

Nielsen Retail Sales OJ, GJ and OJ/GJ Beverages



Week Ending 01/20/18
 Report 04 of 17/18 Season

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

	4 WEEKS ENDING 01/20/18			SEASON YEAR-TO-DATE		
	GALLONS	PRICE	DOLLARS	GALLONS	PRICE	DOLLARS
Total OJ	0.9%	1.1%	2.0%	-4.1%	1.6%	-2.6%
Ref NFC OJ	2.2%	0.5%	2.7%	-3.6%	1.1%	-2.6%
Ref Recon OJ	-0.2%	1.3%	1.1%	-4.3%	2.6%	-1.9%
Total GJ	-3.8%	2.3%	-1.6%	-2.6%	2.0%	-0.7%
Ref NFC GJ	-2.4%	1.0%	-1.5%	-2.1%	0.7%	-1.5%
Shelf Stable GJ	-5.5%	2.2%	-3.5%	1.1%	0.1%	1.2%
OJ Drinks	-7.7%	2.3%	-5.6%	-9.0%	3.3%	-6.0%
OJ Blend Drinks	-6.5%	1.9%	-4.7%	-7.9%	1.5%	-6.5%
OJ Blend (100% Juice)	4.2%	-2.7%	1.4%	-3.5%	-0.7%	-4.2%
GJ Blend (100% Juice)	-17.9%	1.6%	-16.6%	-9.7%	-1.9%	-11.5%
GJ Cocktail	-13.6%	5.0%	-9.2%	-9.6%	2.6%	-7.2%

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: 01/20/18
Issue Date: 02/05/18
Report 04 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	01/21/17	08/05/17	09/02/17	09/30/17	10/28/17	11/25/17	12/23/17	01/20/18		2016-17	2017-18	% Change
<u>NFC OJ</u>												
Gallons	23.83	17.80	18.26	18.29	18.78	20.82	22.74	24.36	2.2%	89.95	86.70	-3.6%
Price/Gal (\$)	7.70	7.72	7.72	7.85	7.80	7.63	7.50	7.73	0.5%	7.58	7.66	1.1%
Revenues (\$)	183.45	137.37	140.94	143.65	146.47	158.81	170.50	188.41	2.7%	681.86	664.19	-2.6%
<u>RECON OJ</u>												
Gallons	12.83	10.38	10.51	10.88	11.08	11.40	11.68	12.80	-0.2%	49.10	46.96	-4.3%
Price/Gal (\$)	5.12	5.21	5.19	5.20	5.15	5.10	5.15	5.19	1.3%	5.02	5.15	2.6%
Revenues (\$)	65.73	54.03	54.50	56.55	56.99	58.16	60.18	66.46	1.1%	246.45	241.79	-1.9%
<u>Refrigerated OJ</u>												
Gallons	36.66	28.18	28.76	29.17	29.85	32.23	34.42	37.17	1.4%	139.04	133.66	-3.9%
Price/Gal (\$)	6.80	6.79	6.79	6.86	6.82	6.73	6.70	6.86	0.9%	6.68	6.78	1.5%
Revenues (\$)	249.18	191.39	195.43	200.21	203.46	216.97	230.69	254.86	2.3%	928.31	905.98	-2.4%
<u>Frozen OJ</u>												
Gallons	1.63	1.25	1.22	1.29	1.23	1.35	1.50	1.47	-9.9%	6.17	5.55	-10.0%
Price/Gal (\$)	4.79	5.06	5.00	5.00	4.98	5.00	5.03	5.03	5.0%	4.88	5.01	2.7%
Revenues (\$)	7.83	6.32	6.08	6.45	6.13	6.75	7.55	7.40	-5.5%	30.12	27.82	-7.6%
<u>Shelf Stable OJ</u>												
Gallons	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	-22.4%	0.09	0.07	-22.8%
Price/Gal (\$)	8.77	8.02	8.34	8.44	8.87	9.27	9.19	9.03	3.0%	8.92	9.09	1.9%
Revenues (\$)	0.20	0.19	0.18	0.18	0.17	0.16	0.18	0.16	-20.1%	0.85	0.67	-21.3%
<u>Total Orange Juice</u>												
Gallons	38.32	29.45	30.01	30.49	31.10	33.59	35.94	38.66	0.9%	145.31	139.29	-4.1%
Price/Gal (\$)	6.71	6.72	6.72	6.78	6.74	6.66	6.63	6.79	1.1%	6.60	6.71	1.6%
Revenues (\$)	257.21	197.90	201.70	206.83	209.76	223.88	238.41	262.42	2.0%	959.27	934.47	-2.6%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 01/20/18
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 04 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	01/21/17	08/05/17	09/02/17	09/30/17	10/28/17	11/25/17	12/23/17	01/20/18		2016-17	2017-18	% Change
<u>NFC GJ</u>												
Gallons	0.74	0.68	0.67	0.67	0.67	0.68	0.69	0.72	-2.4%	2.82	2.76	-2.1%
Price/Gal (\$)	7.75	7.93	7.89	7.96	7.93	7.67	7.58	7.82	1.0%	7.70	7.75	0.7%
Revenues (\$)	5.70	5.38	5.32	5.30	5.28	5.24	5.25	5.62	-1.5%	21.71	21.39	-1.5%
<u>RECON GJ</u>												
Gallons	0.07	0.06	0.06	0.06	0.06	0.06	0.06	0.07	-4.5%	0.30	0.25	-16.1%
Price/Gal (\$)	8.04	9.01	9.07	9.01	8.64	8.72	8.53	8.79	9.2%	7.03	8.67	23.3%
Revenues (\$)	0.58	0.53	0.54	0.55	0.52	0.54	0.53	0.61	4.3%	2.13	2.20	3.4%
<u>Refrigerated GJ</u>												
Gallons	0.81	0.74	0.73	0.73	0.73	0.74	0.75	0.79	-2.6%	3.12	3.01	-3.5%
Price/Gal (\$)	7.78	8.01	7.99	8.05	7.99	7.76	7.66	7.91	1.7%	7.64	7.83	2.5%
Revenues (\$)	6.28	5.91	5.86	5.85	5.80	5.78	5.78	6.23	-0.9%	23.84	23.59	-1.0%
<u>Frozen GJ</u>												
Gallons	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	-31.4%	0.04	0.03	-23.0%
Price/Gal (\$)	3.60	4.41	4.34	4.63	4.79	4.82	4.87	5.05	40.0%	4.16	4.88	17.5%
Revenues (\$)	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.04	-4.0%	0.15	0.13	-9.5%
<u>Shelf Stable GJ</u>												
Gallons	0.31	0.30	0.28	0.28	0.28	0.28	0.27	0.29	-5.5%	1.11	1.12	1.1%
Price/Gal (\$)	6.01	6.28	6.39	6.33	6.26	6.03	6.20	6.14	2.2%	6.15	6.16	0.1%
Revenues (\$)	1.84	1.90	1.78	1.79	1.77	1.70	1.65	1.78	-3.5%	6.81	6.90	1.2%
<u>Total Grapefruit Juice</u>												
Gallons	1.13	1.05	1.02	1.02	1.02	1.03	1.03	1.08	-3.8%	4.27	4.16	-2.6%
Price/Gal (\$)	7.25	7.48	7.52	7.55	7.49	7.27	7.26	7.42	2.3%	7.22	7.36	2.0%
Revenues (\$)	8.17	7.84	7.68	7.67	7.61	7.51	7.46	8.04	-1.6%	30.84	30.62	-0.7%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 01/20/18

