

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

Monthly Topline Report  
Report #02 of 2018-19 Season  
For 4 weeks ending 11/24/18



Week Ending 11/24/18  
 Report 02 of 18/19 Season

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

	4 WEEKS ENDING 11/24/18			SEASON YEAR-TO-DATE		
	GALLONS	PRICE	DOLLARS	GALLONS	PRICE	DOLLARS
Total OJ	-7.4%	4.4%	-3.4%	-7.5%	4.0%	-3.7%
Ref NFC OJ	-12.0%	7.9%	-5.0%	-11.3%	7.1%	-5.0%
Ref Recon OJ	0.7%	1.1%	1.8%	-0.7%	1.0%	0.2%
Total GJ	-21.2%	1.7%	-19.9%	-20.2%	4.0%	-17.0%
Ref NFC GJ	-34.5%	11.1%	-27.2%	-27.7%	9.7%	-20.7%
Shelf Stable GJ	-12.1%	1.3%	-11.0%	-11.5%	0.5%	-11.1%
OJ Drinks	-6.6%	6.3%	-0.7%	-8.5%	6.7%	-2.4%
OJ Blend Drinks	-2.8%	-0.4%	-3.2%	-4.9%	1.1%	-3.9%
OJ Blend (100% Juice)	-9.3%	2.2%	-7.3%	-11.7%	2.6%	-9.4%
GJ Blend (100% Juice)	-24.6%	0.8%	-24.0%	-23.5%	-1.6%	-24.7%
GJ Cocktail	-7.3%	2.1%	-5.4%	-7.9%	1.1%	-6.9%

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: 11/24/18  
Issue Date: 12/10/18  
Report 02 of 18/19 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	11/25/17	06/09/18	07/07/18	08/04/18	09/01/18	09/29/18	10/27/18	11/24/18		2017-18	2018-19	% Change
<b><u>NFC OJ</u></b>												
Gallons	20.83	17.19	16.77	16.20	16.69	16.70	16.78	18.33	-12.0%	39.60	35.11	-11.3%
Price/Gal (\$)	7.63	8.04	8.05	8.15	8.12	8.18	8.29	8.23	7.9%	7.71	8.26	7.1%
Revenues (\$)	158.85	138.26	135.05	132.11	135.61	136.67	139.19	150.83	-5.0%	305.34	290.02	-5.0%
<b><u>RECON OJ</u></b>												
Gallons	11.41	10.48	10.36	10.62	10.72	10.73	10.84	11.49	0.7%	22.50	22.33	-0.7%
Price/Gal (\$)	5.10	5.21	5.23	5.12	5.17	5.19	5.19	5.15	1.1%	5.12	5.17	1.0%
Revenues (\$)	58.18	54.58	54.12	54.32	55.45	55.64	56.27	59.21	1.8%	115.22	115.48	0.2%
<b><u>Refrigerated OJ</u></b>												
Gallons	32.24	27.67	27.13	26.82	27.42	27.43	27.62	29.82	-7.5%	62.10	57.44	-7.5%
Price/Gal (\$)	6.73	6.97	6.97	6.95	6.97	7.01	7.08	7.04	4.6%	6.77	7.06	4.2%
Revenues (\$)	217.03	192.84	189.16	186.43	191.06	192.31	195.45	210.04	-3.2%	420.56	405.50	-3.6%
<b><u>Frozen OJ</u></b>												
Gallons	1.35	1.19	1.20	1.14	1.13	1.11	1.13	1.27	-6.1%	2.58	2.40	-7.0%
Price/Gal (\$)	5.00	5.02	5.00	5.04	5.02	4.99	4.88	4.95	-1.1%	4.99	4.92	-1.5%
Revenues (\$)	6.75	5.96	6.02	5.74	5.66	5.54	5.53	6.27	-7.2%	12.88	11.80	-8.4%
<b><u>Shelf Stable OJ</u></b>												
Gallons	0.02	0.02	0.02	0.01	0.02	0.02	0.02	0.01	-18.1%	0.04	0.03	-18.5%
Price/Gal (\$)	9.28	8.46	9.14	9.51	8.77	8.77	8.97	9.20	-0.9%	9.07	9.08	0.1%
Revenues (\$)	0.16	0.18	0.15	0.13	0.15	0.14	0.14	0.13	-18.8%	0.33	0.27	-18.5%
<b><u>Total Orange Juice</u></b>												
Gallons	33.60	28.88	28.35	27.97	28.56	28.55	28.77	31.10	-7.4%	64.71	59.87	-7.5%
Price/Gal (\$)	6.66	6.89	6.89	6.87	6.89	6.93	6.99	6.96	4.4%	6.70	6.97	4.0%
Revenues (\$)	223.94	198.97	195.33	192.30	196.87	198.00	201.12	216.44	-3.4%	433.77	417.56	-3.7%

Most recent four-week-period is preliminary  
2018-19 STD: 09/30/18 - 11/24/18  
2017-18 STD: 10/01/17 - 11/25/17

