

Nielsen Retail Sales OJ, GJ and OJ/GJ Beverages



Monthly Topline Report
Report #3 of 2014-15 Season
For 4 weeks ending 12/20/14

Please note: FDOC's Nielsen custom database was recently refreshed to restate history for any category changes or UPC revisions made over the past year. All products/periods reported in this topline report may have changed in a small way; however, there should be no dramatic changes in any category. If you have any questions, please call Valerie Barnhardt at 863.537.3959.

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

	4 WEEKS ENDING 12/20/14			SEASON YEAR-TO-DATE		
	GALLONS	PRICE	DOLLARS	GALLONS	PRICE	DOLLARS
Total OJ	-9.0%	5.1%	-4.3%	-8.8%	4.9%	-4.4%
Ref NFC OJ	-7.9%	5.5%	-2.9%	-7.8%	5.2%	-3.0%
Ref Recon OJ	-10.4%	3.9%	-7.0%	-10.3%	3.8%	-6.9%
Total GJ	-6.0%	4.2%	-2.1%	-4.4%	4.3%	-0.4%
Ref NFC GJ	-5.6%	5.7%	-0.2%	-5.0%	5.9%	0.6%
Shelf Stable GJ	-4.6%	-1.7%	-6.2%	-1.8%	-0.9%	-2.7%
OJ Drinks	-5.5%	6.9%	1.0%	-6.3%	7.3%	0.5%
OJ Blend Drinks	6.0%	-0.1%	6.0%	4.0%	1.4%	5.4%
GJ Cocktail	-5.1%	-1.3%	-6.3%	-8.2%	0.7%	-7.5%

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: 12/20/14
Issue Date: 1/5/2014
Report 3 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	12/21/13	07/05/14	08/02/14	08/30/14	09/27/14	10/25/14	11/22/14	12/20/14		2012-13	2013-14	% Change
<u>NFC OJ</u>												
Gallons	26.71	21.06	20.48	21.35	21.68	21.80	22.51	24.60	-7.9%	74.72	68.91	-7.8%
Price/Gal (\$)	7.06	7.47	7.49	7.46	7.46	7.49	7.48	7.45	5.5%	7.10	7.47	5.2%
Revenues (\$)	188.59	157.34	153.46	159.32	161.67	163.35	168.41	183.16	-2.9%	530.85	514.92	-3.0%
<u>RECON OJ</u>												
Gallons	15.86	13.38	12.93	13.01	13.32	13.69	13.94	14.20	-10.4%	46.63	41.83	-10.3%
Price/Gal (\$)	4.82	4.94	4.95	5.01	5.02	4.97	4.97	5.00	3.9%	4.80	4.98	3.8%
Revenues (\$)	76.37	66.13	63.95	65.17	66.85	68.01	69.29	71.04	-7.0%	223.82	208.34	-6.9%
<u>Refrigerated OJ</u>												
Gallons	42.56	34.44	33.41	34.35	35.00	35.49	36.45	38.80	-8.8%	121.35	110.74	-8.7%
Price/Gal (\$)	6.23	6.49	6.51	6.53	6.53	6.52	6.52	6.55	5.2%	6.22	6.53	5.0%
Revenues (\$)	264.96	223.47	217.40	224.49	228.52	231.35	237.70	254.21	-4.1%	754.67	723.26	-4.2%
<u>Frozen OJ</u>												
Gallons	2.13	1.68	1.60	1.62	1.64	1.63	1.65	1.88	-11.6%	5.76	5.16	-10.3%
Price/Gal (\$)	4.95	4.86	4.90	4.85	4.81	4.86	4.98	4.98	0.7%	4.91	4.94	0.6%
Revenues (\$)	10.54	8.18	7.84	7.87	7.88	7.90	8.24	9.38	-11.0%	28.28	25.53	-9.7%
<u>Shelf Stable OJ</u>												
Gallons	0.06	0.04	0.04	0.04	0.05	0.05	0.05	0.05	-15.3%	0.17	0.14	-15.7%
Price/Gal (\$)	8.74	9.20	9.35	9.18	8.87	9.29	9.08	9.16	4.9%	8.65	9.18	6.1%
Revenues (\$)	0.49	0.40	0.37	0.41	0.48	0.46	0.44	0.44	-11.2%	1.49	1.33	-10.5%
<u>Total Orange Juice</u>												
Gallons	44.75	36.17	35.05	36.02	36.70	37.16	38.16	40.73	-9.0%	127.28	116.05	-8.8%
Price/Gal (\$)	6.17	6.42	6.44	6.46	6.45	6.45	6.46	6.48	5.1%	6.16	6.46	4.9%
Revenues (\$)	275.99	232.05	225.62	232.77	236.88	239.71	246.38	264.03	-4.3%	784.44	750.12	-4.4%

Most recent four-week-period is preliminary
2014-15 STD: 09/28/14 - 12/20/14
2013-14 STD: 09/29/13 - 12/21/13