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.fdocgrower.com>

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

Report 04 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	01/21/17	08/05/17	09/02/17	09/30/17	10/28/17	11/25/17	12/23/17	01/20/18		2016-17	2017-18	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	1.15	1.24	1.27	1.20	1.13	1.10	1.11	1.06	-8.0%	5.02	4.40	-12.4%
Price/Gal (\$)	5.40	5.72	5.63	5.62	5.59	5.50	5.46	5.54	2.6%	5.27	5.52	4.8%
Revenues (\$)	6.20	7.12	7.17	6.75	6.34	6.06	6.04	5.85	-5.6%	26.47	24.28	-8.2%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1.94	1.26	1.31	1.38	1.43	1.53	1.64	1.85	-4.6%	6.78	6.46	-4.7%
Price/Gal (\$)	7.56	7.83	7.68	7.82	7.71	7.59	7.51	7.65	1.2%	7.51	7.61	1.4%
Revenues (\$)	14.65	9.89	10.09	10.81	11.04	11.64	12.35	14.15	-3.4%	50.90	49.19	-3.4%
<u>OJ Drinks - % not stated</u>												
Gallons	0.22	0.14	0.14	0.15	0.14	0.14	0.15	0.15	-33.5%	0.78	0.59	-25.1%
Price/Gal (\$)	5.45	5.86	5.79	5.83	5.75	5.43	5.32	5.54	1.6%	5.44	5.50	1.2%
Revenues (\$)	1.22	0.81	0.83	0.85	0.81	0.78	0.81	0.82	-32.5%	4.26	3.23	-24.2%
<u>Total OJ Drinks</u>												
Gallons	3.31	2.65	2.73	2.73	2.71	2.78	2.90	3.05	-7.7%	12.58	11.44	-9.0%
Price/Gal (\$)	6.67	6.73	6.62	6.75	6.72	6.65	6.61	6.82	2.3%	6.49	6.70	3.3%
Revenues (\$)	22.07	18.50	18.09	18.41	18.19	18.48	19.20	20.83	-5.6%	81.63	76.70	-6.0%
<u>OJ BL Drinks</u>												
Gallons	14.66	14.97	15.50	14.55	14.22	13.17	13.36	13.71	-6.5%	59.13	54.46	-7.9%
Price/Gal (\$)	3.29	3.28	3.30	3.42	3.33	3.44	3.40	3.35	1.9%	3.33	3.38	1.5%
Revenues (\$)	48.27	49.16	51.20	49.70	47.38	45.33	45.37	45.98	-4.7%	196.95	184.07	-6.5%
<u>OJ BL (100% Juice)</u>												
Gallons	2.52	2.22	2.26	2.26	2.28	2.29	2.45	2.62	4.2%	9.99	9.64	-3.5%
Price/Gal (\$)	7.39	7.31	7.29	7.35	7.29	7.22	7.04	7.19	-2.7%	7.23	7.18	-0.7%
Revenues (\$)	18.59	16.19	16.45	16.59	16.60	16.54	17.25	18.85	1.4%	72.29	69.24	-4.2%
<u>GJ Cocktail</u>												
Gallons	0.85	0.74	0.71	0.67	0.66	0.69	0.66	0.73	-13.6%	3.03	2.74	-9.6%
Price/Gal (\$)	5.57	6.24	6.27	6.30	6.19	5.86	5.97	5.85	5.0%	5.81	5.96	2.6%
Revenues (\$)	4.72	4.60	4.47	4.22	4.09	4.02	3.93	4.28	-9.2%	17.59	16.32	-7.2%
<u>GJ BL (100% Juice)</u>												
Gallons	0.16	0.14	0.13	0.12	0.12	0.13	0.11	0.13	-17.9%	0.55	0.50	-9.7%
Price/Gal (\$)	5.97	6.18	6.27	6.46	6.29	5.68	6.16	6.07	1.6%	6.16	6.04	-1.9%
Revenues (\$)	0.97	0.88	0.82	0.78	0.75	0.76	0.69	0.81	-16.6%	3.39	3.00	-11.5%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 01/20/18
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: 01/20/18
 Issue Date: 02/05/18
 Report 04 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	01/21/17	08/05/17	09/02/17	09/30/17	10/28/17	11/25/17	12/23/17	01/20/18		2016-17	2017-18	% Change
<u>NFC OJ</u>												
Gallons	16.47	11.73	12.10	12.34	12.64	14.18	15.44	16.46	0.0%	61.55	58.73	-4.6%
Price/Gal (\$)	7.69	7.97	7.91	7.96	7.87	7.64	7.47	7.80	1.5%	7.59	7.69	1.4%
Revenues (\$)	126.63	93.46	95.71	98.21	99.48	108.29	115.40	128.48	1.5%	466.95	451.65	-3.3%
<u>RECON OJ</u>												
Gallons	8.00	6.55	6.52	6.77	6.82	7.01	7.03	7.84	-2.1%	30.64	28.70	-6.3%
Price/Gal (\$)	5.05	5.08	5.05	5.05	4.96	4.93	5.03	5.13	1.6%	4.90	5.02	2.3%
Revenues (\$)	40.39	33.28	32.88	34.19	33.85	34.60	35.36	40.17	-0.6%	150.21	143.98	-4.1%
<u>Refrigerated OJ</u>												
Gallons	24.47	18.29	18.62	19.11	19.47	21.19	22.47	24.30	-0.7%	92.19	87.42	-5.2%
Price/Gal (\$)	6.83	6.93	6.91	6.93	6.85	6.74	6.71	6.94	1.7%	6.69	6.81	1.8%
Revenues (\$)	167.03	126.74	128.59	132.40	133.33	142.89	150.76	168.64	1.0%	617.16	595.63	-3.5%
<u>Frozen OJ</u>												
Gallons	1.20	0.89	0.88	0.93	0.89	0.98	1.08	1.07	-11.2%	4.43	4.02	-9.3%
Price/Gal (\$)	4.78	5.04	5.00	5.05	5.03	5.04	5.08	5.09	6.5%	4.98	5.06	1.6%
Revenues (\$)	5.75	4.51	4.41	4.71	4.48	4.95	5.46	5.43	-5.4%	22.04	20.32	-7.8%
<u>Shelf Stable OJ</u>												
Gallons	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	-12.8%	0.08	0.07	-18.6%
Price/Gal (\$)	9.56	8.75	8.96	9.15	9.30	9.48	9.39	9.39	-1.8%	9.32	9.39	0.7%
Revenues (\$)	0.18	0.16	0.16	0.16	0.16	0.15	0.17	0.15	-14.4%	0.77	0.63	-18.0%
<u>Total Orange Juice</u>												
Gallons	25.69	19.20	19.52	20.06	20.37	22.19	23.56	25.38	-1.2%	96.69	91.51	-5.4%
Price/Gal (\$)	6.73	6.84	6.82	6.84	6.77	6.67	6.64	6.86	2.0%	6.62	6.74	1.8%
Revenues (\$)	172.95	131.41	133.16	137.27	137.96	148.00	156.39	174.23	0.7%	639.97	616.58	-3.7%

