

Nielsen Retail Sales OJ, GJ and OJ/GJ Beverages



Week Ending 11/22/14
 Report 2 of 14/15 Season

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

	4 WEEKS ENDING 11/22/14			SEASON YEAR-TO-DATE		
	GALLONS	PRICE	DOLLARS	GALLONS	PRICE	DOLLARS
Total OJ	-8.2%	4.9%	-3.7%	-8.7%	4.8%	-4.4%
Ref NFC OJ	-7.3%	5.2%	-2.6%	-7.7%	5.0%	-3.0%
Ref Recon OJ	-9.5%	3.9%	-5.9%	-10.3%	3.9%	-6.8%
Total GJ	-3.7%	4.3%	0.5%	-3.7%	4.3%	0.5%
Ref NFC GJ	-3.5%	5.7%	2.0%	-4.0%	6.0%	1.8%
Shelf Stable GJ	-1.4%	-1.4%	-2.8%	-2.0%	-0.8%	-2.7%
OJ Drinks	-5.9%	7.2%	0.9%	-7.0%	7.7%	0.2%
OJ Blend Drinks	2.8%	1.4%	4.2%	3.5%	1.7%	5.3%
GJ Cocktail	-6.3%	-0.7%	-6.9%	-9.7%	1.8%	-8.1%

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: 11/22/14
Issue Date: 12/08/14
Report 2 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	11/23/13	06/07/14	07/05/14	08/02/14	08/30/14	09/27/14	10/25/14	11/22/14		2012-13	2013-14	% Change
<u>NFC OJ</u>												
Gallons	24.29	21.72	21.05	20.47	21.34	21.68	21.80	22.51	-7.3%	47.98	44.31	-7.7%
Price/Gal (\$)	7.12	7.43	7.47	7.49	7.46	7.45	7.49	7.48	5.2%	7.13	7.49	5.0%
Revenues (\$)	172.84	161.41	157.21	153.37	159.20	161.60	163.27	168.42	-2.6%	342.11	331.69	-3.0%
<u>RECON OJ</u>												
Gallons	15.30	13.48	13.36	12.91	12.98	13.29	13.65	13.85	-9.5%	30.67	27.50	-10.3%
Price/Gal (\$)	4.79	4.92	4.94	4.95	5.01	5.02	4.97	4.98	3.9%	4.79	4.98	3.9%
Revenues (\$)	73.30	66.38	66.06	63.88	65.08	66.75	67.92	68.97	-5.9%	146.93	136.89	-6.8%
<u>Refrigerated OJ</u>												
Gallons	39.59	35.20	34.41	33.38	34.32	34.97	35.45	36.36	-8.2%	78.65	71.81	-8.7%
Price/Gal (\$)	6.22	6.47	6.49	6.51	6.54	6.53	6.52	6.53	5.0%	6.22	6.53	4.9%
Revenues (\$)	246.14	227.79	223.27	217.25	224.28	228.34	231.19	237.39	-3.6%	489.03	468.58	-4.2%
<u>Frozen OJ</u>												
Gallons	1.82	1.66	1.68	1.60	1.62	1.64	1.63	1.65	-9.2%	3.62	3.28	-9.5%
Price/Gal (\$)	4.93	4.90	4.86	4.90	4.85	4.81	4.86	4.98	1.1%	4.89	4.92	0.6%
Revenues (\$)	8.98	8.12	8.18	7.84	7.87	7.87	7.90	8.24	-8.2%	17.72	16.14	-8.9%
<u>Shelf Stable OJ</u>												
Gallons	0.06	0.05	0.04	0.04	0.04	0.05	0.05	0.05	-13.6%	0.12	0.10	-15.9%
Price/Gal (\$)	8.75	9.08	9.20	9.35	9.18	8.87	9.29	9.08	3.7%	8.61	9.18	6.7%
Revenues (\$)	0.49	0.45	0.40	0.37	0.41	0.48	0.46	0.44	-10.4%	1.00	0.89	-10.2%
<u>Total Orange Juice</u>												
Gallons	41.47	36.91	36.14	35.02	35.98	36.66	37.13	38.06	-8.2%	82.39	75.18	-8.7%
Price/Gal (\$)	6.16	6.40	6.42	6.44	6.46	6.46	6.45	6.47	4.9%	6.16	6.46	4.8%
Revenues (\$)	255.61	236.35	231.85	225.47	232.56	236.69	239.55	246.07	-3.7%	507.75	485.62	-4.4%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 11/22/14
2013-14 STD: 09/29/13 - 11/23/13

