21.38	20.03	19.11	18.86	18.29	18.62	19.11	19.47	-9.0%	21.38	19.47	-9.0%
Price/Gal (\$)	6.67	6.84	6.95	6.90	6.93	6.91	6.93	6.85	2.7%	6.67	6.85	2.7%
Revenues (\$)	142.66	137.01	132.79	130.02	126.74	128.59	132.40	133.33	-6.5%	142.66	133.33	-6.5%
<u>Frozen OJ</u>												
Gallons	0.98	0.95	0.92	0.94	0.89	0.88	0.93	0.89	-9.1%	0.98	0.89	-9.1%
Price/Gal (\$)	4.98	4.95	5.01	4.98	5.04	5.00	5.05	5.03	0.9%	4.98	5.03	0.9%
Revenues (\$)	4.88	4.72	4.62	4.70	4.51	4.41	4.71	4.47	-8.3%	4.88	4.47	-8.3%
<u>Shelf Stable OJ</u>												
Gallons	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	-17.7%	0.02	0.02	-17.7%
Price/Gal (\$)	9.43	8.71	9.16	9.51	8.75	8.96	9.15	9.30	-1.4%	9.43	9.30	-1.4%
Revenues (\$)	0.19	0.18	0.17	0.15	0.16	0.16	0.16	0.16	-18.9%	0.19	0.16	-18.9%
<u>Total Orange Juice</u>												
Gallons	22.38	21.00	20.06	19.82	19.20	19.52	20.06	20.37	-9.0%	22.38	20.37	-9.0%
Price/Gal (\$)	6.60	6.76	6.86	6.81	6.84	6.82	6.84	6.77	2.6%	6.60	6.77	2.6%
Revenues (\$)	147.73	141.91	137.58	134.87	131.41	133.16	137.27	137.97	-6.6%	147.73	137.97	-6.6%

Most recent four-week-period is preliminary
2017-18 STD: 10/01/17 - 10/28/17
2016-17 STD: 10/02/16 - 09/30/17

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 17/18 Season

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<u>NFC GJ</u>												
Gallons	559.47	589.97	567.96	580.90	552.61	549.23	547.53	545.56	-2.5%	559.47	545.56	-2.5%
Price/Gal (\$)	7.92	7.77	8.00	7.96	8.02	7.97	8.04	8.00	1.1%	7.92	8.00	1.1%
Revenues (\$)	4,429.97	4,585.14	4,542.10	4,623.08	4,433.62	4,377.46	4,400.14	4,367.01	-1.4%	4,429.97	4,367.01	-1.4%
<u>RECON GJ</u>												
Gallons	84.86	58.24	59.26	56.84	58.38	59.58	60.75	60.10	-29.2%	84.86	60.10	-29.2%
Price/Gal (\$)	6.12	9.09	9.29	9.19	9.01	9.07	9.01	8.64	41.2%	6.12	8.64	41.2%
Revenues (\$)	519.28	529.42	550.44	522.59	525.75	540.30	547.49	519.40	0.0%	519.28	519.40	0.0%
<u>Refrigerated GJ</u>												
Gallons	644.32	648.21	627.22	637.75	610.99	608.81	608.28	605.66	-6.0%	644.32	605.66	-6.0%
Price/Gal (\$)	7.68	7.89	8.12	8.07	8.12	8.08	8.13	8.07	5.0%	7.68	8.07	5.0%
Revenues (\$)	4,949.25	5,114.56	5,092.54	5,145.68	4,959.37	4,917.76	4,947.63	4,886.41	-1.3%	4,949.25	4,886.41	-1.3%
<u>Frozen GJ</u>												
Gallons	8.77	11.46	10.43	10.11	8.62	8.70	7.74	6.87	-21.6%	8.77	6.87	-21.6%
Price/Gal (\$)	4.41	4.83	4.74	4.61	4.41	4.34	4.63	4.79	8.6%	4.41	4.79	8.6%
Revenues (\$)	38.63	55.37	49.48	46.61	38.02	37.74	35.84	32.88	-14.9%	38.63	32.88	-14.9%
<u>Shelf Stable GJ</u>												
Gallons	197.69	207.78	202.93	202.05	213.37	193.95	183.09	184.86	-6.5%	197.69	184.86	-6.5%
Price/Gal (\$)	6.53	6.56	6.66	6.72	6.49	6.66	6.77	6.67	2.1%	6.53	6.67	2.1%
Revenues (\$)	1,290.64	1,363.56	1,350.70	1,357.73	1,385.31	1,292.30	1,240.44	1,232.35	-4.5%	1,290.64	1,232.35	-4.5%
<u>Total Grapefruit Juice</u>												
Gallons	852.49	867.44	840.58	849.91	832.98	811.46	799.11	797.39	-6.5%	852.49	797.39	-6.5%
Price/Gal (\$)	7.38	7.53	7.72	7.71	7.66	7.70	7.79	7.71	4.6%	7.38	7.71	4.6%
Revenues (\$)	6,288.18	6,533.50	6,492.72	6,550.01	6,382.69	6,247.80	6,223.90	6,151.65	-2.2%	6,288.18	6,151.65	-2.2%

