

Nielsen Retail Sales OJ, GJ and OJ/GJ Beverages



Week Ending 11/25/17
 Report 02 of 17/18 Season

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

	4 WEEKS ENDING 11/25/17			SEASON YEAR-TO-DATE		
	GALLONS	PRICE	DOLLARS	GALLONS	PRICE	DOLLARS
Total OJ	-5.0%	2.0%	-3.2%	-6.1%	2.3%	-3.9%
Ref NFC OJ	-4.8%	1.4%	-3.4%	-6.4%	1.9%	-4.6%
Ref Recon OJ	-5.0%	3.3%	-1.9%	-5.3%	3.8%	-1.7%
Total GJ	-1.2%	0.6%	-0.6%	-2.9%	2.0%	-0.9%
Ref NFC GJ	-2.0%	0.2%	-1.8%	-2.6%	0.9%	-1.8%
Shelf Stable GJ	7.1%	-2.6%	4.3%	3.9%	-1.3%	2.5%
OJ Drinks	-12.3%	4.6%	-8.3%	-11.6%	5.2%	-7.0%
OJ Blend Drinks	-10.6%	1.8%	-9.0%	-9.0%	1.3%	-7.9%
OJ Blend (100% Juice)	-6.4%	0.3%	-6.1%	-6.4%	0.3%	-6.2%
GJ Blend (100% Juice)	1.2%	-8.0%	-6.9%	-4.7%	-4.5%	-9.0%
GJ Cocktail	-9.0%	1.5%	-7.6%	-6.0%	0.2%	-5.8%

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: 11/25/17
Issue Date: 12/11/17
Report 02 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	11/26/16	06/10/17	07/08/17	08/05/17	09/02/17	09/30/17	10/28/17	11/25/17		2016-17	2017-18	% Change
<u>NFC OJ</u>												
Gallons	21.85	18.83	18.29	17.80	18.26	18.29	18.78	20.81	-4.8%	42.29	39.59	-6.4%
Price/Gal (\$)	7.52	7.69	7.70	7.72	7.72	7.85	7.80	7.62	1.4%	7.56	7.71	1.9%
Revenues (\$)	164.26	144.76	140.92	137.37	140.94	143.65	146.47	158.67	-3.4%	319.89	305.14	-4.6%
<u>RECON OJ</u>												
Gallons	11.98	10.48	10.57	10.38	10.51	10.88	11.08	11.38	-5.0%	23.71	22.46	-5.3%
Price/Gal (\$)	4.94	5.24	5.16	5.21	5.19	5.20	5.15	5.10	3.3%	4.93	5.12	3.8%
Revenues (\$)	59.21	54.92	54.49	54.03	54.50	56.55	56.99	58.10	-1.9%	117.03	115.08	-1.7%
<u>Refrigerated OJ</u>												
Gallons	33.83	29.31	28.86	28.18	28.76	29.17	29.85	32.19	-4.8%	66.00	62.05	-6.0%
Price/Gal (\$)	6.61	6.81	6.77	6.79	6.79	6.86	6.82	6.73	1.9%	6.62	6.77	2.3%
Revenues (\$)	223.47	199.68	195.41	191.39	195.43	200.21	203.46	216.77	-3.0%	436.92	420.23	-3.8%
<u>Frozen OJ</u>												
Gallons	1.48	1.29	1.32	1.25	1.22	1.29	1.23	1.35	-9.1%	2.85	2.58	-9.4%
Price/Gal (\$)	4.93	4.94	4.92	5.06	5.00	5.00	4.98	5.00	1.5%	4.89	4.99	2.2%
Revenues (\$)	7.31	6.40	6.47	6.32	6.08	6.45	6.13	6.75	-7.7%	13.91	12.88	-7.4%
<u>Shelf Stable OJ</u>												
Gallons	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	-22.9%	0.05	0.04	-20.2%
Price/Gal (\$)	9.18	8.88	9.10	8.02	8.34	8.44	8.87	9.27	1.0%	9.19	9.06	-1.3%
Revenues (\$)	0.21	0.18	0.16	0.19	0.18	0.18	0.17	0.16	-22.1%	0.42	0.33	-21.2%
<u>Total Orange Juice</u>												
Gallons	35.34	30.63	30.19	29.45	30.01	30.49	31.10	33.56	-5.0%	68.89	64.66	-6.1%
Price/Gal (\$)	6.54	6.73	6.69	6.72	6.72	6.78	6.74	6.66	2.0%	6.55	6.70	2.3%
Revenues (\$)	230.99	206.26	202.04	197.90	201.70	206.83	209.76	223.68	-3.2%	451.24	433.43	-3.9%