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 2 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	11/23/13	06/07/14	07/05/14	08/02/14	08/30/14	09/27/14	10/25/14	11/22/14		2012-13	2013-14	% Change
<u>NFC GJ</u>												
Gallons	0.77	0.76	0.72	0.73	0.75	0.74	0.74	0.74	-3.5%	1.54	1.48	-4.0%
Price/Gal (\$)	7.37	7.69	7.80	7.78	7.77	7.79	7.89	7.79	5.7%	7.40	7.84	6.0%
Revenues (\$)	5.69	5.84	5.65	5.65	5.85	5.77	5.81	5.80	2.0%	11.41	11.61	1.8%
<u>RECON GJ</u>												
Gallons	0.08	0.07	0.07	0.07	0.07	0.07	0.08	0.07	-0.2%	0.14	0.15	8.2%
Price/Gal (\$)	5.77	6.54	6.50	6.24	6.20	6.16	6.09	6.07	5.2%	5.97	6.08	1.9%
Revenues (\$)	0.43	0.45	0.46	0.45	0.45	0.46	0.48	0.45	5.0%	0.84	0.93	10.3%
<u>Refrigerated GJ</u>												
Gallons	0.85	0.83	0.79	0.80	0.83	0.82	0.81	0.82	-3.2%	1.68	1.63	-3.0%
Price/Gal (\$)	7.23	7.59	7.69	7.64	7.63	7.64	7.72	7.63	5.6%	7.28	7.68	5.5%
Revenues (\$)	6.12	6.29	6.11	6.10	6.30	6.23	6.29	6.26	2.2%	12.25	12.54	2.3%
<u>Frozen GJ</u>												
Gallons	0.03	0.03	0.02	0.02	0.02	0.01	0.01	0.01	-43.8%	0.05	0.03	-45.0%
Price/Gal (\$)	4.55	4.53	4.52	4.78	4.87	4.99	5.12	5.16	13.3%	4.58	5.14	12.1%
Revenues (\$)	0.12	0.12	0.10	0.08	0.08	0.07	0.07	0.08	-36.3%	0.24	0.15	-38.4%
<u>Shelf Stable GJ</u>												
Gallons	0.31	0.32	0.33	0.31	0.31	0.31	0.31	0.31	-1.4%	0.63	0.62	-2.0%
Price/Gal (\$)	6.42	6.43	6.33	6.35	6.42	6.35	6.41	6.33	-1.4%	6.42	6.37	-0.8%
Revenues (\$)	1.99	2.07	2.06	1.98	1.99	1.97	1.99	1.94	-2.8%	4.04	3.93	-2.7%
<u>Total Grapefruit Juice</u>												
Gallons	1.18	1.18	1.14	1.13	1.15	1.14	1.14	1.14	-3.7%	2.37	2.28	-3.7%
Price/Gal (\$)	6.95	7.20	7.24	7.24	7.27	7.25	7.33	7.25	4.3%	6.99	7.29	4.3%
Revenues (\$)	8.24	8.48	8.27	8.16	8.37	8.27	8.35	8.27	0.5%	16.54	16.62	0.5%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 11/22/14
2013-14 STD: 09/29/13 - 11/23/13

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 2 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	11/23/13	06/07/14	07/05/14	08/02/14	08/30/14	09/27/14	10/25/14	11/22/14		2012-13	2013-14	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	1.62	1.68	1.74	1.64	1.79	1.74	1.60	1.50	-7.6%	3.34	3.10	-7.2%
Price/Gal (\$)	3.85	4.16	4.10	4.23	4.30	4.21	4.28	4.35	12.9%	3.84	4.31	12.4%
Revenues (\$)	6.25	7.00	7.15	6.93	7.69	7.32	6.85	6.53	4.4%	12.82	13.38	4.4%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1.62	1.54	1.48	1.33	1.35	1.42	1.44	1.52	-6.1%	3.23	2.96	-8.3%
Price/Gal (\$)	7.08	7.49	7.43	7.67	7.66	7.52	7.55	7.36	3.9%	7.07	7.45	5.4%
Revenues (\$)	11.48	11.56	10.99	10.19	10.35	10.67	10.89	11.20	-2.5%	22.86	22.08	-3.4%
<u>OJ Drinks - % not stated</u>												
Gallons	0.16	0.16	0.17	0.17	0.17	0.17	0.18	0.18	13.5%	0.33	0.36	8.5%
Price/Gal (\$)	4.34	4.41	4.19	4.23	4.59	4.80	4.83	4.75	9.5%	4.27	4.79	12.1%
Revenues (\$)	0.70	0.68	0.70	0.71	0.78	0.82	0.85	0.86	24.3%	1.41	1.71	21.6%
<u>Total OJ Drinks</u>												
Gallons	3.41	3.38	3.39	3.13	3.31	3.33	3.22	3.20	-5.9%	6.90	6.42	-7.0%
Price/Gal (\$)	5.41	5.69	5.56	5.69	5.68	5.65	5.78	5.80	7.2%	5.37	5.79	7.7%
Revenues (\$)	18.43	19.96	18.83	17.83	18.81	18.81	18.58	18.59	0.9%	37.08	37.17	0.2%
<u>OJ BL Drinks</u>												
Gallons	15.42	17.31	18.22	17.42	18.03	17.18	17.08	15.85	2.8%	31.82	32.93	3.5%
Price/Gal (\$)	3.05	3.03	2.93	2.90	2.96	3.08	3.10	3.09	1.4%	3.04	3.10	1.7%
Revenues (\$)	47.03	52.47	53.46	50.49	53.44	52.82	52.97	49.01	4.2%	96.86	101.98	5.3%
<u>OJ BL (100% Juice)</u>												
Gallons	3.00	3.09	3.03	2.94	3.09	3.11	3.00	2.95	-2.0%	5.96	5.94	-0.3%
Price/Gal (\$)	6.81	7.15	7.15	7.12	7.03	7.03	7.14	7.15	5.0%	6.84	7.15	4.6%
Revenues (\$)	20.47	22.05	21.67	20.95	21.72	21.85	21.41	21.07	3.0%	40.77	42.48	4.2%
<u>GJ Cocktail</u>												
Gallons	0.81	0.79	0.76	0.74	0.73	0.73	0.71	0.76	-6.3%	1.62	1.47	-9.7%
Price/Gal (\$)	5.58	5.88	5.98	5.94	6.01	5.92	5.93	5.54	-0.7%	5.63	5.73	1.8%
Revenues (\$)	4.53	4.64	4.56	4.41	4.40	4.33	4.19	4.22	-6.9%	9.15	8.41	-8.1%
<u>GJ BL (100% Juice)</u>												
Gallons	0.14	0.15	0.15	0.14	0.14	0.14	0.13	0.13	-6.0%	0.27	0.26	-4.3%
Price/Gal (\$)	5.97	6.37	6.24	6.21	6.25	5.82	6.10	6.01	0.6%	5.98	6.05	1.3%
Revenues (\$)	0.82	0.93	0.91	0.87	0.87	0.83	0.80	0.78	-5.4%	1.63	1.58	-3.1%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 11/22/14
2013-14 STD: 09/29/13 - 11/23/13