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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 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/29/16	05/13/17	06/10/17	07/08/17	08/05/17	09/02/17	09/30/17	10/28/17		2016-17	2017-18	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	929.33	807.35	860.33	903.52	839.93	862.59	804.66	763.12	-17.9%	929.33	763.12	-17.9%
Price/Gal (\$)	5.16	5.86	5.71	5.82	6.06	5.90	5.94	5.88	14.1%	5.16	5.88	14.1%
Revenues (\$)	4,794.71	4,729.11	4,910.27	5,254.85	5,092.81	5,086.81	4,781.82	4,490.88	-6.3%	4,794.71	4,490.88	-6.3%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1,161.00	1,075.50	1,019.78	938.55	919.90	955.59	1,001.69	1,038.68	-10.5%	1,161.00	1,038.68	-10.5%
Price/Gal (\$)	7.57	7.70	7.82	7.90	7.86	7.68	7.82	7.64	0.9%	7.57	7.64	0.9%
Revenues (\$)	8,789.78	8,277.25	7,974.30	7,414.82	7,234.68	7,341.07	7,831.71	7,936.25	-9.7%	8,789.78	7,936.25	-9.7%
<u>OJ Drinks - % not stated</u>												
Gallons	169.63	151.21	156.32	154.43	137.23	141.75	144.49	140.63	-17.1%	169.63	140.63	-17.1%
Price/Gal (\$)	5.46	6.14	5.94	5.85	5.83	5.77	5.82	5.75	5.4%	5.46	5.75	5.4%
Revenues (\$)	925.67	927.69	928.22	903.55	800.31	817.79	841.18	808.98	-12.6%	925.67	808.98	-12.6%
<u>Total OJ Drinks</u>												
Gallons	2,259.95	2,034.07	2,036.44	1,996.49	1,897.07	1,959.92	1,950.84	1,942.42	-14.1%	2,259.95	1,942.42	-14.1%
Price/Gal (\$)	6.42	6.85	6.78	6.80	6.92	6.76	6.90	6.81	6.1%	6.42	6.81	6.1%
Revenues (\$)	14,510.16	15,404.51	13,812.80	13,573.22	13,127.80	13,245.66	13,454.70	13,236.11	-8.8%	14,510.16	13,236.11	-8.8%
<u>OJ BL Drinks</u>												
Gallons	7,929.61	7,640.84	7,606.72	7,753.44	7,614.19	7,959.17	7,279.85	7,228.86	-8.8%	7,929.61	7,228.86	-8.8%
Price/Gal (\$)	3.25	3.28	3.28	3.24	3.27	3.23	3.37	3.28	0.8%	3.25	3.28	0.8%
Revenues (\$)	25,773.24	25,033.31	24,980.05	25,138.54	24,898.15	25,729.20	24,549.83	23,683.44	-8.1%	25,773.24	23,683.44	-8.1%
<u>OJ BL (100% Juice)</u>												
Gallons	1,626.69	1,631.91	1,606.76	1,624.80	1,495.34	1,497.66	1,494.49	1,508.20	-7.3%	1,626.69	1,508.20	-7.3%
Price/Gal (\$)	7.24	7.21	7.22	7.08	7.25	7.24	7.28	7.19	-0.7%	7.24	7.19	-0.7%
Revenues (\$)	11,773.81	11,762.35	11,593.70	11,499.51	10,838.09	10,847.48	10,884.82	10,843.94	-7.9%	11,773.81	10,843.94	-7.9%
<u>GJ Cocktail</u>												
Gallons	387.58	406.47	404.59	409.30	411.80	393.72	366.06	353.07	-8.9%	387.58	353.07	-8.9%
Price/Gal (\$)	6.86	6.88	6.96	7.15	6.91	6.96	7.05	6.91	0.8%	6.86	6.91	0.8%
Revenues (\$)	2,658.52	2,795.66	2,814.01	2,927.78	2,843.96	2,740.79	2,581.29	2,441.34	-8.2%	2,658.52	2,441.34	-8.2%
<u>GJ BL (100% Juice)</u>												
Gallons	78.48	83.33	81.58	81.47	85.02	76.32	69.73	70.46	-10.2%	78.48	70.46	-10.2%
Price/Gal (\$)	6.78	7.05	7.13	7.22	6.77	6.99	7.32	6.98	2.9%	6.78	6.98	2.9%
Revenues (\$)	532.02	587.59	581.86	588.55	575.42	533.12	510.44	491.50	-7.6%	532.02	491.50	-7.6%