Most recent four-week-period is preliminary
2017-18 STD: 10/01/17 - 11/25/17
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 02 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	11/26/16	06/10/17	07/08/17	08/05/17	09/02/17	09/30/17	10/28/17	11/25/17		2016-17	2017-18	% Change
<u>NFC GJ</u>												
Gallons	0.70	0.69	0.71	0.68	0.67	0.67	0.67	0.68	-2.0%	1.38	1.35	-2.6%
Price/Gal (\$)	7.66	7.90	7.87	7.93	7.89	7.96	7.93	7.67	0.2%	7.74	7.80	0.9%
Revenues (\$)	5.33	5.49	5.57	5.38	5.32	5.30	5.28	5.24	-1.8%	10.71	10.52	-1.8%
<u>RECON GJ</u>												
Gallons	0.07	0.06	0.06	0.06	0.06	0.06	0.06	0.06	-18.9%	0.16	0.12	-24.5%
Price/Gal (\$)	7.01	9.29	9.19	9.01	9.07	9.01	8.64	8.52	21.6%	6.53	8.58	31.4%
Revenues (\$)	0.51	0.55	0.52	0.53	0.54	0.55	0.52	0.50	-1.5%	1.03	1.02	-0.7%
<u>Refrigerated GJ</u>												
Gallons	0.77	0.75	0.76	0.74	0.73	0.73	0.73	0.74	-3.6%	1.54	1.47	-4.8%
Price/Gal (\$)	7.60	8.01	7.97	8.01	7.99	8.05	7.99	7.74	1.9%	7.61	7.87	3.3%
Revenues (\$)	5.84	6.04	6.09	5.91	5.86	5.85	5.80	5.74	-1.8%	11.74	11.54	-1.7%
<u>Frozen GJ</u>												
Gallons	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	-21.8%	0.02	0.01	-21.7%
Price/Gal (\$)	4.36	4.74	4.61	4.41	4.34	4.63	4.79	4.82	10.5%	4.39	4.80	9.5%
Revenues (\$)	0.04	0.05	0.05	0.04	0.04	0.04	0.03	0.03	-13.6%	0.07	0.06	-14.2%
<u>Shelf Stable GJ</u>												
Gallons	0.26	0.29	0.29	0.30	0.28	0.28	0.28	0.28	7.1%	0.54	0.56	3.9%
Price/Gal (\$)	6.18	6.40	6.44	6.28	6.39	6.33	6.26	6.02	-2.6%	6.22	6.14	-1.3%
Revenues (\$)	1.63	1.85	1.85	1.90	1.78	1.79	1.77	1.70	4.3%	3.38	3.47	2.5%
<u>Total Grapefruit Juice</u>												
Gallons	1.04	1.05	1.06	1.05	1.02	1.02	1.02	1.03	-1.2%	2.11	2.05	-2.9%
Price/Gal (\$)	7.21	7.54	7.53	7.48	7.52	7.55	7.49	7.25	0.6%	7.22	7.37	2.0%
Revenues (\$)	7.51	7.94	7.99	7.84	7.68	7.67	7.61	7.47	-0.6%	15.22	15.08	-0.9%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 11/25/17
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 02 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	11/26/16	06/10/17	07/08/17	08/05/17	09/02/17	09/30/17	10/28/17	11/25/17		2016-17	2017-18	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	1.33	1.25	1.31	1.24	1.27	1.20	1.13	1.07	-19.3%	2.65	2.21	-16.8%
Price/Gal (\$)	5.30	5.43	5.56	5.72	5.63	5.62	5.59	5.58	5.2%	5.16	5.58	8.1%
Revenues (\$)	7.05	6.79	7.27	7.12	7.17	6.75	6.34	5.99	-15.0%	13.70	12.33	-10.0%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1.62	1.38	1.29	1.26	1.31	1.38	1.43	1.53	-5.3%	3.16	2.96	-6.3%
Price/Gal (\$)	7.40	7.80	7.86	7.83	7.68	7.82	7.71	7.58	2.5%	7.49	7.64	2.1%
Revenues (\$)	11.97	10.77	10.12	9.89	10.09	10.81	11.04	11.62	-2.9%	23.68	22.66	-4.3%
<u>OJ Drinks - % not stated</u>												
Gallons	0.19	0.16	0.16	0.14	0.14	0.15	0.14	0.14	-24.0%	0.36	0.29	-20.7%
Price/Gal (\$)	5.46	5.97	5.87	5.86	5.79	5.83	5.75	5.43	-0.5%	5.46	5.59	2.3%
Revenues (\$)	1.04	0.94	0.92	0.81	0.83	0.85	0.81	0.78	-24.3%	1.97	1.60	-19.0%
<u>Total OJ Drinks</u>												
Gallons	3.14	2.79	2.75	2.65	2.73	2.73	2.71	2.75	-12.3%	6.18	5.46	-11.6%
Price/Gal (\$)	6.39	6.63	6.65	6.73	6.62	6.75	6.72	6.69	4.6%	6.37	6.70	5.2%
Revenues (\$)	20.06	19.52	18.31	17.82	18.09	18.41	18.19	18.39	-8.3%	39.36	36.59	-7.0%
<u>OJ BL Drinks</u>												
Gallons	14.73	14.92	14.99	14.97	15.50	14.55	14.22	13.16	-10.6%	30.10	27.38	-9.0%
Price/Gal (\$)	3.38	3.34	3.28	3.28	3.30	3.42	3.33	3.44	1.8%	3.34	3.39	1.3%
Revenues (\$)	49.81	49.79	49.22	49.16	51.20	49.70	47.38	45.32	-9.0%	100.61	92.70	-7.9%
<u>OJ BL (100% Juice)</u>												
Gallons	2.45	2.36	2.39	2.22	2.26	2.26	2.28	2.29	-6.4%	4.88	4.57	-6.4%
Price/Gal (\$)	7.20	7.28	7.15	7.31	7.29	7.35	7.29	7.22	0.3%	7.24	7.26	0.3%
Revenues (\$)	17.62	17.19	17.05	16.19	16.45	16.59	16.60	16.54	-6.1%	35.31	33.14	-6.2%
<u>GJ Cocktail</u>												
Gallons	0.75	0.74	0.74	0.74	0.71	0.67	0.66	0.69	-9.0%	1.43	1.35	-6.0%
Price/Gal (\$)	5.77	6.25	6.37	6.24	6.27	6.30	6.19	5.86	1.5%	6.01	6.02	0.2%
Revenues (\$)	4.35	4.60	4.70	4.60	4.47	4.22	4.09	4.02	-7.6%	8.61	8.11	-5.8%
<u>GJ BL (100% Juice)</u>												
Gallons	0.13	0.14	0.14	0.14	0.13	0.12	0.12	0.13	1.2%	0.26	0.25	-4.7%
Price/Gal (\$)	6.18	6.38	6.45	6.18	6.27	6.46	6.29	5.68	-8.0%	6.25	5.97	-4.5%
Revenues (\$)	0.81	0.88	0.88	0.88	0.82	0.78	0.75	0.76	-6.9%	1.66	1.51	-9.0%