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Florida Department of Citrus
ORANGE JUICE SALES
Food, Drug, Mass + Walmart
NIELSEN SCANTRACK
(Gallons and Revenues in Millions)

Report Ending Date: 11/22/14
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	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	11/23/13	06/07/14	07/05/14	08/02/14	08/30/14	09/27/14	10/25/14	11/22/14		2012-13	2013-14	% Change
<u>NFC OJ</u>												
Gallons	22.49	20.04	19.46	18.99	19.76	20.09	20.17	20.82	-7.4%	44.56	41.00	-8.0%
Price/Gal (\$)	7.19	7.52	7.56	7.58	7.55	7.54	7.58	7.57	5.3%	7.20	7.58	5.2%
Revenues (\$)	161.71	150.76	147.14	143.93	149.21	151.54	152.94	157.65	-2.5%	320.92	310.59	-3.2%
<u>RECON OJ</u>												
Gallons	14.00	12.33	12.20	11.81	11.83	12.05	12.48	12.61	-9.9%	28.11	25.09	-10.7%
Price/Gal (\$)	4.71	4.83	4.86	4.87	4.93	4.94	4.88	4.89	3.8%	4.71	4.88	3.7%
Revenues (\$)	66.01	59.56	59.33	57.53	58.31	59.58	60.86	61.71	-6.5%	132.42	122.57	-7.4%
<u>Refrigerated OJ</u>												
Gallons	36.49	32.36	31.66	30.80	31.59	32.15	32.66	33.44	-8.4%	72.67	66.09	-9.1%
Price/Gal (\$)	6.24	6.50	6.52	6.54	6.57	6.57	6.55	6.56	5.1%	6.24	6.55	5.1%
Revenues (\$)	227.71	210.32	206.47	201.46	207.52	211.11	213.79	219.36	-3.7%	453.34	433.16	-4.5%
<u>Frozen OJ</u>												
Gallons	1.73	1.58	1.61	1.53	1.55	1.57	1.55	1.58	-8.7%	3.44	3.13	-9.0%
Price/Gal (\$)	4.99	4.97	4.92	4.96	4.91	4.86	4.91	5.04	1.0%	4.95	4.98	0.5%
Revenues (\$)	8.62	7.84	7.90	7.58	7.60	7.61	7.63	7.95	-7.8%	17.04	15.58	-8.6%
<u>Shelf Stable OJ</u>												
Gallons	0.05	0.05	0.04	0.04	0.04	0.05	0.05	0.04	-16.8%	0.11	0.09	-17.1%
Price/Gal (\$)	8.97	9.38	9.58	9.57	9.50	9.23	9.45	9.51	6.0%	8.83	9.48	7.3%
Revenues (\$)	0.47	0.42	0.38	0.36	0.39	0.45	0.44	0.42	-11.8%	0.97	0.86	-11.0%
<u>Total Orange Juice</u>												
Gallons	38.27	33.99	33.30	32.36	33.18	33.76	34.26	35.06	-8.4%	76.22	69.31	-9.1%
Price/Gal (\$)	6.19	6.43	6.45	6.47	6.49	6.49	6.48	6.50	5.0%	6.18	6.49	4.9%
Revenues (\$)	236.81	218.59	214.75	209.40	215.51	219.17	221.87	227.73	-3.8%	471.34	449.60	-4.6%

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2014-15 STD: 09/28/14 - 11/22/14
2013-14 STD: 09/29/13 - 11/23/13

Source: Nielsen. FDM+Walmart 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), and Walmart.

GRAPEFRUIT JUICE SALES

Food, Drug, Mass + Walmart
(Gallons and Revenues in Millions)

Report 2 of 14/15 Season

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<u>NFC GJ</u>												
Gallons	0.77	0.75	0.72	0.72	0.75	0.74	0.73	0.74	-3.4%	1.53	1.47	-4.0%
Price/Gal (\$)	7.38	7.70	7.82	7.79	7.78	7.80	7.91	7.80	5.7%	7.41	7.85	6.0%
Revenues (\$)	5.66	5.81	5.63	5.63	5.83	5.75	5.79	5.78	2.0%	11.36	11.56	1.8%
<u>RECON GJ</u>												
Gallons	0.08	0.07	0.07	0.07	0.07	0.07	0.08	0.07	-0.2%	0.14	0.15	8.2%
Price/Gal (\$)	5.77	6.54	6.50	6.24	6.20	6.16	6.09	6.07	5.2%	5.97	6.08	1.9%
Revenues (\$)	0.43	0.45	0.46	0.45	0.45	0.46	0.48	0.45	5.0%	0.84	0.93	10.3%
<u>Refrigerated GJ</u>												
Gallons	0.84	0.82	0.79	0.79	0.82	0.81	0.81	0.82	-3.1%	1.67	1.63	-3.0%
Price/Gal (\$)	7.24	7.60	7.70	7.65	7.64	7.65	7.73	7.64	5.6%	7.29	7.69	5.5%
Revenues (\$)	6.09	6.26	6.08	6.08	6.28	6.21	6.26	6.23	2.2%	12.21	12.49	2.3%
<u>Frozen GJ</u>												
Gallons	0.03	0.03	0.02	0.02	0.02	0.01	0.01	0.01	-43.2%	0.05	0.03	-44.7%
Price/Gal (\$)	4.56	4.54	4.52	4.79	4.88	5.00	5.12	5.16	13.2%	4.59	5.14	12.0%
Revenues (\$)	0.12	0.12	0.10	0.08	0.07	0.07	0.07	0.08	-35.7%	0.24	0.15	-38.1%
<u>Shelf Stable GJ</u>												
Gallons	0.31	0.32	0.32	0.31	0.31	0.31	0.31	0.30	-1.3%	0.62	0.61	-2.1%
Price/Gal (\$)	6.42	6.43	6.34	6.37	6.42	6.36	6.43	6.34	-1.2%	6.43	6.39	-0.6%
Revenues (\$)	1.97	2.05	2.03	1.95	1.97	1.94	1.96	1.92	-2.5%	3.99	3.88	-2.7%
<u>Total Grapefruit Juice</u>												
Gallons	1.17	1.17	1.13	1.12	1.14	1.13	1.13	1.13	-3.5%	2.35	2.26	-3.7%
Price/Gal (\$)	6.97	7.21	7.26	7.26	7.28	7.27	7.35	7.26	4.2%	7.00	7.30	4.3%
Revenues (\$)	8.18	8.43	8.20	8.11	8.32	8.22	8.29	8.22	0.5%	16.43	16.52	0.5%

