

Nielsen Retail Sales OJ, GJ and OJ/GJ Beverages

Monthly Topline Report
Report #03 of 2018-19 Season
For 4 weeks ending 12/22/18



Week Ending 12/22/18
 Report 03 of 18/19 Season

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

	4 WEEKS ENDING 12/22/18			SEASON YEAR-TO-DATE		
	GALLONS	PRICE	DOLLARS	GALLONS	PRICE	DOLLARS
Total OJ	-8.3%	4.4%	-4.3%	-7.6%	4.2%	-3.8%
Ref NFC OJ	-14.0%	9.0%	-6.2%	-12.1%	7.8%	-5.2%
Ref Recon OJ	2.1%	-0.4%	1.7%	0.2%	0.5%	0.7%
Total GJ	-14.0%	7.8%	-7.3%	-16.1%	7.2%	-10.1%
Ref NFC GJ	-14.0%	10.1%	-5.3%	-16.5%	9.2%	-8.9%
Shelf Stable GJ	-11.1%	0.6%	-10.6%	-11.4%	0.5%	-10.9%
OJ Drinks	-11.3%	8.7%	-3.6%	-9.4%	7.4%	-2.7%
OJ Blend Drinks	-1.8%	0.3%	-1.5%	-3.8%	0.8%	-3.0%
OJ Blend (100% Juice)	-12.7%	4.9%	-8.4%	-12.0%	3.5%	-9.0%
GJ Blend (100% Juice)	-17.0%	-2.3%	-18.9%	-21.5%	-1.8%	-22.9%
GJ Cocktail	-7.7%	3.0%	-4.9%	-7.7%	1.7%	-6.1%

Source: Nielsen. xAOC = Expanded All Outlets Combined. xAOC data consists of POS data for U.S. grocery stores doing \$2 million and greater annual sales, drug stores doing \$1 million and greater annual sales, mass merchandisers (like Target), Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA.

Florida Department of Citrus
ORANGE JUICE SALES
Expanded All Outlets Combined (xAOC)
NIELSEN SCANTRACK
(Gallons and Revenues in Millions)

Report Ending Date: 12/22/18
Issue Date: 01/07/19
Report 03 of 18/19 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	12/23/17	07/07/18	08/04/18	09/01/18	09/29/18	10/27/18	11/24/18	12/22/18		2017-18	2018-19	% Change
<u>NFC OJ</u>												
Gallons	22.76	16.77	16.20	16.69	16.70	16.78	18.48	19.57	-14.0%	62.36	54.83	-12.1%
Price/Gal (\$)	7.49	8.05	8.15	8.12	8.18	8.29	8.22	8.16	9.0%	7.63	8.22	7.8%
Revenues (\$)	170.35	135.05	132.11	135.61	136.67	139.19	151.89	159.77	-6.2%	475.70	450.85	-5.2%
<u>RECON OJ</u>												
Gallons	11.69	10.36	10.62	10.72	10.73	10.84	11.49	11.94	2.1%	34.19	34.27	0.2%
Price/Gal (\$)	5.15	5.23	5.12	5.17	5.19	5.19	5.15	5.13	-0.4%	5.13	5.16	0.5%
Revenues (\$)	60.24	54.12	54.32	55.45	55.64	56.27	59.21	61.29	1.7%	175.46	176.77	0.7%
<u>Refrigerated OJ</u>												
Gallons	34.45	27.13	26.82	27.42	27.43	27.62	29.97	31.52	-8.5%	96.55	89.11	-7.7%
Price/Gal (\$)	6.69	6.97	6.95	6.97	7.01	7.08	7.04	7.01	4.8%	6.74	7.04	4.4%
Revenues (\$)	230.59	189.16	186.43	191.06	192.31	195.45	211.11	221.06	-4.1%	651.16	627.62	-3.6%
<u>Frozen OJ</u>												
Gallons	1.50	1.20	1.14	1.13	1.11	1.13	1.27	1.45	-3.3%	4.08	3.85	-5.6%
Price/Gal (\$)	5.03	5.00	5.04	5.02	4.99	4.88	4.95	4.79	-4.8%	5.01	4.87	-2.8%
Revenues (\$)	7.55	6.02	5.74	5.66	5.54	5.53	6.27	6.96	-7.9%	20.43	18.75	-8.2%
<u>Shelf Stable OJ</u>												
Gallons	0.02	0.02	0.01	0.02	0.02	0.02	0.01	0.02	-14.4%	0.06	0.05	-17.1%
Price/Gal (\$)	9.20	9.14	9.51	8.77	8.77	8.97	9.20	8.72	-5.2%	9.12	8.95	-1.8%
Revenues (\$)	0.18	0.15	0.13	0.15	0.14	0.14	0.13	0.14	-18.8%	0.50	0.41	-18.6%
<u>Total Orange Juice</u>												
Gallons	35.97	28.35	27.97	28.56	28.55	28.77	31.25	32.98	-8.3%	100.68	93.01	-7.6%
Price/Gal (\$)	6.63	6.89	6.87	6.89	6.93	6.99	6.96	6.92	4.4%	6.68	6.95	4.2%
Revenues (\$)	238.32	195.33	192.30	196.87	198.00	201.12	217.50	228.16	-4.3%	672.09	646.78	-3.8%

Most recent four-week-period is preliminary

2018-19 STD: 09/30/18 - 12/22/18
2017-18 STD: 10/01/17 - 12/23/17

Source: Nielsen. xAOC = Expanded All Outlets Combined. xAOC data consists of POS data for U.S. grocery stores doing \$2 million and greater annual sales, drug stores doing \$1 million and greater annual sales, mass merchandisers (like Target), Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA.