Most recent four-week-period is preliminary

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

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

Report Ending Date: 11/25/17
Issue Date: 12/11/17
Report 02 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
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<u>NFC OJ</u>												
Gallons	15.04	12.54	12.16	11.73	12.10	12.34	12.64	14.18	-5.8%	28.90	26.82	-7.2%
Price/Gal (\$)	7.53	7.91	7.94	7.97	7.91	7.96	7.87	7.64	1.4%	7.61	7.75	1.8%
Revenues (\$)	113.32	99.16	96.47	93.46	95.71	98.21	99.48	108.30	-4.4%	219.98	207.78	-5.5%
<u>RECON OJ</u>												
Gallons	7.53	6.58	6.70	6.55	6.52	6.77	6.82	6.99	-7.1%	15.05	13.81	-8.2%
Price/Gal (\$)	4.79	5.11	5.01	5.08	5.05	5.05	4.96	4.94	3.0%	4.79	4.95	3.3%
Revenues (\$)	36.08	33.63	33.54	33.28	32.88	34.19	33.85	34.51	-4.4%	72.08	68.36	-5.2%
<u>Refrigerated OJ</u>												
Gallons	22.57	19.11	18.86	18.29	18.62	19.11	19.47	21.17	-6.2%	43.95	40.63	-7.5%
Price/Gal (\$)	6.62	6.95	6.90	6.93	6.91	6.93	6.85	6.75	1.9%	6.65	6.80	2.3%
Revenues (\$)	149.41	132.79	130.02	126.74	128.59	132.40	133.33	142.81	-4.4%	292.07	276.14	-5.5%
<u>Frozen OJ</u>												
Gallons	1.05	0.92	0.94	0.89	0.88	0.93	0.89	0.98	-6.6%	2.03	1.87	-7.8%
Price/Gal (\$)	5.12	5.01	4.98	5.04	5.00	5.05	5.03	5.04	-1.5%	5.05	5.04	-0.4%
Revenues (\$)	5.39	4.62	4.70	4.51	4.41	4.71	4.48	4.95	-8.1%	10.27	9.43	-8.2%
<u>Shelf Stable OJ</u>												
Gallons	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	-21.0%	0.04	0.03	-19.4%
Price/Gal (\$)	9.38	9.16	9.51	8.75	8.96	9.15	9.30	9.49	1.2%	9.40	9.39	-0.2%
Revenues (\$)	0.19	0.17	0.15	0.16	0.16	0.16	0.16	0.15	-20.1%	0.38	0.31	-19.5%
<u>Total Orange Juice</u>												
Gallons	23.64	20.06	19.82	19.20	19.52	20.06	20.37	22.16	-6.2%	46.02	42.54	-7.6%
Price/Gal (\$)	6.56	6.86	6.81	6.84	6.82	6.84	6.77	6.67	1.8%	6.58	6.72	2.2%
Revenues (\$)	154.99	137.58	134.87	131.41	133.16	137.27	137.96	147.91	-4.6%	302.72	285.88	-5.6%

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2017-18 STD: 10/01/17 - 11/25/17
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 02 of 17/18 Season

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<u>NFC GJ</u>												
Gallons	574.68	567.96	580.90	552.61	549.23	547.53	545.56	567.98	-1.2%	1,134.15	1,113.54	-1.8%
Price/Gal (\$)	7.73	8.00	7.96	8.02	7.97	8.04	8.00	7.69	-0.5%	7.82	7.84	0.3%
Revenues (\$)	4,442.62	4,542.10	4,623.08	4,433.62	4,377.46	4,400.14	4,366.95	4,367.38	-1.7%	8,872.59	8,734.33	-1.6%
<u>RECON GJ</u>												
Gallons	72.73	59.26	56.84	58.38	59.58	60.75	60.10	58.96	-18.9%	157.59	119.05	-24.5%
Price/Gal (\$)	7.01	9.29	9.19	9.01	9.07	9.01	8.64	8.52	21.6%	6.53	8.58	31.4%
Revenues (\$)	509.50	550.44	522.59	525.75	540.30	547.49	519.40	502.08	-1.5%	1,028.77	1,021.48	-0.7%
<u>Refrigerated GJ</u>												
Gallons	647.41	627.22	637.75	610.99	608.81	608.28	605.65	626.94	-3.2%	1,291.73	1,232.59	-4.6%
Price/Gal (\$)	7.65	8.12	8.07	8.12	8.08	8.13	8.07	7.77	1.5%	7.67	7.91	3.3%
Revenues (\$)	4,952.12	5,092.54	5,145.68	4,959.37	4,917.76	4,947.63	4,886.36	4,869.46	-1.7%	9,901.36	9,755.82	-1.5%
<u>Frozen GJ</u>												
Gallons	8.30	10.43	10.11	8.62	8.70	7.74	6.87	6.49	-21.8%	17.07	13.36	-21.7%
Price/Gal (\$)	4.36	4.74	4.61	4.41	4.34	4.63	4.79	4.82	10.5%	4.39	4.80	9.5%
Revenues (\$)	36.22	49.48	46.61	38.02	37.74	35.84	32.88	31.31	-13.6%	74.85	64.19	-14.2%
<u>Shelf Stable GJ</u>												
Gallons	187.58	202.93	202.05	213.37	193.95	183.09	184.88	188.41	0.4%	385.27	373.29	-3.1%
Price/Gal (\$)	6.42	6.66	6.72	6.49	6.66	6.77	6.67	6.30	-2.0%	6.48	6.48	0.0%
Revenues (\$)	1,205.08	1,350.70	1,357.73	1,385.31	1,292.30	1,240.44	1,232.44	1,186.03	-1.6%	2,495.72	2,418.47	-3.1%
<u>Total Grapefruit Juice</u>												
Gallons	844.81	840.58	849.91	832.98	811.46	799.11	797.40	821.84	-2.7%	1,697.29	1,619.24	-4.6%
Price/Gal (\$)	7.34	7.72	7.71	7.66	7.70	7.79	7.71	7.41	0.9%	7.36	7.56	2.7%
Revenues (\$)	6,202.25	6,492.72	6,550.01	6,382.69	6,247.80	6,223.90	6,151.68	6,086.79	-1.9%	12,490.43	12,238.47	-2.0%

