

Nielsen Retail Sales OJ, GJ and OJ/GJ Beverages



Monthly Topline Report
Report #03 of 2017-18 Season
For 4 weeks ending 12/23/17

Week Ending 12/23/17
 Report 03 of 17/18 Season

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

	4 WEEKS ENDING 12/23/17			SEASON YEAR-TO-DATE		
	GALLONS	PRICE	DOLLARS	GALLONS	PRICE	DOLLARS
Total OJ	-5.6%	0.7%	-4.9%	-5.9%	1.8%	-4.3%
Ref NFC OJ	-4.6%	0.1%	-4.5%	-5.7%	1.2%	-4.5%
Ref Recon OJ	-6.9%	1.5%	-5.4%	-5.8%	3.0%	-3.0%
Total GJ	-1.2%	1.3%	0.2%	-2.2%	1.9%	-0.4%
Ref NFC GJ	-0.9%	0.0%	-0.9%	-2.0%	0.6%	-1.5%
Shelf Stable GJ	3.0%	0.6%	3.6%	3.6%	-0.6%	2.9%
OJ Drinks	-6.1%	1.3%	-4.9%	-9.5%	3.7%	-6.2%
OJ Blend Drinks	-7.0%	1.5%	-5.6%	-8.4%	1.4%	-7.1%
OJ Blend (100% Juice)	-5.7%	-0.6%	-6.2%	-6.2%	0.0%	-6.2%
GJ Blend (100% Juice)	-9.8%	-0.5%	-10.2%	-6.3%	-3.3%	-9.4%
GJ Cocktail	-12.0%	4.7%	-7.8%	-8.1%	1.7%	-6.5%

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: 12/23/17
Issue Date: 01/08/18
Report 03 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	12/24/16	07/08/17	08/05/17	09/02/17	09/30/17	10/28/17	11/25/17	12/23/17		2016-17	2017-18	% Change
<u>NFC OJ</u>												
Gallons	23.82	18.29	17.80	18.26	18.29	18.78	20.82	22.74	-4.6%	66.11	62.34	-5.7%
Price/Gal (\$)	7.49	7.70	7.72	7.72	7.85	7.80	7.63	7.50	0.1%	7.54	7.63	1.2%
Revenues (\$)	178.53	140.92	137.37	140.94	143.65	146.47	158.81	170.50	-4.5%	498.41	475.79	-4.5%
<u>RECON OJ</u>												
Gallons	12.55	10.57	10.38	10.51	10.88	11.08	11.40	11.69	-6.9%	36.26	34.17	-5.8%
Price/Gal (\$)	5.07	5.16	5.21	5.19	5.20	5.15	5.10	5.15	1.5%	4.98	5.13	3.0%
Revenues (\$)	63.69	54.49	54.03	54.50	56.55	56.99	58.16	60.21	-5.4%	180.71	175.36	-3.0%
<u>Refrigerated OJ</u>												
Gallons	36.37	28.86	28.18	28.76	29.17	29.85	32.23	34.43	-5.4%	102.38	96.50	-5.7%
Price/Gal (\$)	6.66	6.77	6.79	6.79	6.86	6.82	6.73	6.70	0.6%	6.63	6.75	1.7%
Revenues (\$)	242.21	195.41	191.39	195.43	200.21	203.46	216.97	230.72	-4.7%	679.13	651.15	-4.1%
<u>Frozen OJ</u>												
Gallons	1.69	1.32	1.25	1.22	1.29	1.23	1.35	1.50	-11.3%	4.54	4.08	-10.1%
Price/Gal (\$)	4.96	4.92	5.06	5.00	5.00	4.98	5.00	5.03	1.4%	4.91	5.01	1.9%
Revenues (\$)	8.38	6.47	6.32	6.08	6.45	6.13	6.75	7.55	-10.0%	22.29	20.42	-8.4%
<u>Shelf Stable OJ</u>												
Gallons	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.02	-27.7%	0.07	0.06	-22.9%
Price/Gal (\$)	8.58	9.10	8.02	8.34	8.44	8.87	9.27	9.19	7.1%	8.96	9.11	1.6%
Revenues (\$)	0.23	0.16	0.19	0.18	0.18	0.17	0.16	0.18	-22.6%	0.64	0.50	-21.7%
<u>Total Orange Juice</u>												
Gallons	38.09	30.19	29.45	30.01	30.49	31.10	33.59	35.95	-5.6%	106.99	100.64	-5.9%
Price/Gal (\$)	6.58	6.69	6.72	6.72	6.78	6.74	6.66	6.63	0.7%	6.56	6.68	1.8%
Revenues (\$)	250.82	202.04	197.90	201.70	206.83	209.76	223.88	238.44	-4.9%	702.06	672.08	-4.3%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 12/23/17
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 03 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	12/24/16	07/08/17	08/05/17	09/02/17	09/30/17	10/28/17	11/25/17	12/23/17		2016-17	2017-18	% Change
<u>NFC GJ</u>												
Gallons	0.70	0.71	0.68	0.67	0.67	0.67	0.68	0.69	-0.9%	2.08	2.04	-2.0%
Price/Gal (\$)	7.58	7.87	7.93	7.89	7.96	7.93	7.67	7.58	0.0%	7.68	7.73	0.6%
Revenues (\$)	5.30	5.57	5.38	5.32	5.30	5.28	5.24	5.25	-0.9%	16.01	15.77	-1.5%
<u>RECON GJ</u>												
Gallons	0.07	0.06	0.06	0.06	0.06	0.06	0.06	0.06	-14.3%	0.23	0.18	-19.8%
Price/Gal (\$)	7.13	9.19	9.01	9.07	9.01	8.64	8.72	8.53	19.7%	6.72	8.63	28.5%
Revenues (\$)	0.52	0.52	0.53	0.54	0.55	0.52	0.54	0.53	2.6%	1.55	1.59	3.1%
<u>Refrigerated GJ</u>												
Gallons	0.77	0.76	0.74	0.73	0.73	0.73	0.74	0.76	-2.2%	2.31	2.23	-3.8%
Price/Gal (\$)	7.53	7.97	8.01	7.99	8.05	7.99	7.76	7.66	1.6%	7.59	7.80	2.8%
Revenues (\$)	5.82	6.09	5.91	5.86	5.85	5.80	5.78	5.78	-0.6%	17.56	17.37	-1.1%
<u>Frozen GJ</u>												
Gallons	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	-14.5%	0.03	0.02	-19.4%
Price/Gal (\$)	4.40	4.61	4.41	4.34	4.63	4.79	4.82	4.87	10.7%	4.39	4.83	9.9%
Revenues (\$)	0.04	0.05	0.04	0.04	0.04	0.03	0.03	0.03	-5.3%	0.11	0.10	-11.4%
<u>Shelf Stable GJ</u>												
Gallons	0.26	0.29	0.30	0.28	0.28	0.28	0.28	0.27	3.0%	0.80	0.83	3.6%
Price/Gal (\$)	6.16	6.44	6.28	6.39	6.33	6.26	6.03	6.20	0.6%	6.20	6.16	-0.6%
Revenues (\$)	1.59	1.85	1.90	1.78	1.79	1.77	1.70	1.65	3.6%	4.97	5.12	2.9%
<u>Total Grapefruit Juice</u>												
Gallons	1.04	1.06	1.05	1.02	1.02	1.02	1.03	1.03	-1.2%	3.15	3.08	-2.2%
Price/Gal (\$)	7.17	7.53	7.48	7.52	7.55	7.49	7.27	7.26	1.3%	7.20	7.34	1.9%
Revenues (\$)	7.45	7.99	7.84	7.68	7.67	7.61	7.51	7.46	0.2%	22.67	22.58	-0.4%