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<u>OJ Drinks 0-39.99%</u>												
Gallons	1.49	1.50	1.54	1.43	1.54	1.53	1.38	1.31	-11.5%	3.06	2.69	-12.0%
Price/Gal (\$)	3.91	4.33	4.28	4.39	4.32	4.26	4.32	4.39	12.2%	3.89	4.35	11.9%
Revenues (\$)	5.81	6.49	6.61	6.27	6.67	6.50	5.96	5.76	-0.7%	11.90	11.72	-1.5%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1.60	1.53	1.46	1.31	1.34	1.40	1.43	1.50	-6.0%	3.19	2.93	-8.2%
Price/Gal (\$)	7.09	7.50	7.44	7.69	7.68	7.54	7.57	7.38	4.1%	7.09	7.47	5.4%
Revenues (\$)	11.36	11.45	10.89	10.09	10.25	10.57	10.79	11.10	-2.2%	22.61	21.89	-3.2%
<u>OJ Drinks - % not stated</u>												
Gallons	0.16	0.15	0.17	0.17	0.17	0.17	0.18	0.18	13.8%	0.33	0.36	8.8%
Price/Gal (\$)	4.34	4.41	4.19	4.24	4.59	4.81	4.83	4.74	9.3%	4.28	4.79	11.9%
Revenues (\$)	0.69	0.68	0.70	0.71	0.77	0.82	0.85	0.86	24.5%	1.40	1.71	21.8%
<u>Total OJ Drinks</u>												
Gallons	3.25	3.18	3.17	2.91	3.05	3.10	2.98	3.00	-7.6%	6.58	5.98	-9.1%
Price/Gal (\$)	5.50	5.86	5.73	5.87	5.80	5.77	5.91	5.91	7.4%	5.46	5.91	8.2%
Revenues (\$)	17.85	18.62	18.20	17.08	17.69	17.89	17.59	17.73	-0.7%	35.91	35.32	-1.7%
<u>OJ BL Drinks</u>												
Gallons	13.71	15.09	16.08	15.42	15.90	15.14	15.01	13.96	1.8%	28.32	28.97	2.3%
Price/Gal (\$)	3.00	3.00	2.88	2.86	2.92	3.04	3.07	3.07	2.5%	2.99	3.07	2.6%
Revenues (\$)	41.10	45.21	46.36	44.06	46.50	46.10	46.12	42.90	4.4%	84.83	89.02	4.9%
<u>OJ BL (100% Juice)</u>												
Gallons	2.82	2.91	2.87	2.79	2.91	2.93	2.80	2.75	-2.6%	5.59	5.54	-0.8%
Price/Gal (\$)	6.82	7.14	7.15	7.11	7.03	7.01	7.13	7.14	4.7%	6.85	7.14	4.2%
Revenues (\$)	19.24	20.80	20.48	19.88	20.47	20.58	19.93	19.63	2.0%	38.31	39.56	3.3%
<u>GJ Cocktail</u>												
Gallons	0.67	0.66	0.64	0.62	0.61	0.61	0.58	0.66	-2.1%	1.35	1.25	-7.5%
Price/Gal (\$)	5.84	6.18	6.31	6.28	6.33	6.21	6.26	5.72	-2.2%	5.91	5.97	1.1%
Revenues (\$)	3.94	4.09	4.02	3.90	3.87	3.82	3.66	3.77	-4.2%	7.95	7.44	-6.5%
<u>GJ BL (100% Juice)</u>												
Gallons	0.13	0.14	0.14	0.13	0.13	0.13	0.12	0.12	-6.6%	0.25	0.24	-4.4%
Price/Gal (\$)	6.05	6.47	6.36	6.33	6.34	5.90	6.23	6.12	1.1%	6.08	6.17	1.5%
Revenues (\$)	0.78	0.89	0.87	0.83	0.83	0.79	0.76	0.74	-5.6%	1.54	1.49	-2.9%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 11/22/14

2013-14 STD: 09/29/13 - 11/23/13

Source: Nielsen. FDM+Walmart 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), and Walmart.