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

Report 02 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	11/26/16	06/10/17	07/08/17	08/05/17	09/02/17	09/30/17	10/28/17	11/25/17		2016-17	2017-18	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	954.51	860.33	903.52	839.93	862.59	804.66	763.11	735.25	-23.0%	1,883.84	1,498.36	-20.5%
Price/Gal (\$)	5.18	5.71	5.82	6.06	5.90	5.94	5.88	5.85	13.1%	5.17	5.87	13.6%
Revenues (\$)	4,939.94	4,910.27	5,254.85	5,092.81	5,086.81	4,781.82	4,490.28	4,301.86	-12.9%	9,734.65	8,792.14	-9.7%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1,215.85	1,019.78	938.55	919.90	955.59	1,001.69	1,038.74	1,115.88	-8.2%	2,376.84	2,154.62	-9.3%
Price/Gal (\$)	7.33	7.82	7.90	7.86	7.68	7.82	7.64	7.50	2.4%	7.45	7.57	1.7%
Revenues (\$)	8,908.22	7,974.30	7,414.82	7,234.68	7,341.07	7,831.71	7,936.67	8,374.21	-6.0%	17,698.00	16,310.88	-7.8%
<u>OJ Drinks - % not stated</u>												
Gallons	188.42	156.32	154.43	137.23	141.75	144.49	140.63	143.44	-23.9%	358.04	284.07	-20.7%
Price/Gal (\$)	5.44	5.94	5.85	5.83	5.77	5.82	5.75	5.44	0.0%	5.45	5.59	2.7%
Revenues (\$)	1,024.56	928.22	903.55	800.31	817.79	841.18	808.98	780.25	-23.8%	1,950.23	1,589.23	-18.5%
<u>Total OJ Drinks</u>												
Gallons	2,358.78	2,036.44	1,996.49	1,897.07	1,959.92	1,950.84	1,942.47	1,994.57	-15.4%	4,618.73	3,937.04	-14.8%
Price/Gal (\$)	6.31	6.78	6.80	6.92	6.76	6.90	6.81	6.75	7.0%	6.36	6.78	6.6%
Revenues (\$)	14,872.72	14,428.80	13,573.22	13,127.80	13,245.66	13,454.70	13,235.93	13,456.32	-9.5%	29,382.88	26,692.25	-9.2%
<u>OJ BL Drinks</u>												
Gallons	7,517.53	7,606.72	7,753.44	7,614.19	7,959.17	7,279.85	7,228.81	6,496.29	-13.6%	15,447.15	13,725.10	-11.1%
Price/Gal (\$)	3.32	3.28	3.24	3.27	3.23	3.37	3.28	3.44	3.5%	3.28	3.35	2.0%
Revenues (\$)	24,956.17	24,980.05	25,138.54	24,898.15	25,729.20	24,549.83	23,682.81	22,315.01	-10.6%	50,729.42	45,997.81	-9.3%
<u>OJ BL (100% Juice)</u>												
Gallons	1,641.70	1,606.76	1,624.80	1,495.34	1,497.66	1,494.49	1,508.22	1,518.99	-7.5%	3,268.39	3,027.21	-7.4%
Price/Gal (\$)	7.17	7.22	7.08	7.25	7.24	7.28	7.19	7.14	-0.4%	7.20	7.16	-0.5%
Revenues (\$)	11,766.96	11,593.70	11,499.51	10,838.09	10,847.48	10,884.82	10,844.03	10,840.44	-7.9%	23,540.76	21,684.47	-7.9%
<u>GJ Cocktail</u>												
Gallons	407.08	404.59	409.30	411.80	393.72	366.06	353.05	377.73	-7.2%	794.67	730.78	-8.0%
Price/Gal (\$)	6.55	6.96	7.15	6.91	6.96	7.05	6.91	6.38	-2.6%	6.70	6.64	-0.9%
Revenues (\$)	2,664.70	2,814.01	2,927.78	2,843.96	2,740.79	2,581.29	2,441.13	2,408.63	-9.6%	5,323.22	4,849.76	-8.9%
<u>GJ BL (100% Juice)</u>												
Gallons	84.81	81.58	81.47	85.02	76.32	69.73	70.46	88.20	4.0%	163.28	158.66	-2.8%
Price/Gal (\$)	6.61	7.13	7.22	6.77	6.99	7.32	6.98	5.88	-11.0%	6.69	6.37	-4.8%
Revenues (\$)	560.65	581.86	588.55	575.42	533.12	510.44	491.46	518.79	-7.5%	1,092.66	1,010.25	-7.5%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 11/25/17
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: 11/25/17
Issue Date: 12/11/17
Report 02 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	11/26/16	06/10/17	07/08/17	08/05/17	09/02/17	09/30/17	10/28/17	11/25/17		2016-17	2017-18	% Change
<u>NFC OJ</u>												
Average Promo Price	6.66	7.03	7.09	7.06	7.07	7.06	7.00	6.81	2.3%	6.67	6.91	3.6%
Price Reduction	94	94	94	94	93	93	93	93	-1.1%	95	93	-1.6%
Feature & Disp	31	28	27	23	27	25	26	28	-9.7%	29	27	-5.3%
Display w/o Fea	22	24	25	25	26	26	25	22	0.0%	23	24	2.2%
Feature w/o Disp	92	88	84	84	85	86	87	87	-5.4%	90	87	-2.8%
<u>RECON OJ</u>												
Average Promo Price	3.81	4.35	4.37	4.61	4.39	4.32	4.15	4.20	10.2%	3.90	4.18	7.2%
Price Reduction	74	83	82	81	80	79	83	76	2.7%	74	80	7.4%
Feature & Disp	3	7	9	8	6	4	4	3	0.0%	6	4	-41.7%
Display w/o Fea	9	12	12	15	10	12	12	9	0.0%	11	11	-4.5%
Feature w/o Disp	47	61	62	59	66	42	42	59	25.5%	55	51	-8.2%
<u>Refrigerated OJ</u>												
Average Promo Price	5.97	6.22	6.22	6.33	6.37	6.28	6.17	6.08	1.8%	5.92	6.13	3.6%
Price Reduction	96	96	96	97	98	97	97	96	0.0%	96	97	0.5%
Feature & Disp	32	31	31	28	29	26	27	29	-9.4%	31	28	-9.7%
Display w/o Fea	27	31	32	32	31	33	32	26	-3.7%	29	29	0.0%
Feature w/o Disp	93	91	88	89	89	90	89	89	-4.3%	92	89	-2.7%
<u>Frozen OJ</u>												
Average Promo Price	4.36	3.97	3.86	3.94	3.64	3.92	4.61	4.47	2.5%	4.11	4.54	10.5%
Price Reduction	51	48	38	34	35	40	46	50	-2.0%	48	48	0.0%
Feature & Disp	0	0	0	0	0	1	0	0		1	0	-100.0%
Display w/o Fea	4	1	1	1	1	1	0	0	-100.0%	3	0	-100.0%
Feature w/o Disp	9	6	9	7	10	5	7	11	22.2%	11	9	-14.3%
<u>Shelf Stable OJ</u>												
Average Promo Price	7.90	7.08	7.40	6.18	7.14	7.53	8.20	8.62	9.1%	8.22	8.41	2.4%
Price Reduction	4	13	9	18	18	12	3	2	-50.0%	5	3	-44.4%
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	5	0	0	0	1	0	0	-100.0%	4	0	-100.0%
<u>Total OJ</u>												
Average Promo Price	5.94	6.16	6.17	6.29	6.32	6.23	6.14	6.06	2.0%	5.88	6.10	3.7%
Price Reduction	96	96	96	97	98	98	98	96	0.0%	97	97	0.5%
Feature & Disp	32	31	31	28	29	27	27	29	-9.4%	31	28	-9.7%
Display w/o Fea	30	31	33	33	32	33	32	27	-10.0%	31	30	-3.3%
Feature w/o Disp	93	91	88	89	89	90	89	89	-4.3%	92	89	-2.7%