Most recent four-week-period is preliminary

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

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.

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

LESS THAN 100% OJ & GJ BEVERAGES
Expanded All Outlets Combined (xAOC)
(Gallons and Revenues in Millions)

Report 03 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	12/24/16	07/08/17	08/05/17	09/02/17	09/30/17	10/28/17	11/25/17	12/23/17		2016-17	2017-18	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	1.22	1.31	1.24	1.27	1.20	1.13	1.10	1.11	-9.2%	3.87	3.34	-13.7%
Price/Gal (\$)	5.38	5.56	5.72	5.63	5.62	5.59	5.50	5.46	1.4%	5.23	5.52	5.4%
Revenues (\$)	6.56	7.27	7.12	7.17	6.75	6.34	6.06	6.04	-8.0%	20.26	18.43	-9.0%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1.67	1.29	1.26	1.31	1.38	1.43	1.53	1.64	-1.8%	4.84	4.61	-4.7%
Price/Gal (\$)	7.50	7.86	7.83	7.68	7.82	7.71	7.59	7.51	0.1%	7.49	7.60	1.4%
Revenues (\$)	12.56	10.12	9.89	10.09	10.81	11.04	11.64	12.35	-1.7%	36.25	35.03	-3.3%
<u>OJ Drinks - % not stated</u>												
Gallons	0.20	0.16	0.14	0.14	0.15	0.14	0.14	0.15	-23.7%	0.56	0.44	-21.8%
Price/Gal (\$)	5.38	5.87	5.86	5.79	5.83	5.75	5.43	5.32	-1.2%	5.43	5.49	1.1%
Revenues (\$)	1.08	0.92	0.81	0.83	0.85	0.81	0.78	0.81	-24.6%	3.05	2.41	-21.0%
<u>Total OJ Drinks</u>												
Gallons	3.09	2.75	2.65	2.73	2.73	2.71	2.78	2.90	-6.1%	9.27	8.39	-9.5%
Price/Gal (\$)	6.53	6.65	6.73	6.62	6.75	6.72	6.65	6.61	1.3%	6.42	6.66	3.7%
Revenues (\$)	20.20	18.63	17.82	18.09	18.41	18.19	18.48	19.20	-4.9%	59.56	55.88	-6.2%
<u>OJ BL Drinks</u>												
Gallons	14.37	14.99	14.97	15.50	14.55	14.22	13.17	13.36	-7.0%	44.47	40.74	-8.4%
Price/Gal (\$)	3.35	3.28	3.28	3.30	3.42	3.33	3.44	3.40	1.5%	3.34	3.39	1.4%
Revenues (\$)	48.08	49.22	49.16	51.20	49.70	47.38	45.33	45.37	-5.6%	148.68	138.09	-7.1%
<u>OJ BL (100% Juice)</u>												
Gallons	2.60	2.39	2.22	2.26	2.26	2.28	2.29	2.45	-5.7%	7.48	7.02	-6.2%
Price/Gal (\$)	7.08	7.15	7.31	7.29	7.35	7.29	7.22	7.04	-0.6%	7.18	7.18	0.0%
Revenues (\$)	18.39	17.05	16.19	16.45	16.59	16.60	16.54	17.24	-6.2%	53.70	50.39	-6.2%
<u>GJ Cocktail</u>												
Gallons	0.75	0.74	0.74	0.71	0.67	0.66	0.69	0.66	-12.0%	2.18	2.01	-8.1%
Price/Gal (\$)	5.70	6.37	6.24	6.27	6.30	6.19	5.86	5.97	4.7%	5.90	6.00	1.7%
Revenues (\$)	4.26	4.70	4.60	4.47	4.22	4.09	4.02	3.93	-7.8%	12.88	12.04	-6.5%
<u>GJ BL (100% Juice)</u>												
Gallons	0.12	0.14	0.14	0.13	0.12	0.12	0.13	0.11	-9.8%	0.39	0.36	-6.3%
Price/Gal (\$)	6.19	6.45	6.18	6.27	6.46	6.29	5.68	6.16	-0.5%	6.23	6.03	-3.3%
Revenues (\$)	0.77	0.88	0.88	0.82	0.78	0.75	0.76	0.69	-10.2%	2.42	2.19	-9.4%