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 02 of 18/19 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	11/25/17	06/09/18	07/07/18	08/04/18	09/01/18	09/29/18	10/27/18	11/24/18		2017-18	2018-19	% Change
<b><u>NFC GJ</u></b>												
Gallons	0.68	0.61	0.62	0.62	0.63	0.60	0.53	0.45	-34.5%	1.35	0.98	-27.7%
Price/Gal (\$)	7.69	8.40	8.29	8.41	8.32	8.37	8.60	8.54	11.1%	7.82	8.57	9.7%
Revenues (\$)	5.25	5.09	5.16	5.21	5.21	5.04	4.54	3.82	-27.2%	10.55	8.36	-20.7%
<b><u>RECON GJ</u></b>												
Gallons	0.06	0.08	0.06	0.03	0.03	0.03	0.03	0.03	-51.4%	0.12	0.06	-53.3%
Price/Gal (\$)	8.72	8.49	9.13	12.48	12.76	12.52	13.15	13.00	49.0%	8.73	13.07	49.6%
Revenues (\$)	0.54	0.70	0.59	0.39	0.40	0.38	0.36	0.39	-27.6%	1.08	0.76	-30.0%
<b><u>Refrigerated GJ</u></b>												
Gallons	0.75	0.69	0.69	0.65	0.66	0.63	0.56	0.48	-35.9%	1.47	1.03	-29.9%
Price/Gal (\$)	7.78	8.41	8.37	8.61	8.53	8.57	8.83	8.82	13.5%	7.89	8.83	11.8%
Revenues (\$)	5.80	5.79	5.75	5.60	5.61	5.42	4.91	4.22	-27.3%	11.64	9.12	-21.6%
<b><u>Frozen GJ</u></b>												
Gallons	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.09	1277.4%	0.01	0.10	677.9%
Price/Gal (\$)	4.82	4.76	4.81	4.81	4.90	4.90	5.12	3.39	-29.8%	4.80	3.63	-24.5%
Revenues (\$)	0.03	0.03	0.03	0.03	0.04	0.04	0.07	0.30	867.1%	0.06	0.38	487.5%
<b><u>Shelf Stable GJ</u></b>												
Gallons	0.28	0.31	0.30	0.28	0.28	0.25	0.25	0.25	-12.1%	0.57	0.50	-11.5%
Price/Gal (\$)	6.03	6.19	6.19	6.25	6.17	6.35	6.24	6.11	1.3%	6.15	6.18	0.5%
Revenues (\$)	1.70	1.91	1.85	1.77	1.70	1.60	1.58	1.51	-11.0%	3.47	3.09	-11.1%
<b><u>Total Grapefruit Juice</u></b>												
Gallons	1.03	1.00	0.99	0.94	0.94	0.89	0.82	0.81	-21.2%	2.05	1.64	-20.2%
Price/Gal (\$)	7.28	7.70	7.69	7.87	7.81	7.91	7.97	7.40	1.7%	7.39	7.69	4.0%
Revenues (\$)	7.53	7.74	7.63	7.40	7.35	7.05	6.56	6.03	-19.9%	15.18	12.59	-17.0%

Most recent four-week-period is preliminary

2018-19 STD: 09/30/18 - 11/24/18  
2017-18 STD: 10/01/17 - 11/25/17

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 02 of 18/19 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	11/25/17	06/09/18	07/07/18	08/04/18	09/01/18	09/29/18	10/27/18	11/24/18		2017-18	2018-19	% Change
<b><u>OJ Drinks 0-39.99%</u></b>												
Gallons	1.10	1.25	1.30	1.24	1.27	1.18	1.05	1.06	-4.0%	2.26	2.11	-6.8%
Price/Gal (\$)	5.50	5.52	5.50	5.60	5.50	5.49	5.58	5.55	0.9%	5.51	5.56	1.1%
Revenues (\$)	6.06	6.89	7.15	6.92	6.97	6.49	5.87	5.86	-3.2%	12.46	11.73	-5.8%
<b><u>OJ Drinks 40-99.99%</u></b>												
Gallons	1.53	1.40	1.27	1.20	1.22	1.23	1.29	1.43	-6.8%	2.97	2.72	-8.2%
Price/Gal (\$)	7.59	7.69	7.91	8.38	8.49	8.49	8.40	8.15	7.4%	7.65	8.26	8.1%
Revenues (\$)	11.64	10.74	10.07	10.02	10.39	10.46	10.85	11.65	0.1%	22.68	22.50	-0.8%
<b><u>OJ Drinks - % not stated</u></b>												
Gallons	0.14	0.12	0.13	0.12	0.13	0.11	0.10	0.11	-24.2%	0.29	0.21	-25.1%
Price/Gal (\$)	5.43	6.08	7.26	7.42	7.45	7.71	7.72	7.59	39.7%	5.59	7.65	37.0%
Revenues (\$)	0.78	0.71	0.92	0.92	0.94	0.87	0.81	0.83	5.9%	1.60	1.64	2.6%
<b><u>Total OJ Drinks</u></b>												
Gallons	2.78	2.76	2.70	2.55	2.62	2.53	2.45	2.60	-6.6%	5.52	5.05	-8.5%
Price/Gal (\$)	6.65	6.64	6.72	6.99	6.99	7.05	7.16	7.07	6.3%	6.66	7.11	6.7%
Revenues (\$)	18.48	19.33	18.15	17.86	18.31	17.82	17.53	18.35	-0.7%	36.74	35.87	-2.4%
<b><u>OJ BL Drinks</u></b>												
Gallons	13.17	14.31	14.46	14.39	14.85	14.17	13.26	12.80	-2.8%	27.40	26.06	-4.9%
Price/Gal (\$)	3.44	3.33	3.28	3.25	3.30	3.37	3.42	3.43	-0.4%	3.39	3.42	1.1%
Revenues (\$)	45.34	47.70	47.40	46.72	49.06	47.79	45.30	43.91	-3.2%	92.78	89.21	-3.9%
<b><u>OJ BL (100% Juice)</u></b>												
Gallons	2.29	2.08	2.08	1.96	2.01	1.97	1.96	2.08	-9.3%	4.57	4.03	-11.7%
Price/Gal (\$)	7.23	7.51	7.37	7.50	7.45	7.54	7.52	7.39	2.2%	7.26	7.45	2.6%
Revenues (\$)	16.56	15.60	15.34	14.71	14.96	14.81	14.71	15.36	-7.3%	33.17	30.07	-9.4%
<b><u>GJ Cocktail</u></b>												
Gallons	0.69	0.71	0.70	0.67	0.67	0.64	0.61	0.64	-7.3%	1.35	1.24	-7.9%
Price/Gal (\$)	5.87	6.16	6.26	6.33	6.29	6.22	6.20	5.99	2.1%	6.02	6.09	1.1%
Revenues (\$)	4.02	4.38	4.36	4.25	4.20	3.96	3.75	3.81	-5.4%	8.12	7.56	-6.9%
<b><u>GJ BL (100% Juice)</u></b>												
Gallons	0.13	0.11	0.11	0.10	0.10	0.10	0.09	0.10	-24.6%	0.25	0.19	-23.5%
Price/Gal (\$)	5.68	5.93	5.96	5.92	5.91	6.00	6.03	5.73	0.8%	5.97	5.87	-1.6%
Revenues (\$)	0.76	0.63	0.63	0.62	0.60	0.58	0.56	0.58	-24.0%	1.51	1.13	-24.7%

Most recent four-week-period is preliminary

2018-19 STD: 09/30/18 - 11/24/18  
2017-18 STD: 10/01/17 - 11/25/17

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.