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

GRAPEFRUIT JUICE SALES
Expanded All Outlets Combined (xAOC)
(Gallons and Revenues in Millions)

Report 03 of 18/19 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	12/23/17	07/07/18	08/04/18	09/01/18	09/29/18	10/27/18	11/24/18	12/22/18		2017-18	2018-19	% Change
<u>NFC GJ</u>												
Gallons	0.69	0.62	0.62	0.63	0.60	0.53	0.58	0.60	-14.0%	2.04	1.71	-16.5%
Price/Gal (\$)	7.58	8.29	8.41	8.32	8.37	8.60	8.42	8.34	10.1%	7.74	8.45	9.2%
Revenues (\$)	5.26	5.16	5.21	5.21	5.04	4.54	4.89	4.98	-5.3%	15.81	14.41	-8.9%
<u>RECON GJ</u>												
Gallons	0.06	0.06	0.03	0.03	0.03	0.03	0.03	0.03	-57.6%	0.19	0.08	-54.7%
Price/Gal (\$)	8.53	9.13	12.48	12.76	12.52	13.15	13.00	13.52	58.5%	8.67	13.21	52.4%
Revenues (\$)	0.53	0.59	0.39	0.40	0.38	0.36	0.39	0.36	-32.8%	1.62	1.12	-31.0%
<u>Refrigerated GJ</u>												
Gallons	0.76	0.69	0.65	0.66	0.63	0.56	0.61	0.62	-17.6%	2.23	1.79	-19.7%
Price/Gal (\$)	7.66	8.37	8.61	8.53	8.57	8.83	8.64	8.56	11.8%	7.81	8.67	11.0%
Revenues (\$)	5.79	5.75	5.60	5.61	5.42	4.91	5.28	5.34	-7.8%	17.43	15.53	-10.9%
<u>Frozen GJ</u>												
Gallons	0.01	0.01	0.01	0.01	0.01	0.01	0.02	0.03	261.6%	0.02	0.06	184.4%
Price/Gal (\$)	4.87	4.81	4.81	4.90	4.90	5.12	4.94	4.56	-6.3%	4.83	4.82	-0.1%
Revenues (\$)	0.03	0.03	0.03	0.04	0.04	0.07	0.09	0.11	239.0%	0.10	0.28	184.2%
<u>Shelf Stable GJ</u>												
Gallons	0.27	0.30	0.28	0.28	0.25	0.25	0.25	0.24	-11.1%	0.83	0.74	-11.4%
Price/Gal (\$)	6.20	6.19	6.25	6.17	6.35	6.24	6.11	6.24	0.6%	6.16	6.19	0.5%
Revenues (\$)	1.65	1.85	1.77	1.70	1.60	1.58	1.51	1.47	-10.6%	5.12	4.56	-10.9%
<u>Total Grapefruit Juice</u>												
Gallons	1.03	0.99	0.94	0.94	0.89	0.82	0.88	0.88	-14.0%	3.08	2.58	-16.1%
Price/Gal (\$)	7.26	7.69	7.87	7.81	7.91	7.97	7.85	7.83	7.8%	7.35	7.88	7.2%
Revenues (\$)	7.47	7.63	7.40	7.35	7.05	6.56	6.89	6.92	-7.3%	22.65	20.37	-10.1%

Most recent four-week-period is preliminary

2018-19 STD: 09/30/18 - 12/22/18
2017-18 STD: 10/01/17 - 12/23/17

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 03 of 18/19 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	12/23/17	07/07/18	08/04/18	09/01/18	09/29/18	10/27/18	11/24/18	12/22/18		2017-18	2018-19	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	1.11	1.30	1.24	1.27	1.18	1.05	1.06	1.01	-8.4%	3.37	3.12	-7.3%
Price/Gal (\$)	5.46	5.50	5.60	5.50	5.49	5.58	5.55	5.58	2.2%	5.49	5.57	1.4%
Revenues (\$)	6.04	7.15	6.92	6.97	6.49	5.87	5.87	5.65	-6.4%	18.50	17.39	-6.0%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1.65	1.27	1.20	1.22	1.23	1.29	1.43	1.45	-12.0%	4.61	4.17	-9.5%
Price/Gal (\$)	7.51	7.91	8.38	8.49	8.49	8.40	8.14	8.31	10.6%	7.60	8.28	9.0%
Revenues (\$)	12.35	10.07	10.02	10.39	10.46	10.85	11.68	12.02	-2.7%	35.04	34.55	-1.4%
<u>OJ Drinks - % not stated</u>												
Gallons	0.15	0.13	0.12	0.13	0.11	0.10	0.11	0.12	-24.3%	0.44	0.33	-24.7%
Price/Gal (\$)	5.32	7.26	7.42	7.45	7.71	7.72	7.65	7.22	35.7%	5.49	7.52	36.9%
Revenues (\$)	0.81	0.92	0.92	0.94	0.87	0.81	0.84	0.83	2.7%	2.41	2.49	3.2%
<u>Total OJ Drinks</u>												
Gallons	2.90	2.70	2.55	2.62	2.53	2.45	2.60	2.58	-11.3%	8.42	7.63	-9.4%
Price/Gal (\$)	6.61	6.72	6.99	6.99	7.05	7.16	7.07	7.19	8.7%	6.64	7.14	7.4%
Revenues (\$)	19.21	18.50	17.86	18.31	17.82	17.53	18.39	18.51	-3.6%	55.95	54.42	-2.7%
<u>OJ BL Drinks</u>												
Gallons	13.37	14.46	14.39	14.85	14.17	13.26	12.84	13.13	-1.8%	40.78	39.23	-3.8%
Price/Gal (\$)	3.40	3.28	3.25	3.30	3.37	3.42	3.42	3.41	0.3%	3.39	3.42	0.8%
Revenues (\$)	45.47	47.40	46.72	49.06	47.79	45.30	43.97	44.77	-1.5%	138.25	134.04	-3.0%
<u>OJ BL (100% Juice)</u>												
Gallons	2.45	2.08	1.96	2.01	1.97	1.96	2.08	2.14	-12.7%	7.02	6.17	-12.0%
Price/Gal (\$)	7.02	7.37	7.50	7.45	7.54	7.52	7.40	7.37	4.9%	7.18	7.43	3.5%
Revenues (\$)	17.21	15.34	14.71	14.96	14.81	14.71	15.39	15.76	-8.4%	50.38	45.86	-9.0%
<u>GJ Cocktail</u>												
Gallons	0.66	0.70	0.67	0.67	0.64	0.61	0.64	0.61	-7.7%	2.01	1.85	-7.7%
Price/Gal (\$)	5.97	6.26	6.33	6.29	6.22	6.20	5.99	6.15	3.0%	6.01	6.11	1.7%
Revenues (\$)	3.94	4.36	4.25	4.20	3.96	3.75	3.83	3.75	-4.9%	12.06	11.32	-6.1%
<u>GJ BL (100% Juice)</u>												
Gallons	0.11	0.11	0.10	0.10	0.10	0.09	0.10	0.09	-17.0%	0.36	0.29	-21.5%
Price/Gal (\$)	6.16	5.96	5.92	5.91	6.00	6.03	5.73	6.02	-2.3%	6.03	5.92	-1.8%
Revenues (\$)	0.69	0.63	0.62	0.60	0.58	0.56	0.58	0.56	-18.9%	2.19	1.69	-22.9%

Most recent four-week-period is preliminary

2018-19 STD: 09/30/18 - 12/22/18
2017-18 STD: 10/01/17 - 12/23/17

Source: Nielsen. xAOC = Expanded All Outlets Combined. xAOC data consists of POS data for U.S. grocery stores doing \$2 million and greater annual sales, drug stores doing \$1 million and greater annual sales, mass merchandisers (like Target), Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA.

