

Nielsen Retail Sales OJ, GJ and OJ/GJ Beverages



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

	4 WEEKS ENDING 02/14/15			SEASON YEAR-TO-DATE		
	GALLONS	PRICE	DOLLARS	GALLONS	PRICE	DOLLARS
Total OJ	-10.0%	6.4%	-4.2%	-8.7%	5.3%	-3.9%
Ref NFC OJ	-9.4%	7.6%	-2.5%	-7.5%	5.7%	-2.3%
Ref Recon OJ	-11.0%	3.5%	-7.9%	-10.4%	3.7%	-7.0%
Total GJ	-6.3%	4.0%	-2.5%	-5.3%	4.0%	-1.5%
Ref NFC GJ	-6.3%	5.9%	-0.8%	-5.6%	5.7%	-0.2%
Shelf Stable GJ	-5.2%	-1.3%	-6.4%	-3.1%	-1.2%	-4.3%
OJ Drinks	-3.9%	11.4%	7.0%	-4.9%	8.3%	3.1%
OJ Blend Drinks	1.7%	6.3%	8.1%	2.9%	2.7%	5.6%
GJ Cocktail	5.9%	-3.8%	1.9%	-3.5%	-0.8%	-4.3%

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: 02/14/15
Issue Date: 03/02/15
Report 5 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	02/15/14	08/30/14	09/27/14	10/25/14	11/22/14	12/20/14	01/17/15	02/14/15		2013-14	2014-15	% Change
<u>NFC OJ</u>												
Gallons	26.75	21.35	21.68	21.80	22.51	24.63	27.67	24.23	-9.4%	130.70	120.85	-7.5%
Price/Gal (\$)	7.14	7.46	7.46	7.49	7.48	7.44	7.53	7.68	7.6%	7.12	7.53	5.7%
Revenues (\$)	190.88	159.32	161.67	163.35	168.41	183.35	208.27	186.07	-2.5%	930.73	909.45	-2.3%
<u>RECON OJ</u>												
Gallons	16.15	13.01	13.32	13.69	13.94	14.26	15.45	14.36	-11.0%	80.00	71.70	-10.4%
Price/Gal (\$)	4.79	5.01	5.02	4.97	4.97	5.00	5.02	4.96	3.5%	4.81	4.99	3.7%
Revenues (\$)	77.41	65.17	66.85	68.01	69.29	71.30	77.63	71.30	-7.9%	384.59	357.53	-7.0%
<u>Refrigerated OJ</u>												
Gallons	42.89	34.35	35.00	35.49	36.45	38.89	43.13	38.59	-10.0%	210.70	192.55	-8.6%
Price/Gal (\$)	6.25	6.53	6.53	6.52	6.52	6.55	6.63	6.67	6.6%	6.24	6.58	5.4%
Revenues (\$)	268.29	224.49	228.52	231.35	237.70	254.65	285.91	257.37	-4.1%	1,315.32	1,266.98	-3.7%
<u>Frozen OJ</u>												
Gallons	1.93	1.62	1.64	1.63	1.65	1.89	1.98	1.74	-9.9%	9.87	8.89	-9.9%
Price/Gal (\$)	4.89	4.85	4.81	4.86	4.98	4.98	5.01	4.95	1.3%	4.92	4.96	0.8%
Revenues (\$)	9.43	7.87	7.88	7.90	8.24	9.41	9.91	8.61	-8.8%	48.52	44.07	-9.2%
<u>Shelf Stable OJ</u>												
Gallons	0.05	0.04	0.05	0.05	0.05	0.05	0.05	0.05	-8.8%	0.28	0.24	-12.7%
Price/Gal (\$)	8.76	9.18	8.87	9.29	9.08	9.16	8.88	8.82	0.7%	8.70	9.05	4.0%
Revenues (\$)	0.48	0.41	0.48	0.46	0.44	0.44	0.43	0.44	-8.2%	2.42	2.20	-9.2%
<u>Total Orange Juice</u>												
Gallons	44.88	36.02	36.70	37.16	38.16	40.83	45.15	40.38	-10.0%	220.85	201.68	-8.7%
Price/Gal (\$)	6.20	6.46	6.45	6.45	6.46	6.48	6.56	6.60	6.4%	6.19	6.51	5.3%
Revenues (\$)	278.20	232.77	236.88	239.71	246.38	264.49	296.24	266.42	-4.2%	1,366.26	1,313.24	-3.9%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 02/14/15
2013-14 STD: 09/29/13 - 02/15/14