Most recent four-week-period is preliminary
 2017-18 STD: 10/01/17 - 01/20/18
 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 04 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	01/21/17	08/05/17	09/02/17	09/30/17	10/28/17	11/25/17	12/23/17	01/20/18		2016-17	2017-18	% Change
<u>NFC GJ</u>												
Gallons	603.49	552.61	549.23	547.53	545.56	567.98	574.72	593.52	-1.7%	2,311.87	2,281.78	-1.3%
Price/Gal (\$)	7.83	8.02	7.97	8.04	8.00	7.69	7.59	7.89	0.8%	7.78	7.79	0.2%
Revenues (\$)	4,722.91	4,433.62	4,377.46	4,400.14	4,366.95	4,367.38	4,362.25	4,682.31	-0.9%	17,979.09	17,778.90	-1.1%
<u>RECON GJ</u>												
Gallons	72.37	58.38	59.58	60.75	60.10	62.31	62.34	69.13	-4.5%	302.69	253.87	-16.1%
Price/Gal (\$)	8.04	9.01	9.07	9.01	8.64	8.72	8.53	8.79	9.2%	7.03	8.67	23.3%
Revenues (\$)	582.16	525.75	540.30	547.49	519.40	543.58	531.83	607.42	4.3%	2,129.39	2,202.23	3.4%
<u>Refrigerated GJ</u>												
Gallons	675.86	610.99	608.81	608.28	605.65	630.30	637.06	662.64	-2.0%	2,614.56	2,535.65	-3.0%
Price/Gal (\$)	7.85	8.12	8.08	8.13	8.07	7.79	7.68	7.98	1.7%	7.69	7.88	2.5%
Revenues (\$)	5,305.08	4,959.37	4,917.76	4,947.63	4,886.36	4,910.96	4,894.08	5,289.73	-0.3%	20,108.47	19,981.13	-0.6%
<u>Frozen GJ</u>												
Gallons	10.69	8.62	8.70	7.74	6.87	6.49	6.93	7.33	-31.4%	35.85	27.62	-23.0%
Price/Gal (\$)	3.60	4.41	4.34	4.63	4.79	4.82	4.87	5.05	40.0%	4.16	4.88	17.5%
Revenues (\$)	38.53	38.02	37.74	35.84	32.88	31.31	33.72	36.99	-4.0%	148.98	134.89	-9.5%
<u>Shelf Stable GJ</u>												
Gallons	216.88	213.37	193.95	183.09	184.88	188.41	172.70	191.51	-11.7%	784.29	737.50	-6.0%
Price/Gal (\$)	6.20	6.49	6.66	6.77	6.67	6.30	6.60	6.49	4.7%	6.39	6.51	1.9%
Revenues (\$)	1,343.87	1,385.31	1,292.30	1,240.44	1,232.44	1,186.03	1,140.35	1,242.64	-7.5%	5,009.11	4,801.45	-4.1%
<u>Total Grapefruit Juice</u>												
Gallons	904.87	832.98	811.46	799.11	797.40	825.20	816.68	861.49	-4.8%	3,440.95	3,300.76	-4.1%
Price/Gal (\$)	7.40	7.66	7.70	7.79	7.71	7.43	7.43	7.63	3.1%	7.35	7.55	2.7%
Revenues (\$)	6,695.76	6,382.69	6,247.80	6,223.90	6,151.68	6,128.29	6,068.14	6,569.36	-1.9%	25,302.53	24,917.47	-1.5%