Most recent four-week-period is preliminary

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

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

Report Ending Date: 12/23/17
Issue Date: 01/08/18
Report 03 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	12/24/16	07/08/17	08/05/17	09/02/17	09/30/17	10/28/17	11/25/17	12/23/17		2016-17	2017-18	% Change
<u>NFC OJ</u>												
Gallons	16.18	12.16	11.73	12.10	12.34	12.64	14.18	15.44	-4.6%	45.08	42.26	-6.3%
Price/Gal (\$)	7.44	7.94	7.97	7.91	7.96	7.87	7.64	7.47	0.5%	7.55	7.65	1.3%
Revenues (\$)	120.33	96.47	93.46	95.71	98.21	99.48	108.29	115.40	-4.1%	340.31	323.17	-5.0%
<u>RECON OJ</u>												
Gallons	7.59	6.70	6.55	6.52	6.77	6.82	7.01	7.03	-7.3%	22.64	20.87	-7.8%
Price/Gal (\$)	4.97	5.01	5.08	5.05	5.05	4.96	4.93	5.03	1.2%	4.85	4.98	2.6%
Revenues (\$)	37.74	33.54	33.28	32.88	34.19	33.85	34.60	35.40	-6.2%	109.82	103.85	-5.4%
<u>Refrigerated OJ</u>												
Gallons	23.77	18.86	18.29	18.62	19.11	19.47	21.19	22.48	-5.4%	67.72	63.13	-6.8%
Price/Gal (\$)	6.65	6.90	6.93	6.91	6.93	6.85	6.74	6.71	0.9%	6.65	6.76	1.8%
Revenues (\$)	158.07	130.02	126.74	128.59	132.40	133.33	142.89	150.80	-4.6%	450.13	427.02	-5.1%
<u>Frozen OJ</u>												
Gallons	1.19	0.94	0.89	0.88	0.93	0.89	0.98	1.08	-9.7%	3.22	2.95	-8.5%
Price/Gal (\$)	5.06	4.98	5.04	5.00	5.05	5.03	5.04	5.07	0.3%	5.06	5.05	-0.1%
Revenues (\$)	6.03	4.70	4.51	4.41	4.71	4.48	4.95	5.46	-9.5%	16.30	14.89	-8.7%
<u>Shelf Stable OJ</u>												
Gallons	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	-22.3%	0.06	0.05	-20.4%
Price/Gal (\$)	8.96	9.51	8.75	8.96	9.15	9.30	9.48	9.39	4.8%	9.25	9.39	1.5%
Revenues (\$)	0.20	0.15	0.16	0.16	0.16	0.16	0.15	0.17	-18.6%	0.59	0.47	-19.1%
<u>Total Orange Juice</u>												
Gallons	24.98	19.82	19.20	19.52	20.06	20.37	22.19	23.57	-5.7%	71.00	66.13	-6.9%
Price/Gal (\$)	6.58	6.81	6.84	6.82	6.84	6.77	6.67	6.64	0.9%	6.58	6.69	1.7%
Revenues (\$)	164.30	134.87	131.41	133.16	137.27	137.96	148.00	156.42	-4.8%	467.02	442.39	-5.3%

Most recent four-week-period is preliminary
2017-18 STD: 10/01/17 - 12/23/17
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 03 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	12/24/16	07/08/17	08/05/17	09/02/17	09/30/17	10/28/17	11/25/17	12/23/17		2016-17	2017-18	% Change
<u>NFC GJ</u>												
Gallons	574.23	580.90	552.61	549.23	547.53	545.56	567.98	574.81	0.1%	1,708.38	1,688.36	-1.2%
Price/Gal (\$)	7.63	7.96	8.02	7.97	8.04	8.00	7.69	7.59	-0.6%	7.76	7.76	0.0%
Revenues (\$)	4,383.58	4,623.08	4,433.62	4,377.46	4,400.14	4,366.95	4,367.38	4,362.21	-0.5%	13,256.17	13,096.55	-1.2%
<u>RECON GJ</u>												
Gallons	72.74	56.84	58.38	59.58	60.75	60.10	62.31	62.34	-14.3%	230.33	184.75	-19.8%
Price/Gal (\$)	7.13	9.19	9.01	9.07	9.01	8.64	8.72	8.53	19.7%	6.72	8.63	28.5%
Revenues (\$)	518.45	522.59	525.75	540.30	547.49	519.40	543.58	531.83	2.6%	1,547.22	1,594.81	3.1%
<u>Refrigerated GJ</u>												
Gallons	646.97	637.75	610.99	608.81	608.28	605.65	630.30	637.15	-1.5%	1,938.70	1,873.10	-3.4%
Price/Gal (\$)	7.58	8.07	8.12	8.08	8.13	8.07	7.79	7.68	1.4%	7.64	7.84	2.7%
Revenues (\$)	4,902.03	5,145.68	4,959.37	4,917.76	4,947.63	4,886.36	4,910.96	4,894.04	-0.2%	14,803.40	14,691.36	-0.8%
<u>Frozen GJ</u>												
Gallons	8.10	10.11	8.62	8.70	7.74	6.87	6.49	6.93	-14.5%	25.17	20.29	-19.4%
Price/Gal (\$)	4.40	4.61	4.41	4.34	4.63	4.79	4.82	4.87	10.7%	4.39	4.83	10.0%
Revenues (\$)	35.61	46.61	38.02	37.74	35.84	32.88	31.31	33.72	-5.3%	110.45	97.91	-11.4%
<u>Shelf Stable GJ</u>												
Gallons	182.15	202.05	213.37	193.95	183.09	184.88	188.41	172.78	-5.1%	567.41	546.06	-3.8%
Price/Gal (\$)	6.42	6.72	6.49	6.66	6.77	6.67	6.30	6.60	2.9%	6.46	6.52	0.9%
Revenues (\$)	1,169.52	1,357.73	1,385.31	1,292.30	1,240.44	1,232.44	1,186.03	1,141.09	-2.4%	3,665.24	3,559.56	-2.9%
<u>Total Grapefruit Juice</u>												
Gallons	838.78	849.91	832.98	811.46	799.11	797.40	825.20	816.85	-2.6%	2,536.08	2,439.45	-3.8%
Price/Gal (\$)	7.29	7.71	7.66	7.70	7.79	7.71	7.43	7.43	1.9%	7.34	7.52	2.5%
Revenues (\$)	6,116.34	6,550.01	6,382.69	6,247.80	6,223.90	6,151.68	6,128.29	6,068.85	-0.8%	18,606.77	18,348.82	-1.4%

Most recent four-week-period is preliminary
2017-18 STD: 10/01/17 - 12/23/17
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.