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 5 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	02/15/14	08/30/14	09/27/14	10/25/14	11/22/14	12/20/14	01/17/15	02/14/15		2013-14	2014-15	% Change
<u>NFC GJ</u>												
Gallons	0.83	0.75	0.74	0.74	0.74	0.72	0.78	0.78	-6.3%	3.99	3.77	-5.6%
Price/Gal (\$)	7.41	7.77	7.79	7.89	7.78	7.79	7.76	7.84	5.9%	7.39	7.81	5.7%
Revenues (\$)	6.16	5.85	5.77	5.81	5.80	5.64	6.08	6.11	-0.8%	29.51	29.44	-0.2%
<u>RECON GJ</u>												
Gallons	0.07	0.07	0.07	0.08	0.07	0.07	0.07	0.08	6.9%	0.36	0.37	3.6%
Price/Gal (\$)	6.27	6.20	6.16	6.09	6.07	6.31	6.38	6.20	-1.1%	6.11	6.21	1.6%
Revenues (\$)	0.47	0.45	0.46	0.48	0.45	0.43	0.47	0.50	5.7%	2.21	2.33	5.3%
<u>Refrigerated GJ</u>												
Gallons	0.91	0.83	0.82	0.81	0.82	0.79	0.86	0.86	-5.2%	4.35	4.14	-4.9%
Price/Gal (\$)	7.31	7.63	7.64	7.72	7.63	7.66	7.64	7.69	5.1%	7.28	7.67	5.3%
Revenues (\$)	6.63	6.30	6.23	6.29	6.25	6.07	6.56	6.61	-0.3%	31.72	31.76	0.1%
<u>Frozen GJ</u>												
Gallons	0.03	0.02	0.01	0.01	0.01	0.02	0.02	0.01	-53.6%	0.14	0.07	-45.7%
Price/Gal (\$)	4.55	4.87	4.99	5.12	5.16	5.27	5.15	5.23	14.8%	4.56	5.18	13.6%
Revenues (\$)	0.13	0.08	0.07	0.07	0.08	0.08	0.09	0.07	-46.8%	0.63	0.39	-38.4%
<u>Shelf Stable GJ</u>												
Gallons	0.34	0.31	0.31	0.31	0.31	0.29	0.32	0.32	-5.2%	1.60	1.55	-3.1%
Price/Gal (\$)	6.46	6.42	6.35	6.41	6.33	6.29	6.27	6.37	-1.3%	6.41	6.34	-1.2%
Revenues (\$)	2.18	1.99	1.97	1.99	1.94	1.84	2.02	2.04	-6.4%	10.27	9.83	-4.3%
<u>Total Grapefruit Juice</u>												
Gallons	1.27	1.15	1.14	1.14	1.14	1.10	1.20	1.19	-6.3%	6.09	5.77	-5.3%
Price/Gal (\$)	7.02	7.27	7.26	7.33	7.25	7.26	7.23	7.31	4.0%	6.99	7.28	4.0%
Revenues (\$)	8.94	8.37	8.27	8.35	8.27	7.99	8.66	8.72	-2.5%	42.62	41.98	-1.5%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 02/14/15
2013-14 STD: 09/29/13 - 02/15/14