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

Report Ending Date: 11/22/14
Issue Date: 12/08/14
Report 2 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	11/23/13	06/07/14	07/05/14	08/02/14	08/30/14	09/27/14	10/25/14	11/22/14		2012-13	2013-14	% Change
<u>NFC OJ</u>												
Gallons	16.98	15.49	15.02	14.57	14.93	15.09	15.19	15.66	-7.8%	33.79	30.85	-8.7%
Price/Gal (\$)	7.22	7.47	7.52	7.62	7.61	7.60	7.59	7.54	4.4%	7.22	7.56	4.7%
Revenues (\$)	122.60	115.75	112.96	111.01	113.68	114.70	115.31	118.03	-3.7%	244.10	233.34	-4.4%
<u>RECON OJ</u>												
Gallons	9.69	8.72	8.67	8.51	8.43	8.58	8.91	8.87	-8.5%	19.58	17.78	-9.2%
Price/Gal (\$)	4.69	4.81	4.80	4.78	4.85	4.89	4.80	4.83	3.1%	4.67	4.82	3.1%
Revenues (\$)	45.44	41.90	41.61	40.70	40.92	42.00	42.81	42.86	-5.7%	91.49	85.67	-6.4%
<u>Refrigerated OJ</u>												
Gallons	26.67	24.20	23.69	23.08	23.36	23.67	24.11	24.52	-8.1%	53.37	48.63	-8.9%
Price/Gal (\$)	6.30	6.51	6.52	6.57	6.62	6.62	6.56	6.56	4.1%	6.29	6.56	4.3%
Revenues (\$)	168.04	157.65	154.57	151.70	154.60	156.70	158.12	160.90	-4.3%	335.59	319.01	-4.9%
<u>Frozen OJ</u>												
Gallons	1.26	1.16	1.18	1.12	1.13	1.17	1.15	1.15	-8.4%	2.51	2.30	-8.6%
Price/Gal (\$)	5.15	5.12	5.06	5.12	5.06	4.98	5.06	5.21	1.2%	5.10	5.14	0.7%
Revenues (\$)	6.47	5.94	5.96	5.71	5.73	5.82	5.79	6.00	-7.3%	12.81	11.79	-8.0%
<u>Shelf Stable OJ</u>												
Gallons	0.05	0.04	0.04	0.04	0.04	0.05	0.05	0.04	-14.4%	0.10	0.09	-13.4%
Price/Gal (\$)	9.04	9.42	9.62	9.62	9.57	9.26	9.48	9.54	5.5%	8.94	9.51	6.4%
Revenues (\$)	0.45	0.41	0.37	0.35	0.37	0.44	0.43	0.41	-9.7%	0.91	0.84	-7.9%
<u>Total Orange Juice</u>												
Gallons	27.98	25.41	24.91	24.23	24.53	24.88	25.30	25.72	-8.1%	55.98	51.01	-8.9%
Price/Gal (\$)	6.25	6.45	6.46	6.51	6.55	6.55	6.50	6.51	4.0%	6.24	6.50	4.2%
Revenues (\$)	174.95	164.01	160.91	157.76	160.70	162.96	164.34	167.30	-4.4%	349.31	331.64	-5.1%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 11/22/14
2013-14 STD: 09/29/13 - 11/23/13

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 2 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	11/23/13	06/07/14	07/05/14	08/02/14	08/30/14	09/27/14	10/25/14	11/22/14		2012-13	2013-14	% Change
<u>NFC GJ</u>												
Gallons	635.97	628.00	595.72	601.45	621.21	605.28	599.62	609.55	-4.2%	1,271.96	1,209.17	-4.9%
Price/Gal (\$)	7.46	7.74	7.88	7.85	7.84	7.88	7.94	7.82	4.7%	7.49	7.88	5.2%
Revenues (\$)	4,747.37	4,858.82	4,692.01	4,721.47	4,868.44	4,766.74	4,763.20	4,764.30	0.4%	9,527.81	9,527.50	0.0%
<u>RECON GJ</u>												
Gallons	75.04	68.80	70.20	71.82	72.01	74.67	78.02	74.90	-0.2%	141.29	152.92	8.2%
Price/Gal (\$)	5.77	6.54	6.49	6.24	6.20	6.16	6.09	6.07	5.2%	5.97	6.08	1.9%
Revenues (\$)	433.25	449.68	455.81	448.36	446.44	460.08	474.95	454.74	5.0%	842.95	929.69	10.3%
<u>Refrigerated GJ</u>												
Gallons	711.02	696.80	665.92	673.27	693.22	679.96	677.64	684.46	-3.7%	1,413.25	1,362.09	-3.6%
Price/Gal (\$)	7.29	7.62	7.73	7.68	7.67	7.69	7.73	7.63	4.7%	7.34	7.68	4.6%
Revenues (\$)	5,180.63	5,308.49	5,147.82	5,169.83	5,314.88	5,226.82	5,238.15	5,219.04	0.7%	10,370.76	10,457.19	0.8%
<u>Frozen GJ</u>												
Gallons	10.86	11.13	12.58	13.08	13.27	13.53	13.20	14.37	32.3%	21.59	27.57	27.7%
Price/Gal (\$)	5.12	5.08	5.06	5.17	5.14	5.13	5.22	5.22	1.9%	5.13	5.22	1.7%
Revenues (\$)	55.56	56.52	63.69	67.63	68.20	69.37	68.91	74.95	34.9%	110.75	143.85	29.9%
<u>Shelf Stable GJ</u>												
Gallons	221.80	230.14	233.00	224.42	222.45	221.98	219.72	218.07	-1.7%	441.42	437.79	-0.8%
Price/Gal (\$)	6.79	6.86	6.72	6.75	6.84	6.75	6.87	6.74	-0.7%	6.83	6.80	-0.4%
Revenues (\$)	1,505.45	1,579.12	1,566.29	1,515.47	1,520.88	1,499.32	1,508.63	1,470.09	-2.3%	3,015.60	2,978.72	-1.2%
<u>Total Grapefruit Juice</u>												
Gallons	943.68	938.06	911.50	910.77	928.95	915.47	910.56	916.90	-2.8%	1,876.27	1,827.45	-2.6%
Price/Gal (\$)	7.14	7.40	7.44	7.41	7.43	7.42	7.49	7.38	3.3%	7.19	7.43	3.3%
Revenues (\$)	6,741.64	6,944.13	6,777.81	6,752.94	6,903.96	6,795.52	6,815.68	6,764.08	0.3%	13,497.11	13,579.76	0.6%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 11/22/14
2013-14 STD: 09/29/13 - 11/23/13