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

Report 03 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	12/24/16	07/08/17	08/05/17	09/02/17	09/30/17	10/28/17	11/25/17	12/23/17		2016-17	2017-18	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	863.58	903.52	839.93	862.59	804.66	763.11	735.29	731.42	-15.3%	2,747.42	2,229.82	-18.8%
Price/Gal (\$)	5.30	5.82	6.06	5.90	5.94	5.88	5.85	5.80	9.4%	5.21	5.85	12.2%
Revenues (\$)	4,580.34	5,254.85	5,092.81	5,086.81	4,781.82	4,490.28	4,302.74	4,244.69	-7.3%	14,314.99	13,037.71	-8.9%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1,238.82	938.55	919.90	955.59	1,001.69	1,038.74	1,115.88	1,202.60	-2.9%	3,615.66	3,357.22	-7.1%
Price/Gal (\$)	7.45	7.90	7.86	7.68	7.82	7.64	7.50	7.41	-0.7%	7.45	7.51	0.8%
Revenues (\$)	9,234.36	7,414.82	7,234.68	7,341.07	7,831.71	7,936.67	8,374.19	8,905.34	-3.6%	26,932.36	25,216.21	-6.4%
<u>OJ Drinks - % not stated</u>												
Gallons	199.09	154.43	137.23	141.75	144.49	140.63	143.44	152.08	-23.6%	557.13	436.14	-21.7%
Price/Gal (\$)	5.35	5.85	5.83	5.77	5.82	5.75	5.44	5.32	-0.5%	5.41	5.50	1.6%
Revenues (\$)	1,064.22	903.55	800.31	817.79	841.18	808.98	780.25	809.16	-24.0%	3,014.45	2,398.39	-20.4%
<u>Total OJ Drinks</u>												
Gallons	2,301.49	1,996.49	1,897.07	1,959.92	1,950.84	1,942.47	1,994.62	2,086.10	-9.4%	6,920.22	6,023.18	-13.0%
Price/Gal (\$)	6.46	6.80	6.92	6.76	6.90	6.81	6.75	6.69	3.5%	6.40	6.75	5.5%
Revenues (\$)	14,878.92	13,934.05	13,127.80	13,245.66	13,454.70	13,235.93	13,457.19	13,959.19	-6.2%	44,261.80	40,652.30	-8.2%
<u>OJ BL Drinks</u>												
Gallons	7,187.57	7,753.44	7,614.19	7,959.17	7,279.85	7,228.81	6,496.30	6,515.88	-9.3%	22,634.72	20,240.99	-10.6%
Price/Gal (\$)	3.35	3.24	3.27	3.23	3.37	3.28	3.44	3.43	2.5%	3.30	3.38	2.2%
Revenues (\$)	24,055.29	25,138.54	24,898.15	25,729.20	24,549.83	23,682.81	22,315.10	22,357.81	-7.1%	74,784.71	68,355.72	-8.6%
<u>OJ BL (100% Juice)</u>												
Gallons	1,751.09	1,624.80	1,495.34	1,497.66	1,494.49	1,508.22	1,518.99	1,660.28	-5.2%	5,019.48	4,687.49	-6.6%
Price/Gal (\$)	7.01	7.08	7.25	7.24	7.28	7.19	7.14	6.87	-2.1%	7.14	7.06	-1.1%
Revenues (\$)	12,281.72	11,499.51	10,838.09	10,847.48	10,884.82	10,844.03	10,840.45	11,405.72	-7.1%	35,822.49	33,090.20	-7.6%
<u>GJ Cocktail</u>												
Gallons	379.22	409.30	411.80	393.72	366.06	353.05	377.73	347.65	-8.3%	1,173.89	1,078.43	-8.1%
Price/Gal (\$)	6.67	7.15	6.91	6.96	7.05	6.91	6.38	6.62	-0.8%	6.69	6.63	-0.9%
Revenues (\$)	2,529.84	2,927.78	2,843.96	2,740.79	2,581.29	2,441.13	2,408.61	2,301.51	-9.0%	7,853.06	7,151.24	-8.9%
<u>GJ BL (100% Juice)</u>												
Gallons	76.06	81.47	85.02	76.32	69.73	70.46	88.20	65.67	-13.7%	239.35	224.33	-6.3%
Price/Gal (\$)	6.72	7.22	6.77	6.99	7.32	6.98	5.88	6.78	0.9%	6.70	6.49	-3.2%
Revenues (\$)	510.80	588.55	575.42	533.12	510.44	491.46	518.79	445.06	-12.9%	1,603.46	1,455.30	-9.2%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 12/23/17
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: 12/23/17
Issue Date: 01/08/18
Report 03 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	12/24/16	07/08/17	08/05/17	09/02/17	09/30/17	10/28/17	11/25/17	12/23/17		2016-17	2017-18	% Change
<u>NFC OJ</u>												
Average Promo Price	6.54	7.09	7.06	7.07	7.06	7.00	6.81	6.57	0.5%	6.62	6.79	2.6%
Price Reduction	93	94	94	93	93	93	93	94	1.1%	94	93	-0.7%
Feature & Disp	29	27	23	27	25	26	28	26	-10.3%	29	27	-7.0%
Display w/o Fea	25	25	25	26	26	25	22	20	-20.0%	24	22	-5.6%
Feature w/o Disp	90	84	84	85	86	87	87	90	0.0%	90	88	-1.9%
<u>RECON OJ</u>												
Average Promo Price	4.17	4.37	4.61	4.39	4.32	4.15	4.20	4.28	2.6%	3.99	4.21	5.6%
Price Reduction	73	82	81	80	79	83	76	74	1.4%	74	78	5.4%
Feature & Disp	4	9	8	6	4	4	3	3	-25.0%	5	3	-37.5%
Display w/o Fea	9	12	15	10	12	12	13	13	44.4%	10	13	22.6%
Feature w/o Disp	55	62	59	66	42	42	59	49	-10.9%	55	50	-9.1%
<u>Refrigerated OJ</u>												
Average Promo Price	6.09	6.22	6.33	6.37	6.28	6.17	6.08	6.12	0.5%	5.97	6.12	2.5%
Price Reduction	95	96	97	98	97	97	96	96	1.1%	96	96	0.7%
Feature & Disp	31	31	28	29	26	27	29	27	-12.9%	31	28	-10.8%
Display w/o Fea	30	32	32	31	33	32	29	29	-3.3%	29	30	2.3%
Feature w/o Disp	91	88	89	89	90	89	89	91	0.0%	91	90	-1.8%
<u>Frozen OJ</u>												
Average Promo Price	3.93	3.86	3.94	3.64	3.92	4.61	4.47	4.25	8.1%	4.05	4.44	9.7%
Price Reduction	53	38	34	35	40	46	50	37	-30.2%	50	44	-10.7%
Feature & Disp	0	0	0	0	1	0	0	0		0	0	-100.0%
Display w/o Fea	1	1	1	1	1	0	0	0	-100.0%	2	0	-100.0%
Feature w/o Disp	8	9	7	10	5	7	11	10	25.0%	10	9	-3.4%
<u>Shelf Stable OJ</u>												
Average Promo Price	7.26	7.40	6.18	7.14	7.53	8.20	8.56	7.60	4.7%	7.90	8.12	2.8%
Price Reduction	13	9	18	18	12	3	2	3	-76.9%	7	3	-63.6%
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	0	0	0	0	1	0	0	0		3	0	-100.0%
<u>Total OJ</u>												
Average Promo Price	6.03	6.17	6.29	6.32	6.23	6.14	6.06	6.10	1.2%	5.93	6.10	2.9%
Price Reduction	96	96	97	98	98	98	96	96	0.0%	96	97	0.3%
Feature & Disp	31	31	28	29	27	27	29	27	-12.9%	31	28	-10.8%
Display w/o Fea	30	33	33	32	33	32	29	29	-3.3%	30	30	-1.1%
Feature w/o Disp	91	88	89	89	90	89	89	91	0.0%	91	90	-1.8%