Most recent four-week-period is preliminary

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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 04 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	01/21/17	08/05/17	09/02/17	09/30/17	10/28/17	11/25/17	12/23/17	01/20/18		2016-17	2017-18	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	830.38	839.93	862.59	804.66	763.11	735.29	731.32	713.98	-14.0%	3,577.80	2,943.69	-17.7%
Price/Gal (\$)	5.43	6.06	5.90	5.94	5.88	5.85	5.80	5.91	8.8%	5.26	5.86	11.4%
Revenues (\$)	4,507.02	5,092.81	5,086.81	4,781.82	4,490.28	4,302.74	4,243.29	4,217.28	-6.4%	18,822.00	17,253.59	-8.3%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1,444.31	919.90	955.59	1,001.69	1,038.74	1,115.88	1,202.56	1,333.74	-7.7%	5,059.97	4,690.92	-7.3%
Price/Gal (\$)	7.54	7.86	7.68	7.82	7.64	7.50	7.40	7.61	0.8%	7.48	7.54	0.8%
Revenues (\$)	10,895.64	7,234.68	7,341.07	7,831.71	7,936.67	8,374.19	8,904.70	10,146.97	-6.9%	37,828.00	35,362.53	-6.5%
<u>OJ Drinks - % not stated</u>												
Gallons	222.10	137.23	141.75	144.49	140.63	143.44	152.08	147.65	-33.5%	779.23	583.80	-25.1%
Price/Gal (\$)	5.41	5.83	5.77	5.82	5.75	5.44	5.32	5.55	2.6%	5.41	5.51	1.9%
Revenues (\$)	1,202.00	800.31	817.79	841.18	808.98	780.25	809.30	819.72	-31.8%	4,216.45	3,218.26	-23.7%
<u>Total OJ Drinks</u>												
Gallons	2,496.79	1,897.07	1,959.92	1,950.84	1,942.47	1,994.62	2,085.96	2,195.37	-12.1%	9,417.00	8,218.41	-12.7%
Price/Gal (\$)	6.65	6.92	6.76	6.90	6.81	6.75	6.69	6.92	4.0%	6.46	6.79	5.1%
Revenues (\$)	16,604.66	13,812.80	13,245.66	13,454.70	13,235.93	13,457.19	13,957.29	15,183.97	-8.6%	60,866.45	55,834.38	-8.3%
<u>OJ BL Drinks</u>												
Gallons	7,326.77	7,614.19	7,959.17	7,279.85	7,228.81	6,496.30	6,515.98	6,718.42	-8.3%	29,961.49	26,959.52	-10.0%
Price/Gal (\$)	3.35	3.27	3.23	3.37	3.28	3.44	3.43	3.46	3.3%	3.31	3.40	2.5%
Revenues (\$)	24,511.32	24,898.15	25,729.20	24,549.83	23,682.81	22,315.10	22,359.17	23,219.94	-5.3%	99,296.03	91,577.02	-7.8%
<u>OJ BL (100% Juice)</u>												
Gallons	1,684.86	1,495.34	1,497.66	1,494.49	1,508.22	1,518.99	1,660.01	1,773.25	5.2%	6,704.34	6,460.47	-3.6%
Price/Gal (\$)	7.43	7.25	7.24	7.28	7.19	7.14	6.87	7.09	-4.5%	7.21	7.07	-1.9%
Revenues (\$)	12,515.41	10,838.09	10,847.48	10,884.82	10,844.03	10,840.45	11,409.13	12,580.78	0.5%	48,337.90	45,674.39	-5.5%
<u>GJ Cocktail</u>												
Gallons	424.64	411.80	393.72	366.06	353.05	377.73	347.64	400.25	-5.7%	1,598.53	1,478.66	-7.5%
Price/Gal (\$)	6.47	6.91	6.96	7.05	6.91	6.38	6.62	6.43	-0.6%	6.63	6.58	-0.8%
Revenues (\$)	2,747.56	2,843.96	2,740.79	2,581.29	2,441.13	2,408.61	2,301.49	2,574.07	-6.3%	10,600.62	9,725.29	-8.3%
<u>GJ BL (100% Juice)</u>												
Gallons	104.26	85.02	76.32	69.73	70.46	88.20	65.67	82.83	-20.6%	343.60	307.16	-10.6%
Price/Gal (\$)	6.32	6.77	6.99	7.32	6.98	5.88	6.78	6.54	3.5%	6.58	6.50	-1.3%
Revenues (\$)	659.13	575.42	533.12	510.44	491.46	518.79	445.06	541.90	-17.8%	2,262.59	1,997.20	-11.7%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 01/20/18
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: 01/20/18
Issue Date: 02/05/18
Report 04 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	01/21/17	08/05/17	09/02/17	09/30/17	10/28/17	11/25/17	12/23/17	01/20/18		2016-17	2017-18	% Change
<u>NFC OJ</u>												
Average Promo Price	6.78	7.06	7.07	7.06	7.00	6.81	6.57	6.94	2.4%	6.66	6.83	2.5%
Price Reduction	95	94	93	93	93	93	94	96	1.1%	94	94	-0.3%
Feature & Disp	32	23	27	25	26	28	26	24	-25.0%	30	26	-11.9%
Display w/o Fea	32	25	26	26	25	22	20	27	-15.6%	26	24	-8.7%
Feature w/o Disp	90	84	85	86	87	87	90	89	-1.1%	90	88	-1.7%
<u>RECON OJ</u>												
Average Promo Price	4.29	4.61	4.39	4.32	4.15	4.20	4.29	4.31	0.5%	4.06	4.24	4.3%
Price Reduction	73	81	80	79	83	76	75	70	-4.1%	74	76	3.4%
Feature & Disp	7	8	6	4	4	3	3	5	-28.6%	6	4	-34.8%
Display w/o Fea	15	15	10	12	12	13	8	12	-20.0%	12	11	-2.2%
Feature w/o Disp	65	59	66	42	42	59	49	62	-4.6%	58	53	-7.8%
<u>Refrigerated OJ</u>												
Average Promo Price	6.19	6.33	6.37	6.28	6.17	6.08	6.13	6.34	2.4%	6.03	6.18	2.5%
Price Reduction	96	97	98	97	97	96	96	97	1.0%	96	97	0.8%
Feature & Disp	34	28	29	26	27	29	27	27	-20.6%	32	28	-13.4%
Display w/o Fea	37	32	31	33	32	29	25	32	-13.5%	31	30	-5.6%
Feature w/o Disp	91	89	89	90	89	89	91	92	1.1%	91	90	-1.1%
<u>Frozen OJ</u>												
Average Promo Price	3.38	3.94	3.64	3.92	4.61	4.47	4.24	4.35	28.7%	3.88	4.42	13.8%
Price Reduction	59	34	35	40	46	50	37	33	-44.1%	52	42	-20.2%
Feature & Disp	0	0	0	1	0	0	0	0	-100.0%	0	0	-100.0%
Display w/o Fea	1	1	1	1	0	0	0	0	-100.0%	2	0	-100.0%
Feature w/o Disp	11	7	10	5	7	11	10	8	-27.3%	10	9	-10.0%
<u>Shelf Stable OJ</u>												
Average Promo Price	7.93	6.18	7.14	7.53	8.20	8.56	7.59	7.58	-4.4%	7.91	7.98	1.0%
Price Reduction	3	18	18	12	3	2	3	3	0.0%	6	3	-56.0%
Feature & Disp	0	0	0	0	0	0	0	0	0	0	0	0
Display w/o Fea	0	0	0	0	0	0	0	0	0	0	0	0
Feature w/o Disp	0	0	0	1	0	0	0	0	0	2	0	-100.0%
<u>Total OJ</u>												
Average Promo Price	6.09	6.29	6.32	6.23	6.14	6.06	6.10	6.32	3.8%	5.97	6.16	3.1%
Price Reduction	97	97	98	98	98	96	96	98	1.0%	97	97	0.5%
Feature & Disp	34	28	29	27	27	29	27	27	-20.6%	32	28	-13.4%
Display w/o Fea	37	33	32	33	32	29	25	32	-13.5%	32	30	-7.8%
Feature w/o Disp	91	89	89	90	89	89	91	92	1.1%	91	90	-1.1%