Florida Department of Citrus; P.O.Box 9010; Bartow, FL 33831-9010  
(863) 537-3999

<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: 11/24/18  
Issue Date: 12/10/18  
Report 02 of 18/19 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	11/25/17	06/09/18	07/07/18	08/04/18	09/01/18	09/29/18	10/27/18	11/24/18		2017-18	2018-19	% Change
<b><u>NFC OJ</u></b>												
Gallons	14.18	11.53	11.34	10.93	11.24	11.20	11.22	12.30	-13.3%	26.82	23.51	-12.3%
Price/Gal (\$)	7.64	8.20	8.18	8.30	8.24	8.32	8.44	8.34	9.1%	7.75	8.39	8.2%
Revenues (\$)	108.33	94.60	92.80	90.71	92.56	93.19	94.65	102.54	-5.4%	207.84	197.19	-5.1%
<b><u>RECON OJ</u></b>												
Gallons	7.02	6.46	6.35	6.61	6.55	6.50	6.47	6.86	-2.2%	13.85	13.33	-3.7%
Price/Gal (\$)	4.93	5.21	5.25	5.08	5.17	5.23	5.20	5.19	5.1%	4.95	5.19	5.0%
Revenues (\$)	34.62	33.67	33.36	33.60	33.90	33.94	33.67	35.59	2.8%	68.52	69.25	1.1%
<b><u>Refrigerated OJ</u></b>												
Gallons	21.20	18.00	17.69	17.54	17.79	17.70	17.69	19.16	-9.6%	40.67	36.85	-9.4%
Price/Gal (\$)	6.74	7.13	7.13	7.09	7.11	7.18	7.25	7.21	6.9%	6.79	7.23	6.4%
Revenues (\$)	142.95	128.27	126.15	124.31	126.46	127.13	128.32	138.12	-3.4%	276.36	266.44	-3.6%
<b><u>Frozen OJ</u></b>												
Gallons	0.98	0.85	0.87	0.82	0.81	0.79	0.83	0.94	-4.4%	1.87	1.77	-5.6%
Price/Gal (\$)	5.04	5.12	5.09	5.14	5.11	5.12	5.06	5.15	2.0%	5.03	5.11	1.4%
Revenues (\$)	4.95	4.37	4.43	4.21	4.16	4.07	4.19	4.83	-2.5%	9.43	9.02	-4.3%
<b><u>Shelf Stable OJ</u></b>												
Gallons	0.02	0.02	0.01	0.01	0.01	0.01	0.01	0.01	-19.8%	0.03	0.03	-20.1%
Price/Gal (\$)	9.49	8.97	9.52	9.94	9.19	9.25	9.58	9.58	1.0%	9.40	9.58	2.0%
Revenues (\$)	0.15	0.16	0.14	0.12	0.14	0.13	0.13	0.12	-19.0%	0.31	0.25	-18.5%
<b><u>Total Orange Juice</u></b>												
Gallons	22.19	18.87	18.58	18.37	18.62	18.50	18.53	20.11	-9.4%	42.58	38.64	-9.2%
Price/Gal (\$)	6.67	7.04	7.04	7.00	7.02	7.10	7.16	7.11	6.6%	6.72	7.14	6.2%
Revenues (\$)	148.06	132.80	130.72	128.64	130.75	131.33	132.64	143.08	-3.4%	286.10	275.72	-3.6%

Most recent four-week-period is preliminary  
2018-19 STD: 09/30/18 - 11/24/18  
2017-18 STD: 10/01/17 - 11/25/17

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 02 of 18/19 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	11/25/17	06/09/18	07/07/18	08/04/18	09/01/18	09/29/18	10/27/18	11/24/18		2017-18	2018-19	% Change
<b><u>NFC GJ</u></b>												
Gallons	568.83	495.43	510.61	511.51	516.70	495.19	453.92	383.07	-32.7%	1,115.13	836.99	-24.9%
Price/Gal (\$)	7.71	8.50	8.38	8.51	8.39	8.46	8.59	8.47	10.0%	7.86	8.54	8.6%
Revenues (\$)	4,383.58	4,210.59	4,279.73	4,350.65	4,333.73	4,187.68	3,899.70	3,245.83	-26.0%	8,766.69	7,145.53	-18.5%
<b><u>RECON GJ</u></b>												
Gallons	62.31	82.30	64.40	31.14	31.61	30.30	27.70	30.29	-51.4%	124.04	57.99	-53.3%
Price/Gal (\$)	8.72	8.49	9.13	12.48	12.76	12.52	13.15	13.00	49.0%	8.73	13.07	49.7%
Revenues (\$)	543.57	698.82	587.93	388.69	403.42	379.45	364.09	393.74	-27.6%	1,083.28	757.83	-30.0%
<b><u>Refrigerated GJ</u></b>												
Gallons	631.14	577.73	575.01	542.65	548.31	525.50	481.62	413.36	-34.5%	1,239.18	894.98	-27.8%
Price/Gal (\$)	7.81	8.50	8.47	8.73	8.64	8.69	8.85	8.80	12.8%	7.95	8.83	11.1%
Revenues (\$)	4,927.15	4,909.41	4,867.66	4,739.35	4,737.15	4,567.14	4,263.79	3,639.57	-26.1%	9,849.97	7,903.36	-19.8%
<b><u>Frozen GJ</u></b>												
Gallons	6.49	6.87	7.03	7.10	7.20	7.49	14.52	89.41	1277.4%	13.36	103.93	677.9%
Price/Gal (\$)	4.82	4.76	4.81	4.81	4.90	4.90	5.12	3.39	-29.8%	4.80	3.63	-24.5%
Revenues (\$)	31.31	32.71	33.86	34.16	35.26	36.65	74.37	302.77	867.1%	64.19	377.14	487.5%
<b><u>Shelf Stable GJ</u></b>												
Gallons	188.44	202.19	192.82	179.21	175.82	154.31	157.87	159.03	-15.6%	373.36	316.90	-15.1%
Price/Gal (\$)	6.30	6.72	6.77	6.92	6.78	7.13	6.92	6.67	6.0%	6.48	6.79	4.9%
Revenues (\$)	1,186.21	1,358.75	1,305.97	1,240.86	1,192.62	1,100.95	1,092.24	1,061.07	-10.5%	2,418.94	2,153.31	-11.0%
<b><u>Total Grapefruit Juice</u></b>												
Gallons	826.07	786.79	774.86	728.97	731.33	687.29	654.00	661.81	-19.9%	1,625.90	1,315.81	-19.1%
Price/Gal (\$)	7.44	8.01	8.01	8.25	8.16	8.30	8.30	7.56	1.6%	7.59	7.93	4.5%
Revenues (\$)	6,144.66	6,300.87	6,207.49	6,014.37	5,965.03	5,704.74	5,430.39	5,003.41	-18.6%	12,333.10	10,433.81	-15.4%