Most recent four-week-period is preliminary
2017-18 STD: 10/01/17 - 12/23/17
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 03 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	12/24/16	07/08/17	08/05/17	09/02/17	09/30/17	10/28/17	11/25/17	12/23/17		2016-17	2017-18	% Change
<u>NFC GJ</u>												
Average Promo Price	6.59	7.07	7.08	7.00	7.15	7.01	6.79	6.59	0.0%	6.73	6.80	1.0%
Price Reduction	75	72	69	74	72	72	76	77	2.7%	72	75	3.7%
Feature & Disp	1	2	2	2	1	2	2	2	100.0%	2	2	-14.3%
Display w/o Fea	6	7	4	6	6	5	7	4	-33.3%	6	5	-5.9%
Feature w/o Disp	36	36	35	39	46	44	45	50	38.9%	45	46	2.2%
<u>RECON GJ</u>												
Average Promo Price	5.84	6.44	6.76	8.35	7.40	6.47	7.30	6.26	7.2%	4.92	6.68	35.7%
Price Reduction	12	10	14	12	15	13	20	15	25.0%	11	16	50.0%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	0	0	0	0	1	0	0	0		1	0	-100.0%
Feature w/o Disp	0	1	1	0	1	0	0	0		0	0	
<u>Refrigerated GJ</u>												
Average Promo Price	6.56	7.03	7.06	7.05	7.16	6.96	6.82	6.57	0.2%	6.57	6.78	3.2%
Price Reduction	75	73	72	76	75	73	76	78	4.0%	73	76	3.7%
Feature & Disp	1	2	2	2	1	2	2	2	100.0%	2	2	-14.3%
Display w/o Fea	6	8	4	7	7	6	7	5	-16.7%	6	6	5.9%
Feature w/o Disp	36	37	35	40	47	44	45	50	38.9%	45	46	2.2%
<u>Frozen GJ</u>												
Average Promo Price	3.97	4.82	3.94	3.22	3.69	4.08	4.87	4.72	18.9%	3.77	4.56	20.9%
Price Reduction	4	7	6	4	4	2	1	1	-75.0%	3	1	-50.0%
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	5.35	5.97	5.66	5.43	6.47	5.68	4.89	5.22	-2.4%	5.42	5.26	-2.8%
Price Reduction	46	45	45	37	41	38	47	44	-4.3%	45	43	-3.7%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	2	1	1	1	2	1	2	2	0.0%	2	2	0.0%
Feature w/o Disp	4	6	15	14	6	17	10	6	50.0%	11	11	-2.9%
<u>TL GJ</u>												
Average Promo Price	6.36	6.87	6.75	6.82	7.07	6.77	6.51	6.41	0.8%	6.39	6.56	2.7%
Price Reduction	84	82	79	81	81	79	83	84	0.0%	83	82	-1.2%
Feature & Disp	1	2	2	2	1	2	2	2	100.0%	2	2	-14.3%
Display w/o Fea	8	9	5	8	8	7	8	6	-25.0%	8	7	-8.7%
Feature w/o Disp	37	39	45	46	49	48	49	53	43.2%	49	50	2.7%