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 2 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	11/23/13	06/07/14	07/05/14	08/02/14	08/30/14	09/27/14	10/25/14	11/22/14		2012-13	2013-14	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	1,118.84	1,173.13	1,216.59	1,124.34	1,204.07	1,200.04	1,076.54	1,025.34	-8.4%	2,308.68	2,101.88	-9.0%
Price/Gal (\$)	4.04	4.41	4.35	4.48	4.39	4.30	4.35	4.40	8.8%	4.01	4.37	9.0%
Revenues (\$)	4,523.23	5,167.99	5,291.05	5,041.93	5,280.32	5,165.06	4,684.74	4,509.01	-0.3%	9,268.10	9,193.74	-0.8%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1,167.76	1,170.79	1,130.96	1,009.64	1,023.67	1,084.72	1,102.19	1,102.88	-5.6%	2,354.00	2,205.06	-6.3%
Price/Gal (\$)	7.24	7.40	7.35	7.67	7.67	7.52	7.53	7.54	4.1%	7.22	7.54	4.4%
Revenues (\$)	8,458.46	8,661.09	8,317.38	7,744.12	7,852.73	8,157.21	8,304.30	8,319.86	-1.6%	17,002.11	16,624.16	-2.2%
<u>OJ Drinks - % not stated</u>												
Gallons	158.08	138.87	151.83	152.67	155.45	157.25	160.24	168.36	6.5%	324.24	328.59	1.3%
Price/Gal (\$)	4.34	4.35	4.11	4.17	4.54	4.77	4.80	4.68	7.8%	4.28	4.74	10.7%
Revenues (\$)	686.08	603.61	624.04	636.35	705.99	749.61	768.70	787.71	14.8%	1,387.12	1,556.41	12.2%
<u>Total OJ Drinks</u>												
Gallons	2,444.68	2,482.79	2,499.38	2,286.65	2,383.19	2,442.00	2,338.96	2,296.57	-6.1%	4,986.91	4,635.53	-7.0%
Price/Gal (\$)	5.59	5.81	5.69	5.87	5.81	5.76	5.88	5.93	6.1%	5.55	5.91	6.5%
Revenues (\$)	13,667.76	14,975.61	14,232.47	13,422.40	13,839.04	14,071.88	13,757.73	13,616.57	-0.4%	27,657.33	27,374.31	-1.0%
<u>OJ BL Drinks</u>												
Gallons	8,493.51	8,890.99	9,502.36	9,131.99	9,419.06	8,913.31	8,623.20	7,883.59	-7.2%	17,361.51	16,506.79	-4.9%
Price/Gal (\$)	2.92	3.01	2.88	2.82	2.90	3.08	3.09	3.15	7.9%	2.93	3.12	6.5%
Revenues (\$)	24,793.90	26,751.27	27,383.06	25,771.58	27,351.16	27,460.93	26,646.37	24,831.23	0.2%	50,842.79	51,477.60	1.2%
<u>OJ BL (100% Juice)</u>												
Gallons	2,092.39	2,157.38	2,114.19	2,006.63	2,017.78	2,016.26	1,941.47	1,989.56	-4.9%	4,125.74	3,931.03	-4.7%
Price/Gal (\$)	6.93	7.12	7.14	7.22	7.18	7.16	7.28	7.12	2.8%	6.97	7.20	3.3%
Revenues (\$)	14,503.82	15,358.06	15,092.28	14,492.74	14,482.02	14,443.63	14,130.17	14,173.52	-2.3%	28,768.24	28,303.69	-1.6%
<u>GJ Cocktail</u>												
Gallons	403.13	431.48	424.57	420.79	408.07	408.75	377.00	398.27	-1.2%	795.21	775.27	-2.5%
Price/Gal (\$)	6.55	6.72	6.80	6.72	6.82	6.66	6.79	6.41	-2.1%	6.66	6.60	-1.0%
Revenues (\$)	2,640.54	2,900.80	2,885.01	2,826.49	2,781.26	2,721.33	2,561.37	2,552.60	-3.3%	5,298.17	5,113.97	-3.5%
<u>GJ BL (100% Juice)</u>												
Gallons	71.78	81.40	82.89	80.91	77.87	80.73	67.31	71.73	-0.1%	140.73	139.03	-1.2%
Price/Gal (\$)	6.66	7.31	7.07	6.99	7.06	6.32	6.99	6.69	0.4%	6.72	6.83	1.7%
Revenues (\$)	478.05	594.61	586.38	565.23	549.63	509.83	470.58	479.55	0.3%	945.71	950.14	0.5%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 11/22/14
2013-14 STD: 09/29/13 - 11/23/13