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 5 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	02/15/14	08/30/14	09/27/14	10/25/14	11/22/14	12/20/14	01/17/15	02/14/15		2013-14	2014-15	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	1.60	1.78	1.73	1.59	1.49	1.42	1.38	1.43	-10.4%	8.08	7.31	-9.5%
Price/Gal (\$)	3.88	4.31	4.22	4.29	4.36	4.36	4.43	4.42	14.0%	3.87	4.37	13.0%
Revenues (\$)	6.19	7.68	7.31	6.84	6.52	6.18	6.10	6.33	2.2%	31.25	31.96	2.3%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1.89	1.35	1.42	1.44	1.52	1.67	2.01	1.85	-2.1%	8.79	8.49	-3.4%
Price/Gal (\$)	7.15	7.66	7.52	7.55	7.35	7.20	7.33	7.74	8.3%	7.10	7.44	4.8%
Revenues (\$)	13.53	10.35	10.67	10.89	11.19	12.03	14.71	14.35	6.1%	62.39	63.16	1.2%
<u>OJ Drinks - % not stated</u>												
Gallons	0.11	0.12	0.13	0.13	0.14	0.13	0.17	0.17	59.0%	0.52	0.74	42.1%
Price/Gal (\$)	4.56	4.92	5.10	5.07	5.06	5.30	5.57	5.57	22.1%	4.79	5.34	11.5%
Revenues (\$)	0.49	0.61	0.66	0.68	0.69	0.70	0.92	0.96	94.1%	2.49	3.94	58.4%
<u>Total OJ Drinks</u>												
Gallons	3.60	3.26	3.28	3.17	3.15	3.22	3.55	3.45	-3.9%	17.39	16.54	-4.9%
Price/Gal (\$)	5.62	5.72	5.68	5.81	5.84	5.87	6.12	6.26	11.4%	5.53	5.99	8.3%
Revenues (\$)	20.21	18.66	18.63	18.40	18.40	18.91	21.73	21.63	7.0%	96.13	99.07	3.1%
<u>OJ BL Drinks</u>												
Gallons	17.10	17.96	17.11	17.00	15.78	15.42	16.38	17.39	1.7%	79.69	81.98	2.9%
Price/Gal (\$)	2.98	2.97	3.08	3.10	3.09	3.08	3.06	3.17	6.3%	3.02	3.10	2.7%
Revenues (\$)	51.02	53.26	52.65	52.77	48.81	47.48	50.20	55.13	8.1%	240.87	254.40	5.6%
<u>OJ BL (100% Juice)</u>												
Gallons	3.54	3.09	3.11	3.00	2.94	3.00	3.30	3.19	-10.1%	16.05	15.42	-3.9%
Price/Gal (\$)	6.86	7.03	7.04	7.14	7.15	7.14	7.20	7.24	5.6%	6.83	7.18	5.1%
Revenues (\$)	24.30	21.74	21.86	21.41	21.07	21.38	23.76	23.07	-5.1%	109.55	110.68	1.0%
<u>GJ Cocktail</u>												
Gallons	0.88	0.73	0.73	0.71	0.76	0.77	0.87	0.94	5.9%	4.19	4.04	-3.5%
Price/Gal (\$)	5.58	6.01	5.92	5.93	5.54	5.49	5.49	5.36	-3.8%	5.59	5.55	-0.8%
Revenues (\$)	4.93	4.40	4.33	4.19	4.22	4.26	4.75	5.02	1.9%	23.45	22.44	-4.3%
<u>GJ BL (100% Juice)</u>												
Gallons	0.16	0.14	0.14	0.13	0.13	0.12	0.14	0.14	-9.1%	0.73	0.67	-8.1%
Price/Gal (\$)	6.05	6.25	5.82	6.10	6.01	6.01	5.95	6.15	1.7%	6.00	6.04	0.8%
Revenues (\$)	0.94	0.87	0.83	0.80	0.78	0.74	0.84	0.87	-7.6%	4.35	4.03	-7.4%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 02/14/15
2013-14 STD: 09/29/13 - 02/15/14

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Florida Department of Citrus
ORANGE JUICE SALES
Food, Drug, Mass + Walmart
NIELSEN SCANTRACK
 (Gallons and Revenues in Millions)

Report Ending Date: 02/14/15
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 Report 5 of 14/15 Season