Most recent four-week-period is preliminary
2017-18 STD: 10/01/17 - 01/20/18
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 04 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	01/21/17	08/05/17	09/02/17	09/30/17	10/28/17	11/25/17	12/23/17	01/20/18		2016-17	2017-18	% Change
<u>NFC GJ</u>												
Average Promo Price	6.84	7.08	7.00	7.15	7.01	6.79	6.60	6.91	1.0%	6.76	6.83	1.1%
Price Reduction	77	69	74	72	72	76	77	78	1.3%	74	76	3.1%
Feature & Disp	3	2	2	1	2	2	2	1	-66.7%	3	2	-30.0%
Display w/o Fea	5	4	6	6	5	7	4	6	20.0%	6	6	0.0%
Feature w/o Disp	53	35	39	46	44	45	50	40	-24.5%	47	45	-5.3%
<u>RECON GJ</u>												
Average Promo Price	8.08	6.76	8.35	7.40	6.47	7.30	6.28	7.57	-6.3%	5.71	6.91	20.9%
Price Reduction	12	14	12	15	13	20	15	18	50.0%	11	17	50.0%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	1	0	0	1	0	0	0	0	-100.0%	1	0	-100.0%
Feature w/o Disp	0	1	0	1	0	0	0	7		0	2	
<u>Refrigerated GJ</u>												
Average Promo Price	6.87	7.06	7.05	7.16	6.96	6.82	6.58	6.96	1.3%	6.65	6.83	2.7%
Price Reduction	77	72	76	75	73	76	79	79	2.6%	74	77	3.7%
Feature & Disp	3	2	2	1	2	2	2	1	-66.7%	3	2	-30.0%
Display w/o Fea	6	4	7	7	6	7	5	7	16.7%	6	6	8.7%
Feature w/o Disp	53	35	40	47	44	45	50	46	-13.2%	47	46	-2.1%
<u>Frozen GJ</u>												
Average Promo Price	2.92	3.94	3.22	3.69	4.08	4.87	4.72	4.28	46.6%	3.56	4.49	26.1%
Price Reduction	14	6	4	4	2	1	1	1	-92.9%	6	1	-77.3%
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	4.91	5.66	5.43	6.47	5.68	4.89	5.21	5.13	4.5%	5.29	5.23	-1.2%
Price Reduction	41	45	37	41	38	47	44	41	0.0%	44	43	-2.9%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	2	1	1	2	1	2	2	2	0.0%	2	2	0.0%
Feature w/o Disp	21	15	14	6	17	10	6	11	-47.6%	14	11	-20.0%
<u>TL GJ</u>												
Average Promo Price	6.42	6.75	6.82	7.07	6.77	6.51	6.42	6.70	4.4%	6.40	6.60	3.2%
Price Reduction	83	79	81	81	79	83	84	84	1.2%	83	83	-0.6%
Feature & Disp	3	2	2	1	2	2	2	2	-33.3%	3	2	-20.0%
Display w/o Fea	8	5	8	8	7	8	6	8	0.0%	8	7	-6.5%
Feature w/o Disp	63	45	46	49	48	49	53	51	-19.0%	52	50	-3.8%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 01/20/18