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 3 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	12/21/13	07/05/14	08/02/14	08/30/14	09/27/14	10/25/14	11/22/14	12/20/14		2012-13	2013-14	% Change
<u>NFC GJ</u>												
Gallons	0.77	0.72	0.73	0.75	0.74	0.74	0.74	0.72	-5.6%	2.32	2.20	-5.0%
Price/Gal (\$)	7.37	7.80	7.78	7.77	7.79	7.89	7.78	7.79	5.7%	7.39	7.82	5.9%
Revenues (\$)	5.65	5.65	5.65	5.85	5.77	5.81	5.80	5.64	-0.2%	17.14	17.24	0.6%
<u>RECON GJ</u>												
Gallons	0.07	0.07	0.07	0.07	0.07	0.08	0.07	0.07	-1.7%	0.21	0.22	4.9%
Price/Gal (\$)	6.10	6.50	6.25	6.20	6.16	6.09	6.07	6.31	3.5%	6.01	6.15	2.3%
Revenues (\$)	0.42	0.46	0.45	0.45	0.46	0.48	0.45	0.43	1.7%	1.26	1.36	7.3%
<u>Refrigerated GJ</u>												
Gallons	0.84	0.79	0.80	0.83	0.82	0.81	0.82	0.79	-5.3%	2.53	2.42	-4.2%
Price/Gal (\$)	7.26	7.69	7.64	7.63	7.64	7.72	7.63	7.66	5.5%	7.27	7.67	5.5%
Revenues (\$)	6.07	6.11	6.10	6.30	6.23	6.29	6.25	6.06	-0.1%	18.40	18.60	1.1%
<u>Frozen GJ</u>												
Gallons	0.03	0.02	0.02	0.02	0.01	0.01	0.01	0.02	-42.5%	0.08	0.04	-44.2%
Price/Gal (\$)	4.57	4.52	4.78	4.87	4.99	5.12	5.16	5.27	15.4%	4.58	5.18	13.2%
Revenues (\$)	0.12	0.10	0.08	0.08	0.07	0.07	0.08	0.08	-33.6%	0.36	0.23	-36.8%
<u>Shelf Stable GJ</u>												
Gallons	0.31	0.33	0.31	0.31	0.31	0.31	0.31	0.29	-4.6%	0.93	0.91	-1.8%
Price/Gal (\$)	6.41	6.33	6.35	6.42	6.35	6.41	6.33	6.30	-1.7%	6.41	6.35	-0.9%
Revenues (\$)	1.96	2.06	1.98	1.99	1.97	1.99	1.94	1.84	-6.2%	5.93	5.77	-2.7%
<u>Total Grapefruit Juice</u>												
Gallons	1.17	1.14	1.13	1.15	1.14	1.14	1.14	1.10	-6.0%	3.54	3.38	-4.4%
Price/Gal (\$)	6.98	7.24	7.24	7.27	7.26	7.33	7.25	7.27	4.2%	6.98	7.28	4.3%
Revenues (\$)	8.16	8.27	8.16	8.37	8.27	8.35	8.27	7.99	-2.1%	24.70	24.61	-0.4%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 12/20/14

2013-14 STD: 09/29/13 - 12/21/13

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 3 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	12/21/13	07/05/14	08/02/14	08/30/14	09/27/14	10/25/14	11/22/14	12/20/14		2012-13	2013-14	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	1.56	1.73	1.63	1.78	1.73	1.59	1.49	1.41	-9.8%	4.90	4.50	-8.2%
Price/Gal (\$)	3.89	4.12	4.25	4.31	4.22	4.29	4.36	4.36	12.1%	3.87	4.34	12.2%
Revenues (\$)	6.08	7.15	6.93	7.68	7.31	6.84	6.52	6.15	1.2%	18.93	19.51	3.0%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1.74	1.48	1.33	1.35	1.42	1.44	1.52	1.67	-4.2%	4.98	4.63	-6.9%
Price/Gal (\$)	6.95	7.43	7.67	7.66	7.52	7.55	7.35	7.20	3.5%	7.03	7.36	4.7%
Revenues (\$)	12.12	10.99	10.19	10.35	10.67	10.89	11.19	12.02	-0.9%	34.99	34.09	-2.6%
<u>OJ Drinks - % not stated</u>												
Gallons	0.09	0.12	0.13	0.12	0.13	0.13	0.14	0.13	42.0%	0.30	0.40	32.6%
Price/Gal (\$)	5.11	4.44	4.40	4.92	5.10	5.07	5.06	5.30	3.9%	4.82	5.14	6.7%
Revenues (\$)	0.47	0.53	0.56	0.61	0.66	0.68	0.69	0.70	47.5%	1.46	2.07	41.4%
<u>Total OJ Drinks</u>												
Gallons	3.40	3.33	3.08	3.26	3.28	3.17	3.15	3.21	-5.5%	10.18	9.53	-6.3%
Price/Gal (\$)	5.49	5.60	5.73	5.72	5.68	5.81	5.84	5.87	6.9%	5.44	5.84	7.3%
Revenues (\$)	18.67	19.79	17.67	18.65	18.63	18.40	18.40	18.86	1.0%	55.39	55.67	0.5%
<u>OJ BL Drinks</u>												
Gallons	14.51	18.16	17.36	17.96	17.11	17.00	15.78	15.39	6.0%	46.32	48.17	4.0%
Price/Gal (\$)	3.08	2.94	2.90	2.97	3.08	3.10	3.09	3.08	-0.1%	3.05	3.09	1.4%
Revenues (\$)	44.72	53.30	50.34	53.26	52.65	52.77	48.81	47.40	6.0%	141.29	148.98	5.4%
<u>OJ BL (100% Juice)</u>												
Gallons	3.10	3.03	2.95	3.09	3.11	3.00	2.94	2.99	-3.4%	9.07	8.93	-1.5%
Price/Gal (\$)	6.76	7.15	7.12	7.03	7.04	7.14	7.15	7.14	5.6%	6.81	7.15	4.9%
Revenues (\$)	20.92	21.67	20.99	21.74	21.86	21.41	21.07	21.35	2.1%	61.80	63.83	3.3%
<u>GJ Cocktail</u>												
Gallons	0.81	0.76	0.74	0.73	0.73	0.71	0.76	0.77	-5.1%	2.44	2.24	-8.2%
Price/Gal (\$)	5.56	5.98	5.94	6.01	5.92	5.93	5.54	5.49	-1.3%	5.61	5.65	0.7%
Revenues (\$)	4.51	4.56	4.41	4.40	4.33	4.19	4.22	4.23	-6.3%	13.66	12.63	-7.5%
<u>GJ BL (100% Juice)</u>												
Gallons	0.14	0.15	0.14	0.14	0.14	0.13	0.13	0.12	-9.6%	0.41	0.38	-6.1%
Price/Gal (\$)	6.02	6.24	6.21	6.25	5.82	6.10	6.01	6.01	-0.1%	5.99	6.04	0.8%
Revenues (\$)	0.82	0.91	0.87	0.87	0.83	0.80	0.78	0.74	-9.6%	2.45	2.32	-5.3%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 12/20/14
2013-14 STD: 09/29/13 - 12/21/13

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.