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	02/15/14	08/30/14	09/27/14	10/25/14	11/22/14	12/20/14	01/17/15	02/14/15		2013-14	2014-15	% Change
<u>NFC OJ</u>												
Gallons	24.85	19.77	20.10	20.18	20.83	22.80	25.68	22.37	-10.0%	121.43	111.85	-7.9%
Price/Gal (\$)	7.21	7.55	7.54	7.58	7.57	7.53	7.61	7.78	8.0%	7.19	7.62	5.9%
Revenues (\$)	179.02	149.32	151.61	153.01	157.64	171.74	195.48	174.02	-2.8%	873.61	851.88	-2.5%
<u>RECON OJ</u>												
Gallons	14.84	11.86	12.09	12.52	12.71	13.04	14.27	13.17	-11.2%	73.54	65.70	-10.7%
Price/Gal (\$)	4.71	4.92	4.94	4.87	4.88	4.91	4.94	4.86	3.2%	4.73	4.89	3.5%
Revenues (\$)	69.94	58.40	59.68	60.95	62.04	64.02	70.51	64.07	-8.4%	347.78	321.59	-7.5%
<u>Refrigerated OJ</u>												
Gallons	39.69	31.64	32.19	32.69	33.53	35.84	39.94	35.54	-10.4%	194.98	177.55	-8.9%
Price/Gal (\$)	6.27	6.57	6.56	6.54	6.55	6.58	6.66	6.70	6.8%	6.26	6.61	5.5%
Revenues (\$)	248.97	207.72	211.29	213.96	219.67	235.76	265.99	238.09	-4.4%	1,221.40	1,173.46	-3.9%
<u>Frozen OJ</u>												
Gallons	1.84	1.55	1.57	1.55	1.58	1.81	1.90	1.66	-9.6%	9.40	8.50	-9.6%
Price/Gal (\$)	4.94	4.91	4.86	4.91	5.04	5.03	5.06	5.00	1.3%	4.97	5.01	0.8%
Revenues (\$)	9.09	7.60	7.62	7.63	7.95	9.10	9.61	8.32	-8.4%	46.77	42.62	-8.9%
<u>Shelf Stable OJ</u>												
Gallons	0.05	0.04	0.05	0.05	0.04	0.05	0.05	0.05	-7.7%	0.26	0.23	-12.3%
Price/Gal (\$)	9.20	9.50	9.23	9.45	9.51	9.34	9.15	9.16	-0.4%	9.00	9.32	3.6%
Revenues (\$)	0.46	0.39	0.45	0.44	0.42	0.42	0.41	0.42	-8.1%	2.33	2.11	-9.2%
<u>Total Orange Juice</u>												
Gallons	41.58	33.22	33.80	34.29	35.15	37.70	41.89	37.25	-10.4%	204.64	186.29	-9.0%
Price/Gal (\$)	6.22	6.49	6.49	6.47	6.49	6.51	6.59	6.63	6.6%	6.21	6.54	5.3%
Revenues (\$)	258.51	215.71	219.36	222.03	228.04	245.29	276.01	246.82	-4.5%	1,270.49	1,218.20	-4.1%

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 2013-14 STD: 09/29/13 - 02/15/14

Source: Nielsen. FDM+Walmart data consists of POS data for U.S. grocery stores doing \$2 million and greater annual sales, drug stores doing \$1 million and greater annual sales, mass merchandisers (like Target), and Walmart.

GRAPEFRUIT JUICE SALES

Food, Drug, Mass + Walmart
(Gallons and Revenues in Millions)

Report 5 of 14/15 Season

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<u>NFC GJ</u>												
Gallons	0.83	0.75	0.74	0.73	0.74	0.72	0.78	0.77	-6.2%	3.97	3.75	-5.5%
Price/Gal (\$)	7.42	7.78	7.80	7.91	7.80	7.80	7.77	7.85	5.8%	7.41	7.82	5.6%
Revenues (\$)	6.13	5.83	5.75	5.79	5.77	5.61	6.06	6.08	-0.7%	29.38	29.32	-0.2%
<u>RECON GJ</u>												
Gallons	0.07	0.07	0.07	0.08	0.07	0.07	0.07	0.08	6.9%	0.36	0.37	3.6%
Price/Gal (\$)	6.27	6.20	6.16	6.09	6.07	6.31	6.38	6.20	-1.1%	6.11	6.21	1.6%
Revenues (\$)	0.47	0.45	0.46	0.48	0.45	0.43	0.47	0.50	5.7%	2.21	2.33	5.3%
<u>Refrigerated GJ</u>												
Gallons	0.90	0.82	0.81	0.81	0.82	0.79	0.85	0.85	-5.1%	4.33	4.12	-4.8%
Price/Gal (\$)	7.33	7.64	7.65	7.73	7.64	7.67	7.64	7.70	5.1%	7.30	7.68	5.2%
Revenues (\$)	6.60	6.28	6.21	6.26	6.23	6.04	6.53	6.58	-0.3%	31.59	31.64	0.2%
<u>Frozen GJ</u>												
Gallons	0.03	0.02	0.01	0.01	0.01	0.02	0.02	0.01	-53.0%	0.14	0.07	-45.2%
Price/Gal (\$)	4.55	4.88	5.00	5.12	5.16	5.27	5.15	5.23	14.7%	4.57	5.19	13.5%
Revenues (\$)	0.13	0.07	0.07	0.07	0.08	0.08	0.09	0.07	-46.1%	0.62	0.38	-37.8%
<u>Shelf Stable GJ</u>												
Gallons	0.33	0.31	0.31	0.31	0.30	0.29	0.32	0.31	-5.6%	1.58	1.53	-3.2%
Price/Gal (\$)	6.46	6.42	6.36	6.43	6.34	6.30	6.28	6.41	-0.8%	6.42	6.35	-1.0%
Revenues (\$)	2.15	1.97	1.94	1.96	1.92	1.82	1.99	2.01	-6.4%	10.13	9.70	-4.2%
<u>Total Grapefruit Juice</u>												
Gallons	1.26	1.14	1.13	1.13	1.13	1.09	1.19	1.18	-6.3%	6.04	5.72	-5.3%
Price/Gal (\$)	7.04	7.28	7.27	7.35	7.26	7.27	7.25	7.33	4.2%	7.01	7.29	4.1%
Revenues (\$)	8.88	8.32	8.23	8.29	8.22	7.94	8.61	8.67	-2.4%	42.34	41.73	-1.4%