Most recent four-week-period is preliminary
2017-18 STD: 10/01/17 - 10/28/17
2016-17 STD: 10/02/16 - 09/30/17

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

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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: 10/28/17
Issue Date: 11/13/17
Report 01 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/29/16	05/13/17	06/10/17	07/08/17	08/05/17	09/02/17	09/30/17	10/28/17		2016-17	2017-18	% Change
<u>NFC OJ</u>												
Average Promo Price	6.67	6.95	7.03	7.09	7.06	7.07	7.06	7.00	4.9%	6.77	6.73	-0.6%
Price Reduction	95	96	94	94	94	93	93	93	-2.1%	95	94	-1.6%
Feature & Disp	26	35	28	27	23	27	25	26	0.0%	32	32	-2.0%
Display w/o Fea	24	30	24	25	25	26	26	25	4.2%	27	27	-0.6%
Feature w/o Disp	87	90	88	84	84	85	86	87	0.0%	89	91	1.9%
<u>RECON OJ</u>												
Average Promo Price	3.98	4.40	4.35	4.37	4.61	4.39	4.32	4.15	4.3%	4.08	4.17	2.2%
Price Reduction	74	81	83	82	81	80	79	83	12.2%	77	74	-3.5%
Feature & Disp	9	11	7	9	8	6	4	4	-55.6%	9	7	-25.0%
Display w/o Fea	13	13	12	12	15	10	12	12	-7.7%	15	12	-20.9%
Feature w/o Disp	63	62	61	62	59	66	42	42	-33.3%	61	56	-7.9%
<u>Refrigerated OJ</u>												
Average Promo Price	5.86	6.18	6.22	6.22	6.33	6.37	6.28	6.17	5.3%	6.00	6.11	1.8%
Price Reduction	96	97	96	96	97	98	97	97	1.0%	97	96	-1.1%
Feature & Disp	30	38	31	31	28	29	26	27	-10.0%	35	34	-4.1%
Display w/o Fea	31	36	31	32	32	31	33	32	3.2%	34	32	-5.9%
Feature w/o Disp	90	91	91	88	89	89	90	89	-1.1%	91	91	0.4%
<u>Frozen OJ</u>												
Average Promo Price	3.86	3.78	3.97	3.86	3.94	3.64	3.92	4.61	19.4%	3.82	3.84	0.4%
Price Reduction	45	50	48	38	34	35	40	44	-2.2%	49	53	8.3%
Feature & Disp	1	0	0	0	0	0	1	0	-100.0%	0	0	-100.0%
Display w/o Fea	1	1	1	1	1	1	1	0	-100.0%	1	2	62.5%
Feature w/o Disp	12	13	6	9	7	10	5	7	-41.7%	12	10	-16.1%
<u>Shelf Stable OJ</u>												
Average Promo Price	8.53	6.71	7.08	7.40	6.18	7.14	7.53	7.99	-6.3%	8.27	7.80	-5.7%
Price Reduction	5	14	13	9	18	18	12	4	-20.0%	7	8	13.2%
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	4	0	5	0	0	0	1	0	-100.0%	1	1	-31.6%
<u>Total OJ</u>												
Average Promo Price	5.82	6.11	6.16	6.17	6.29	6.32	6.23	6.14	5.5%	5.95	6.05	1.6%
Price Reduction	97	97	96	96	97	98	98	97	0.0%	97	96	-1.0%
Feature & Disp	30	38	31	31	28	29	27	27	-10.0%	35	34	-4.7%
Display w/o Fea	31	36	31	33	33	32	33	32	3.2%	34	33	-4.0%
Feature w/o Disp	90	91	91	88	89	89	90	89	-1.1%	91	91	0.3%

Most recent four-week-period is preliminary
2017-18 STD: 10/01/17 - 10/28/17
2016-17 STD: 10/02/16 - 09/30/17
Source: Nielsen

GRAPEFRUIT JUICE PROMOTIONS

FOOD (\$2MM+ Grocery Stores)