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

Report Ending Date: 12/22/18
 Issue Date: 01/07/19
 Report 03 of 18/19 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	12/23/17	07/07/18	08/04/18	09/01/18	09/29/18	10/27/18	11/24/18	12/22/18		2017-18	2018-19	% Change
<u>NFC OJ</u>												
Gallons	15.46	11.34	10.93	11.24	11.20	11.22	12.44	13.00	-15.9%	42.28	36.66	-13.3%
Price/Gal (\$)	7.46	8.18	8.30	8.24	8.32	8.44	8.33	8.27	10.9%	7.64	8.34	9.2%
Revenues (\$)	115.26	92.80	90.71	92.56	93.19	94.65	103.60	107.56	-6.7%	323.10	305.81	-5.4%
<u>RECON OJ</u>												
Gallons	7.04	6.35	6.61	6.55	6.50	6.47	6.86	7.03	-0.2%	20.89	20.36	-2.5%
Price/Gal (\$)	5.03	5.25	5.08	5.17	5.23	5.20	5.19	5.17	2.7%	4.98	5.18	4.2%
Revenues (\$)	35.43	33.36	33.60	33.90	33.94	33.67	35.59	36.31	2.5%	103.94	105.56	1.6%
<u>Refrigerated OJ</u>												
Gallons	22.50	17.69	17.54	17.79	17.70	17.69	19.31	20.03	-11.0%	63.17	57.02	-9.7%
Price/Gal (\$)	6.70	7.13	7.09	7.11	7.18	7.25	7.21	7.18	7.3%	6.76	7.21	6.7%
Revenues (\$)	150.68	126.15	124.31	126.46	127.13	128.32	139.18	143.87	-4.5%	427.04	411.37	-3.7%
<u>Frozen OJ</u>												
Gallons	1.08	0.87	0.82	0.81	0.79	0.83	0.94	1.08	0.7%	2.95	2.85	-3.3%
Price/Gal (\$)	5.08	5.09	5.14	5.11	5.12	5.06	5.15	4.92	-3.0%	5.05	5.04	-0.3%
Revenues (\$)	5.47	4.43	4.21	4.16	4.07	4.19	4.83	5.34	-2.4%	14.89	14.36	-3.6%
<u>Shelf Stable OJ</u>												
Gallons	0.02	0.01	0.01	0.01	0.01	0.01	0.01	0.01	-16.9%	0.05	0.04	-19.0%
Price/Gal (\$)	9.40	9.52	9.94	9.19	9.25	9.58	9.58	9.14	-2.7%	9.40	9.42	0.3%
Revenues (\$)	0.17	0.14	0.12	0.14	0.13	0.13	0.12	0.13	-19.2%	0.48	0.39	-18.8%
<u>Total Orange Juice</u>												
Gallons	23.59	18.58	18.37	18.62	18.50	18.53	20.26	21.13	-10.4%	66.17	59.92	-9.5%
Price/Gal (\$)	6.63	7.04	7.00	7.02	7.10	7.16	7.12	7.07	6.7%	6.69	7.11	6.4%
Revenues (\$)	156.31	130.72	128.64	130.75	131.33	132.64	144.14	149.34	-4.5%	442.41	426.12	-3.7%

Most recent four-week-period is preliminary
 2018-19 STD: 09/30/18 - 12/22/18
 2017-18 STD: 10/01/17 - 12/23/17

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 03 of 18/19 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	12/23/17	07/07/18	08/04/18	09/01/18	09/29/18	10/27/18	11/24/18	12/22/18		2017-18	2018-19	% Change
<u>NFC GJ</u>												
Gallons	575.96	510.61	511.51	516.70	495.19	453.92	479.21	492.33	-14.5%	1,691.09	1,425.46	-15.7%
Price/Gal (\$)	7.59	8.38	8.51	8.39	8.46	8.59	8.43	8.35	10.0%	7.77	8.45	8.8%
Revenues (\$)	4,371.18	4,279.73	4,350.65	4,333.73	4,187.68	3,899.70	4,040.59	4,110.15	-6.0%	13,137.87	12,050.44	-8.3%
<u>RECON GJ</u>												
Gallons	62.34	64.40	31.14	31.61	30.30	27.70	30.29	26.42	-57.6%	186.38	84.41	-54.7%
Price/Gal (\$)	8.53	9.13	12.48	12.76	12.52	13.15	13.00	13.52	58.5%	8.67	13.21	52.5%
Revenues (\$)	531.82	587.93	388.69	403.42	379.45	364.09	393.77	357.23	-32.8%	1,615.10	1,115.08	-31.0%
<u>Refrigerated GJ</u>												
Gallons	638.29	575.01	542.65	548.31	525.50	481.62	509.50	518.75	-18.7%	1,877.47	1,509.87	-19.6%
Price/Gal (\$)	7.68	8.47	8.73	8.64	8.69	8.85	8.70	8.61	12.1%	7.86	8.72	11.0%
Revenues (\$)	4,903.00	4,867.66	4,739.35	4,737.15	4,567.14	4,263.79	4,434.36	4,467.37	-8.9%	14,752.97	13,165.53	-10.8%
<u>Frozen GJ</u>												
Gallons	6.93	7.03	7.10	7.20	7.49	14.52	18.14	25.05	261.6%	20.29	57.71	184.4%
Price/Gal (\$)	4.87	4.81	4.81	4.90	4.90	5.12	4.94	4.56	-6.3%	4.83	4.82	-0.1%
Revenues (\$)	33.72	33.86	34.16	35.26	36.65	74.37	89.61	114.29	239.0%	97.91	278.26	184.2%
<u>Shelf Stable GJ</u>												
Gallons	172.68	192.82	179.21	175.82	154.31	157.87	159.03	148.52	-14.0%	546.04	465.42	-14.8%
Price/Gal (\$)	6.60	6.77	6.92	6.78	7.13	6.92	6.67	6.89	4.3%	6.52	6.82	4.7%
Revenues (\$)	1,140.14	1,305.97	1,240.86	1,192.62	1,100.95	1,092.24	1,061.00	1,023.21	-10.3%	3,559.08	3,176.45	-10.8%
<u>Total Grapefruit Juice</u>												
Gallons	817.90	774.86	728.97	731.33	687.29	654.00	686.67	692.31	-15.4%	2,443.79	2,032.99	-16.8%
Price/Gal (\$)	7.43	8.01	8.25	8.16	8.30	8.30	8.13	8.10	9.0%	7.53	8.18	8.5%
Revenues (\$)	6,076.85	6,207.49	6,014.37	5,965.03	5,704.74	5,430.39	5,584.97	5,604.88	-7.8%	18,409.95	16,620.24	-9.7%