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 04 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4	Season-to-Date		
	01/21/17	08/05/17	09/02/17	09/30/17	10/28/17	11/25/17	12/23/17	01/20/18		2016-17	2017-18	% Change
OJ Drinks 0-39.99%												
Average Promo Price	5.16	5.68	5.38	5.51	5.58	5.78	5.73	5.61	8.7%	5.05	5.68	12.3%
Price Reduction	77	76	82	80	81	78	75	76	-1.3%	79	78	-1.3%
Feature & Disp	7	14	14	8	8	8	7	7	0.0%	7	8	11.1%
Display w/o Fea	25	35	37	35	34	31	25	29	16.0%	29	30	1.7%
Feature w/o Disp	48	62	57	55	56	57	48	50	4.2%	45	53	17.2%
OJ Drinks 40-99.99%												
Average Promo Price	6.91	7.24	7.02	7.11	7.08	6.88	6.86	6.97	0.9%	6.78	6.95	2.5%
Price Reduction	76	71	72	75	74	78	76	80	5.3%	77	77	0.0%
Feature & Disp	9	5	5	3	5	3	7	2	-77.8%	7	4	-39.3%
Display w/o Fea	12	8	10	7	8	6	6	8	-33.3%	9	7	-17.6%
Feature w/o Disp	48	45	42	36	46	32	47	33	-31.3%	46	40	-13.7%
OJ Drinks - % not stated												
Average Promo Price	4.98	5.37	5.25	5.20	5.01	5.15	5.05	5.30	6.4%	4.93	5.13	4.1%
Price Reduction	17	15	14	14	12	13	12	20	17.6%	16	14	-10.9%
Feature & Disp	0	0	0	0	0	0	0	0	0.0%	0	0	0.0%
Display w/o Fea	1	2	2	1	2	2	1	1	0.0%	1	2	50.0%
Feature w/o Disp	12	7	18	6	11	16	14	4	-66.7%	7	11	55.2%
Total OJ Drinks												
Average Promo Price	6.40	6.51	6.21	6.40	6.51	6.46	6.50	6.58	2.8%	6.16	6.51	5.7%
Price Reduction	91	90	90	92	90	90	88	91	0.0%	91	90	-1.1%
Feature & Disp	16	18	18	12	12	11	13	9	-43.8%	13	11	-13.5%
Display w/o Fea	35	41	44	40	39	35	29	35	0.0%	36	35	-3.5%
Feature w/o Disp	71	72	71	68	72	67	67	60	-15.5%	66	67	1.1%
OJ BL Drinks												
Average Promo Price	2.87	2.92	2.73	2.88	2.54	2.96	2.93	2.97	3.5%	2.80	2.85	2.0%
Price Reduction	96	98	97	97	95	96	96	96	0.0%	96	96	0.3%
Feature & Disp	24	36	32	27	25	18	13	16	-33.3%	23	18	-22.6%
Display w/o Fea	52	69	69	64	60	56	49	53	1.9%	57	55	-4.0%
Feature w/o Disp	83	83	83	84	80	76	65	75	-9.6%	82	74	-9.8%
OJ BL (100% Juice)												
Average Promo Price	6.67	6.30	6.44	6.48	6.35	6.35	5.95	6.40	-4.0%	6.34	6.26	-1.2%
Price Reduction	89	88	84	87	89	84	84	84	-5.6%	89	85	-3.7%
Feature & Disp	5	5	6	6	6	8	7	6	20.0%	6	7	8.0%
Display w/o Fea	10	13	11	11	11	7	7	9	-10.0%	12	9	-27.7%
Feature w/o Disp	67	59	68	61	67	77	79	73	9.0%	68	74	9.6%
GJ Cocktail												
Average Promo Price	5.19	6.27	6.46	6.97	6.14	5.17	5.39	5.38	3.7%	5.71	5.52	-3.2%
Price Reduction	74	73	71	65	66	76	73	70	-5.4%	75	71	-5.0%
Feature & Disp	4	8	9	3	2	3	4	2	-50.0%	5	3	-47.6%
Display w/o Fea	17	19	22	21	18	16	14	17	0.0%	17	16	-5.8%
Feature w/o Disp	28	36	32	14	29	42	21	23	-17.9%	32	29	-10.9%
GJ BL (100% Juice)												
Average Promo Price	5.32	6.04	6.00	7.15	6.14	5.04	5.48	5.42	1.9%	5.66	5.52	-2.5%
Price Reduction	45	43	37	31	32	44	35	30	-33.3%	46	35	-23.0%
Feature & Disp	1	0	0	0	0	0	0	0	-100.0%	0	0	-100.0%
Display w/o Fea	2	1	1	1	1	1	1	1	-50.0%	1	1	-20.0%
Feature w/o Disp	17	7	5	2	7	5	7	8	-52.9%	11	7	-38.6%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 01/20/18

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

Source: Nielsen

Orange Juice Categories at xAOC

	Last Year 52 weeks ending 01/21/17	This Year 52 weeks ending 01/20/18
GALLONS (millions)		
Total OJ	456,457,098	426,362,761
Ref NFC OJ	277,509,307	262,135,010
Ref Recon OJ	159,259,945	146,493,546
Frozen OJ	19,367,767	17,461,801
SS OJ	320,075	272,413
DOLLARS (millions)		
Total OJ	\$2,992,429,910	\$2,867,814,404
Ref NFC OJ	\$2,107,294,651	\$2,018,194,454
Ref Recon OJ	\$788,649,631	\$760,341,729
Frozen OJ	\$93,620,715	\$86,908,321
SS OJ	\$2,864,918	\$2,369,898
AVG PRICE PER GALLON		
Total OJ	\$6.56	\$6.73
Ref NFC OJ	\$7.59	\$7.70
Ref Recon OJ	\$4.95	\$5.19
Frozen OJ	\$4.83	\$4.98
SS OJ	\$8.95	\$8.70
SHARE OF GALLONS		
Total OJ	100.0%	100.0%
Ref NFC OJ	60.8%	61.5%
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%	70.4%
Ref Recon OJ	26.4%	26.5%
Frozen OJ	3.1%	3.0%
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 01/20/18 and 52 wks ending 01/21/17