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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: 12/20/14
Issue Date: 1/5/2014
Report 3 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	12/21/13	07/05/14	08/02/14	08/30/14	09/27/14	10/25/14	11/22/14	12/20/14		2012-13	2013-14	% Change
<u>NFC OJ</u>												
Gallons	24.81	19.47	18.99	19.77	20.10	20.18	20.83	22.77	-8.2%	69.40	63.77	-8.1%
Price/Gal (\$)	7.14	7.56	7.58	7.55	7.54	7.58	7.57	7.54	5.5%	7.18	7.56	5.3%
Revenues (\$)	177.14	147.27	144.01	149.32	151.61	153.01	157.64	171.55	-3.2%	498.22	482.19	-3.2%
<u>RECON OJ</u>												
Gallons	14.55	12.23	11.84	11.86	12.09	12.52	12.71	12.98	-10.8%	42.78	38.20	-10.7%
Price/Gal (\$)	4.74	4.86	4.87	4.92	4.94	4.87	4.88	4.91	3.7%	4.72	4.89	3.6%
Revenues (\$)	68.95	59.40	57.60	58.40	59.68	60.95	62.04	63.77	-7.5%	201.89	186.75	-7.5%
<u>Refrigerated OJ</u>												
Gallons	39.36	31.70	30.83	31.64	32.19	32.69	33.53	35.75	-9.2%	112.18	101.98	-9.1%
Price/Gal (\$)	6.25	6.52	6.54	6.57	6.56	6.54	6.55	6.58	5.3%	6.24	6.56	5.1%
Revenues (\$)	246.09	206.67	201.61	207.72	211.29	213.96	219.67	235.31	-4.4%	700.11	668.95	-4.5%
<u>Frozen OJ</u>												
Gallons	2.03	1.61	1.53	1.55	1.57	1.55	1.58	1.81	-11.3%	5.48	4.94	-9.9%
Price/Gal (\$)	5.00	4.92	4.96	4.91	4.86	4.91	5.04	5.03	0.6%	4.97	5.00	0.5%
Revenues (\$)	10.18	7.90	7.58	7.60	7.62	7.63	7.95	9.08	-10.8%	27.23	24.67	-9.4%
<u>Shelf Stable OJ</u>												
Gallons	0.05	0.04	0.04	0.04	0.05	0.05	0.04	0.05	-12.4%	0.16	0.14	-15.6%
Price/Gal (\$)	9.04	9.58	9.57	9.50	9.23	9.45	9.51	9.34	3.3%	8.90	9.43	6.0%
Revenues (\$)	0.47	0.38	0.36	0.39	0.45	0.44	0.42	0.42	-9.5%	1.43	1.28	-10.5%
<u>Total Orange Juice</u>												
Gallons	41.45	33.34	32.40	33.22	33.80	34.29	35.15	37.60	-9.3%	117.82	107.05	-9.1%
Price/Gal (\$)	6.19	6.45	6.47	6.49	6.49	6.47	6.49	6.51	5.1%	6.19	6.49	4.9%
Revenues (\$)	256.74	214.95	209.55	215.71	219.36	222.03	228.04	244.82	-4.6%	728.77	694.89	-4.6%

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2013-14 STD: 09/29/13 - 12/21/13

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 3 of 14/15 Season

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<u>NFC GJ</u>												
Gallons	0.76	0.72	0.72	0.75	0.74	0.73	0.74	0.72	-5.5%	2.31	2.19	-4.9%
Price/Gal (\$)	7.38	7.82	7.79	7.78	7.80	7.91	7.80	7.80	5.6%	7.40	7.83	5.8%
Revenues (\$)	5.62	5.63	5.63	5.83	5.75	5.79	5.77	5.61	-0.2%	17.06	17.17	0.6%
<u>RECON GJ</u>												
Gallons	0.07	0.07	0.07	0.07	0.07	0.08	0.07	0.07	-1.7%	0.21	0.22	4.9%
Price/Gal (\$)	6.10	6.50	6.25	6.20	6.16	6.09	6.07	6.31	3.5%	6.01	6.15	2.3%
Revenues (\$)	0.42	0.46	0.45	0.45	0.46	0.48	0.45	0.43	1.7%	1.26	1.36	7.3%
<u>Refrigerated GJ</u>												
Gallons	0.83	0.79	0.79	0.82	0.81	0.81	0.82	0.79	-5.2%	2.52	2.41	-4.1%
Price/Gal (\$)	7.28	7.70	7.65	7.64	7.65	7.73	7.64	7.67	5.4%	7.28	7.68	5.4%
Revenues (\$)	6.05	6.08	6.08	6.28	6.21	6.26	6.23	6.04	-0.1%	18.33	18.53	1.1%
<u>Frozen GJ</u>												
Gallons	0.03	0.02	0.02	0.02	0.01	0.01	0.01	0.02	-41.8%	0.08	0.04	-43.7%
Price/Gal (\$)	4.57	4.52	4.79	4.88	5.00	5.12	5.16	5.27	15.3%	4.58	5.19	13.1%
Revenues (\$)	0.12	0.10	0.08	0.07	0.07	0.07	0.08	0.08	-32.9%	0.36	0.23	-36.3%
<u>Shelf Stable GJ</u>												
Gallons	0.30	0.32	0.31	0.31	0.31	0.31	0.30	0.29	-4.6%	0.91	0.90	-1.9%
Price/Gal (\$)	6.41	6.34	6.37	6.42	6.36	6.43	6.34	6.31	-1.6%	6.41	6.36	-0.8%
Revenues (\$)	1.94	2.03	1.95	1.97	1.94	1.96	1.92	1.82	-6.0%	5.85	5.70	-2.6%
<u>Total Grapefruit Juice</u>												
Gallons	1.16	1.13	1.12	1.14	1.13	1.13	1.13	1.09	-5.9%	3.51	3.35	-4.4%
Price/Gal (\$)	6.99	7.26	7.26	7.28	7.27	7.35	7.26	7.28	4.1%	7.00	7.29	4.3%
Revenues (\$)	8.10	8.20	8.11	8.32	8.23	8.29	8.22	7.94	-2.0%	24.54	24.45	-0.3%