Most recent four-week-period is preliminary
2017-18 STD: 10/01/17 - 11/25/17
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 02 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	11/26/16	06/10/17	07/08/17	08/05/17	09/02/17	09/30/17	10/28/17	11/25/17		2016-17	2017-18	% Change
<u>NFC GJ</u>												
Average Promo Price	6.74	6.97	7.07	7.08	7.00	7.15	7.01	6.78	0.6%	6.80	6.90	1.5%
Price Reduction	74	71	72	69	74	72	72	75	1.4%	71	74	3.5%
Feature & Disp	3	2	2	2	2	1	2	2	-33.3%	3	2	-33.3%
Display w/o Fea	5	6	7	4	6	6	5	7	40.0%	6	6	9.1%
Feature w/o Disp	53	45	36	35	39	46	44	45	-15.1%	50	45	-11.0%
<u>RECON GJ</u>												
Average Promo Price	5.24	9.15	6.44	6.76	8.35	7.40	6.47	7.07	34.9%	4.46	6.77	51.8%
Price Reduction	9	12	10	14	12	15	13	18	100.0%	10	16	55.0%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	1	0	0	0	0	1	0	0	-100.0%	1	0	-100.0%
Feature w/o Disp	0	0	1	1	0	1	0	0		0	0	
<u>Refrigerated GJ</u>												
Average Promo Price	6.66	7.02	7.03	7.06	7.05	7.16	6.96	6.80	2.1%	6.58	6.88	4.6%
Price Reduction	74	73	73	72	76	75	73	76	2.7%	72	75	3.5%
Feature & Disp	3	2	2	2	2	1	2	2	-33.3%	3	2	-33.3%
Display w/o Fea	5	7	8	4	7	7	6	7	40.0%	6	7	18.2%
Feature w/o Disp	53	46	37	35	40	47	44	45	-15.1%	50	45	-11.0%
<u>Frozen GJ</u>												
Average Promo Price	3.64	5.02	4.82	3.94	3.22	3.69	4.08	4.94	35.7%	3.67	4.51	22.9%
Price Reduction	2	5	7	6	4	4	2	1	-50.0%	2	2	-25.0%
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	0	0	0	0	0	0	0	0		0	0	
<u>Shelf Stable GJ</u>												
Average Promo Price	5.42	5.96	5.97	5.66	5.43	6.47	5.68	4.87	-10.1%	5.45	5.28	-3.2%
Price Reduction	48	36	45	45	37	41	38	47	-2.1%	44	43	-3.4%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	1	1	1	1	1	2	1	2	100.0%	2	2	0.0%
Feature w/o Disp	14	17	6	15	14	6	17	10	-28.6%	15	14	-10.0%
<u>TL GJ</u>												
Average Promo Price	6.48	6.87	6.87	6.75	6.82	7.07	6.77	6.49	0.2%	6.41	6.63	3.5%
Price Reduction	83	81	82	79	81	81	79	83	0.0%	83	81	-1.8%
Feature & Disp	3	3	2	2	2	1	2	2	-33.3%	3	2	-33.3%
Display w/o Fea	7	8	9	5	8	8	7	8	14.3%	8	8	0.0%
Feature w/o Disp	59	52	39	45	46	49	48	49	-16.9%	55	49	-11.0%