(Prices in dollars and Promotion in %ACV)

Report 01 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/29/16	05/13/17	06/10/17	07/08/17	08/05/17	09/02/17	09/30/17	10/28/17		2016-17	2017-18	% Change
<u>NFC GJ</u>												
Average Promo Price	6.85	6.73	6.97	7.07	7.08	7.00	7.15	7.00	2.2%	6.88	6.78	-1.4%
Price Reduction	68	76	71	72	69	74	72	71	4.4%	73	76	4.3%
Feature & Disp	3	2	2	2	2	2	1	2	-33.3%	2	2	-2.5%
Display w/o Fea	6	8	6	7	4	6	6	5	-16.7%	6	6	-9.5%
Feature w/o Disp	47	36	45	36	35	39	46	44	-6.4%	42	48	15.1%
<u>RECON GJ</u>												
Average Promo Price	3.68	8.40	9.15	6.44	6.76	8.35	7.40	6.48	76.1%	4.98	8.16	64.0%
Price Reduction	11	16	12	10	14	12	15	13	18.2%	8	10	34.6%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	1	0	0	0	0	0	1	0	-100.0%	0	1	30.0%
Feature w/o Disp	0	0	0	1	1	0	1	0		0	0	-100.0%
<u>Refrigerated GJ</u>												
Average Promo Price	6.50	6.78	7.02	7.03	7.06	7.05	7.16	6.96	7.1%	6.77	6.77	0.1%
Price Reduction	70	76	73	73	72	76	75	73	4.3%	73	76	3.2%
Feature & Disp	3	2	2	2	2	2	1	2	-33.3%	2	2	-2.5%
Display w/o Fea	6	8	7	8	4	7	7	6	0.0%	6	6	-7.7%
Feature w/o Disp	47	36	46	37	35	40	47	44	-6.4%	42	48	14.7%
<u>Frozen GJ</u>												
Average Promo Price	3.70	4.45	5.02	4.82	3.94	3.22	3.69	4.26	15.1%	3.24	3.36	3.7%
Price Reduction	2	3	5	7	6	4	4	0	-100.0%	7	7	10.9%
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	0		1	0	-100.0%
<u>Shelf Stable GJ</u>												
Average Promo Price	5.48	5.38	5.96	5.97	5.66	5.43	6.47	5.67	3.5%	5.51	5.28	-4.2%
Price Reduction	40	41	36	45	45	37	41	37	-7.5%	40	44	8.7%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	-100.0%
Display w/o Fea	2	2	1	1	1	1	2	1	-50.0%	2	2	-12.5%
Feature w/o Disp	16	12	17	6	15	14	6	17	6.3%	13	14	11.0%
<u>TL GJ</u>												
Average Promo Price	6.33	6.57	6.87	6.87	6.75	6.82	7.07	6.77	7.0%	6.54	6.51	-0.5%
Price Reduction	82	83	81	82	79	81	81	78	-4.9%	82	83	0.8%
Feature & Disp	3	2	3	2	2	2	1	2	-33.3%	3	2	-16.4%
Display w/o Fea	8	10	8	9	5	8	8	7	-12.5%	8	8	-4.0%
Feature w/o Disp	50	43	52	39	45	46	49	48	-4.0%	48	54	14.1%

Most recent four-week-period is preliminary

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

2016-17 STD: 10/02/16 - 09/30/17

Source: Nielsen

LESS THAN 100% OJ & GJ BEVERAGES PROMOTIONS

FOOD (\$2MM+ Grocery Stores)

(Prices in dollars and Promotion in %ACV)