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LESS THAN 100% OJ & GJ BEVERAGES

Food, Drug, Mass + Walmart

(Gallons and Revenues in Millions)

Report 3 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	12/21/13	07/05/14	08/02/14	08/30/14	09/27/14	10/25/14	11/22/14	12/20/14		2012-13	2013-14	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	1.43	1.54	1.42	1.54	1.52	1.37	1.31	1.25	-12.6%	4.48	3.93	-12.4%
Price/Gal (\$)	3.95	4.30	4.41	4.33	4.27	4.34	4.40	4.46	12.9%	3.93	4.40	12.1%
Revenues (\$)	5.66	6.61	6.27	6.66	6.49	5.95	5.75	5.58	-1.3%	17.60	17.28	-1.8%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1.72	1.46	1.31	1.34	1.40	1.43	1.50	1.65	-4.0%	4.91	4.58	-6.7%
Price/Gal (\$)	6.97	7.44	7.69	7.68	7.54	7.57	7.37	7.21	3.5%	7.05	7.38	4.7%
Revenues (\$)	12.00	10.89	10.09	10.25	10.57	10.79	11.09	11.92	-0.7%	34.62	33.80	-2.4%
<u>OJ Drinks - % not stated</u>												
Gallons	0.09	0.12	0.13	0.12	0.13	0.13	0.14	0.13	42.6%	0.30	0.40	33.3%
Price/Gal (\$)	5.11	4.45	4.41	4.93	5.11	5.08	5.06	5.30	3.7%	4.84	5.14	6.4%
Revenues (\$)	0.47	0.52	0.55	0.61	0.65	0.68	0.69	0.69	47.8%	1.45	2.06	41.8%
<u>Total OJ Drinks</u>												
Gallons	3.24	3.12	2.86	3.00	3.05	2.93	2.95	3.03	-6.5%	9.70	8.91	-8.1%
Price/Gal (\$)	5.59	5.78	5.92	5.85	5.81	5.95	5.95	6.00	7.3%	5.53	5.96	7.8%
Revenues (\$)	18.13	18.02	16.92	17.52	17.72	17.41	17.54	18.20	0.4%	53.67	53.15	-1.0%
<u>OJ BL Drinks</u>												
Gallons	12.82	16.01	15.36	15.83	15.08	14.94	13.89	13.57	5.9%	41.11	42.39	3.1%
Price/Gal (\$)	3.04	2.88	2.86	2.93	3.05	3.07	3.08	3.05	0.4%	3.00	3.07	2.1%
Revenues (\$)	39.01	46.20	43.91	46.32	45.92	45.92	42.70	41.45	6.3%	123.54	130.07	5.3%
<u>OJ BL (100% Juice)</u>												
Gallons	2.93	2.87	2.80	2.91	2.93	2.80	2.75	2.80	-4.3%	8.52	8.34	-2.0%
Price/Gal (\$)	6.75	7.15	7.12	7.03	7.02	7.13	7.14	7.13	5.6%	6.82	7.13	4.7%
Revenues (\$)	19.75	20.49	19.92	20.48	20.58	19.93	19.63	19.97	1.1%	58.07	59.53	2.5%
<u>GJ Cocktail</u>												
Gallons	0.67	0.64	0.62	0.61	0.62	0.58	0.66	0.66	-2.5%	2.02	1.90	-5.9%
Price/Gal (\$)	5.82	6.31	6.28	6.33	6.21	6.26	5.72	5.69	-2.3%	5.88	5.87	-0.1%
Revenues (\$)	3.92	4.02	3.90	3.87	3.82	3.66	3.77	3.73	-4.8%	11.88	11.17	-5.9%
<u>GJ BL (100% Juice)</u>												
Gallons	0.13	0.14	0.13	0.13	0.13	0.12	0.12	0.12	-7.6%	0.38	0.36	-5.5%
Price/Gal (\$)	6.11	6.36	6.33	6.34	5.90	6.23	6.12	6.09	-0.3%	6.09	6.15	0.9%
Revenues (\$)	0.78	0.87	0.83	0.83	0.79	0.76	0.74	0.71	-7.9%	2.31	2.21	-4.7%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 12/20/14