Most recent four-week-period is preliminary  
2018-19 STD: 09/30/18 - 11/24/18  
2017-18 STD: 10/01/17 - 11/25/17

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 02 of 18/19 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	11/25/17	06/09/18	07/07/18	08/04/18	09/01/18	09/29/18	10/27/18	11/24/18		2017-18	2018-19	% Change
<b><u>OJ Drinks 0-39.99%</u></b>												
Gallons	735.55	837.96	865.66	833.63	863.96	802.12	711.36	740.18	0.6%	1,498.75	1,451.54	-3.2%
Price/Gal (\$)	5.85	6.00	6.11	6.15	5.93	5.94	6.06	5.95	1.7%	5.87	6.00	2.3%
Revenues (\$)	4,304.33	5,024.60	5,285.56	5,130.34	5,120.24	4,765.00	4,308.41	4,404.02	2.3%	8,796.06	8,712.43	-1.0%
<b><u>OJ Drinks 40-99.99%</u></b>												
Gallons	1,115.96	1,026.52	954.61	882.56	891.09	896.02	951.05	1,062.02	-4.8%	2,154.81	2,013.07	-6.6%
Price/Gal (\$)	7.50	7.79	7.99	8.43	8.58	8.59	8.45	8.14	8.5%	7.57	8.29	9.5%
Revenues (\$)	8,374.84	8,000.61	7,627.86	7,443.19	7,643.98	7,694.61	8,039.63	8,649.39	3.3%	16,312.95	16,689.02	2.3%
<b><u>OJ Drinks - % not stated</u></b>												
Gallons	143.46	115.74	125.95	122.70	125.80	112.16	103.73	108.42	-24.4%	284.09	212.15	-25.3%
Price/Gal (\$)	5.44	6.10	7.27	7.43	7.46	7.71	7.73	7.59	39.6%	5.59	7.66	36.9%
Revenues (\$)	780.36	705.67	915.61	911.96	938.31	865.18	801.74	823.28	5.5%	1,589.35	1,625.02	2.2%
<b><u>Total OJ Drinks</u></b>												
Gallons	1,994.96	1,980.22	1,946.22	1,838.89	1,880.86	1,810.30	1,766.14	1,910.62	-4.2%	3,937.65	3,676.76	-6.6%
Price/Gal (\$)	6.75	6.93	7.11	7.33	7.29	7.36	7.45	7.26	7.7%	6.78	7.35	8.4%
Revenues (\$)	13,459.53	14,275.23	13,829.03	13,485.50	13,702.53	13,324.79	13,149.78	13,876.69	3.1%	26,698.37	27,026.47	1.2%
<b><u>OJ BL Drinks</u></b>												
Gallons	6,497.36	7,176.88	7,562.61	7,512.20	7,649.91	7,129.51	6,566.91	6,242.35	-3.9%	13,726.13	12,809.26	-6.7%
Price/Gal (\$)	3.44	3.30	3.21	3.19	3.22	3.39	3.47	3.51	2.3%	3.35	3.49	4.2%
Revenues (\$)	22,321.55	23,670.32	24,243.97	23,999.36	24,641.26	24,169.84	22,803.54	21,938.15	-1.7%	46,011.15	44,741.69	-2.8%
<b><u>OJ BL (100% Juice)</u></b>												
Gallons	1,520.31	1,390.07	1,412.29	1,319.88	1,337.32	1,305.89	1,297.26	1,414.95	-6.9%	3,028.80	2,712.21	-10.5%
Price/Gal (\$)	7.14	7.38	7.27	7.42	7.37	7.48	7.48	7.25	1.5%	7.17	7.36	2.7%
Revenues (\$)	10,858.68	10,264.13	10,273.51	9,787.68	9,850.30	9,765.05	9,700.55	10,255.71	-5.6%	21,707.15	19,956.25	-8.1%
<b><u>GJ Cocktail</u></b>												
Gallons	378.06	399.59	395.57	381.14	373.53	345.84	321.82	357.89	-5.3%	731.43	679.71	-7.1%
Price/Gal (\$)	6.38	6.78	6.99	7.09	7.02	7.01	7.00	6.55	2.6%	6.64	6.76	1.8%
Revenues (\$)	2,413.66	2,710.96	2,763.69	2,703.01	2,622.11	2,422.64	2,252.96	2,344.47	-2.9%	4,859.55	4,597.43	-5.4%
<b><u>GJ BL (100% Juice)</u></b>												
Gallons	88.21	54.09	54.58	52.58	50.23	45.64	43.16	53.85	-39.0%	158.70	97.01	-38.9%
Price/Gal (\$)	5.88	6.58	6.65	6.62	6.61	6.85	6.90	6.16	4.6%	6.37	6.49	1.9%
Revenues (\$)	518.90	355.66	362.96	348.01	332.07	312.54	297.81	331.50	-36.1%	1,010.51	629.31	-37.7%

Most recent four-week-period is preliminary

2018-19 STD: 09/30/18 - 11/24/18  
2017-18 STD: 10/01/17 - 11/25/17

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  
(863) 537-3999

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



**Florida Department of Citrus**  
**ORANGE JUICE PROMOTIONS**  
**FOOD (\$2MM+ Grocery Stores)**  
**NIELSEN SCANTRACK**  
 (Prices in dollars and Promotion in %ACV)