Created: 02/01/18

Grapefruit Juice Categories at xAOC

	Last Year 52 weeks ending 01/21/17	This Year 52 weeks ending 01/20/18
GALLONS (millions)		
Total GJ	14,276,102	13,822,084
Ref NFC GJ	9,317,937	9,134,244
Ref Recon GJ	997,616	796,144
Frozen GJ	134,086	110,157
SS GJ	3,804,376	3,780,736
DOLLARS (millions)		
Total GJ	\$103,869,904	\$102,748,196
Ref NFC GJ	\$72,699,009	\$71,405,594
Ref Recon GJ	\$6,635,667	\$7,095,472
Frozen GJ	\$550,472	\$509,248
SS GJ	\$23,858,844	\$23,733,520
AVG PRICE PER GALLON		
Total GJ	\$7.28	\$7.43
Ref NFC GJ	\$7.80	\$7.82
Ref Recon GJ	\$6.65	\$8.91
Frozen GJ	\$4.11	\$4.62
SS GJ	\$6.27	\$6.28
SHARE OF GALLONS		
Total GJ	100.0%	100.0%
Ref NFC GJ	65.3%	66.1%
Ref Recon GJ	7.0%	5.8%
Frozen GJ	0.9%	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	6.4%	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 01/20/18 and 52 wks ending 01/21/17

Created: 02/01/18

Orange Juice Sales at xAOC - by Region

		Gallons									
		52 Weeks		52 Weeks YA		4 WEEKS ENDING 01/20/18			4 WEEKS ENDING 01/21/17		
		% of Total	% Chg	% of Total	% of Total	% Chg			% of Total		
TOTAL US - XAOC											
TL OJ	426,362,761		-6.6%	456,457,098			38,656,636		0.9%	38,320,427	
TL OJ REF NFC	262,135,010		-5.5%	277,509,307			24,363,402		2.2%	23,831,719	
TL OJ REF RECON	146,493,546		-8.0%	159,259,945			12,804,556		-0.2%	12,832,890	
NORTHEAST REGION - XAOC											
TL OJ	80,324,276	18.8%	-9.8%	89,054,990	19.5%		7,003,297	18.1%	-1.3%	7,093,627	18.5%
TL OJ REF NFC	63,944,019	15.0%	-9.7%	70,788,199	15.5%		5,690,909	14.7%	-0.6%	5,724,762	14.9%
TL OJ REF RECON	14,566,291	3.4%	-10.4%	16,264,202	3.6%		1,165,376	3.0%	-3.9%	1,212,657	3.2%
SOUTH REGION - XAOC											
TL OJ	167,925,149	39.4%	-4.8%	176,374,041	38.6%		15,439,948	39.9%	3.4%	14,937,285	39.0%
TL OJ REF NFC	99,834,870	23.4%	-3.0%	102,956,975	22.6%		9,450,373	24.4%	5.3%	8,977,709	23.4%
TL OJ REF RECON	62,820,828	14.7%	-7.0%	67,545,709	14.8%		5,546,799	14.3%	1.2%	5,479,305	14.3%
WEST REGION - XAOC											
TL OJ	88,786,430	20.8%	-7.9%	96,417,316	21.1%		7,903,071	20.4%	-2.7%	8,118,957	21.2%
TL OJ REF NFC	48,658,611	11.4%	-5.7%	51,621,345	11.3%		4,556,014	11.8%	-0.1%	4,562,368	11.9%
TL OJ REF RECON	34,767,624	8.2%	-10.5%	38,854,735	8.5%		2,896,576	7.5%	-4.9%	3,045,367	7.9%
MIDWEST REGION - XAOC											
TL OJ	88,867,195	20.8%	-5.9%	94,414,928	20.7%		8,298,521	21.5%	1.8%	8,154,999	21.3%
TL OJ REF NFC	49,271,120	11.6%	-5.1%	51,923,622	11.4%		4,654,151	12.0%	2.3%	4,550,926	11.9%
TL OJ REF RECON	34,299,636	8.0%	-6.3%	36,601,964	8.0%		3,194,586	8.3%	3.2%	3,094,437	8.1%

		Dollars										
		52 Weeks		52 Weeks YA		4 WEEKS ENDING 01/20/18			4 WEEKS ENDING 01/21/17			
		52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	% of Total	% Chg			% of Total	
TOTAL US - XAOC												
TL OJ	\$2,867,814,404			-4.2%	\$2,992,429,910			\$262,424,928		2.0%	\$257,210,284	
TL OJ REF NFC	\$2,018,194,454			-4.2%	\$2,107,294,651			\$188,407,085		2.7%	\$183,446,333	
TL OJ REF RECON	\$760,341,729			-3.6%	\$788,649,631			\$66,455,525		1.1%	\$65,734,027	
NORTHEAST REGION - XAOC												
TL OJ	\$549,612,614	19.2%		-6.3%	\$586,803,661	19.6%		\$48,376,004	18.4%	1.6%	\$47,603,705	18.5%
TL OJ REF NFC	\$462,069,424	16.1%		-6.6%	\$494,823,411	16.5%		\$41,255,877	15.7%	2.0%	\$40,461,243	15.7%
TL OJ REF RECON	\$77,101,822	2.7%		-4.5%	\$80,729,112	2.7%		\$6,273,137	2.4%	0.0%	\$6,272,188	2.4%
SOUTH REGION - XAOC												
TL OJ	\$1,117,761,397	39.0%		-2.6%	\$1,147,460,481	38.3%		\$103,990,165	39.6%	4.0%	\$99,950,906	38.9%
TL OJ REF NFC	\$773,297,707	27.0%		-2.3%	\$791,140,262	26.4%		\$73,773,245	28.1%	5.0%	\$70,278,986	27.3%
TL OJ REF RECON	\$318,279,749	11.1%		-3.0%	\$328,153,698	11.0%		\$27,995,580	10.7%	2.4%	\$27,333,841	10.6%
WEST REGION - XAOC												
TL OJ	\$615,067,409	21.4%		-5.8%	\$652,917,596	21.8%		\$55,813,267	21.3%	-0.7%	\$56,227,461	21.9%
TL OJ REF NFC	\$399,941,140	13.9%		-5.9%	\$424,922,036	14.2%		\$37,472,500	14.3%	0.1%	\$37,447,201	14.6%
TL OJ REF RECON	\$188,795,878	6.6%		-5.4%	\$199,643,569	6.7%		\$16,089,305	6.1%	-1.8%	\$16,386,036	6.4%
MIDWEST REGION - XAOC												
TL OJ	\$581,999,652	20.3%		-3.6%	\$603,831,165	20.2%		\$54,159,220	20.6%	1.6%	\$53,320,050	20.7%
TL OJ REF NFC	\$379,574,401	13.2%		-3.8%	\$394,736,495	13.2%		\$35,796,161	13.6%	1.9%	\$35,142,160	13.7%
TL OJ REF RECON	\$176,084,498	6.1%		-2.3%	\$180,276,162	6.0%		\$16,112,287	6.1%	2.3%	\$15,743,097	6.1%