Report 01 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4	Season-to-Date		
	10/29/16	05/13/17	06/10/17	07/08/17	08/05/17	09/02/17	09/30/17	10/28/17		2016-17	2017-18	% Change
OJ Drinks 0-39.99%												
Average Promo Price	4.85	5.67	5.46	5.65	5.68	5.38	5.51	5.58	15.1%	4.90	5.05	3.1%
Price Reduction	81	83	81	81	76	82	80	81	0.0%	78	78	0.3%
Feature & Disp	10	11	15	13	14	14	8	8	-20.0%	8	6	-29.9%
Display w/o Fea	35	35	34	36	35	37	35	34	-2.9%	35	28	-20.4%
Feature w/o Disp	44	51	63	63	62	57	55	56	27.3%	50	44	-11.6%
OJ Drinks 40-99.99%												
Average Promo Price	6.84	7.08	7.10	7.12	7.24	7.02	7.11	7.08	3.5%	6.87	6.80	-1.1%
Price Reduction	74	74	69	70	71	72	75	73	-1.4%	77	78	1.5%
Feature & Disp	6	9	7	3	5	5	3	5	-16.7%	8	7	-11.1%
Display w/o Fea	7	10	9	7	8	10	7	8	14.3%	10	10	-1.2%
Feature w/o Disp	41	54	52	31	45	42	36	46	12.2%	50	49	-2.1%
OJ Drinks - % not stated												
Average Promo Price	4.91	5.46	5.51	5.11	5.37	5.25	5.20	5.01	2.0%	4.93	4.87	-1.2%
Price Reduction	15	22	23	15	15	14	14	12	-20.0%	16	17	8.9%
Feature & Disp	0	0	0	1	0	0	0	0		0	0	
Display w/o Fea	1	2	2	2	2	2	1	2	100.0%	1	1	-14.5%
Feature w/o Disp	6	4	13	18	7	18	6	11	83.3%	6	9	48.1%
Total OJ Drinks												
Average Promo Price	6.05	6.54	6.36	6.29	6.51	6.21	6.40	6.51	7.6%	6.11	6.21	1.6%
Price Reduction	90	92	90	89	90	90	92	89	-1.1%	91	91	0.6%
Feature & Disp	14	20	21	15	18	18	12	12	-14.3%	15	13	-17.9%
Display w/o Fea	39	42	40	41	41	44	40	39	0.0%	41	35	-14.5%
Feature w/o Disp	64	79	73	69	72	71	68	72	12.5%	68	67	-2.5%
OJ BL Drinks												
Average Promo Price	2.68	2.63	2.79	2.75	2.92	2.73	2.88	2.54	-5.2%	2.81	2.82	0.5%
Price Reduction	96	97	98	98	98	97	97	94	-2.1%	96	96	0.0%
Feature & Disp	27	33	33	35	36	32	27	25	-7.4%	31	23	-25.4%
Display w/o Fea	63	66	69	69	69	69	64	60	-4.8%	66	55	-16.4%
Feature w/o Disp	86	86	85	83	83	83	84	80	-7.0%	80	81	0.9%
OJ BL (100% Juice)												
Average Promo Price	6.29	6.32	6.33	6.29	6.30	6.44	6.48	6.35	1.0%	6.46	6.43	-0.6%
Price Reduction	89	88	90	91	88	84	87	89	0.0%	88	88	-0.4%
Feature & Disp	7	8	7	10	5	6	6	6	-14.3%	9	7	-18.8%
Display w/o Fea	13	14	14	15	13	11	11	11	-15.4%	12	12	-4.5%
Feature w/o Disp	61	67	71	74	59	68	61	67	9.8%	69	71	2.8%
GJ Cocktail												
Average Promo Price	6.24	6.08	6.39	6.86	6.27	6.46	6.97	6.14	-1.6%	6.09	5.57	-8.5%
Price Reduction	67	74	71	72	73	71	65	65	-3.0%	70	76	7.9%
Feature & Disp	7	6	5	5	8	9	3	2	-71.4%	6	4	-27.8%
Display w/o Fea	18	20	19	19	19	22	21	18	0.0%	19	17	-13.2%
Feature w/o Disp	25	24	32	26	36	32	14	29	16.0%	28	32	15.0%
GJ BL (100% Juice)												
Average Promo Price	5.65	6.37	6.67	7.11	6.04	6.00	7.15	6.13	8.5%	5.26	5.85	11.2%
Price Reduction	36	42	39	36	43	37	31	32	-11.1%	37	48	29.5%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	225.0%
Display w/o Fea	1	2	1	1	1	1	1	1	0.0%	1	1	8.3%
Feature w/o Disp	11	6	1	9	7	5	2	7	-36.4%	10	9	-7.1%