Report Ending Date: 11/24/18  
 Issue Date: 12/10/18  
 Report 02 of 18/19 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	11/25/17	06/09/18	07/07/18	08/04/18	09/01/18	09/29/18	10/27/18	11/24/18		2017-18	2018-19	% Change
<b>NFC OJ</b>												
Average Promo Price	6.80	7.40	7.27	7.35	7.32	7.44	7.52	7.44	9.4%	6.93	7.23	4.3%
Price Reduction	93	92	91	90	92	93	95	95	2.2%	94	94	-0.3%
Feature & Disp	28	21	24	25	23	21	26	21	-25.0%	30	24	-17.2%
Display w/o Fea	22	26	21	25	22	25	27	18	-18.2%	27	25	-7.7%
Feature w/o Disp	87	86	87	86	87	85	87	89	2.3%	88	87	-0.4%
<b>RECON OJ</b>												
Average Promo Price	4.20	4.77	4.91	4.39	4.57	4.63	4.38	4.57	8.8%	4.38	4.56	4.1%
Price Reduction	77	78	75	76	77	81	74	67	-13.0%	80	76	-5.2%
Feature & Disp	3	5	5	5	5	4	3	4	33.3%	7	6	-21.1%
Display w/o Fea	9	12	10	11	11	11	11	10	11.1%	13	11	-11.4%
Feature w/o Disp	59	48	52	51	55	42	44	39	-33.9%	58	50	-13.1%
<b>Refrigerated OJ</b>												
Average Promo Price	6.08	6.66	6.63	6.29	6.56	6.69	6.62	6.73	10.7%	6.23	6.51	4.5%
Price Reduction	97	94	93	95	96	96	96	97	0.0%	97	96	-0.8%
Feature & Disp	29	24	26	28	26	23	27	23	-20.7%	32	27	-14.8%
Display w/o Fea	26	30	27	30	28	30	32	23	-11.5%	33	30	-9.6%
Feature w/o Disp	89	89	90	89	91	89	89	91	2.2%	90	90	0.3%
<b>Frozen OJ</b>												
Average Promo Price	4.47	4.54	3.92	4.09	4.36	4.19	4.37	4.46	-0.2%	3.97	4.31	8.5%
Price Reduction	50	35	36	30	29	31	34	34	-32.0%	45	35	-22.6%
Feature & Disp	0	0	0	0	0	1	0	0	100.0%	0	0	100.0%
Display w/o Fea	0	1	1	1	1	1	1	1	-9.1%	1	1	-9.1%
Feature w/o Disp	11	8	7	5	10	7	9	8	-27.3%	9	8	-10.2%
<b>Shelf Stable OJ</b>												
Average Promo Price	8.62	7.15	8.61	8.22	7.05	7.07	7.83	7.73	-10.3%	7.48	7.58	1.2%
Price Reduction	2	11	8	12	14	14	9	9	350.0%	11	8	-29.5%
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	-20.0%
<b>Total OJ</b>												
Average Promo Price	6.05	6.64	6.60	6.27	6.54	6.66	6.58	6.71	10.9%	6.18	6.49	5.0%
Price Reduction	97	95	94	96	96	97	96	97	0.0%	97	97	-0.4%
Feature & Disp	29	24	26	28	26	23	28	24	-17.2%	32	28	-14.6%
Display w/o Fea	27	31	27	30	29	30	33	23	-14.8%	33	30	-9.2%
Feature w/o Disp	89	89	90	89	91	89	89	91	2.2%	90	90	0.3%

Most recent four-week-period is preliminary  
 2018-19 STD: 09/30/18 - 11/24/18  
 2017-18 STD: 10/01/17 - 11/25/17  
 Source: Nielsen

## GRAPEFRUIT JUICE PROMOTIONS

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

(Prices in dollars and Promotion in %ACV)

Report 02 of 18/19 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	11/25/17	06/09/18	07/07/18	08/04/18	09/01/18	09/29/18	10/27/18	11/24/18		2017-18	2018-19	% Change
<b><u>NFC GJ</u></b>												
Average Promo Price	6.78	7.52	7.42	7.35	7.26	7.68	7.64	7.49	10.5%	6.91	7.30	5.6%
Price Reduction	75	69	78	67	73	70	60	61	-18.7%	73	70	-5.1%
Feature & Disp	2	2	2	1	2	2	1	2	0.0%	2	2	-11.1%
Display w/o Fea	7	5	5	5	4	4	3	2	-71.4%	6	5	-23.8%
Feature w/o Disp	45	46	59	53	57	52	43	56	24.4%	42	50	16.7%
<b><u>RECON GJ</u></b>												
Average Promo Price	7.20	6.27	6.09	10.41	11.62	10.18	11.55	10.57	46.8%	8.08	8.52	5.5%
Price Reduction	19	8	12	10	12	11	11	12	-36.8%	13	12	-8.1%
Feature & Disp	0	0	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	0.0%
Feature w/o Disp	0	0	0	0	5	0	0	1	0.0%	0	1	375.0%
<b><u>Refrigerated GJ</u></b>												
Average Promo Price	6.81	7.46	7.35	7.39	7.34	7.72	7.72	7.59	11.5%	6.93	7.32	5.7%
Price Reduction	76	73	81	70	74	71	65	67	-11.8%	75	72	-3.1%
Feature & Disp	2	2	2	1	2	2	1	2	0.0%	2	2	-11.1%
Display w/o Fea	7	5	5	5	4	4	3	2	-71.4%	7	5	-23.5%
Feature w/o Disp	45	46	59	53	57	52	44	56	24.4%	43	50	16.9%
<b><u>Frozen GJ</u></b>												
Average Promo Price	4.94	4.65	5.18	3.71	5.35	4.97	4.34	2.96	-40.1%	4.02	4.46	11.1%
Price Reduction	1	1	1	1	1	1	8	9	800.0%	5	2	-55.0%
Feature & Disp	0	0	0	0	0	0	0	0	0.0%	0	0	0.0%
Display w/o Fea	0	0	0	0	0	0	0	1	0.0%	0	0	0.0%
Feature w/o Disp	0	0	0	0	0	0	1	0	0.0%	0	0	0.0%
<b><u>Shelf Stable GJ</u></b>												
Average Promo Price	4.87	5.35	5.43	5.65	5.43	6.07	5.72	5.48	12.5%	5.60	5.53	-1.3%
Price Reduction	47	50	40	35	35	30	32	39	-17.0%	41	40	-2.3%
Feature & Disp	0	0	0	0	0	0	0	0	0.0%	0	0	0.0%
Display w/o Fea	2	1	1	1	1	1	1	1	-50.0%	2	1	-22.7%
Feature w/o Disp	10	15	12	17	14	4	19	13	30.0%	12	13	5.1%
<b><u>TL GJ</u></b>												
Average Promo Price	6.50	7.08	7.06	7.15	7.03	7.58	7.32	6.71	3.2%	6.71	6.99	4.2%
Price Reduction	83	81	87	77	79	75	72	78	-6.0%	81	80	-2.0%
Feature & Disp	2	2	2	1	2	2	1	2	0.0%	2	2	-3.6%
Display w/o Fea	8	6	5	6	5	5	4	4	-50.0%	8	6	-24.8%
Feature w/o Disp	50	50	62	56	65	56	49	61	22.0%	48	55	13.1%