Most recent four-week-period is preliminary

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

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 03 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4	Season-to-Date		
	12/24/16	07/08/17	08/05/17	09/02/17	09/30/17	10/28/17	11/25/17	12/23/17		2016-17	2017-18	% Change
<u>OJ Drinks 0-39.99%</u>												
Average Promo Price	5.18	5.65	5.68	5.38	5.51	5.58	5.78	5.74	10.8%	5.02	5.70	13.6%
Price Reduction	74	81	76	82	80	81	78	74	0.0%	79	78	-1.7%
Feature & Disp	5	13	14	14	8	8	8	7	40.0%	7	8	15.0%
Display w/o Fea	25	36	35	37	35	34	31	25	0.0%	31	30	-2.2%
Feature w/o Disp	40	63	62	57	55	56	57	48	20.0%	44	54	22.0%
<u>OJ Drinks 40-99.99%</u>												
Average Promo Price	6.76	7.12	7.24	7.02	7.11	7.08	6.88	6.86	1.5%	6.73	6.94	3.1%
Price Reduction	79	70	71	72	75	74	78	76	-3.8%	77	76	-1.7%
Feature & Disp	8	3	5	5	3	5	3	7	-12.5%	6	5	-21.1%
Display w/o Fea	8	7	8	10	7	8	6	6	-25.0%	7	7	-9.1%
Feature w/o Disp	51	31	45	42	36	46	32	47	-7.8%	45	42	-7.4%
<u>OJ Drinks - % not stated</u>												
Average Promo Price	4.87	5.11	5.37	5.25	5.20	5.01	5.15	5.05	3.7%	4.91	5.07	3.3%
Price Reduction	16	15	15	14	14	12	13	12	-25.0%	16	12	-21.3%
Feature & Disp	0	1	0	0	0	0	0	0		0	0	
Display w/o Fea	1	2	2	2	1	2	2	1	0.0%	1	2	66.7%
Feature w/o Disp	6	18	7	18	6	11	16	14	133.3%	6	14	141.2%
<u>Total OJ Drinks</u>												
Average Promo Price	6.22	6.29	6.51	6.21	6.40	6.51	6.46	6.50	4.5%	6.08	6.49	6.7%
Price Reduction	90	89	90	90	92	90	90	88	-2.2%	91	89	-1.5%
Feature & Disp	13	15	18	18	12	12	11	13	0.0%	12	12	0.0%
Display w/o Fea	32	41	41	44	40	39	35	29	-9.4%	36	34	-4.6%
Feature w/o Disp	69	69	72	71	68	72	67	67	-2.9%	64	69	7.3%
<u>OJ BL Drinks</u>												
Average Promo Price	2.84	2.75	2.92	2.73	2.88	2.54	2.96	2.92	2.8%	2.77	2.81	1.3%
Price Reduction	95	98	98	97	97	95	96	96	1.1%	95	96	0.3%
Feature & Disp	20	35	36	32	27	25	18	13	-35.0%	23	19	-18.8%
Display w/o Fea	52	69	69	69	64	60	56	49	-5.8%	58	55	-5.7%
Feature w/o Disp	79	83	83	83	84	80	76	65	-17.7%	82	74	-9.8%
<u>OJ BL (100% Juice)</u>												
Average Promo Price	6.18	6.29	6.30	6.44	6.48	6.35	6.35	5.95	-3.7%	6.23	6.22	-0.2%
Price Reduction	87	91	88	84	87	89	84	84	-3.4%	88	86	-3.0%
Feature & Disp	6	10	5	6	6	6	8	7	16.7%	7	7	5.0%
Display w/o Fea	12	15	13	11	11	11	7	7	-41.7%	12	8	-32.4%
Feature w/o Disp	70	74	59	68	61	67	77	79	12.9%	68	74	9.9%
<u>GJ Cocktail</u>												
Average Promo Price	5.74	6.86	6.27	6.46	6.97	6.14	5.17	5.40	-5.9%	5.88	5.57	-5.2%
Price Reduction	75	72	73	71	65	66	76	73	-2.7%	75	72	-4.9%
Feature & Disp	5	5	8	9	3	2	3	4	-20.0%	6	3	-47.1%
Display w/o Fea	16	19	19	22	21	18	16	14	-12.5%	17	16	-7.7%
Feature w/o Disp	39	26	36	32	14	29	42	21	-46.2%	34	31	-8.9%
<u>GJ BL (100% Juice)</u>												
Average Promo Price	5.76	7.11	6.04	6.00	7.15	6.14	5.04	5.47	-5.0%	5.77	5.55	-3.9%
Price Reduction	50	36	43	37	31	32	44	34	-32.0%	46	37	-20.3%
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	3	9	7	5	2	7	5	7	133.3%	9	6	-29.6%

Most recent four-week-period is preliminary

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

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

Source: Nielsen

Orange Juice Categories at xAOC

	Last Year 52 weeks ending 12/24/16	This Year 52 weeks ending 12/23/17
GALLONS (millions)		
Total OJ	459,708,632	426,034,703
Ref NFC OJ	279,251,956	261,603,864
Ref Recon OJ	160,622,638	146,529,509
Frozen OJ	19,506,677	17,623,702
SS OJ	327,361	277,633
DOLLARS (millions)		
Total OJ	\$3,005,408,059	\$2,862,632,957
Ref NFC OJ	\$2,115,073,043	\$2,013,233,308
Ref Recon OJ	\$793,267,411	\$759,654,115
Frozen OJ	\$94,135,949	\$87,334,564
SS OJ	\$2,931,662	\$2,410,964
AVG PRICE PER GALLON		
Total OJ	\$6.54	\$6.72
Ref NFC OJ	\$7.57	\$7.70
Ref Recon OJ	\$4.94	\$5.18
Frozen OJ	\$4.83	\$4.96
SS OJ	\$8.96	\$8.68
SHARE OF GALLONS		
Total OJ	100.0%	100.0%
Ref NFC OJ	60.7%	61.4%
Ref Recon OJ	34.9%	34.4%
Frozen OJ	4.2%	4.1%
SS OJ	0.1%	0.1%
SHARE OF DOLLARS		
Total OJ	100.0%	100.0%
Ref NFC OJ	70.4%	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 12/23/17 and 52 wks ending 12/24/16