Most recent four-week-period is preliminary

2018-19 STD: 09/30/18 - 12/22/18
2017-18 STD: 10/01/17 - 12/23/17

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 03 of 18/19 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	12/23/17	07/07/18	08/04/18	09/01/18	09/29/18	10/27/18	11/24/18	12/22/18		2017-18	2018-19	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	731.66	865.66	833.63	863.96	802.12	711.36	740.18	704.41	-3.7%	2,230.41	2,155.94	-3.3%
Price/Gal (\$)	5.80	6.11	6.15	5.93	5.94	6.06	5.95	5.96	2.6%	5.85	5.99	2.4%
Revenues (\$)	4,246.14	5,285.56	5,130.34	5,120.24	4,765.00	4,308.41	4,404.09	4,195.07	-1.2%	13,042.20	12,907.57	-1.0%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1,203.37	954.61	882.56	891.09	896.02	951.05	1,065.96	1,057.08	-12.2%	3,358.18	3,074.09	-8.5%
Price/Gal (\$)	7.40	7.99	8.43	8.58	8.59	8.45	8.14	8.39	13.4%	7.51	8.32	10.8%
Revenues (\$)	8,907.81	7,627.86	7,443.19	7,643.98	7,694.61	8,039.63	8,675.87	8,872.99	-0.4%	25,220.76	25,588.49	1.5%
<u>OJ Drinks - % not stated</u>												
Gallons	152.09	125.95	122.70	125.80	112.16	103.73	109.23	114.80	-24.5%	436.17	327.76	-24.9%
Price/Gal (\$)	5.32	7.27	7.43	7.46	7.71	7.73	7.65	7.22	35.6%	5.50	7.52	36.8%
Revenues (\$)	809.35	915.61	911.96	938.31	865.18	801.74	835.85	828.59	2.4%	2,398.71	2,466.18	2.8%
<u>Total OJ Drinks</u>												
Gallons	2,087.12	1,946.22	1,838.89	1,880.86	1,810.30	1,766.14	1,915.37	1,876.28	-10.1%	6,024.76	5,557.79	-7.8%
Price/Gal (\$)	6.69	7.11	7.33	7.29	7.36	7.45	7.27	7.41	10.7%	6.75	7.37	9.2%
Revenues (\$)	13,963.31	13,781.75	13,485.50	13,702.53	13,324.79	13,149.78	13,915.81	13,896.64	-0.5%	40,661.67	40,962.23	0.7%
<u>OJ BL Drinks</u>												
Gallons	6,520.10	7,562.61	7,512.20	7,649.91	7,129.51	6,566.91	6,242.77	6,408.82	-1.7%	20,246.23	19,218.50	-5.1%
Price/Gal (\$)	3.43	3.21	3.19	3.22	3.39	3.47	3.51	3.45	0.5%	3.38	3.48	3.0%
Revenues (\$)	22,373.44	24,243.97	23,999.36	24,641.26	24,169.84	22,803.54	21,942.36	22,109.94	-1.2%	68,384.58	66,855.83	-2.2%
<u>OJ BL (100% Juice)</u>												
Gallons	1,661.43	1,412.29	1,319.88	1,337.32	1,305.89	1,297.26	1,415.82	1,456.50	-12.3%	4,690.23	4,169.59	-11.1%
Price/Gal (\$)	6.84	7.27	7.42	7.37	7.48	7.48	7.27	7.24	5.7%	7.05	7.32	3.8%
Revenues (\$)	11,371.72	10,273.51	9,787.68	9,850.30	9,765.05	9,700.55	10,293.64	10,538.10	-7.3%	33,078.87	30,532.29	-7.7%
<u>GJ Cocktail</u>												
Gallons	348.35	395.57	381.14	373.53	345.84	321.82	357.90	330.51	-5.1%	1,079.78	1,010.23	-6.4%
Price/Gal (\$)	6.63	6.99	7.09	7.02	7.01	7.00	6.55	6.81	2.7%	6.64	6.78	2.1%
Revenues (\$)	2,310.69	2,763.69	2,703.01	2,622.11	2,422.64	2,252.96	2,344.54	2,251.85	-2.5%	7,170.24	6,849.34	-4.5%
<u>GJ BL (100% Juice)</u>												
Gallons	65.69	54.58	52.58	50.23	45.64	43.16	53.85	44.92	-31.6%	224.39	141.93	-36.7%
Price/Gal (\$)	6.78	6.65	6.62	6.61	6.85	6.90	6.16	6.79	0.2%	6.49	6.58	1.5%
Revenues (\$)	445.23	362.96	348.01	332.07	312.54	297.81	331.51	305.01	-31.5%	1,455.74	934.33	-35.8%