Most recent four-week-period is preliminary

2018-19 STD: 09/30/18 - 11/24/18

2017-18 STD: 10/01/17 - 11/25/17

Source: Nielsen

## LESS THAN 100% OJ & GJ BEVERAGES PROMOTIONS

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

(Prices in dollars and Promotion in %ACV)

Report 02 of 18/19 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4	Season-to-Date		
	11/25/17	06/09/18	07/07/18	08/04/18	09/01/18	09/29/18	10/27/18	11/24/18		2017-18	2018-19	% Change
<b>OJ Drinks 0-39.99%</b>												
Average Promo Price	5.78	5.53	5.88	5.65	5.72	5.52	5.96	5.64	-2.4%	5.48	5.73	4.5%
Price Reduction	78	79	79	80	79	76	77	75	-3.8%	80	79	-1.4%
Feature & Disp	8	11	14	7	17	13	8	5	-37.5%	10	11	7.6%
Display w/o Fea	31	33	37	33	33	32	31	28	-9.7%	32	32	-1.4%
Feature w/o Disp	57	55	57	44	65	57	46	43	-24.6%	54	53	-2.8%
<b>OJ Drinks 40-99.99%</b>												
Average Promo Price	6.88	7.18	7.33	7.63	7.89	7.96	7.82	7.43	8.0%	7.04	7.35	4.5%
Price Reduction	77	74	73	71	72	73	74	75	-2.6%	74	74	0.0%
Feature & Disp	3	2	2	4	2	2	5	4	33.3%	6	4	-36.8%
Display w/o Fea	6	11	7	10	9	8	12	8	33.3%	9	10	7.6%
Feature w/o Disp	32	47	45	45	41	41	44	44	37.5%	44	42	-6.2%
<b>OJ Drinks - % not stated</b>												
Average Promo Price	5.15	5.53	6.50	6.23	7.00	7.26	9.07	7.35	42.7%	5.08	6.14	20.9%
Price Reduction	13	14	20	17	20	15	16	13	0.0%	16	16	0.5%
Feature & Disp	0	1	0	0	0	0	0	0	0.0%	0	0	-50.0%
Display w/o Fea	2	1	3	3	3	2	2	2	0.0%	2	2	4.3%
Feature w/o Disp	16	15	10	16	12	5	5	1	-93.8%	10	10	-7.4%
<b>Total OJ Drinks</b>												
Average Promo Price	6.46	6.48	6.62	6.69	6.89	6.91	7.26	6.89	6.7%	6.40	6.72	5.0%
Price Reduction	89	90	89	89	91	87	89	88	-1.1%	91	90	-1.1%
Feature & Disp	11	13	16	11	19	15	13	9	-18.2%	16	14	-7.9%
Display w/o Fea	35	41	42	41	39	38	39	34	-2.9%	39	38	-1.0%
Feature w/o Disp	67	70	72	73	72	70	70	65	-3.0%	71	69	-2.9%
<b>OJ BL Drinks</b>												
Average Promo Price	2.96	2.73	2.59	2.54	2.57	2.90	2.93	2.88	-2.7%	2.79	2.79	-0.2%
Price Reduction	97	97	96	96	97	96	96	93	-4.1%	97	96	-1.2%
Feature & Disp	18	26	32	32	28	25	23	15	-16.7%	28	23	-18.4%
Display w/o Fea	56	58	59	59	60	60	57	51	-8.9%	62	56	-10.4%
Feature w/o Disp	76	74	82	83	78	83	79	77	1.3%	82	77	-6.2%
<b>OJ BL (100% Juice)</b>												
Average Promo Price	6.35	6.63	6.63	6.61	6.58	6.87	6.74	6.47	1.9%	6.39	6.53	2.3%
Price Reduction	84	85	88	85	82	87	85	82	-2.4%	88	86	-2.7%
Feature & Disp	8	6	7	5	6	5	6	5	-37.5%	8	6	-22.2%
Display w/o Fea	7	8	9	10	8	10	8	8	14.3%	13	9	-27.1%
Feature w/o Disp	77	60	65	60	70	59	63	79	2.6%	70	65	-6.0%
<b>GJ Cocktail</b>												
Average Promo Price	5.18	5.83	6.27	6.66	6.12	5.91	6.14	5.66	9.3%	6.07	5.89	-3.0%
Price Reduction	76	76	69	71	71	64	67	76	0.0%	71	72	1.1%
Feature & Disp	3	7	9	3	4	2	3	2	-33.3%	5	4	-12.7%
Display w/o Fea	16	18	22	20	18	14	14	14	-12.5%	18	17	-8.4%
Feature w/o Disp	42	42	36	28	30	23	18	28	-33.3%	30	27	-9.3%
<b>GJ BL (100% Juice)</b>												
Average Promo Price	5.03	5.25	5.58	5.56	5.14	5.55	6.17	5.26	4.6%	6.27	5.53	-11.9%
Price Reduction	44	29	20	24	18	17	17	26	-40.9%	41	27	-34.0%
Feature & Disp	0	0	0	0	0	0	0	0	0.0%	0	0	-100.0%
Display w/o Fea	1	1	1	1	0	1	0	0	-100.0%	1	1	-47.1%
Feature w/o Disp	5	7	7	7	5	1	6	4	-20.0%	6	5	-19.5%

Most recent four-week-period is preliminary

2018-19 STD: 09/30/18 - 11/24/18

2017-18 STD: 10/01/17 - 11/25/17

Source: Nielsen

## Orange Juice Categories at xAOC

	Last Year 52 weeks ending 11/25/17	This Year 52 weeks ending 11/24/18
<b>GALLONS (millions)</b>		
Total OJ	428.25	406.46
Ref NFC OJ	262.70	244.66
Ref Recon OJ	147.44	145.34
Frozen OJ	17.81	16.22
SS OJ	0.29	0.23
<b>DOLLARS (millions)</b>		
Total OJ	\$2,875.49	\$2,787.71
Ref NFC OJ	\$2,021.52	\$1,949.81
Ref Recon OJ	\$763.32	\$754.89
Frozen OJ	\$88.17	\$80.92
SS OJ	\$2.47	\$2.09
<b>AVG PRICE PER GALLON</b>		
Total OJ	\$6.71	\$6.86
Ref NFC OJ	\$7.70	\$7.97
Ref Recon OJ	\$5.18	\$5.19
Frozen OJ	\$4.95	\$4.99
SS OJ	\$8.64	\$8.96
<b>SHARE OF GALLONS</b>		
Total OJ	100.0%	100.0%
Ref NFC OJ	61.3%	60.2%
Ref Recon OJ	34.4%	35.8%
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%	69.9%
Ref Recon OJ	26.5%	27.1%
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 11/24/18 and 52 wks ending 11/25/17