Created: 01/08/18

Grapefruit Juice Categories at xAOC

	Last Year 52 weeks ending 12/24/16	This Year 52 weeks ending 12/23/17
GALLONS (millions)		
Total GJ	14,322,702	13,864,868
Ref NFC GJ	9,353,414	9,152,074
Ref Recon GJ	1,001,598	799,381
Frozen GJ	136,651	113,515
SS GJ	3,808,808	3,797,647
DOLLARS (millions)		
Total GJ	\$104,163,905	\$102,880,919
Ref NFC GJ	\$72,952,889	\$71,489,308
Ref Recon GJ	\$6,568,847	\$7,070,162
Frozen GJ	\$559,507	\$510,786
SS GJ	\$23,956,338	\$23,798,015
AVG PRICE PER GALLON		
Total GJ	\$7.27	\$7.42
Ref NFC GJ	\$7.80	\$7.81
Ref Recon GJ	\$6.56	\$8.84
Frozen GJ	\$4.09	\$4.50
SS GJ	\$6.29	\$6.27
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%	27.4%
SHARE OF DOLLARS		
Total GJ	100.0%	100.0%
Ref NFC GJ	70.0%	69.5%
Ref Recon GJ	6.3%	6.9%
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 12/23/17 and 52 wks ending 12/24/16

Created: 01/08/18

Orange Juice Sales at xAOC - by Region

Gallons										
	52 Weeks			52 Weeks YA			4 WEEKS ENDING 12/23/17		4 WEEKS ENDING 12/24/16	
		% of Total	% Chg		% of Total		% of Total	% Chg		% of Total
TOTAL US - XAOC										
TL OJ	426,034,703		-7.3%	459,708,632			35,946,837		-5.6%	38,091,866
TL OJ REF NFC	261,603,864		-6.3%	279,251,956			22,740,231		-4.6%	23,824,513
TL OJ REF RECON	146,529,509		-8.8%	160,622,638			11,687,249		-6.9%	12,550,151
NORTHEAST REGION - XAOC										
TL OJ	80,414,606	18.9%	-10.6%	89,937,485	19.6%		6,838,915	19.0%	-8.0%	7,433,720
TL OJ REF NFC	63,977,872	15.0%	-10.3%	71,340,675	15.5%		5,636,944	15.7%	-7.5%	6,097,220
TL OJ REF RECON	14,613,572	3.4%	-11.8%	16,574,391	3.6%		1,045,287	2.9%	-9.8%	1,158,760
SOUTH REGION - XAOC										
TL OJ	167,426,172	39.3%	-5.6%	177,407,048	38.6%		13,723,902	38.2%	-4.4%	14,355,126
TL OJ REF NFC	99,362,157	23.3%	-4.0%	103,494,167	22.5%		8,262,735	23.0%	-3.6%	8,573,194
TL OJ REF RECON	62,757,069	14.7%	-7.7%	67,991,034	14.8%		5,016,986	14.0%	-5.0%	5,283,287
WEST REGION - XAOC										
TL OJ	89,004,340	20.9%	-8.3%	97,100,137	21.1%		7,573,326	21.1%	-5.2%	7,990,299
TL OJ REF NFC	48,665,546	11.4%	-6.3%	51,944,668	11.3%		4,373,755	12.2%	-1.2%	4,425,023
TL OJ REF RECON	34,917,873	8.2%	-10.9%	39,178,850	8.5%		2,754,652	7.7%	-10.3%	3,072,303
MIDWEST REGION - XAOC										
TL OJ	88,726,117	20.8%	-6.7%	95,068,462	20.7%		7,803,004	21.7%	-5.9%	8,294,013
TL OJ REF NFC	49,167,895	11.5%	-5.9%	52,249,568	11.4%		4,454,917	12.4%	-5.5%	4,712,042
TL OJ REF RECON	34,201,931	8.0%	-7.3%	36,888,798	8.0%		2,873,366	8.0%	-5.3%	3,032,874

Dollars										
	52 Weeks			52 Weeks YA			4 WEEKS ENDING 12/23/17		4 WEEKS ENDING 12/24/16	
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total		% of Total	% Chg		% of Total
TOTAL US - XAOC										
TL OJ	\$2,862,632,957		-4.8%	\$3,005,408,059			\$238,438,743		-4.9%	\$250,824,787
TL OJ REF NFC	\$2,013,233,308		-4.8%	\$2,115,073,043			\$170,503,844		-4.5%	\$178,528,355
TL OJ REF RECON	\$759,654,115		-4.2%	\$793,267,411			\$60,214,727		-5.4%	\$63,685,495
NORTHEAST REGION - XAOC										
TL OJ	\$548,841,104	19.2%	-7.3%	\$591,744,736	19.7%		\$46,374,838	19.4%	-5.4%	\$49,041,509
TL OJ REF NFC	\$461,275,513	16.1%	-7.5%	\$498,419,485	16.6%		\$39,846,712	16.7%	-5.2%	\$42,039,445
TL OJ REF RECON	\$77,100,939	2.7%	-5.9%	\$81,953,270	2.7%		\$5,627,103	2.4%	-6.2%	\$5,999,670
SOUTH REGION - XAOC										
TL OJ	\$1,113,740,997	38.9%	-3.2%	\$1,150,824,725	38.3%		\$90,915,264	38.1%	-3.8%	\$94,497,419
TL OJ REF NFC	\$769,803,719	26.9%	-2.9%	\$792,766,814	26.4%		\$63,511,421	26.6%	-3.3%	\$65,696,706
TL OJ REF RECON	\$317,636,598	11.1%	-3.7%	\$329,760,189	11.0%		\$25,174,244	10.6%	-4.4%	\$26,326,973
WEST REGION - XAOC										
TL OJ	\$615,481,416	21.5%	-6.1%	\$655,542,387	21.8%		\$50,587,794	21.2%	-5.4%	\$53,476,486
TL OJ REF NFC	\$399,912,667	14.0%	-6.2%	\$426,406,927	14.2%		\$33,641,104	14.1%	-4.7%	\$35,285,781
TL OJ REF RECON	\$189,095,886	6.6%	-5.8%	\$200,665,662	6.7%		\$14,749,900	6.2%	-6.5%	\$15,768,204
MIDWEST REGION - XAOC										
TL OJ	\$581,174,459	20.3%	-4.1%	\$605,864,206	20.2%		\$50,479,276	21.2%	-6.0%	\$53,687,230
TL OJ REF NFC	\$378,922,346	13.2%	-4.3%	\$395,771,260	13.2%		\$33,397,018	14.0%	-5.6%	\$35,380,559
TL OJ REF RECON	\$175,727,340	6.1%	-2.9%	\$181,059,226	6.0%		\$14,682,704	6.2%	-5.8%	\$15,587,027