2013-14 STD: 09/29/13 - 12/21/13

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: 12/20/14
Issue Date: 1/5/2014
Report 3 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	12/21/13	07/05/14	08/02/14	08/30/14	09/27/14	10/25/14	11/22/14	12/20/14		2012-13	2013-14	% Change
<u>NFC OJ</u>												
Gallons	18.76	15.03	14.58	14.94	15.09	15.20	15.66	17.04	-9.1%	52.57	47.89	-8.9%
Price/Gal (\$)	7.17	7.52	7.62	7.62	7.60	7.59	7.54	7.53	5.0%	7.20	7.55	4.8%
Revenues (\$)	134.39	113.09	111.08	113.75	114.77	115.38	118.02	128.26	-4.6%	378.65	361.66	-4.5%
<u>RECON OJ</u>												
Gallons	10.08	8.70	8.54	8.46	8.62	8.95	8.96	9.00	-10.7%	29.78	26.91	-9.6%
Price/Gal (\$)	4.72	4.79	4.78	4.85	4.89	4.79	4.82	4.87	3.2%	4.69	4.83	3.0%
Revenues (\$)	47.52	41.69	40.77	41.01	42.10	42.90	43.18	43.81	-7.8%	139.53	129.90	-6.9%
<u>Refrigerated OJ</u>												
Gallons	28.83	23.73	23.11	23.40	23.71	24.14	24.62	26.04	-9.7%	82.35	74.80	-9.2%
Price/Gal (\$)	6.31	6.52	6.57	6.61	6.62	6.56	6.55	6.61	4.7%	6.29	6.57	4.4%
Revenues (\$)	181.92	154.77	151.85	154.76	156.87	158.29	161.20	172.08	-5.4%	518.18	491.56	-5.1%
<u>Frozen OJ</u>												
Gallons	1.49	1.18	1.12	1.13	1.17	1.15	1.15	1.33	-10.9%	4.00	3.62	-9.5%
Price/Gal (\$)	5.15	5.06	5.12	5.06	4.98	5.06	5.21	5.19	0.8%	5.12	5.16	0.7%
Revenues (\$)	7.68	5.96	5.71	5.73	5.82	5.79	6.00	6.89	-10.3%	20.50	18.68	-8.9%
<u>Shelf Stable OJ</u>												
Gallons	0.05	0.04	0.04	0.04	0.05	0.05	0.04	0.04	-10.6%	0.15	0.13	-12.5%
Price/Gal (\$)	9.09	9.62	9.62	9.57	9.26	9.48	9.54	9.38	3.2%	8.99	9.46	5.3%
Revenues (\$)	0.45	0.37	0.35	0.37	0.44	0.43	0.41	0.41	-7.8%	1.36	1.25	-7.9%
<u>Total Orange Juice</u>												
Gallons	30.37	24.95	24.27	24.57	24.92	25.34	25.81	27.41	-9.8%	86.50	78.56	-9.2%
Price/Gal (\$)	6.26	6.46	6.51	6.55	6.55	6.49	6.49	6.54	4.6%	6.24	6.51	4.3%
Revenues (\$)	190.04	161.11	157.91	160.87	163.13	164.51	167.60	179.38	-5.6%	540.04	511.49	-5.3%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 12/20/14
2013-14 STD: 09/29/13 - 12/21/13

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 3 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	12/21/13	07/05/14	08/02/14	08/30/14	09/27/14	10/25/14	11/22/14	12/20/14		2012-13	2013-14	% Change
<u>NFC GJ</u>												
Gallons	630.55	595.71	601.30	620.96	605.13	599.47	609.47	593.16	-5.9%	1,906.42	1,802.09	-5.5%
Price/Gal (\$)	7.48	7.88	7.85	7.84	7.88	7.95	7.81	7.83	4.7%	7.49	7.86	5.0%
Revenues (\$)	4,717.59	4,691.98	4,721.47	4,868.22	4,766.85	4,763.20	4,759.92	4,645.22	-1.5%	14,273.36	14,168.34	-0.7%
<u>RECON GJ</u>												
Gallons	68.94	70.21	71.83	72.02	74.68	78.02	74.90	67.77	-1.7%	210.27	220.69	5.0%
Price/Gal (\$)	6.10	6.50	6.25	6.20	6.16	6.09	6.07	6.31	3.5%	6.01	6.15	2.3%
Revenues (\$)	420.44	456.08	448.57	446.63	460.23	474.95	454.74	427.76	1.7%	1,264.43	1,357.45	7.4%
<u>Refrigerated GJ</u>												
Gallons	699.49	665.92	673.13	692.98	679.81	677.48	684.37	660.93	-5.5%	2,116.70	2,022.78	-4.4%
Price/Gal (\$)	7.35	7.73	7.68	7.67	7.69	7.73	7.62	7.68	4.5%	7.34	7.68	4.6%
Revenues (\$)	5,138.03	5,148.05	5,170.04	5,314.85	5,227.08	5,238.15	5,214.67	5,072.97	-1.3%	15,537.79	15,525.78	-0.1%
<u>Frozen GJ</u>												
Gallons	11.16	12.58	13.08	13.27	13.53	13.20	14.37	15.11	35.4%	32.75	42.69	30.4%
Price/Gal (\$)	5.13	5.06	5.17	5.14	5.13	5.22	5.22	5.29	3.2%	5.13	5.24	2.2%
Revenues (\$)	57.26	63.69	67.63	68.20	69.37	68.91	74.95	80.00	39.7%	168.00	223.86	33.2%
<u>Shelf Stable GJ</u>												
Gallons	219.43	233.00	224.42	222.45	221.99	219.72	218.07	207.88	-5.3%	657.28	645.66	-1.8%
Price/Gal (\$)	6.80	6.72	6.75	6.84	6.75	6.87	6.74	6.70	-1.4%	6.82	6.77	-0.7%
Revenues (\$)	1,492.27	1,566.29	1,515.47	1,520.84	1,499.41	1,508.63	1,470.09	1,393.25	-6.6%	4,483.57	4,371.97	-2.5%
<u>Total Grapefruit Juice</u>												
Gallons	930.08	911.51	910.62	928.71	915.33	910.40	916.81	883.91	-5.0%	2,806.72	2,711.13	-3.4%
Price/Gal (\$)	7.19	7.44	7.42	7.43	7.42	7.49	7.37	7.41	3.0%	7.19	7.42	3.2%
Revenues (\$)	6,687.56	6,778.04	6,753.15	6,903.90	6,795.87	6,815.68	6,759.70	6,546.22	-2.1%	20,189.36	20,121.61	-0.3%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 12/20/14