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: 11/22/14
Issue Date: 12/08/14
Report 2 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	11/23/13	06/07/14	07/05/14	08/02/14	08/30/14	09/27/14	10/25/14	11/22/14		2012-13	2013-14	% Change
<u>NFC OJ</u>												
Average Promo Price	6.48	6.64	6.63	6.76	6.79	6.70	6.64	6.60	1.9%	6.45	6.62	2.7%
Price Reduction	92	93	94	93	93	93	93	93	1.1%	92	93	1.1%
Feature & Disp	37	42	41	35	38	38	35	34	-8.1%	38	35	-8.0%
Display w/o Fea	28	33	33	31	30	29	29	24	-14.3%	31	27	-14.5%
Feature w/o Disp	88	89	89	87	89	89	90	90	2.3%	90	90	0.0%
<u>RECON OJ</u>												
Average Promo Price	4.05	4.20	4.19	4.05	4.14	4.34	4.20	4.29	5.9%	4.08	4.25	4.0%
Price Reduction	76	74	78	81	75	77	82	76	0.0%	75	79	6.0%
Feature & Disp	16	16	19	12	11	15	17	19	18.8%	19	18	-2.7%
Display w/o Fea	17	20	25	20	19	22	20	18	5.9%	18	19	5.6%
Feature w/o Disp	66	69	70	59	62	68	55	64	-3.0%	69	60	-13.1%
<u>Refrigerated OJ</u>												
Average Promo Price	5.80	5.92	5.83	5.89	6.01	5.95	5.81	5.87	1.2%	5.75	5.84	1.6%
Price Reduction	95	95	95	95	95	96	95	95	0.0%	95	95	0.5%
Feature & Disp	41	45	46	39	41	43	40	42	2.4%	43	41	-4.7%
Display w/o Fea	36	41	41	39	39	38	37	34	-5.6%	39	36	-9.0%
Feature w/o Disp	93	93	93	91	91	91	93	93	0.0%	93	93	0.0%
<u>Frozen OJ</u>												
Average Promo Price	4.54	4.33	4.38	4.51	4.52	4.03	4.13	4.85	6.8%	4.40	4.49	2.2%
Price Reduction	46	43	49	49	56	51	50	55	19.6%	50	53	5.0%
Feature & Disp	0	1	0	0	0	2	1	0		0	1	
Display w/o Fea	1	1	1	1	1	2	1	1	0.0%	1	1	0.0%
Feature w/o Disp	7	10	9	9	10	17	8	9	28.6%	9	9	-5.6%
<u>Shelf Stable OJ</u>												
Average Promo Price	7.95	7.78	8.51	8.08	8.63	7.67	8.03	7.36	-7.4%	7.55	7.70	1.9%
Price Reduction	5	9	9	10	10	17	7	4	-20.0%	6	6	0.0%
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	1	4	2	1	3	2	1	1	0.0%	2	1	-50.0%
<u>Total OJ</u>												
Average Promo Price	5.78	5.89	5.80	5.86	5.98	5.91	5.77	5.86	1.4%	5.73	5.82	1.6%
Price Reduction	96	96	96	96	97	97	96	96	0.0%	96	96	0.5%
Feature & Disp	41	45	46	39	41	43	40	42	2.4%	43	41	-4.7%
Display w/o Fea	37	42	42	40	39	39	38	34	-8.1%	40	36	-10.0%
Feature w/o Disp	93	93	93	91	91	91	93	93	0.0%	93	93	0.0%

Most recent four-week-period is preliminary
2014-15 STD: 09/28/14 - 11/22/14
2013-14 STD: 09/29/13 - 11/23/13
Source: Nielsen

GRAPEFRUIT JUICE PROMOTIONS

FOOD (\$2MM+ Grocery Stores)

(Prices in dollars and Promotion in %ACV)

Report 2 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	11/23/13	06/07/14	07/05/14	08/02/14	08/30/14	09/27/14	10/25/14	11/22/14		2012-13	2013-14	% Change
<u>NFC GJ</u>												
Average Promo Price	6.58	6.75	6.81	6.98	7.00	6.83	6.76	6.78	3.0%	6.55	6.77	3.4%
Price Reduction	70	73	61	74	77	69	66	75	7.1%	69	71	2.2%
Feature & Disp	4	3	2	1	3	2	2	2	-50.0%	4	2	-42.9%
Display w/o Fea	6	9	6	7	7	8	6	6	0.0%	7	6	-14.3%
Feature w/o Disp	50	34	34	30	35	31	39	39	-22.0%	45	39	-13.3%
<u>RECON GJ</u>												
Average Promo Price	5.40	4.79	7.92	3.62	3.57	3.46	3.42	3.30	-38.9%	6.01	3.36	-44.0%
Price Reduction	12	3	3	6	2	7	7	7	-41.7%	9	7	-22.2%
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	0	5	0	2	6	0	0	0		0	0	
<u>Refrigerated GJ</u>												
Average Promo Price	6.48	6.72	6.82	6.87	6.90	6.71	6.63	6.67	2.9%	6.50	6.65	2.4%
Price Reduction	73	74	62	74	77	69	67	75	2.7%	72	71	-0.7%
Feature & Disp	4	3	2	1	3	2	2	2	-50.0%	4	2	-42.9%
Display w/o Fea	6	9	7	8	8	8	6	6	0.0%	8	6	-20.0%
Feature w/o Disp	50	34	34	30	35	31	39	39	-22.0%	45	39	-13.3%
<u>Frozen GJ</u>												
Average Promo Price	4.84	4.82	4.73	4.76	4.98	5.25	5.21	5.27	8.9%	4.85	5.24	8.2%
Price Reduction	3	2	2	2	3	3	2	2	-33.3%	4	2	-42.9%
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		0	0	
<u>Shelf Stable GJ</u>												
Average Promo Price	6.07	6.04	5.87	5.70	5.98	5.82	6.07	5.50	-9.4%	6.06	5.79	-4.5%
Price Reduction	51	42	46	47	44	41	49	48	-5.9%	46	49	5.4%
Feature & Disp	0	0	0	0	1	0	0	0		0	0	
Display w/o Fea	2	2	2	2	3	2	2	2	0.0%	2	2	0.0%
Feature w/o Disp	6	10	4	6	11	11	13	8	33.3%	13	11	-19.2%
<u>TL GJ</u>												
Average Promo Price	6.42	6.63	6.62	6.68	6.77	6.55	6.53	6.50	1.2%	6.44	6.52	1.2%
Price Reduction	84	83	83	81	81	79	80	83	-1.2%	82	82	-0.6%
Feature & Disp	4	4	2	2	4	2	2	2	-50.0%	4	2	-50.0%
Display w/o Fea	8	10	9	9	10	11	8	8	0.0%	9	8	-11.1%
Feature w/o Disp	52	42	36	34	43	42	47	43	-17.3%	50	45	-10.0%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 11/22/14