Most recent four-week-period is preliminary

2018-19 STD: 09/30/18 - 12/22/18
2017-18 STD: 10/01/17 - 12/23/17

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: 12/22/18
Issue Date: 01/07/19
Report 03 of 18/19 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	12/23/17	07/07/18	08/04/18	09/01/18	09/29/18	10/27/18	11/24/18	12/22/18		2017-18	2018-19	% Change
<u>NFC OJ</u>												
Average Promo Price	6.54	7.27	7.35	7.32	7.44	7.52	7.44	7.27	11.2%	6.93	7.29	5.2%
Price Reduction	94	91	90	92	93	95	95	92	-2.1%	94	93	-0.6%
Feature & Disp	26	24	25	23	21	26	21	25	-3.8%	29	24	-16.8%
Display w/o Fea	20	21	25	22	25	27	18	20	0.0%	26	25	-6.4%
Feature w/o Disp	90	87	86	87	85	87	89	86	-4.4%	88	87	-0.7%
<u>RECON OJ</u>												
Average Promo Price	4.28	4.91	4.39	4.57	4.63	4.38	4.57	4.66	8.9%	4.39	4.59	4.5%
Price Reduction	77	75	76	77	81	74	67	69	-10.4%	80	75	-6.3%
Feature & Disp	3	5	5	5	4	3	4	5	66.7%	7	6	-18.1%
Display w/o Fea	8	10	11	11	11	11	10	8	0.0%	13	11	-10.9%
Feature w/o Disp	49	52	51	55	42	44	39	56	14.3%	57	51	-11.4%
<u>Refrigerated OJ</u>												
Average Promo Price	6.10	6.63	6.29	6.56	6.69	6.62	6.74	6.64	8.9%	6.23	6.55	5.2%
Price Reduction	98	93	95	96	96	96	97	93	-5.1%	97	96	-1.4%
Feature & Disp	27	26	28	26	23	27	23	27	0.0%	32	27	-14.0%
Display w/o Fea	25	27	30	28	30	32	24	24	-4.0%	33	30	-8.5%
Feature w/o Disp	91	90	89	91	89	89	91	89	-2.2%	90	90	0.1%
<u>Frozen OJ</u>												
Average Promo Price	4.25	3.92	4.09	4.36	4.19	4.37	4.46	3.99	-6.1%	4.00	4.29	7.3%
Price Reduction	37	36	30	29	31	34	34	43	16.2%	44	35	-19.4%
Feature & Disp	0	0	0	0	1	0	0	0	0.0%	0	0	100.0%
Display w/o Fea	0	1	1	1	1	1	1	1	0.0%	1	1	100.0%
Feature w/o Disp	10	7	5	10	7	9	8	8	-20.0%	9	8	-13.3%
<u>Shelf Stable OJ</u>												
Average Promo Price	7.60	8.61	8.22	7.05	7.07	7.83	7.73	6.90	-9.2%	7.51	7.52	0.2%
Price Reduction	3	8	12	14	14	9	9	13	333.3%	10	9	-16.9%
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	0	0	0	0	0.0%	1	1	-20.0%
<u>Total OJ</u>												
Average Promo Price	6.08	6.60	6.27	6.54	6.66	6.58	6.71	6.59	8.4%	6.18	6.53	5.6%
Price Reduction	98	94	96	96	97	96	97	93	-5.1%	97	96	-0.9%
Feature & Disp	27	26	28	26	23	28	24	27	0.0%	32	28	-13.7%
Display w/o Fea	25	27	30	29	30	33	24	25	0.0%	33	30	-7.9%
Feature w/o Disp	91	90	89	91	89	89	91	89	-2.2%	90	90	0.1%

Most recent four-week-period is preliminary
 2018-19 STD: 09/30/18 - 12/22/18
 2017-18 STD: 10/01/17 - 12/23/17
 Source: Nielsen

GRAPEFRUIT JUICE PROMOTIONS

FOOD (\$2MM+ Grocery Stores)

(Prices in dollars and Promotion in %ACV)

Report 03 of 18/19 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	12/23/17	07/07/18	08/04/18	09/01/18	09/29/18	10/27/18	11/24/18	12/22/18		2017-18	2018-19	% Change
<u>NFC GJ</u>												
Average Promo Price	6.56	7.42	7.35	7.26	7.68	7.64	7.45	7.19	9.6%	6.91	7.34	6.3%
Price Reduction	77	78	67	73	70	60	70	71	-7.8%	74	70	-5.0%
Feature & Disp	2	2	1	2	2	1	2	2	0.0%	2	2	-14.3%
Display w/o Fea	4	5	5	4	4	3	3	4	0.0%	6	5	-20.5%
Feature w/o Disp	50	59	53	57	52	43	56	54	8.0%	44	50	14.5%
<u>RECON GJ</u>												
Average Promo Price	6.26	6.09	10.41	11.62	10.18	11.55	10.61	13.01	107.8%	8.12	9.05	11.5%
Price Reduction	15	12	10	12	11	11	12	4	-73.3%	13	11	-16.0%
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	0.0%
Feature w/o Disp	0	0	0	5	0	0	1	0		0	1	375.0%
<u>Refrigerated GJ</u>												
Average Promo Price	6.54	7.35	7.39	7.34	7.72	7.72	7.54	7.22	10.4%	6.93	7.37	6.4%
Price Reduction	78	81	70	74	71	65	72	72	-7.7%	75	72	-3.5%
Feature & Disp	2	2	1	2	2	1	2	2	0.0%	2	2	-14.3%
Display w/o Fea	5	5	5	4	4	3	3	4	-20.0%	6	5	-22.6%
Feature w/o Disp	50	59	53	57	52	44	56	54	8.0%	44	50	14.7%
<u>Frozen GJ</u>												
Average Promo Price	4.72	5.18	3.71	5.35	4.97	4.34	3.70	4.14	-12.3%	4.07	4.47	9.8%
Price Reduction	1	1	1	1	1	8	9	10	900.0%	4	3	-36.8%
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	1	0	0		0	0	
<u>Shelf Stable GJ</u>												
Average Promo Price	5.21	5.43	5.65	5.43	6.07	5.72	5.51	5.58	7.1%	5.59	5.56	-0.5%
Price Reduction	44	40	35	35	30	32	40	39	-11.4%	41	39	-2.7%
Feature & Disp	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	-27.3%
Feature w/o Disp	6	12	17	14	4	19	13	8	33.3%	12	13	5.0%
<u>TL GJ</u>												
Average Promo Price	6.39	7.06	7.15	7.03	7.58	7.32	7.06	6.87	7.5%	6.71	7.06	5.1%
Price Reduction	84	87	77	79	75	72	80	80	-4.8%	81	80	-2.2%
Feature & Disp	2	2	1	2	2	1	2	2	0.0%	2	2	-6.9%
Display w/o Fea	6	5	6	5	5	4	4	5	-16.7%	8	6	-24.3%
Feature w/o Disp	53	62	56	65	56	49	61	57	7.5%	50	55	10.9%

Most recent four-week-period is preliminary

2018-19 STD: 09/30/18 - 12/22/18

2017-18 STD: 10/01/17 - 12/23/17

Source: Nielsen

LESS THAN 100% OJ & GJ BEVERAGES PROMOTIONS

FOOD (\$2MM+ Grocery Stores)

(Prices in dollars and Promotion in %ACV)