Most recent four-week-period is preliminary

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

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 02 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4	Season-to-Date		
	11/26/16	06/10/17	07/08/17	08/05/17	09/02/17	09/30/17	10/28/17	11/25/17		2016-17	2017-18	% Change
OJ Drinks 0-39.99%												
Average Promo Price	5.02	5.46	5.65	5.68	5.38	5.51	5.58	5.78	15.1%	4.94	5.68	15.1%
Price Reduction	82	81	81	76	82	80	81	78	-4.9%	82	80	-2.5%
Feature & Disp	5	15	13	14	14	8	8	8	60.0%	8	8	6.7%
Display w/o Fea	32	34	36	35	37	35	34	31	-3.1%	34	33	-3.0%
Feature w/o Disp	48	63	63	62	57	55	56	57	18.8%	46	57	22.8%
OJ Drinks 40-99.99%												
Average Promo Price	6.59	7.10	7.12	7.24	7.02	7.11	7.08	6.88	4.4%	6.72	6.98	3.9%
Price Reduction	79	69	70	71	72	75	74	77	-2.5%	77	76	-1.3%
Feature & Disp	5	7	3	5	5	3	5	3	-40.0%	6	4	-27.3%
Display w/o Fea	7	9	7	8	10	7	8	6	-14.3%	7	7	0.0%
Feature w/o Disp	43	52	31	45	42	36	46	32	-25.6%	42	39	-7.1%
OJ Drinks - % not stated												
Average Promo Price	4.95	5.51	5.11	5.37	5.25	5.20	5.01	5.15	4.0%	4.93	5.08	3.0%
Price Reduction	16	23	15	15	14	14	12	13	-18.8%	16	13	-19.4%
Feature & Disp	0	0	1	0	0	0	0	0		0	0	
Display w/o Fea	1	2	2	2	2	1	2	2	100.0%	1	2	100.0%
Feature w/o Disp	5	13	18	7	18	6	11	16	220.0%	6	14	145.5%
Total OJ Drinks												
Average Promo Price	5.97	6.36	6.29	6.51	6.21	6.40	6.51	6.46	8.2%	6.01	6.49	7.9%
Price Reduction	92	90	89	90	90	92	90	89	-3.3%	91	90	-1.6%
Feature & Disp	9	21	15	18	18	12	12	11	22.2%	12	12	0.0%
Display w/o Fea	37	40	41	41	44	40	39	35	-5.4%	38	37	-2.6%
Feature w/o Disp	59	73	69	72	71	68	72	66	11.9%	62	69	12.2%
OJ BL Drinks												
Average Promo Price	2.79	2.79	2.75	2.92	2.73	2.88	2.54	2.96	6.1%	2.74	2.75	0.5%
Price Reduction	95	98	98	98	97	97	95	97	2.1%	96	96	0.5%
Feature & Disp	22	33	35	36	32	27	25	18	-18.2%	25	22	-12.2%
Display w/o Fea	60	69	69	69	69	64	60	56	-6.7%	62	58	-5.7%
Feature w/o Disp	80	85	83	83	83	84	80	76	-5.0%	83	78	-6.0%
OJ BL (100% Juice)												
Average Promo Price	6.21	6.33	6.29	6.30	6.44	6.48	6.35	6.35	2.3%	6.25	6.35	1.6%
Price Reduction	89	90	91	88	84	87	89	84	-5.6%	89	87	-2.8%
Feature & Disp	7	7	10	5	6	6	6	8	14.3%	7	7	0.0%
Display w/o Fea	12	14	15	13	11	11	11	7	-41.7%	13	9	-28.0%
Feature w/o Disp	72	71	74	59	68	61	67	77	6.9%	67	72	8.3%
GJ Cocktail												
Average Promo Price	5.65	6.39	6.86	6.27	6.46	6.97	6.14	5.18	-8.3%	5.95	5.66	-4.8%
Price Reduction	84	71	72	73	71	65	66	76	-9.5%	76	71	-6.0%
Feature & Disp	5	5	5	8	9	3	2	3	-40.0%	6	3	-58.3%
Display w/o Fea	18	19	19	19	22	21	18	16	-11.1%	18	17	-5.6%
Feature w/o Disp	37	32	26	36	32	14	29	42	13.5%	31	36	14.5%
GJ BL (100% Juice)												
Average Promo Price	5.91	6.67	7.11	6.04	6.00	7.15	6.14	5.03	-14.9%	5.78	5.59	-3.4%
Price Reduction	52	39	36	43	37	31	32	44	-15.4%	44	38	-13.6%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	1	1	1	1	1	1	1	1	0.0%	1	1	0.0%
Feature w/o Disp	13	1	9	7	5	2	7	5	-61.5%	12	6	-50.0%

Most recent four-week-period is preliminary

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

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

Source: Nielsen

Orange Juice Categories at xAOC

	Last Year 52 weeks ending 11/26/16	This Year 52 weeks ending 11/25/17
GALLONS (millions)		
Total OJ	462,127,702	428,148,107
Ref NFC OJ	280,237,497	262,675,987
Ref Recon OJ	161,879,931	147,372,981
Frozen OJ	19,679,810	17,814,237
SS OJ	330,464	284,909
DOLLARS (millions)		
Total OJ	\$3,014,796,617	\$2,874,811,823
Ref NFC OJ	\$2,119,844,668	\$2,021,119,707
Ref Recon OJ	\$797,272,445	\$763,055,984
Frozen OJ	\$94,709,825	\$88,174,240
SS OJ	\$2,969,685	\$2,461,887
AVG PRICE PER GALLON		
Total OJ	\$6.52	\$6.71
Ref NFC OJ	\$7.56	\$7.69
Ref Recon OJ	\$4.93	\$5.18
Frozen OJ	\$4.81	\$4.95
SS OJ	\$8.99	\$8.64
SHARE OF GALLONS		
Total OJ	100.0%	100.0%
Ref NFC OJ	60.6%	61.4%
Ref Recon OJ	35.0%	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	70.3%	70.3%
Ref Recon OJ	26.4%	26.5%
Frozen OJ	3.1%	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 11/25/17 and 52 wks ending 11/26/16