2013-14 STD: 09/29/13 - 12/21/13

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 3 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	12/21/13	07/05/14	08/02/14	08/30/14	09/27/14	10/25/14	11/22/14	12/20/14		2012-13	2013-14	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	1,074.53	1,209.58	1,117.03	1,196.63	1,192.69	1,069.02	1,019.03	980.60	-8.7%	3,375.69	3,068.65	-9.1%
Price/Gal (\$)	4.10	4.38	4.51	4.41	4.32	4.37	4.42	4.49	9.5%	4.06	4.43	9.1%
Revenues (\$)	4,408.85	5,292.13	5,041.10	5,272.99	5,154.70	4,674.66	4,500.33	4,405.79	-0.1%	13,696.63	13,580.78	-0.8%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1,313.62	1,130.96	1,009.64	1,023.71	1,084.92	1,102.19	1,102.88	1,211.89	-7.7%	3,669.12	3,416.95	-6.9%
Price/Gal (\$)	7.01	7.35	7.67	7.67	7.52	7.53	7.54	7.39	5.4%	7.15	7.48	4.7%
Revenues (\$)	9,214.22	8,317.38	7,744.12	7,852.94	8,158.49	8,304.30	8,313.46	8,955.81	-2.8%	26,227.30	25,573.57	-2.5%
<u>OJ Drinks - % not stated</u>												
Gallons	90.37	102.97	110.60	111.00	114.72	118.18	123.43	118.09	30.7%	295.48	359.70	21.7%
Price/Gal (\$)	5.13	4.37	4.33	4.90	5.09	5.07	5.00	5.27	2.7%	4.85	5.11	5.4%
Revenues (\$)	463.45	449.85	479.38	543.48	583.58	598.59	617.57	622.25	34.3%	1,432.45	1,838.41	28.3%
<u>Total OJ Drinks</u>												
Gallons	2,478.52	2,443.50	2,237.27	2,331.35	2,392.33	2,289.38	2,245.34	2,310.58	-6.8%	7,340.29	6,845.30	-6.7%
Price/Gal (\$)	5.68	5.75	5.93	5.86	5.81	5.93	5.98	6.05	6.5%	5.63	5.99	6.3%
Revenues (\$)	14,086.52	14,831.72	13,264.60	13,669.41	13,896.77	13,577.55	13,431.36	13,983.86	-0.7%	41,356.38	40,992.76	-0.9%
<u>OJ BL Drinks</u>												
Gallons	7,771.66	9,461.02	9,095.25	9,373.77	8,875.85	8,584.85	7,847.77	7,634.20	-1.8%	25,126.57	24,066.81	-4.2%
Price/Gal (\$)	3.02	2.88	2.82	2.91	3.08	3.09	3.15	3.15	4.3%	2.95	3.13	6.0%
Revenues (\$)	23,478.68	27,269.99	25,671.45	27,231.09	27,353.24	26,536.36	24,729.20	24,064.00	2.5%	74,191.02	75,329.56	1.5%
<u>OJ BL (100% Juice)</u>												
Gallons	2,140.71	2,113.93	2,006.31	2,017.70	2,015.98	1,941.10	1,989.17	2,012.15	-6.0%	6,268.78	5,942.42	-5.2%
Price/Gal (\$)	6.90	7.14	7.22	7.18	7.16	7.28	7.12	7.13	3.4%	6.95	7.18	3.3%
Revenues (\$)	14,764.92	15,092.48	14,493.78	14,484.49	14,444.14	14,130.17	14,169.99	14,355.62	-2.8%	43,547.22	42,655.79	-2.0%
<u>GJ Cocktail</u>												
Gallons	411.23	424.57	420.79	408.21	408.76	377.00	398.27	378.78	-7.9%	1,206.49	1,154.05	-4.3%
Price/Gal (\$)	6.50	6.80	6.72	6.82	6.66	6.79	6.41	6.52	0.3%	6.61	6.57	-0.6%
Revenues (\$)	2,673.46	2,885.03	2,826.49	2,782.29	2,721.45	2,561.37	2,551.94	2,468.77	-7.7%	7,972.14	7,582.07	-4.9%
<u>GJ BL (100% Juice)</u>												
Gallons	70.05	82.89	80.91	77.86	80.74	67.31	71.73	72.28	3.2%	210.98	211.31	0.2%
Price/Gal (\$)	6.78	7.07	6.99	7.06	6.31	6.99	6.69	6.59	-2.8%	6.74	6.75	0.1%
Revenues (\$)	475.22	586.38	565.23	549.61	509.88	470.58	479.55	476.59	0.3%	1,422.46	1,426.73	0.3%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 12/20/14
2013-14 STD: 09/29/13 - 12/21/13