Most recent four-week-period is preliminary

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

2016-17 STD: 10/02/16 - 09/30/17

Source: Nielsen

Orange Juice Categories at xAOC

	Last Year 52 weeks ending 10/29/16	This Year 52 weeks ending 10/28/17
GALLONS (millions)		
Total OJ	465,443,207	429,924,175
Ref NFC OJ	281,905,017	263,716,950
Ref Recon OJ	163,320,178	147,967,882
Frozen OJ	19,880,656	17,949,287
SS OJ	337,355	290,061
DOLLARS (millions)		
Total OJ	\$3,033,272,464	\$2,882,122,873
Ref NFC OJ	\$2,130,612,740	\$2,026,709,547
Ref Recon OJ	\$803,939,614	\$764,166,360
Frozen OJ	\$95,687,829	\$88,739,411
SS OJ	\$3,032,286	\$2,507,557
AVG PRICE PER GALLON		
Total OJ	\$6.52	\$6.70
Ref NFC OJ	\$7.56	\$7.69
Ref Recon OJ	\$4.92	\$5.16
Frozen OJ	\$4.81	\$4.94
SS OJ	\$8.99	\$8.64
SHARE OF GALLONS		
Total OJ	100.0%	100.0%
Ref NFC OJ	60.6%	61.3%
Ref Recon OJ	35.1%	34.4%
Frozen OJ	4.3%	4.2%
SS OJ	0.1%	0.1%
SHARE OF DOLLARS		
Total OJ	100.0%	100.0%
Ref NFC OJ	70.2%	70.3%
Ref Recon OJ	26.5%	26.5%
Frozen OJ	3.2%	3.1%
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 10/28/17 and 52 wks ending 10/29/16

Created: 11/13/17

Grapefruit Juice Categories at xAOC

	Last Year 52 weeks ending 10/29/16	This Year 52 weeks ending 10/28/17
GALLONS (millions)		
Total GJ	14,385,859	13,885,613
Ref NFC GJ	9,393,493	9,172,385
Ref Recon GJ	1,001,569	820,198
Frozen GJ	141,808	116,495
SS GJ	3,827,643	3,771,190
DOLLARS (millions)		
Total GJ	\$104,644,518	\$102,871,618
Ref NFC GJ	\$73,319,058	\$71,633,301
Ref Recon GJ	\$6,473,688	\$7,022,658
Frozen GJ	\$580,402	\$517,582
SS GJ	\$24,150,157	\$23,667,418
AVG PRICE PER GALLON		
Total GJ	\$7.27	\$7.41
Ref NFC GJ	\$7.81	\$7.81
Ref Recon GJ	\$6.46	\$8.56
Frozen GJ	\$4.09	\$4.44
SS GJ	\$6.31	\$6.28
SHARE OF GALLONS		
Total GJ	100.0%	100.0%
Ref NFC GJ	65.3%	66.1%
Ref Recon GJ	7.0%	5.9%
Frozen GJ	1.0%	0.8%
SS GJ	26.6%	27.2%
SHARE OF DOLLARS		
Total GJ	100.0%	100.0%
Ref NFC GJ	70.1%	69.6%
Ref Recon GJ	6.2%	6.8%
Frozen GJ	0.6%	0.5%
SS GJ	23.1%	23.0%

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 10/28/17 and 52 wks ending 10/29/16

Created: 11/13/17

Orange Juice Sales at xAOC - by Region

Gallons										
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 10/28/17		4 WEEKS ENDING 10/29/16			
	% of Total	% Chg	% of Total	% of Total	% of Total	% Chg	% of Total	% of Total		
TOTAL US - XAOC										
TL OJ	429,924,175	-7.6%	465,443,207		31,099,905	-7.3%	33,557,743			
TL OJ REF NFC	263,716,950	-6.5%	281,905,017		18,775,737	-8.1%	20,438,894			
TL OJ REF RECON	147,967,882	-9.4%	163,320,178		11,075,416	-5.6%	11,734,340			
NORTHEAST REGION - XAOC										
TL OJ	81,467,652	18.9%	91,337,503	19.6%	5,797,175	18.6%	6,620,728	19.7%		
TL OJ REF NFC	64,853,627	15.1%	72,136,313	15.5%	4,648,687	14.9%	5,391,815	16.1%		
TL OJ REF RECON	14,754,486	3.4%	17,142,743	3.7%	1,023,684	3.3%	1,089,138	3.2%		
SOUTH REGION - XAOC										
TL OJ	168,535,348	39.2%	179,384,528	38.5%	12,365,672	39.8%	13,009,597	38.8%		
TL OJ REF NFC	99,934,815	23.2%	104,353,086	22.4%	7,192,951	23.1%	7,564,952	22.5%		
TL OJ REF RECON	63,191,401	14.7%	68,973,956	14.8%	4,801,380	15.4%	5,033,785	15.0%		
WEST REGION - XAOC										
TL OJ	89,912,335	20.9%	98,427,378	21.1%	6,570,415	21.1%	7,171,031	21.4%		
TL OJ REF NFC	48,881,757	11.4%	52,464,779	11.3%	3,499,462	11.3%	3,786,989	11.3%		
TL OJ REF RECON	35,522,475	8.3%	39,872,600	8.6%	2,677,827	8.6%	2,945,185	8.8%		
MIDWEST REGION - XAOC										
TL OJ	89,536,202	20.8%	96,140,855	20.7%	6,347,645	20.4%	6,737,794	20.1%		
TL OJ REF NFC	49,610,376	11.5%	52,731,621	11.3%	3,425,683	11.0%	3,676,502	11.0%		
TL OJ REF RECON	34,456,741	8.0%	37,378,498	8.0%	2,561,895	8.2%	2,664,718	7.9%		