Created: 12/05/18

## Grapefruit Juice Categories at xAOC

	Last Year 52 weeks ending 11/25/17	This Year 52 weeks ending 11/24/18
<b>GALLONS (millions)</b>		
Total GJ	13.89	12.69
Ref NFC GJ	9.16	8.06
Ref Recon GJ	0.81	0.74
Frozen GJ	0.11	0.18
SS GJ	3.79	3.70
<b>DOLLARS (millions)</b>		
Total GJ	\$103.03	\$97.13
Ref NFC GJ	\$71.67	\$66.38
Ref Recon GJ	\$7.08	\$7.06
Frozen GJ	\$0.51	\$0.75
SS GJ	\$23.74	\$22.94
<b>AVG PRICE PER GALLON</b>		
Total GJ	\$7.42	\$7.65
Ref NFC GJ	\$7.82	\$8.23
Ref Recon GJ	\$8.72	\$9.49
Frozen GJ	\$4.47	\$4.15
SS GJ	\$6.26	\$6.20
<b>SHARE OF GALLONS</b>		
Total GJ	100.0%	100.0%
Ref NFC GJ	66.0%	63.5%
Ref Recon GJ	5.8%	5.9%
Frozen GJ	0.8%	1.4%
SS GJ	27.3%	29.2%
<b>SHARE OF DOLLARS</b>		
Total GJ	100.0%	100.0%
Ref NFC GJ	69.6%	68.3%
Ref Recon GJ	6.9%	7.3%
Frozen GJ	0.5%	0.8%
SS GJ	23.0%	23.6%

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 11/24/18 and 52 wks ending 11/25/17

Created: 12/05/18

## Orange Juice Sales at xAOC - by Region

	Gallons									
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 11/24/18		4 WEEKS ENDING 11/25/17			
	% of Total	% Chg	% of Total	% of Total	% of Total	% Chg	% of Total	% Chg	% of Total	% of Total
<b>TOTAL US - XAOC</b>										
TL OJ	406,456,699	-5.1%	428,246,325		31,103,535	-7.4%	33,601,399			
TL OJ REF NFC	244,659,868	-6.9%	262,704,344		18,332,804	-12.0%	20,825,612			
TL OJ REF RECON	145,341,042	-1.4%	147,442,261		11,490,039	0.7%	11,409,497			
<b>NORTHEAST REGION - XAOC</b>										
TL OJ	75,803,727	18.6%	81,041,691	18.9%	5,641,342	18.1%	6,273,757	18.7%		
TL OJ REF NFC	59,555,140	14.7%	64,442,517	15.0%	4,308,748	13.9%	5,068,347	15.1%		
TL OJ REF RECON	14,497,976	3.6%	14,754,937	3.4%	1,195,073	3.8%	1,068,101	3.2%		
<b>SOUTH REGION - XAOC</b>										
TL OJ	160,151,589	39.4%	168,076,540	39.2%	12,251,024	39.4%	13,195,742	39.3%		
TL OJ REF NFC	92,322,498	22.7%	99,672,520	23.3%	6,874,684	22.1%	7,881,972	23.5%		
TL OJ REF RECON	62,967,112	15.5%	63,042,297	14.7%	4,993,892	16.1%	4,907,491	14.6%		
<b>WEST REGION - XAOC</b>										
TL OJ	84,325,886	20.7%	89,432,414	20.9%	6,477,122	20.8%	7,054,422	21.0%		
TL OJ REF NFC	45,985,894	11.3%	48,725,576	11.4%	3,552,391	11.4%	3,916,479	11.7%		
TL OJ REF RECON	33,332,887	8.2%	35,237,703	8.2%	2,537,712	8.2%	2,718,944	8.1%		
<b>MIDWEST REGION - XAOC</b>										
TL OJ	86,055,710	21.2%	89,224,171	20.8%	6,725,197	21.6%	7,061,369	21.0%		
TL OJ REF NFC	46,610,960	11.5%	49,429,705	11.5%	3,583,165	11.5%	3,943,562	11.7%		
TL OJ REF RECON	34,589,887	8.5%	34,363,660	8.0%	2,766,838	8.9%	2,713,126	8.1%		

	Dollars									
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 11/24/18		4 WEEKS ENDING 11/25/17			
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	% of Total	% Chg	% of Total	% Chg	% of Total
<b>TOTAL US - XAOC</b>										
TL OJ	\$2,787,714,494		-3.1%	\$2,875,486,752		\$216,440,772		-3.4%	\$223,943,506	
TL OJ REF NFC	\$1,949,806,945		-3.5%	\$2,021,524,950		\$150,829,376		-5.0%	\$158,849,291	
TL OJ REF RECON	\$754,894,153		-1.1%	\$763,322,919		\$59,213,938		1.8%	\$58,183,662	
<b>NORTHEAST REGION - XAOC</b>										
TL OJ	\$533,938,795	19.2%	-3.2%	\$551,702,051	19.2%	\$40,860,903	18.9%	-4.1%	\$42,602,462	19.0%
TL OJ REF NFC	\$444,819,322	16.0%	-4.0%	\$463,558,816	16.1%	\$33,738,011	15.6%	-6.7%	\$36,179,390	16.2%
TL OJ REF RECON	\$79,116,160	2.8%	2.0%	\$77,577,099	2.7%	\$6,337,561	2.9%	12.6%	\$5,629,961	2.5%
<b>SOUTH REGION - XAOC</b>										
TL OJ	\$1,081,329,023	38.8%	-3.2%	\$1,117,356,781	38.9%	\$83,674,372	38.7%	-4.5%	\$87,642,602	39.1%
TL OJ REF NFC	\$741,702,439	26.6%	-3.9%	\$771,982,600	26.8%	\$56,958,346	26.3%	-6.9%	\$61,197,033	27.3%
TL OJ REF RECON	\$315,686,556	11.3%	-1.0%	\$318,828,095	11.1%	\$24,871,399	11.5%	1.9%	\$24,416,556	10.9%
<b>WEST REGION - XAOC</b>										
TL OJ	\$599,819,939	21.5%	-3.0%	\$618,559,170	21.5%	\$46,787,141	21.6%	-2.4%	\$47,913,904	21.4%
TL OJ REF NFC	\$392,084,686	14.1%	-2.4%	\$401,716,661	14.0%	\$30,962,506	14.3%	-1.2%	\$31,343,148	14.0%
TL OJ REF RECON	\$183,106,371	6.6%	-3.7%	\$190,142,466	6.6%	\$13,927,277	6.4%	-3.9%	\$14,494,025	6.5%
<b>MIDWEST REGION - XAOC</b>										
TL OJ	\$571,326,710	20.5%	-2.2%	\$584,451,036	20.3%	\$45,020,019	20.8%	-1.4%	\$45,665,330	20.4%
TL OJ REF NFC	\$369,498,598	13.3%	-3.0%	\$380,941,077	13.2%	\$29,034,854	13.4%	-3.3%	\$30,017,581	13.4%
TL OJ REF RECON	\$177,281,146	6.4%	0.3%	\$176,665,080	6.1%	\$14,106,569	6.5%	3.5%	\$13,630,195	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: 12/05/18