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LESS THAN 100% OJ & GJ BEVERAGES

Food, Drug, Mass + Walmart

(Gallons and Revenues in Millions)

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<u>OJ Drinks 0-39.99%</u>												
Gallons	1.46	1.54	1.52	1.37	1.31	1.26	1.25	1.31	-10.3%	7.40	6.49	-12.3%
Price/Gal (\$)	3.95	4.33	4.27	4.34	4.40	4.47	4.56	4.54	15.1%	3.93	4.46	13.5%
Revenues (\$)	5.76	6.66	6.49	5.95	5.75	5.61	5.69	5.95	3.2%	29.10	28.94	-0.5%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1.87	1.34	1.40	1.43	1.50	1.66	1.99	1.83	-2.1%	8.69	8.40	-3.3%
Price/Gal (\$)	7.16	7.68	7.54	7.57	7.37	7.21	7.35	7.77	8.4%	7.11	7.45	4.8%
Revenues (\$)	13.40	10.25	10.57	10.79	11.09	11.94	14.60	14.22	6.1%	61.77	62.64	1.4%
<u>OJ Drinks - % not stated</u>												
Gallons	0.11	0.12	0.13	0.13	0.14	0.13	0.16	0.17	59.6%	0.52	0.74	42.8%
Price/Gal (\$)	4.56	4.93	5.11	5.08	5.06	5.30	5.57	5.57	22.1%	4.80	5.34	11.2%
Revenues (\$)	0.49	0.61	0.65	0.68	0.69	0.69	0.92	0.95	94.9%	2.48	3.93	58.8%
<u>Total OJ Drinks</u>												
Gallons	3.44	3.00	3.05	2.93	2.95	3.04	3.40	3.31	-3.7%	16.60	15.63	-5.9%
Price/Gal (\$)	5.72	5.85	5.81	5.95	5.95	6.00	6.24	6.38	11.6%	5.62	6.11	8.7%
Revenues (\$)	19.65	17.52	17.72	17.41	17.54	18.24	21.20	21.12	7.5%	93.34	95.51	2.3%
<u>OJ BL Drinks</u>												
Gallons	14.93	15.83	15.08	14.94	13.89	13.60	14.53	15.34	2.8%	70.47	72.30	2.6%
Price/Gal (\$)	2.94	2.93	3.05	3.07	3.08	3.05	3.03	3.11	5.8%	2.98	3.07	3.1%
Revenues (\$)	43.83	46.32	45.92	45.92	42.70	41.53	44.03	47.65	8.7%	209.78	221.83	5.7%
<u>OJ BL (100% Juice)</u>												
Gallons	3.35	2.91	2.93	2.80	2.75	2.80	3.10	2.96	-11.7%	15.14	14.41	-4.8%
Price/Gal (\$)	6.87	7.03	7.02	7.13	7.14	7.13	7.20	7.24	5.4%	6.83	7.17	5.0%
Revenues (\$)	23.03	20.48	20.58	19.93	19.63	20.00	22.33	21.43	-6.9%	103.43	103.32	-0.1%
<u>GJ Cocktail</u>												
Gallons	0.74	0.61	0.62	0.58	0.66	0.66	0.73	0.80	8.0%	3.49	3.43	-1.6%
Price/Gal (\$)	5.83	6.33	6.21	6.26	5.72	5.69	5.71	5.55	-4.7%	5.86	5.76	-1.6%
Revenues (\$)	4.31	3.87	3.82	3.66	3.77	3.76	4.16	4.44	2.9%	20.44	19.80	-3.2%
<u>GJ BL (100% Juice)</u>												
Gallons	0.15	0.13	0.13	0.12	0.12	0.12	0.14	0.13	-7.5%	0.68	0.63	-6.9%
Price/Gal (\$)	6.14	6.34	5.90	6.23	6.12	6.09	5.99	6.27	2.1%	6.09	6.14	0.9%
Revenues (\$)	0.89	0.83	0.79	0.76	0.74	0.72	0.82	0.84	-5.5%	4.12	3.87	-6.1%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 02/14/15