Dollars										
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 10/28/17		4 WEEKS ENDING 10/29/16			
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	% of Total	% Chg	% of Total		% of Total
TOTAL US - XAOC										
TL OJ	\$2,882,122,873		-5.0%	\$3,033,272,464		\$209,756,419	-4.8%	\$220,252,561		
TL OJ REF NFC	\$2,026,709,547		-4.9%	\$2,130,612,740		\$146,476,917	-5.9%	\$155,628,534		
TL OJ REF RECON	\$764,166,360		-4.9%	\$803,939,614		\$56,983,444	-1.4%	\$57,821,638		
NORTHEAST REGION - XAOC										
TL OJ	\$553,257,466	19.2%	-7.7%	\$599,416,190	19.8%	\$39,733,374	18.9%	\$43,005,510	19.5%	
TL OJ REF NFC	\$465,227,143	16.1%	-7.6%	\$503,361,533	16.6%	\$33,470,497	16.0%	\$36,756,232	16.7%	
TL OJ REF RECON	\$77,396,257	2.7%	-8.4%	\$84,468,105	2.8%	\$5,539,584	2.6%	\$5,461,524	2.5%	
SOUTH REGION - XAOC										
TL OJ	\$1,118,644,113	38.8%	-3.6%	\$1,159,924,340	38.2%	\$82,648,432	39.4%	\$85,108,841	38.6%	
TL OJ REF NFC	\$772,840,037	26.8%	-3.1%	\$797,714,562	26.3%	\$56,587,941	27.0%	\$58,776,523	26.7%	
TL OJ REF RECON	\$319,056,622	11.1%	-4.3%	\$333,415,937	11.0%	\$24,223,424	11.5%	\$24,339,024	11.1%	
WEST REGION - XAOC										
TL OJ	\$621,114,157	21.6%	-6.3%	\$662,945,714	21.9%	\$45,891,442	21.9%	\$48,620,010	22.1%	
TL OJ REF NFC	\$403,326,599	14.0%	-6.2%	\$430,175,176	14.2%	\$29,598,783	14.1%	\$31,625,415	14.4%	
TL OJ REF RECON	\$190,915,169	6.6%	-6.4%	\$203,877,729	6.7%	\$14,351,094	6.8%	\$14,913,571	6.8%	
MIDWEST REGION - XAOC										
TL OJ	\$585,693,967	20.3%	-4.0%	\$609,846,055	20.1%	\$41,375,758	19.7%	\$43,389,021	19.7%	
TL OJ REF NFC	\$381,978,524	13.3%	-4.0%	\$397,755,645	13.1%	\$26,751,007	12.8%	\$28,331,089	12.9%	
TL OJ REF RECON	\$176,702,203	6.1%	-3.2%	\$182,521,817	6.0%	\$12,826,815	6.1%	\$13,109,715	6.0%	