## Grapefruit Juice Sales at xAOC - by Region

Gallons									
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 11/24/18		4 WEEKS ENDING 11/25/17		
	% of Total	% Chg	% of Total	% of Total	% of Total	% Chg	% of Total	% of Total	
<b>TOTAL US - XAOC</b>									
TL GJ	12,691,281	-8.6%	13,885,707		814,877	-21.2%	1,033,905		
TL GJ REF NFC	8,063,274	-12.0%	9,164,852		447,714	-34.5%	683,434		
TL GJ REF RECON	743,472	-8.4%	811,422		30,291	-51.4%	62,314		
<b>NORTHEAST REGION - XAOC</b>									
TL GJ	2,309,008	18.2%	2,562,643	18.5%	130,207	16.0%	187,242	18.1%	
TL GJ REF NFC	1,755,184	13.8%	1,980,510	14.3%	94,565	11.6%	146,312	14.2%	
TL GJ REF RECON	75,992	0.6%	78,215	0.6%	4,535	0.6%	5,736	0.6%	
<b>SOUTH REGION - XAOC</b>									
TL GJ	5,332,559	42.0%	5,838,871	42.0%	354,099	43.5%	432,168	41.8%	
TL GJ REF NFC	3,265,328	25.7%	3,747,719	27.0%	166,394	20.4%	278,977	27.0%	
TL GJ REF RECON	367,404	2.9%	436,704	3.1%	18,694	2.3%	32,489	3.1%	
<b>WEST REGION - XAOC</b>									
TL GJ	2,862,370	22.6%	3,103,187	22.3%	196,798	24.2%	240,253	23.2%	
TL GJ REF NFC	1,774,710	14.0%	2,022,729	14.6%	109,899	13.5%	155,735	15.1%	
TL GJ REF RECON	167,916	1.3%	137,873	1.0%	5,233	0.6%	11,228	1.1%	
<b>MIDWEST REGION - XAOC</b>									
TL GJ	2,175,182	17.1%	2,362,522	17.0%	133,171	16.3%	173,671	16.8%	
TL GJ REF NFC	1,255,578	9.9%	1,392,258	10.0%	76,053	9.3%	101,839	9.8%	
TL GJ REF RECON	130,836	1.0%	164,797	1.2%	1,741	0.2%	12,860	1.2%	

Dollars									
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 11/24/18		4 WEEKS ENDING 11/25/17		
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	% of Total	% Chg	% of Total	
<b>TOTAL US - XAOC</b>									
TL GJ	\$97,133,152	-5.7%	\$103,029,597		\$6,032,181	-19.9%	\$7,528,373		
TL GJ REF NFC	\$66,380,845	-7.4%	\$71,673,500		\$3,823,710	-27.2%	\$5,254,710		
TL GJ REF RECON	\$7,056,523	-0.3%	\$7,077,140		\$393,752	-27.6%	\$543,596		
<b>NORTHEAST REGION - XAOC</b>									
TL GJ	\$18,044,967	18.6%	\$18,883,428	18.3%	\$1,057,257	17.5%	\$1,375,209	18.3%	
TL GJ REF NFC	\$13,939,144	14.4%	\$14,767,120	14.3%	\$791,136	13.1%	\$1,076,155	14.3%	
TL GJ REF RECON	\$951,998	1.0%	\$785,902	0.8%	\$65,446	1.1%	\$65,672	0.9%	
<b>SOUTH REGION - XAOC</b>									
TL GJ	\$39,735,560	40.9%	\$42,623,136	41.4%	\$2,462,524	40.8%	\$3,151,077	41.9%	
TL GJ REF NFC	\$26,381,199	27.2%	\$28,931,983	28.1%	\$1,410,851	23.4%	\$2,159,494	28.7%	
TL GJ REF RECON	\$3,426,049	3.5%	\$3,756,582	3.6%	\$219,402	3.6%	\$282,045	3.7%	
<b>WEST REGION - XAOC</b>									
TL GJ	\$23,250,658	23.9%	\$24,382,525	23.7%	\$1,535,965	25.5%	\$1,777,848	23.6%	
TL GJ REF NFC	\$15,788,511	16.3%	\$17,047,803	16.5%	\$990,954	16.4%	\$1,240,181	16.5%	
TL GJ REF RECON	\$1,679,675	1.7%	\$1,392,286	1.4%	\$80,482	1.3%	\$107,923	1.4%	
<b>MIDWEST REGION - XAOC</b>									
TL GJ	\$15,983,650	16.5%	\$16,969,648	16.5%	\$968,888	16.1%	\$1,220,089	16.2%	
TL GJ REF NFC	\$10,160,455	10.5%	\$10,729,645	10.4%	\$622,545	10.3%	\$774,570	10.3%	
TL GJ REF RECON	\$974,808	1.0%	\$1,186,553	1.2%	\$26,960	0.4%	\$88,004	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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