Created: 12/06/17

Grapefruit Juice Categories at xAOC

	Last Year 52 weeks ending 11/26/16	This Year 52 weeks ending 11/25/17
GALLONS (millions)		
Total GJ	14,345,633	13,873,311
Ref NFC GJ	9,364,835	9,158,589
Ref Recon GJ	999,384	806,424
Frozen GJ	140,190	114,686
SS GJ	3,819,450	3,789,788
DOLLARS (millions)		
Total GJ	\$104,321,060	\$102,825,009
Ref NFC GJ	\$73,082,785	\$71,537,550
Ref Recon GJ	\$6,502,341	\$7,015,261
Frozen GJ	\$570,160	\$512,672
SS GJ	\$24,042,104	\$23,737,700
AVG PRICE PER GALLON		
Total GJ	\$7.27	\$7.41
Ref NFC GJ	\$7.80	\$7.81
Ref Recon GJ	\$6.51	\$8.70
Frozen GJ	\$4.07	\$4.47
SS GJ	\$6.29	\$6.26
SHARE OF GALLONS		
Total GJ	100.0%	100.0%
Ref NFC GJ	65.3%	66.0%
Ref Recon GJ	7.0%	5.8%
Frozen GJ	1.0%	0.8%
SS GJ	26.6%	27.3%
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	0.5%	0.5%
SS GJ	23.0%	23.1%

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 11/25/17 and 52 wks ending 11/26/16

Created: 12/06/17

Orange Juice Sales at xAOC - by Region

Gallons										
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 11/25/17		4 WEEKS ENDING 11/26/16			
	% of Total	% Chg	% of Total	% of Total	% of Total	% Chg	% of Total	% of Total	% of Total	% of Total
TOTAL US - XAOC										
TL OJ	428,148,107	-7.4%	462,127,702		33,560,517	-5.0%	35,337,103			
TL OJ REF NFC	262,675,987	-6.3%	280,237,497		20,809,534	-4.8%	21,850,635			
TL OJ REF RECON	147,372,981	-9.0%	161,879,931		11,384,794	-5.0%	11,979,996			
NORTHEAST REGION - XAOC										
TL OJ	81,007,896	18.9%	90,448,161	19.6%	6,268,052	18.7%	6,727,808	19.0%		
TL OJ REF NFC	64,436,278	15.0%	71,593,688	15.5%	5,066,296	15.1%	5,483,645	15.5%		
TL OJ REF RECON	14,727,400	3.4%	16,821,175	3.6%	1,064,446	3.2%	1,091,532	3.1%		
SOUTH REGION - XAOC										
TL OJ	168,051,565	39.3%	178,326,591	38.6%	13,188,411	39.3%	13,672,194	38.7%		
TL OJ REF NFC	99,667,944	23.3%	103,865,780	22.5%	7,877,350	23.5%	8,144,221	23.0%		
TL OJ REF RECON	63,022,240	14.7%	68,467,881	14.8%	4,904,811	14.6%	5,073,972	14.4%		
WEST REGION - XAOC										
TL OJ	89,399,738	20.9%	97,710,647	21.1%	7,032,375	21.0%	7,544,972	21.4%		
TL OJ REF NFC	48,714,433	11.4%	52,159,943	11.3%	3,913,153	11.7%	4,080,477	11.5%		
TL OJ REF RECON	35,216,333	8.2%	39,510,415	8.5%	2,700,237	8.0%	3,006,379	8.5%		
MIDWEST REGION - XAOC										
TL OJ	89,214,319	20.8%	95,454,598	20.7%	7,055,467	21.0%	7,377,324	20.9%		
TL OJ REF NFC	49,421,670	11.5%	52,390,973	11.3%	3,937,367	11.7%	4,126,048	11.7%		
TL OJ REF RECON	34,361,983	8.0%	37,102,739	8.0%	2,713,473	8.1%	2,808,221	7.9%		

Dollars										
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 11/25/17		4 WEEKS ENDING 11/26/16			
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	% of Total	% Chg	% of Total	% of Total	% of Total
TOTAL US - XAOC										
TL OJ	\$2,874,811,823	-4.6%	\$3,014,796,617		\$223,676,962	-3.2%	\$230,986,612			
TL OJ REF NFC	\$2,021,119,707	-4.7%	\$2,119,844,668		\$158,671,246	-3.4%	\$164,257,471			
TL OJ REF RECON	\$763,055,984	-4.3%	\$797,272,445		\$58,095,582	-1.9%	\$59,207,655			
NORTHEAST REGION - XAOC										
TL OJ	\$551,484,883	19.2%	\$593,954,515	19.7%	\$42,560,650	19.0%	\$44,328,795	19.2%		
TL OJ REF NFC	\$463,443,632	16.1%	\$499,597,688	16.6%	\$36,149,707	16.2%	\$37,928,780	16.4%		
TL OJ REF RECON	\$77,475,234	2.7%	\$82,924,205	2.8%	\$5,617,838	2.5%	\$5,538,861	2.4%		
SOUTH REGION - XAOC										
TL OJ	\$1,117,269,043	38.9%	\$1,154,186,937	38.3%	\$87,587,788	39.2%	\$88,962,687	38.5%		
TL OJ REF NFC	\$771,937,344	26.9%	\$794,445,558	26.4%	\$61,145,999	27.3%	\$62,048,641	26.9%		
TL OJ REF RECON	\$318,787,006	11.1%	\$331,224,732	11.0%	\$24,412,903	10.9%	\$24,682,400	10.7%		
WEST REGION - XAOC										
TL OJ	\$618,269,645	21.5%	\$659,041,703	21.9%	\$47,792,558	21.4%	\$50,637,070	21.9%		
TL OJ REF NFC	\$401,529,980	14.0%	\$428,184,455	14.2%	\$31,297,886	14.0%	\$33,094,505	14.3%		
TL OJ REF RECON	\$190,041,122	6.6%	\$202,212,591	6.7%	\$14,418,217	6.4%	\$15,292,264	6.6%		
MIDWEST REGION - XAOC										
TL OJ	\$584,351,393	20.3%	\$606,197,357	20.1%	\$45,615,448	20.4%	\$46,957,642	20.3%		
TL OJ REF NFC	\$380,870,159	13.2%	\$395,877,975	13.1%	\$29,964,260	13.4%	\$31,072,283	13.5%		
TL OJ REF RECON	\$176,636,372	6.1%	\$181,124,636	6.0%	\$13,633,641	6.1%	\$13,699,380	5.9%		