Report 03 of 18/19 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4	Season-to-Date		
	12/23/17	07/07/18	08/04/18	09/01/18	09/29/18	10/27/18	11/24/18	12/22/18		2017-18	2018-19	% Change
<u>OJ Drinks 0-39.99%</u>												
Average Promo Price	5.74	5.88	5.65	5.72	5.52	5.96	5.64	5.67	-1.2%	5.53	5.73	3.6%
Price Reduction	75	79	80	79	76	77	75	69	-8.0%	80	78	-2.1%
Feature & Disp	7	14	7	17	13	8	5	6	-14.3%	10	11	5.3%
Display w/o Fea	25	37	33	33	32	31	28	26	4.0%	32	32	-1.2%
Feature w/o Disp	48	57	44	65	57	46	43	39	-18.8%	55	52	-5.2%
<u>OJ Drinks 40-99.99%</u>												
Average Promo Price	6.86	7.33	7.63	7.89	7.96	7.82	7.43	7.66	11.7%	7.04	7.41	5.3%
Price Reduction	76	73	71	72	73	74	75	75	-1.3%	74	74	0.2%
Feature & Disp	7	2	4	2	2	5	4	5	-28.6%	6	4	-38.7%
Display w/o Fea	6	7	10	9	8	12	8	9	50.0%	9	10	12.0%
Feature w/o Disp	47	45	45	41	41	44	44	40	-14.9%	44	41	-6.8%
<u>OJ Drinks - % not stated</u>												
Average Promo Price	5.05	6.50	6.23	7.00	7.26	9.07	7.36	5.14	1.8%	5.09	6.15	20.7%
Price Reduction	12	20	17	20	15	16	13	10	-16.7%	16	16	1.5%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	-50.0%
Display w/o Fea	1	3	3	3	2	2	2	2	100.0%	2	2	8.7%
Feature w/o Disp	14	10	16	12	5	5	1	4	-71.4%	11	9	-19.6%
<u>Total OJ Drinks</u>												
Average Promo Price	6.50	6.62	6.69	6.89	6.91	7.26	6.89	7.04	8.3%	6.42	6.76	5.2%
Price Reduction	88	89	89	91	87	89	88	87	-1.1%	90	90	-1.0%
Feature & Disp	13	16	11	19	15	13	9	11	-15.4%	16	14	-8.9%
Display w/o Fea	29	42	41	39	38	39	34	33	13.8%	39	39	0.4%
Feature w/o Disp	67	72	73	72	70	70	65	60	-10.4%	71	68	-3.5%
<u>OJ BL Drinks</u>												
Average Promo Price	2.92	2.59	2.54	2.57	2.90	2.93	2.88	2.77	-5.1%	2.80	2.77	-0.8%
Price Reduction	96	96	96	97	96	96	93	91	-5.2%	97	95	-1.7%
Feature & Disp	13	32	32	28	25	23	15	15	15.4%	28	23	-16.2%
Display w/o Fea	49	59	59	60	60	57	51	44	-10.2%	62	55	-10.7%
Feature w/o Disp	65	82	83	78	83	79	77	77	18.5%	81	78	-3.8%
<u>OJ BL (100% Juice)</u>												
Average Promo Price	5.89	6.63	6.61	6.58	6.87	6.74	6.48	6.31	7.1%	6.37	6.57	3.1%
Price Reduction	84	88	85	82	87	85	83	82	-2.4%	88	85	-2.5%
Feature & Disp	7	7	5	6	5	6	5	5	-28.6%	8	6	-25.0%
Display w/o Fea	7	9	10	8	10	8	8	6	-14.3%	12	9	-25.5%
Feature w/o Disp	79	65	60	70	59	63	79	69	-12.7%	70	65	-8.0%
<u>GJ Cocktail</u>												
Average Promo Price	5.41	6.27	6.66	6.12	5.91	6.14	5.66	5.89	8.9%	6.05	5.93	-2.0%
Price Reduction	73	69	71	71	64	67	77	72	-1.4%	71	72	1.3%
Feature & Disp	4	9	3	4	2	3	2	3	-25.0%	5	4	-12.9%
Display w/o Fea	14	22	20	18	14	14	14	12	-14.3%	18	17	-8.5%
Feature w/o Disp	21	36	28	30	23	18	28	24	14.3%	28	27	-4.1%
<u>GJ BL (100% Juice)</u>												
Average Promo Price	5.48	5.58	5.56	5.14	5.55	6.17	5.27	5.97	8.9%	6.25	5.56	-11.0%
Price Reduction	34	20	24	18	17	17	26	20	-41.2%	39	26	-34.6%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	-100.0%
Display w/o Fea	1	1	1	0	1	0	0	0	-100.0%	1	1	-52.9%
Feature w/o Disp	7	7	7	5	1	6	4	4	-42.9%	7	5	-26.7%

Most recent four-week-period is preliminary

2018-19 STD: 09/30/18 - 12/22/18

2017-18 STD: 10/01/17 - 12/23/17

Source: Nielsen

Orange Juice Categories at xAOC

	Last Year 52 weeks ending 12/23/17	This Year 52 weeks ending 12/22/18
GALLONS (millions)		
Total OJ	426.12	403.62
Ref NFC OJ	261.64	241.62
Ref Recon OJ	146.59	145.59
Frozen OJ	17.63	16.17
SS OJ	0.28	0.23
DOLLARS (millions)		
Total OJ	\$2,862.97	\$2,778.61
Ref NFC OJ	\$2,013.34	\$1,940.29
Ref Recon OJ	\$759.88	\$755.94
Frozen OJ	\$87.34	\$80.32
SS OJ	\$2.41	\$2.06
AVG PRICE PER GALLON		
Total OJ	\$6.72	\$6.88
Ref NFC OJ	\$7.70	\$8.03
Ref Recon OJ	\$5.18	\$5.19
Frozen OJ	\$4.96	\$4.97
SS OJ	\$8.68	\$8.93
SHARE OF GALLONS		
Total OJ	100.0%	100.0%
Ref NFC OJ	61.4%	59.9%
Ref Recon OJ	34.4%	36.1%
Frozen OJ	4.1%	4.0%
SS OJ	0.1%	0.1%
SHARE OF DOLLARS		
Total OJ	100.0%	100.0%
Ref NFC OJ	70.3%	69.8%
Ref Recon OJ	26.5%	27.2%
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 12/22/18 and 52 wks ending 12/23/17