2013-14 STD: 09/29/13 - 02/15/14

Source: Nielsen. FDM+Walmart data consists of POS data for U.S. grocery stores doing \$2 million and greater annual sales, drug stores doing \$1 million and greater annual sales, mass merchandisers (like Target), and Walmart.

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

Report Ending Date: 02/14/15
Issue Date: 03/02/15
Report 5 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	02/15/14	08/30/14	09/27/14	10/25/14	11/22/14	12/20/14	01/17/15	02/14/15		2013-14	2014-15	% Change
<u>NFC OJ</u>												
Gallons	18.87	14.94	15.09	15.20	15.66	17.07	19.22	16.76	-11.1%	91.99	83.91	-8.8%
Price/Gal (\$)	7.24	7.62	7.60	7.59	7.54	7.52	7.61	7.73	6.9%	7.22	7.60	5.2%
Revenues (\$)	136.50	113.75	114.77	115.38	118.02	128.45	146.31	129.64	-5.0%	664.52	637.80	-4.0%
<u>RECON OJ</u>												
Gallons	10.34	8.46	8.62	8.95	8.96	9.06	9.87	9.13	-11.6%	51.19	45.96	-10.2%
Price/Gal (\$)	4.68	4.85	4.89	4.79	4.82	4.87	4.92	4.81	2.7%	4.70	4.84	3.0%
Revenues (\$)	48.40	41.01	42.10	42.90	43.18	44.07	48.52	43.92	-9.3%	240.75	222.59	-7.5%
<u>Refrigerated OJ</u>												
Gallons	29.20	23.40	23.71	24.14	24.62	26.13	29.08	25.90	-11.3%	143.18	129.88	-9.3%
Price/Gal (\$)	6.33	6.61	6.62	6.56	6.55	6.60	6.70	6.70	5.8%	6.32	6.62	4.8%
Revenues (\$)	184.90	154.76	156.87	158.29	161.20	172.52	194.83	173.55	-6.1%	905.27	860.39	-5.0%
<u>Frozen OJ</u>												
Gallons	1.35	1.13	1.17	1.15	1.15	1.33	1.40	1.22	-9.4%	6.89	6.25	-9.3%
Price/Gal (\$)	5.07	5.06	4.98	5.06	5.21	5.19	5.24	5.15	1.5%	5.12	5.17	1.0%
Revenues (\$)	6.85	5.73	5.82	5.79	6.00	6.91	7.32	6.31	-8.0%	35.29	32.33	-8.4%
<u>Shelf Stable OJ</u>												
Gallons	0.05	0.04	0.05	0.05	0.04	0.04	0.04	0.04	-5.9%	0.24	0.22	-9.6%
Price/Gal (\$)	9.26	9.57	9.26	9.48	9.54	9.38	9.18	9.19	-0.7%	9.08	9.35	3.0%
Revenues (\$)	0.44	0.37	0.44	0.43	0.41	0.41	0.40	0.41	-6.6%	2.21	2.06	-6.9%
<u>Total Orange Juice</u>												
Gallons	30.60	24.57	24.92	25.34	25.81	27.51	30.53	27.17	-11.2%	150.32	136.35	-9.3%
Price/Gal (\$)	6.28	6.55	6.55	6.49	6.49	6.54	6.64	6.64	5.6%	6.27	6.56	4.6%
Revenues (\$)	192.19	160.87	163.13	164.51	167.60	179.84	202.55	180.27	-6.2%	942.76	894.78	-5.1%

Most recent four-week-period is preliminary
2014-15 STD: 09/28/14 - 02/14/15
2013-14 STD: 09/29/13 - 02/15/14