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: 11/13/2017

Grapefruit Juice Sales at xAOC - by Region

	Gallons											
	52 Weeks			52 Weeks YA			4 WEEKS ENDING 10/28/17			4 WEEKS ENDING 10/29/16		
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	52 Weeks YA	% of Total	% Chg	4 WEEKS ENDING 10/28/17	% of Total	4 WEEKS ENDING 10/29/16	% of Total
TOTAL US - XAOC												
TL GJ	13,885,613		-3.5%	14,385,859		1,016,346		-4.5%	1,064,579			
TL GJ REF NFC	9,172,385		-2.4%	9,393,493		666,048		-3.2%	688,361			
TL GJ REF RECON	820,198		-18.1%	1,001,569		60,099		-29.2%	84,858			
NORTHEAST REGION - XAOC												
TL GJ	2,568,877	18.5%	-6.4%	2,744,242	19.1%	184,118	18.1%	-7.4%	198,770	18.7%		
TL GJ REF NFC	1,984,322	14.3%	-5.9%	2,107,744	14.7%	142,635	14.0%	-7.8%	154,780	14.5%		
TL GJ REF RECON	77,861	0.6%	16.2%	67,032	0.5%	6,084	0.6%	13.4%	5,367	0.5%		
SOUTH REGION - XAOC												
TL GJ	5,840,025	42.1%	-2.8%	6,011,023	41.8%	440,872	43.4%	-4.1%	459,548	43.2%		
TL GJ REF NFC	3,745,684	27.0%	1.8%	3,677,865	25.6%	281,592	27.7%	2.2%	275,498	25.9%		
TL GJ REF RECON	449,906	3.2%	-32.3%	664,709	4.6%	31,139	3.1%	-46.8%	58,506	5.5%		
WEST REGION - XAOC												
TL GJ	3,097,173	22.3%	-4.5%	3,242,379	22.5%	225,733	22.2%	-5.0%	237,545	22.3%		
TL GJ REF NFC	2,024,174	14.6%	-6.7%	2,168,991	15.1%	145,384	14.3%	-7.1%	156,579	14.7%		
TL GJ REF RECON	136,081	1.0%	3.5%	131,527	0.9%	10,444	1.0%	-1.7%	10,625	1.0%		
MIDWEST REGION - XAOC												
TL GJ	2,360,854	17.0%	-0.8%	2,380,812	16.5%	165,117	16.2%	-1.6%	167,785	15.8%		
TL GJ REF NFC	1,396,520	10.1%	-2.5%	1,431,595	10.0%	95,993	9.4%	-4.7%	100,777	9.5%		
TL GJ REF RECON	162,500	1.2%	17.9%	137,781	1.0%	12,418	1.2%	20.4%	10,318	1.0%		

	Dollars											
	52 Weeks			52 Weeks YA			4 WEEKS ENDING 10/28/17			4 WEEKS ENDING 10/29/16		
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	52 Weeks YA	% of Total	% Chg	4 WEEKS ENDING 10/28/17	% of Total	4 WEEKS ENDING 10/29/16	% of Total
TOTAL US - XAOC												
TL GJ	\$102,871,618		-1.7%	\$104,644,518		\$7,610,258		-1.2%	\$7,703,222			
TL GJ REF NFC	\$71,633,301		-2.3%	\$73,319,058		\$5,283,970		-1.7%	\$5,377,307			
TL GJ REF RECON	\$7,022,658		8.5%	\$6,473,688		\$519,429		0.0%	\$519,296			
NORTHEAST REGION - XAOC												
TL GJ	\$18,897,312	18.4%	-5.5%	\$19,996,211	19.1%	\$1,373,354	18.0%	-3.2%	\$1,418,567	18.4%		
TL GJ REF NFC	\$14,787,637	14.4%	-6.4%	\$15,805,695	15.1%	\$1,065,901	14.0%	-5.0%	\$1,121,715	14.6%		
TL GJ REF RECON	\$773,267	0.8%	35.7%	\$570,008	0.5%	\$70,139	0.9%	43.3%	\$48,960	0.6%		
SOUTH REGION - XAOC												
TL GJ	\$42,512,903	41.3%	0.1%	\$42,476,969	40.6%	\$3,240,503	42.6%	1.0%	\$3,209,552	41.7%		
TL GJ REF NFC	\$28,870,448	28.1%	1.5%	\$28,430,095	27.2%	\$2,207,434	29.0%	2.8%	\$2,147,842	27.9%		
TL GJ REF RECON	\$3,759,908	3.7%	-3.8%	\$3,909,660	3.7%	\$271,773	3.6%	-14.4%	\$317,627	4.1%		
WEST REGION - XAOC												
TL GJ	\$24,330,472	23.7%	-3.5%	\$25,216,863	24.1%	\$1,807,198	23.7%	-2.9%	\$1,860,399	24.2%		
TL GJ REF NFC	\$17,027,212	16.6%	-5.9%	\$18,098,226	17.3%	\$1,265,157	16.6%	-4.2%	\$1,321,220	17.2%		
TL GJ REF RECON	\$1,363,874	1.3%	26.8%	\$1,075,996	1.0%	\$92,829	1.2%	11.3%	\$83,407	1.1%		
MIDWEST REGION - XAOC												
TL GJ	\$16,959,886	16.5%	0.3%	\$16,904,358	16.2%	\$1,184,933	15.6%	-1.9%	\$1,207,911	15.7%		
TL GJ REF NFC	\$10,751,402	10.5%	-1.6%	\$10,929,957	10.4%	\$741,162	9.7%	-5.0%	\$780,497	10.1%		
TL GJ REF RECON	\$1,169,960	1.1%	27.6%	\$917,074	0.9%	\$84,841	1.1%	22.6%	\$69,185	0.9%		

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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