Created: 01/07/19

Grapefruit Juice Categories at xAOC

	Last Year 52 weeks ending 12/23/17	This Year 52 weeks ending 12/22/18
GALLONS (millions)		
Total GJ	13.87	12.61
Ref NFC GJ	9.16	8.10
Ref Recon GJ	0.80	0.71
Frozen GJ	0.11	0.13
SS GJ	3.80	3.67
DOLLARS (millions)		
Total GJ	\$103.05	\$97.44
Ref NFC GJ	\$71.63	\$67.17
Ref Recon GJ	\$7.09	\$6.88
Frozen GJ	\$0.51	\$0.62
SS GJ	\$23.80	\$22.77
AVG PRICE PER GALLON		
Total GJ	\$7.43	\$7.73
Ref NFC GJ	\$7.82	\$8.29
Ref Recon GJ	\$8.85	\$9.73
Frozen GJ	\$4.50	\$4.83
SS GJ	\$6.27	\$6.20
SHARE OF GALLONS		
Total GJ	100.0%	100.0%
Ref NFC GJ	66.0%	64.2%
Ref Recon GJ	5.8%	5.6%
Frozen GJ	0.8%	1.0%
SS GJ	27.4%	29.1%
SHARE OF DOLLARS		
Total GJ	100.0%	100.0%
Ref NFC GJ	69.5%	68.9%
Ref Recon GJ	6.9%	7.1%
Frozen GJ	0.5%	0.6%
SS GJ	23.1%	23.4%

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 12/22/18 and 52 wks ending 12/23/17

Created: 01/07/19

Orange Juice Sales at xAOC - by Region

Gallons										
	52 Weeks			52 Weeks YA		4 WEEKS ENDING 12/22/18			4 WEEKS ENDING 12/23/17	
	% of Total	% Chg		% of Total		% of Total	% Chg		% of Total	
TOTAL US - XAOC										
TL OJ	403,618,522		-5.3%	426,124,737		32,984,969		-8.3%	35,970,371	
TL OJ REF NFC	241,623,513		-7.6%	261,635,109		19,571,649		-14.0%	22,755,249	
TL OJ REF RECON	145,590,883		-0.7%	146,586,437		11,944,336		2.1%	11,694,488	
NORTHEAST REGION - XAOC										
TL OJ	75,256,011	18.6%	-6.5%	80,455,004	18.9%	6,208,671	18.8%	-9.3%	6,847,376	19.0%
TL OJ REF NFC	58,900,071	14.6%	-7.9%	63,984,855	15.0%	4,893,842	14.8%	-13.2%	5,639,900	15.7%
TL OJ REF RECON	14,610,755	3.6%	-0.2%	14,646,961	3.4%	1,163,563	3.5%	10.7%	1,050,784	2.9%
SOUTH REGION - XAOC										
TL OJ	159,260,723	39.5%	-4.9%	167,453,506	39.3%	12,823,328	38.9%	-6.6%	13,732,905	38.2%
TL OJ REF NFC	91,249,590	22.6%	-8.2%	99,367,411	23.3%	7,176,464	21.8%	-13.2%	8,268,085	23.0%
TL OJ REF RECON	63,126,458	15.6%	0.6%	62,778,247	14.7%	5,179,397	15.7%	3.2%	5,020,051	14.0%
WEST REGION - XAOC										
TL OJ	83,386,582	20.7%	-6.3%	89,014,073	20.9%	6,619,982	20.1%	-12.6%	7,572,301	21.1%
TL OJ REF NFC	45,216,680	11.2%	-7.1%	48,674,312	11.4%	3,591,872	10.9%	-17.9%	4,374,102	12.2%
TL OJ REF RECON	33,191,673	8.2%	-4.9%	34,918,653	8.2%	2,612,039	7.9%	-5.1%	2,753,253	7.7%
MIDWEST REGION - XAOC										
TL OJ	85,587,085	21.2%	-3.6%	88,739,660	20.8%	7,316,586	22.2%	-6.3%	7,809,502	21.7%
TL OJ REF NFC	46,067,165	11.4%	-6.3%	49,178,375	11.5%	3,892,607	11.8%	-12.7%	4,460,712	12.4%
TL OJ REF RECON	34,705,038	8.6%	1.5%	34,204,206	8.0%	2,988,578	9.1%	4.0%	2,873,420	8.0%

Dollars										
	52 Weeks			52 Weeks YA		4 WEEKS ENDING 12/22/18			4 WEEKS ENDING 12/23/17	
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	% of Total	% Chg	% of Total		
TOTAL US - XAOC										
TL OJ	\$2,778,613,554		-2.9%	\$2,862,970,908		\$228,157,244		-4.3%	\$238,321,074	
TL OJ REF NFC	\$1,940,286,264		-3.6%	\$2,013,339,476		\$159,766,794		-6.2%	\$170,351,219	
TL OJ REF RECON	\$755,943,463		-0.5%	\$759,875,366		\$61,291,999		1.7%	\$60,241,895	
NORTHEAST REGION - XAOC										
TL OJ	\$533,337,274	19.2%	-2.8%	\$548,799,898	19.2%	\$44,929,816	19.7%	-2.6%	\$46,147,941	19.4%
TL OJ REF NFC	\$443,554,005	16.0%	-3.8%	\$461,113,171	16.1%	\$37,720,463	16.5%	-4.8%	\$39,602,385	16.6%
TL OJ REF RECON	\$79,828,033	2.9%	3.4%	\$77,221,828	2.7%	\$6,356,272	2.8%	12.6%	\$5,644,399	2.4%
SOUTH REGION - XAOC										
TL OJ	\$1,077,584,814	38.8%	-3.3%	\$1,113,814,097	38.9%	\$87,057,414	38.2%	-4.3%	\$90,956,194	38.2%
TL OJ REF NFC	\$737,599,684	26.5%	-4.2%	\$769,826,276	26.9%	\$59,283,056	26.0%	-6.7%	\$63,540,382	26.7%
TL OJ REF RECON	\$316,183,239	11.4%	-0.5%	\$317,682,584	11.1%	\$25,679,604	11.3%	2.0%	\$25,182,921	10.6%
WEST REGION - XAOC										
TL OJ	\$596,605,488	21.5%	-3.1%	\$615,689,394	21.5%	\$47,293,066	20.7%	-6.6%	\$50,611,879	21.2%
TL OJ REF NFC	\$389,610,276	14.0%	-2.6%	\$400,087,430	14.0%	\$31,082,947	13.6%	-7.7%	\$33,661,719	14.1%
TL OJ REF RECON	\$182,584,158	6.6%	-3.5%	\$189,127,046	6.6%	\$14,230,571	6.2%	-3.5%	\$14,752,784	6.2%
MIDWEST REGION - XAOC										
TL OJ	\$569,719,531	20.5%	-2.0%	\$581,278,665	20.3%	\$48,727,872	21.4%	-3.5%	\$50,520,076	21.2%
TL OJ REF NFC	\$367,769,897	13.2%	-3.0%	\$378,996,430	13.2%	\$31,521,336	13.8%	-5.7%	\$33,435,916	14.0%
TL OJ REF RECON	\$177,628,936	6.4%	1.1%	\$175,753,712	6.1%	\$15,029,454	6.6%	2.4%	\$14,680,870	6.2%