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: 12/20/14
Issue Date: 1/5/2014
Report 3 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	12/21/13	07/05/14	08/02/14	08/30/14	09/27/14	10/25/14	11/22/14	12/20/14		2012-13	2013-14	% Change
<u>NFC OJ</u>												
Average Promo Price	6.41	6.63	6.76	6.79	6.70	6.64	6.60	6.67	4.1%	6.43	6.64	3.2%
Price Reduction	93	93	93	93	93	93	93	94	1.1%	92	93	1.1%
Feature & Disp	35	41	35	38	38	35	34	34	-2.9%	37	34	-6.4%
Display w/o Fea	27	33	31	30	29	29	24	24	-11.1%	30	26	-13.5%
Feature w/o Disp	92	89	87	89	89	90	90	92	0.0%	91	91	0.0%
<u>RECON OJ</u>												
Average Promo Price	3.96	4.18	4.05	4.14	4.34	4.19	4.29	4.15	4.8%	4.04	4.21	4.2%
Price Reduction	73	77	81	71	75	78	74	81	11.0%	74	78	5.0%
Feature & Disp	8	19	12	11	15	17	19	6	-25.0%	15	14	-6.7%
Display w/o Fea	12	25	20	19	22	20	17	12	0.0%	16	16	2.1%
Feature w/o Disp	65	70	59	62	68	55	64	56	-13.8%	67	58	-13.4%
<u>Refrigerated OJ</u>												
Average Promo Price	5.81	5.83	5.88	6.01	5.95	5.81	5.87	6.01	3.4%	5.77	5.90	2.3%
Price Reduction	96	95	94	95	96	95	95	95	-1.0%	95	95	0.0%
Feature & Disp	37	46	39	41	43	40	42	36	-2.7%	41	39	-4.1%
Display w/o Fea	33	41	39	39	38	37	34	30	-9.1%	37	34	-9.0%
Feature w/o Disp	94	93	91	91	91	93	94	94	0.0%	93	94	0.4%
<u>Frozen OJ</u>												
Average Promo Price	4.54	4.38	4.51	4.48	3.96	4.14	4.87	4.50	-0.9%	4.45	4.50	1.3%
Price Reduction	46	49	49	50	47	50	57	48	4.3%	49	52	6.2%
Feature & Disp	0	0	0	0	2	1	0	1		0	1	
Display w/o Fea	1	1	1	1	2	1	1	1	0.0%	1	1	0.0%
Feature w/o Disp	9	9	9	10	17	8	9	11	22.2%	9	9	3.7%
<u>Shelf Stable OJ</u>												
Average Promo Price	8.45	8.42	8.09	8.60	7.70	8.04	7.37	7.29	-13.7%	7.86	7.57	-3.8%
Price Reduction	3	9	10	11	18	7	4	7	133.3%	5	6	28.6%
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	2	1	3	2	1	1	1	0.0%	2	1	-40.0%
<u>Total OJ</u>												
Average Promo Price	5.79	5.80	5.86	5.99	5.91	5.77	5.86	5.98	3.3%	5.74	5.87	2.2%
Price Reduction	97	95	96	96	96	96	96	96	-1.0%	96	96	0.0%
Feature & Disp	38	46	39	41	43	40	42	36	-5.3%	41	39	-4.8%
Display w/o Fea	34	42	40	39	39	38	34	30	-11.8%	38	34	-10.5%
Feature w/o Disp	94	93	91	91	91	93	94	94	0.0%	93	94	0.4%

Most recent four-week-period is preliminary
2014-15 STD: 09/28/14 - 12/20/14
2013-14 STD: 09/29/13 - 12/21/13
Source: Nielsen

GRAPEFRUIT JUICE PROMOTIONS

FOOD (\$2MM+ Grocery Stores)

(Prices in dollars and Promotion in %ACV)

Report 3 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	12/21/13	07/05/14	08/02/14	08/30/14	09/27/14	10/25/14	11/22/14	12/20/14		2012-13	2013-14	% Change
<u>NFC GJ</u>												
Average Promo Price	6.50	6.80	6.98	7.00	6.82	6.76	6.79	6.81	4.8%	6.53	6.79	4.0%
Price Reduction	73	61	74	77	69	66	75	75	2.7%	70	72	2.4%
Feature & Disp	3	2	1	3	2	2	2	2	-33.3%	3	2	-40.0%
Display w/o Fea	6	6	7	7	8	6	6	6	0.0%	7	6	-10.0%
Feature w/o Disp	44	34	30	35	31	39	40	34	-22.7%	45	38	-15.7%
<u>RECON GJ</u>												
Average Promo Price	5.84	7.93	3.61	3.57	3.46	3.42	3.33	8.36	43.2%	5.95	5.04	-15.3%
Price Reduction	11	3	6	2	7	7	7	6	-45.5%	10	7	-31.0%
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	6	0	2	6	0	0	0	0	-100.0%	2	0	-100.0%
<u>Refrigerated GJ</u>												
Average Promo Price	6.47	6.81	6.87	6.90	6.71	6.63	6.68	6.84	5.7%	6.49	6.72	3.5%
Price Reduction	74	62	74	77	69	67	75	75	1.4%	72	72	0.0%
Feature & Disp	3	2	1	3	2	2	2	2	-33.3%	3	2	-40.0%
Display w/o Fea	6	7	8	8	8	6	6	6	0.0%	7	6	-14.3%
Feature w/o Disp	44	34	30	35	31	39	40	34	-22.7%	45	38	-15.7%
<u>Frozen GJ</u>												
Average Promo Price	4.84	4.76	4.85	4.97	5.19	5.24	5.30	5.50	13.6%	4.87	5.35	9.7%
Price Reduction	4	2	3	3	2	2	2	2	-50.0%	4	2	-53.8%
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	6.06	5.87	5.71	5.98	5.81	6.06	5.49	5.76	-5.0%	6.05	5.77	-4.7%
Price Reduction	52	46	47	44	40	48	48	51	-1.9%	47	49	3.5%
Feature & Disp	0	0	0	1	0	0	0	0		0	0	
Display w/o Fea	1	2	2	3	2	2	2	2	100.0%	2	2	20.0%
Feature w/o Disp	4	4	6	11	11	13	8	3	-25.0%	10	8	-17.2%
<u>TL GJ</u>												
Average Promo Price	6.41	6.62	6.68	6.77	6.55	6.53	6.50	6.66	3.9%	6.43	6.56	2.1%
Price Reduction	84	82	81	81	79	80	83	84	0.0%	83	82	-0.4%
Feature & Disp	3	2	2	4	2	2	2	2	-33.3%	4	2	-45.5%
Display w/o Fea	7	9	9	10	11	8	8	7	0.0%	8	8	-8.0%
Feature w/o Disp	46	36	34	43	42	47	44	35	-23.9%	49	42	-13.7%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 12/20/14