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.

Created: 12/6/2017

Grapefruit Juice Sales at xAOC - by Region

	Gallons									
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 11/25/17		4 WEEKS ENDING 11/26/16			
	% of Total	% Chg	% of Total	% of Total	% of Total	% Chg	% of Total	% of Total	% of Total	% of Total
TOTAL US - XAOC										
TL GJ	13,873,311	-3.3%	14,345,633		1,029,493	-1.2%	1,041,805			
TL GJ REF NFC	9,158,589	-2.2%	9,364,835		682,589	-2.0%	696,378			
TL GJ REF RECON	806,424	-19.3%	999,384		58,958	-18.9%	72,732			
NORTHEAST REGION - XAOC										
TL GJ	2,561,616	18.5%	2,724,054	19.0%	187,153	18.2%	194,414	18.7%		
TL GJ REF NFC	1,979,549	14.3%	2,090,690	14.6%	146,242	14.2%	151,015	14.5%		
TL GJ REF RECON	78,215	0.6%	67,366	0.5%	5,736	0.6%	5,382	0.5%		
SOUTH REGION - XAOC										
TL GJ	5,836,757	42.1%	6,001,209	41.8%	431,092	41.9%	434,360	41.7%		
TL GJ REF NFC	3,747,728	27.0%	3,677,136	25.6%	278,974	27.1%	276,930	26.6%		
TL GJ REF RECON	435,170	3.1%	660,127	4.6%	31,478	3.1%	46,214	4.4%		
WEST REGION - XAOC										
TL GJ	3,095,353	22.3%	3,235,684	22.6%	237,850	23.1%	239,670	23.0%		
TL GJ REF NFC	2,017,536	14.5%	2,161,914	15.1%	155,107	15.1%	161,745	15.5%		
TL GJ REF RECON	135,411	1.0%	131,870	0.9%	9,498	0.9%	10,168	1.0%		
MIDWEST REGION - XAOC										
TL GJ	2,361,032	17.0%	2,375,005	16.6%	172,828	16.8%	172,642	16.6%		
TL GJ REF NFC	1,392,100	10.0%	1,425,842	9.9%	101,695	9.9%	106,107	10.2%		
TL GJ REF RECON	163,798	1.2%	139,365	1.0%	12,248	1.2%	10,950	1.1%		

	Dollars									
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 11/25/17		4 WEEKS ENDING 11/26/16			
	% of Total	% Chg	% of Total	% of Total	% of Total	% Chg	% of Total	% of Total	% of Total	% of Total
TOTAL US - XAOC										
TL GJ	\$102,825,009	-1.4%	\$104,321,060		\$7,467,596	-0.6%	\$7,514,235			
TL GJ REF NFC	\$71,537,550	-2.1%	\$73,082,785		\$5,238,515	-1.8%	\$5,334,212			
TL GJ REF RECON	\$7,015,261	7.9%	\$6,502,341		\$502,106	-1.5%	\$509,503			
NORTHEAST REGION - XAOC										
TL GJ	\$18,860,363	18.3%	\$19,827,834	19.0%	\$1,373,357	18.4%	\$1,410,306	18.8%		
TL GJ REF NFC	\$14,744,542	14.3%	\$15,651,775	15.0%	\$1,074,556	14.4%	\$1,117,651	14.9%		
TL GJ REF RECON	\$785,902	0.8%	\$576,026	0.6%	\$65,672	0.9%	\$53,037	0.7%		
SOUTH REGION - XAOC										
TL GJ	\$42,601,332	41.4%	\$42,371,628	40.6%	\$3,137,420	42.0%	\$3,048,991	40.6%		
TL GJ REF NFC	\$28,932,058	28.1%	\$28,385,914	27.2%	\$2,159,472	28.9%	\$2,097,862	27.9%		
TL GJ REF RECON	\$3,737,668	3.6%	\$3,912,364	3.8%	\$269,642	3.6%	\$291,882	3.9%		
WEST REGION - XAOC										
TL GJ	\$24,237,946	23.6%	\$25,183,208	24.1%	\$1,742,002	23.3%	\$1,834,528	24.4%		
TL GJ REF NFC	\$16,935,164	16.5%	\$18,077,514	17.3%	\$1,226,576	16.4%	\$1,318,624	17.5%		
TL GJ REF RECON	\$1,361,602	1.3%	\$1,078,033	1.0%	\$86,327	1.2%	\$88,599	1.2%		
MIDWEST REGION - XAOC										
TL GJ	\$16,954,111	16.5%	\$16,866,099	16.2%	\$1,210,682	16.2%	\$1,216,386	16.2%		
TL GJ REF NFC	\$10,728,567	10.4%	\$10,893,542	10.4%	\$773,601	10.4%	\$796,369	10.6%		
TL GJ REF RECON	\$1,174,293	1.1%	\$933,190	0.9%	\$80,529	1.1%	\$76,196	1.0%		

Source: Nielsen Scanning Data

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Created: 12/6/2017