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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Grapefruit Juice Sales at xAOC - by Region

Gallons										
	52 Weeks			52 Weeks YA		4 WEEKS ENDING 12/22/18			4 WEEKS ENDING 12/23/17	
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 WEEKS ENDING 12/22/18	% of Total	% Chg	4 WEEKS ENDING 12/23/17	% of Total
TOTAL US - XAOC										
TL GJ	12,609,191		-9.1%	13,874,700		884,705		-14.0%	1,028,932	
TL GJ REF NFC	8,099,884		-11.6%	9,159,411		597,072		-14.0%	693,870	
TL GJ REF RECON	707,555		-11.7%	801,022		26,421		-57.6%	62,339	
NORTHEAST REGION - XAOC										
TL GJ	2,311,618	18.3%	-9.5%	2,554,473	18.4%	174,365	19.7%	-11.9%	198,002	19.2%
TL GJ REF NFC	1,765,986	14.0%	-10.5%	1,972,827	14.2%	139,652	15.8%	-10.0%	155,097	15.1%
TL GJ REF RECON	74,738	0.6%	-5.6%	79,172	0.6%	4,729	0.5%	-21.0%	5,983	0.6%
SOUTH REGION - XAOC										
TL GJ	5,260,944	41.7%	-9.8%	5,833,607	42.0%	340,618	38.5%	-17.6%	413,541	40.2%
TL GJ REF NFC	3,270,458	25.9%	-12.8%	3,749,436	27.0%	217,004	24.5%	-19.6%	269,769	26.2%
TL GJ REF RECON	351,007	2.8%	-17.2%	424,087	3.1%	14,947	1.7%	-52.3%	31,344	3.0%
WEST REGION - XAOC										
TL GJ	2,841,991	22.5%	-8.6%	3,108,307	22.4%	206,490	23.3%	-13.9%	239,815	23.3%
TL GJ REF NFC	1,776,925	14.1%	-12.4%	2,028,158	14.6%	136,875	15.5%	-15.6%	162,230	15.8%
TL GJ REF RECON	161,773	1.3%	17.6%	137,531	1.0%	4,762	0.5%	-56.3%	10,905	1.1%
MIDWEST REGION - XAOC										
TL GJ	2,182,211	17.3%	-7.5%	2,359,394	17.0%	162,419	18.4%	-8.1%	176,774	17.2%
TL GJ REF NFC	1,273,691	10.1%	-8.2%	1,386,939	10.0%	102,635	11.6%	-3.1%	105,965	10.3%
TL GJ REF RECON	118,665	0.9%	-28.7%	166,365	1.2%	1,915	0.2%	-86.4%	14,088	1.4%

Dollars										
	52 Weeks			52 Weeks YA		4 WEEKS ENDING 12/22/18			4 WEEKS ENDING 12/23/17	
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 WEEKS ENDING 12/22/18	% of Total	% Chg	4 WEEKS ENDING 12/23/17	% of Total
TOTAL US - XAOC										
TL GJ	\$97,440,471		-5.4%	\$103,047,312		\$6,923,985		-7.3%	\$7,470,408	
TL GJ REF NFC	\$67,169,716		-6.2%	\$71,632,380		\$4,979,449		-5.3%	\$5,257,530	
TL GJ REF RECON	\$6,881,929		-2.9%	\$7,090,530		\$357,226		-32.8%	\$531,850	
NORTHEAST REGION - XAOC										
TL GJ	\$18,218,895	18.7%	-3.3%	\$18,845,908	18.3%	\$1,396,229	20.2%	-2.3%	\$1,429,496	19.1%
TL GJ REF NFC	\$14,144,491	14.5%	-3.9%	\$14,724,120	14.3%	\$1,125,657	16.3%	-0.2%	\$1,127,504	15.1%
TL GJ REF RECON	\$955,232	1.0%	19.6%	\$798,404	0.8%	\$65,831	1.0%	5.2%	\$62,597	0.8%
SOUTH REGION - XAOC										
TL GJ	\$39,648,608	40.7%	-7.2%	\$42,706,067	41.4%	\$2,635,041	38.1%	-12.6%	\$3,014,703	40.4%
TL GJ REF NFC	\$26,564,682	27.3%	-8.4%	\$28,988,903	28.1%	\$1,797,193	26.0%	-13.2%	\$2,071,077	27.7%
TL GJ REF RECON	\$3,345,549	3.4%	-10.5%	\$3,738,470	3.6%	\$185,621	2.7%	-30.2%	\$266,121	3.6%
WEST REGION - XAOC										
TL GJ	\$23,357,398	24.0%	-4.1%	\$24,357,605	23.6%	\$1,689,806	24.4%	-4.5%	\$1,769,316	23.7%
TL GJ REF NFC	\$15,984,071	16.4%	-6.1%	\$17,018,467	16.5%	\$1,214,578	17.5%	-3.1%	\$1,253,663	16.8%
TL GJ REF RECON	\$1,649,452	1.7%	18.0%	\$1,397,669	1.4%	\$75,694	1.1%	-28.5%	\$105,917	1.4%
MIDWEST REGION - XAOC										
TL GJ	\$16,093,841	16.5%	-5.1%	\$16,961,982	16.5%	\$1,194,826	17.3%	-4.5%	\$1,250,513	16.7%
TL GJ REF NFC	\$10,361,338	10.6%	-3.2%	\$10,699,833	10.4%	\$833,515	12.0%	4.4%	\$798,667	10.7%
TL GJ REF RECON	\$907,115	0.9%	-24.4%	\$1,199,138	1.2%	\$29,138	0.4%	-69.9%	\$96,861	1.3%

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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