2013-14 STD: 09/29/13 - 12/21/13

Source: Nielsen

LESS THAN 100% OJ & GJ BEVERAGES PROMOTIONS

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

Report 3 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4	Season-to-Date		
	12/21/13	07/05/14	08/02/14	08/30/14	09/27/14	10/25/14	11/22/14	12/20/14		2012-13	2013-14	% Change
OJ Drinks 0-39.99%												
Average Promo Price	3.85	3.93	4.12	4.08	3.87	4.08	4.20	4.38	13.8%	3.78	4.22	11.6%
Price Reduction	78	72	76	72	77	74	73	65	-16.7%	78	71	-9.8%
Feature & Disp	4	16	16	17	20	12	10	6	50.0%	9	9	3.7%
Display w/o Fea	24	39	41	37	39	34	30	25	4.2%	29	30	2.3%
Feature w/o Disp	49	66	65	66	67	62	63	48	-2.0%	52	58	10.9%
OJ Drinks 40-99.99%												
Average Promo Price	6.46	6.64	6.81	6.92	6.82	6.81	6.80	6.81	5.4%	6.50	6.81	4.7%
Price Reduction	77	77	62	64	80	77	78	80	3.9%	76	78	2.6%
Feature & Disp	11	15	5	11	7	9	8	12	9.1%	8	10	16.0%
Display w/o Fea	10	16	11	9	11	15	8	8	-20.0%	10	10	3.3%
Feature w/o Disp	48	59	42	52	40	55	46	60	25.0%	47	54	13.4%
OJ Drinks - % not stated												
Average Promo Price	4.03	3.65	3.98	4.05	4.29	4.11	4.23	4.58	13.6%	3.87	4.31	11.2%
Price Reduction	2	3	4	4	4	4	4	5	150.0%	3	4	30.0%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	1	2	1	1	1	1	1	1	0.0%	1	1	0.0%
Feature w/o Disp	1	1	0	1	0	1	1	1	0.0%	1	1	50.0%
Total OJ Drinks												
Average Promo Price	5.61	5.36	5.35	5.41	5.36	5.65	5.75	6.10	8.7%	5.41	5.83	7.8%
Price Reduction	90	91	90	88	92	89	90	89	-1.1%	91	89	-1.5%
Feature & Disp	15	28	21	26	26	20	16	18	20.0%	17	18	8.0%
Display w/o Fea	32	51	48	43	45	44	35	31	-3.1%	37	37	-0.9%
Feature w/o Disp	73	78	72	76	73	74	72	73	0.0%	69	73	6.3%
OJ BL Drinks												
Average Promo Price	2.44	2.34	2.19	2.41	2.56	2.60	2.65	2.59	6.1%	2.43	2.61	7.4%
Price Reduction	94	95	95	95	96	95	94	93	-1.1%	95	94	-0.7%
Feature & Disp	13	41	42	38	30	31	21	16	23.1%	22	23	4.6%
Display w/o Fea	54	78	75	78	73	67	59	52	-3.7%	64	59	-7.3%
Feature w/o Disp	63	83	81	79	75	79	71	67	6.3%	69	72	5.3%
OJ BL (100% Juice)												
Average Promo Price	6.26	6.40	6.56	6.57	6.52	6.69	6.51	6.47	3.4%	6.28	6.56	4.5%
Price Reduction	89	90	91	90	89	87	89	89	0.0%	88	88	0.8%
Feature & Disp	11	22	14	15	13	12	11	13	18.2%	13	12	-7.7%
Display w/o Fea	12	23	20	19	16	18	15	13	8.3%	14	15	7.0%
Feature w/o Disp	77	78	76	82	76	69	81	78	1.3%	76	76	0.4%
GJ Cocktail												
Average Promo Price	5.78	6.18	5.57	6.12	5.85	6.20	5.40	5.55	-4.0%	5.90	5.72	-3.1%
Price Reduction	68	66	68	66	61	65	69	62	-8.8%	63	65	3.2%
Feature & Disp	2	4	4	4	4	5	2	2	0.0%	2	3	50.0%
Display w/o Fea	13	18	17	14	14	11	10	9	-30.8%	13	10	-25.0%
Feature w/o Disp	16	20	24	21	35	17	24	27	68.8%	20	23	13.3%
GJ BL (100% Juice)												
Average Promo Price	6.20	5.65	5.24	5.74	5.26	5.96	5.40	5.41	-12.7%	5.96	5.59	-6.3%
Price Reduction	33	33	36	35	27	26	33	27	-18.2%	29	29	-1.1%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	0	0	0	0	0	0	0	1		1	0	-50.0%
Feature w/o Disp	1	3	4	9	11	11	4	1	0.0%	7	5	-20.0%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 12/20/14

2013-14 STD: 09/29/13 - 12/21/13

Source: Nielsen