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: 1/8/2018

Grapefruit Juice Sales at xAOC - by Region

Gallons									
	52 Weeks			52 Weeks YA		4 WEEKS ENDING 12/23/17		4 WEEKS ENDING 12/24/16	
		% of Total	% Chg		% of Total	% of Total	% Chg		% of Total
TOTAL US - XAOC									
TL GJ	13,864,868		-3.2%	14,322,702		1,027,890	-1.2%	1,039,873	
TL GJ REF NFC	9,152,074		-2.2%	9,353,414		692,729	-0.9%	699,244	
TL GJ REF RECON	799,381		-20.2%	1,001,598		62,340	-14.3%	72,739	
NORTHEAST REGION - XAOC									
TL GJ	2,553,251	18.4%	-6.1%	2,717,798	19.0%	197,703	-4.1%	206,087	19.8%
TL GJ REF NFC	1,971,653	14.2%	-5.5%	2,086,615	14.6%	154,798	-4.9%	162,694	15.6%
TL GJ REF RECON	79,172	0.6%	16.6%	67,874	0.5%	5,983	19.0%	5,026	0.5%
SOUTH REGION - XAOC									
TL GJ	5,832,516	42.1%	-2.7%	5,993,931	41.8%	413,477	-1.3%	418,794	40.3%
TL GJ REF NFC	3,749,363	27.0%	1.9%	3,680,873	25.7%	269,684	0.6%	268,052	25.8%
TL GJ REF RECON	423,565	3.1%	-35.5%	656,743	4.6%	31,345	-28.7%	43,961	4.2%
WEST REGION - XAOC									
TL GJ	3,101,756	22.4%	-3.9%	3,226,229	22.5%	239,324	2.0%	234,695	22.6%
TL GJ REF NFC	2,022,397	14.6%	-6.0%	2,151,788	15.0%	161,663	3.1%	156,801	15.1%
TL GJ REF RECON	136,799	1.0%	2.2%	133,864	0.9%	10,905	-3.0%	11,247	1.1%
MIDWEST REGION - XAOC									
TL GJ	2,358,430	17.0%	-0.7%	2,375,287	16.6%	176,630	-1.8%	179,902	17.3%
TL GJ REF NFC	1,386,633	10.0%	-2.7%	1,425,138	10.0%	105,819	-4.9%	111,284	10.7%
TL GJ REF RECON	165,978	1.2%	16.4%	142,543	1.0%	14,088	12.5%	12,520	1.2%

Dollars									
	52 Weeks			52 Weeks YA		4 WEEKS ENDING 12/23/17		4 WEEKS ENDING 12/24/16	
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	% of Total	% Chg	% of Total	% of Total
TOTAL US - XAOC									
TL GJ	\$102,880,919		-1.2%	\$104,163,905		\$7,462,406	0.2%	\$7,450,904	
TL GJ REF NFC	\$71,489,308		-2.0%	\$72,952,889		\$5,248,564	-0.9%	\$5,296,802	
TL GJ REF RECON	\$7,070,162		7.6%	\$6,568,847		\$531,863	2.6%	\$518,460	
NORTHEAST REGION - XAOC									
TL GJ	\$18,831,550	18.3%	-4.8%	\$19,778,167	19.0%	\$1,435,976	-2.0%	\$1,465,040	19.7%
TL GJ REF NFC	\$14,709,996	14.3%	-5.7%	\$15,602,348	15.0%	\$1,133,984	-3.0%	\$1,168,528	15.7%
TL GJ REF RECON	\$798,404	0.8%	36.1%	\$586,606	0.6%	\$62,597	25.0%	\$50,095	0.7%
SOUTH REGION - XAOC									
TL GJ	\$42,697,994	41.5%	0.9%	\$42,302,849	40.6%	\$3,014,775	2.8%	\$2,931,770	39.3%
TL GJ REF NFC	\$28,988,858	28.2%	2.2%	\$28,368,595	27.2%	\$2,070,935	2.8%	\$2,014,157	27.0%
TL GJ REF RECON	\$3,731,967	3.6%	-4.8%	\$3,922,060	3.8%	\$266,129	-6.4%	\$284,233	3.8%
WEST REGION - XAOC									
TL GJ	\$24,221,588	23.5%	-3.6%	\$25,130,303	24.1%	\$1,755,640	-2.2%	\$1,794,236	24.1%
TL GJ REF NFC	\$16,891,426	16.4%	-6.2%	\$18,015,107	17.3%	\$1,239,265	-3.4%	\$1,282,999	17.2%
TL GJ REF RECON	\$1,388,581	1.3%	26.0%	\$1,102,465	1.1%	\$105,917	5.4%	\$100,534	1.3%
MIDWEST REGION - XAOC									
TL GJ	\$16,953,931	16.5%	0.4%	\$16,882,507	16.2%	\$1,249,752	-0.7%	\$1,258,179	16.9%
TL GJ REF NFC	\$10,697,954	10.4%	-1.8%	\$10,894,684	10.5%	\$797,886	-3.7%	\$828,479	11.1%
TL GJ REF RECON	\$1,194,366	1.2%	24.9%	\$955,975	0.9%	\$96,866	14.9%	\$84,276	1.1%

Source: Nielsen Scanning Data

Universe: Expanded All Outlets Combined (xAOC) is a Nielsen-defined retail universe. xAOC data are for U.S. grocery stores doing \$2 million and greater annual sales, drug stores doing \$1 million and greater annual sales, mass merchandisers, Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA. Beginning with June 2012 reports, Walmart data is point-of sale (POS) data; previously, it was panel data.

Created: 1/8/2018