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 5 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	02/15/14	08/30/14	09/27/14	10/25/14	11/22/14	12/20/14	01/17/15	02/14/15		2013-14	2014-15	% Change
<u>NFC GJ</u>												
Gallons	686.24	620.96	605.13	599.47	609.47	593.41	645.74	631.11	-8.0%	3,288.34	3,079.20	-6.4%
Price/Gal (\$)	7.50	7.84	7.88	7.95	7.81	7.83	7.83	8.00	6.7%	7.49	7.88	5.3%
Revenues (\$)	5,147.82	4,868.22	4,766.85	4,763.20	4,759.92	4,647.44	5,058.45	5,050.08	-1.9%	24,626.50	24,279.08	-1.4%
<u>RECON GJ</u>												
Gallons	74.77	72.02	74.68	78.02	74.90	67.77	74.06	79.92	6.9%	361.66	374.67	3.6%
Price/Gal (\$)	6.27	6.20	6.16	6.09	6.07	6.31	6.38	6.20	-1.1%	6.11	6.21	1.6%
Revenues (\$)	469.13	446.63	460.23	474.95	454.74	427.76	472.29	495.79	5.7%	2,209.27	2,325.52	5.3%
<u>Refrigerated GJ</u>												
Gallons	761.01	692.98	679.81	677.48	684.37	661.18	719.80	711.04	-6.6%	3,650.00	3,453.86	-5.4%
Price/Gal (\$)	7.38	7.67	7.69	7.73	7.62	7.68	7.68	7.80	5.7%	7.35	7.70	4.8%
Revenues (\$)	5,616.95	5,314.85	5,227.08	5,238.15	5,214.67	5,075.20	5,530.73	5,545.87	-1.3%	26,835.77	26,604.61	-0.9%
<u>Frozen GJ</u>												
Gallons	12.14	13.27	13.53	13.20	14.37	15.17	16.31	13.23	9.0%	56.62	72.28	27.7%
Price/Gal (\$)	5.10	5.14	5.13	5.22	5.22	5.30	5.17	5.26	3.1%	5.11	5.23	2.3%
Revenues (\$)	61.87	68.20	69.37	68.91	74.95	80.35	84.29	69.53	12.4%	289.61	378.03	30.5%
<u>Shelf Stable GJ</u>												
Gallons	236.30	222.45	221.99	219.72	218.07	208.30	231.19	221.32	-6.3%	1,135.21	1,098.59	-3.2%
Price/Gal (\$)	6.91	6.84	6.75	6.87	6.74	6.69	6.64	6.88	-0.5%	6.83	6.76	-1.0%
Revenues (\$)	1,632.57	1,520.84	1,499.41	1,508.63	1,470.09	1,394.06	1,535.11	1,521.96	-6.8%	7,755.07	7,429.85	-4.2%
<u>Total Grapefruit Juice</u>												
Gallons	1,009.45	928.71	915.33	910.40	916.81	884.65	967.30	945.58	-6.3%	4,841.84	4,624.74	-4.5%
Price/Gal (\$)	7.24	7.43	7.42	7.49	7.37	7.40	7.39	7.55	4.2%	7.20	7.44	3.3%
Revenues (\$)	7,311.39	6,903.90	6,795.87	6,815.68	6,759.70	6,549.61	7,150.13	7,137.36	-2.4%	34,880.46	34,412.48	-1.3%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 02/14/15
2013-14 STD: 09/29/13 - 02/15/14