Source: Nielsen Scanning Data

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

Created: 2/1/2018

Grapefruit Juice Sales at xAOC - by Region

	Gallons									
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 01/20/18		4 WEEKS ENDING 01/21/17			
	% of Total	% Chg	% of Total	% of Total	% of Total	% Chg	% of Total	% of Total	% of Total	% of Total
TOTAL US - XAOC										
TL GJ	13,822,084	-3.2%	14,276,102		1,083,847	-3.8%	1,126,458			
TL GJ REF NFC	9,134,244	-2.0%	9,317,937		718,078	-2.4%	735,813			
TL GJ REF RECON	796,144	-20.2%	997,616		69,131	-4.5%	72,368			
NORTHEAST REGION - XAOC										
TL GJ	2,543,862	18.4%	2,700,315	18.9%	195,975	18.1%	205,364	18.2%		
TL GJ REF NFC	1,965,970	14.2%	2,073,053	14.5%	152,714	14.1%	158,397	14.1%		
TL GJ REF RECON	79,509	0.6%	68,380	0.5%	6,063	0.6%	5,726	0.5%		
SOUTH REGION - XAOC										
TL GJ	5,812,919	42.1%	5,983,755	41.9%	453,704	41.9%	473,301	42.0%		
TL GJ REF NFC	3,743,852	27.1%	3,683,255	25.8%	293,278	27.1%	298,789	26.5%		
TL GJ REF RECON	418,865	3.0%	648,785	4.5%	36,438	3.4%	41,138	3.7%		
WEST REGION - XAOC										
TL GJ	3,097,142	22.4%	3,209,375	22.5%	245,384	22.6%	249,827	22.2%		
TL GJ REF NFC	2,020,550	14.6%	2,132,679	14.9%	160,629	14.8%	162,382	14.4%		
TL GJ REF RECON	136,446	1.0%	134,973	0.9%	11,594	1.1%	11,947	1.1%		
MIDWEST REGION - XAOC										
TL GJ	2,349,050	17.0%	2,373,457	16.6%	187,997	17.3%	197,377	17.5%		
TL GJ REF NFC	1,381,460	10.0%	1,420,301	9.9%	110,544	10.2%	115,717	10.3%		
TL GJ REF RECON	167,349	1.2%	145,031	1.0%	15,010	1.4%	13,639	1.2%		

	Dollars									
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 01/20/18		4 WEEKS ENDING 01/21/17			
	% of Total	% Chg	% of Total	% of Total	% of Total	% Chg	% of Total	% of Total	% of Total	% of Total
TOTAL US - XAOC										
TL GJ	\$102,748,196	-1.1%	\$103,869,904		\$8,039,628	-1.6%	\$8,171,645			
TL GJ REF NFC	\$71,405,594	-1.8%	\$72,699,009		\$5,618,860	-1.5%	\$5,702,611			
TL GJ REF RECON	\$7,095,472	6.9%	\$6,635,667		\$607,492	4.3%	\$582,182			
NORTHEAST REGION - XAOC										
TL GJ	\$18,817,610	18.3%	\$19,646,058	18.9%	\$1,465,307	18.2%	\$1,479,247	18.1%		
TL GJ REF NFC	\$14,701,116	14.3%	\$15,481,310	14.9%	\$1,149,249	14.3%	\$1,158,129	14.2%		
TL GJ REF RECON	\$810,386	0.8%	\$598,928	0.6%	\$67,402	0.8%	\$55,420	0.7%		
SOUTH REGION - XAOC										
TL GJ	\$42,661,732	41.5%	\$42,243,628	40.7%	\$3,331,275	41.4%	\$3,367,523	41.2%		
TL GJ REF NFC	\$28,985,547	28.2%	\$28,361,984	27.3%	\$2,276,596	28.3%	\$2,279,893	27.9%		
TL GJ REF RECON	\$3,731,724	3.6%	\$3,931,126	3.8%	\$314,404	3.9%	\$314,647	3.9%		
WEST REGION - XAOC										
TL GJ	\$24,185,684	23.5%	\$25,041,703	24.1%	\$1,903,177	23.7%	\$1,938,444	23.7%		
TL GJ REF NFC	\$16,851,916	16.4%	\$17,922,183	17.3%	\$1,336,463	16.6%	\$1,376,073	16.8%		
TL GJ REF RECON	\$1,392,013	1.4%	\$1,125,952	1.1%	\$120,226	1.5%	\$116,794	1.4%		
MIDWEST REGION - XAOC										
TL GJ	\$16,902,955	16.5%	\$16,871,721	16.2%	\$1,332,456	16.6%	\$1,383,382	16.9%		
TL GJ REF NFC	\$10,660,619	10.4%	\$10,864,702	10.5%	\$847,985	10.5%	\$885,269	10.8%		
TL GJ REF RECON	\$1,203,199	1.2%	\$979,160	0.9%	\$105,084	1.3%	\$96,251	1.2%		

Source: Nielsen Scanning Data

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

Created: 2/1/2018