2013-14 STD: 09/29/13 - 11/23/13

Source: Nielsen

LESS THAN 100% OJ & GJ BEVERAGES PROMOTIONS

FOOD (\$2MM+ Grocery Stores)
(Prices in dollars and Promotion in %ACV)

Report 2 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4	Season-to-Date		
	11/23/13	06/07/14	07/05/14	08/02/14	08/30/14	09/27/14	10/25/14	11/22/14		2012-13	2013-14	% Change
OJ Drinks 0-39.99%												
Average Promo Price	3.85	4.12	3.93	4.11	4.08	3.88	4.06	4.20	9.1%	3.75	4.13	10.3%
Price Reduction	81	78	72	76	72	77	75	74	-8.6%	79	75	-5.1%
Feature & Disp	9	14	16	16	17	20	12	10	11.1%	12	11	-4.3%
Display w/o Fea	28	39	39	41	37	39	34	30	7.1%	32	32	1.6%
Feature w/o Disp	47	55	66	65	66	67	62	63	34.0%	54	63	16.8%
OJ Drinks 40-99.99%												
Average Promo Price	6.56	6.68	6.64	6.81	6.92	6.82	6.81	6.80	3.7%	6.53	6.81	4.3%
Price Reduction	80	74	77	62	65	81	78	77	-3.8%	76	78	2.0%
Feature & Disp	4	9	15	5	11	7	9	8	100.0%	7	9	21.4%
Display w/o Fea	10	13	16	11	9	11	15	8	-20.0%	10	12	15.0%
Feature w/o Disp	42	52	59	42	52	40	55	46	9.5%	47	51	7.4%
OJ Drinks - % not stated												
Average Promo Price	3.80	3.84	3.66	3.93	3.81	4.20	4.06	3.94	3.7%	3.82	4.00	4.7%
Price Reduction	4	4	4	4	4	5	4	5	25.0%	5	5	0.0%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	1	1	2	2	1	1	1	1	0.0%	1	1	0.0%
Feature w/o Disp	1	0	1	0	1	0	1	1	0.0%	1	1	100.0%
Total OJ Drinks												
Average Promo Price	5.36	5.52	5.35	5.34	5.40	5.36	5.62	5.72	6.7%	5.28	5.67	7.4%
Price Reduction	92	91	91	91	88	92	90	90	-2.2%	91	90	-1.1%
Feature & Disp	12	21	28	21	26	26	20	16	33.3%	18	18	2.9%
Display w/o Fea	36	47	51	48	43	45	44	35	-2.8%	40	40	0.0%
Feature w/o Disp	58	67	78	72	76	73	74	71	22.4%	67	73	9.0%
OJ BL Drinks												
Average Promo Price	2.41	2.60	2.34	2.19	2.41	2.57	2.60	2.65	10.0%	2.44	2.63	7.6%
Price Reduction	95	95	95	95	95	96	95	94	-1.1%	95	95	-0.5%
Feature & Disp	24	35	41	42	38	30	31	21	-12.5%	26	26	0.0%
Display w/o Fea	64	79	78	76	78	73	67	59	-7.8%	69	63	-8.7%
Feature w/o Disp	69	80	83	81	79	75	79	71	2.9%	72	75	4.9%
OJ BL (100% Juice)												
Average Promo Price	6.34	6.36	6.40	6.56	6.57	6.53	6.70	6.52	2.8%	6.29	6.61	5.2%
Price Reduction	86	90	91	91	91	89	87	89	3.5%	87	88	1.1%
Feature & Disp	16	18	22	14	15	13	12	11	-31.3%	14	12	-17.9%
Display w/o Fea	13	22	23	20	19	16	18	15	15.4%	16	17	6.5%
Feature w/o Disp	77	79	78	76	82	76	69	80	3.9%	75	75	-0.7%
GJ Cocktail												
Average Promo Price	5.98	5.99	6.19	5.57	6.12	5.88	6.20	5.39	-9.9%	5.96	5.80	-2.8%
Price Reduction	65	65	66	68	66	60	64	69	6.2%	61	67	9.0%
Feature & Disp	2	4	4	4	4	4	5	2	0.0%	2	4	75.0%
Display w/o Fea	13	18	18	17	14	14	11	10	-23.1%	14	11	-22.2%
Feature w/o Disp	21	16	20	24	21	35	17	24	14.3%	22	21	-6.8%
GJ BL (100% Juice)												
Average Promo Price	6.20	5.73	5.65	5.24	5.74	5.27	5.98	5.41	-12.7%	5.84	5.70	-2.5%
Price Reduction	35	31	33	36	36	27	26	33	-5.7%	27	30	9.3%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	1	1	0	0	0	0	0	0	-100.0%	1	0	-100.0%
Feature w/o Disp	4	10	3	4	9	11	11	4	0.0%	10	8	-21.1%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 11/22/14

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Source: Nielsen