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 5 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	02/15/14	08/30/14	09/27/14	10/25/14	11/22/14	12/20/14	01/17/15	02/14/15		2013-14	2014-15	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	1,116.98	1,196.63	1,192.69	1,069.02	1,019.03	985.65	984.36	1,019.08	-8.8%	5,606.34	5,077.14	-9.4%
Price/Gal (\$)	4.06	4.41	4.32	4.37	4.42	4.49	4.62	4.55	11.9%	4.06	4.49	10.5%
Revenues (\$)	4,537.74	5,272.99	5,154.70	4,674.66	4,500.33	4,429.35	4,550.22	4,634.07	2.1%	22,777.67	22,788.63	0.0%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1,412.47	1,023.71	1,084.92	1,102.19	1,102.88	1,214.60	1,467.16	1,387.76	-1.7%	6,530.17	6,274.57	-3.9%
Price/Gal (\$)	7.16	7.67	7.52	7.53	7.54	7.39	7.52	7.70	7.6%	7.17	7.54	5.2%
Revenues (\$)	10,107.25	7,852.94	8,158.49	8,304.30	8,313.46	8,973.16	11,037.82	10,687.17	5.7%	46,814.34	47,315.91	1.1%
<u>OJ Drinks - % not stated</u>												
Gallons	94.38	111.00	114.72	118.18	123.43	118.08	148.60	156.13	65.4%	496.27	664.42	33.9%
Price/Gal (\$)	4.53	4.90	5.09	5.07	5.00	5.27	5.58	5.56	22.6%	4.81	5.32	10.7%
Revenues (\$)	427.63	543.48	583.58	598.59	617.57	622.28	829.61	867.60	102.9%	2,385.53	3,535.65	48.2%
<u>Total OJ Drinks</u>												
Gallons	2,623.82	2,331.35	2,392.33	2,289.38	2,245.34	2,318.32	2,600.11	2,562.97	-2.3%	12,632.77	12,016.12	-4.9%
Price/Gal (\$)	5.74	5.86	5.81	5.93	5.98	6.05	6.31	6.32	10.0%	5.70	6.13	7.6%
Revenues (\$)	15,072.61	14,059.36	13,896.77	13,577.55	13,431.36	14,024.78	16,417.65	16,188.85	7.4%	71,977.54	73,640.18	2.3%
<u>OJ BL Drinks</u>												
Gallons	8,896.96	9,373.77	8,875.85	8,584.85	7,847.77	7,666.80	8,068.85	8,446.70	-5.1%	42,621.41	40,614.98	-4.7%
Price/Gal (\$)	2.93	2.91	3.08	3.09	3.15	3.15	3.16	3.22	9.8%	2.95	3.15	7.1%
Revenues (\$)	26,055.66	27,231.09	27,353.24	26,536.36	24,729.20	24,141.43	25,511.44	27,160.96	4.2%	125,529.83	128,079.38	2.0%
<u>OJ BL (100% Juice)</u>												
Gallons	2,421.56	2,017.70	2,015.98	1,941.10	1,989.17	2,016.42	2,251.17	2,143.54	-11.5%	11,036.70	10,341.39	-6.3%
Price/Gal (\$)	6.95	7.18	7.16	7.28	7.12	7.13	7.23	7.29	4.9%	6.97	7.21	3.5%
Revenues (\$)	16,832.97	14,484.49	14,444.14	14,130.17	14,169.99	14,383.31	16,269.29	15,629.31	-7.2%	76,875.83	74,582.07	-3.0%
<u>GJ Cocktail</u>												
Gallons	433.18	408.21	408.76	377.00	398.27	383.51	423.72	467.96	8.0%	2,084.56	2,050.46	-1.6%
Price/Gal (\$)	6.61	6.82	6.66	6.79	6.41	6.51	6.54	6.20	-6.3%	6.59	6.48	-1.7%
Revenues (\$)	2,863.96	2,782.29	2,721.45	2,561.37	2,551.94	2,496.94	2,770.23	2,899.79	1.3%	13,736.41	13,280.27	-3.3%
<u>GJ BL (100% Juice)</u>												
Gallons	77.68	77.86	80.74	67.31	71.73	72.59	85.70	79.75	2.7%	374.08	377.07	0.8%
Price/Gal (\$)	6.89	7.06	6.31	6.99	6.69	6.59	6.42	6.95	0.9%	6.74	6.72	-0.3%
Revenues (\$)	535.45	549.61	509.88	470.58	479.55	478.53	549.99	554.62	3.6%	2,521.51	2,533.28	0.5%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 02/14/15
2013-14 STD: 09/29/13 - 02/15/14

Source: Nielsen. Food data consists of POS data for U.S. grocery stores doing \$2 million and greater annual sales.

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<http://www.fdocgrower.com>

Florida Department of Citrus
ORANGE JUICE PROMOTIONS
FOOD (\$2MM+ Grocery Stores)
NIELSEN SCANTRACK
(Prices in dollars and Promotion in %ACV)

Report Ending Date: 02/14/15
Issue Date: 03/02/15
Report 5 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	02/15/14	08/30/14	09/27/14	10/25/14	11/22/14	12/20/14	01/17/15	02/14/15		2013-14	2014-15	% Change
NFC OJ												
Average Promo Price	6.52	6.79	6.70	6.64	6.60	6.67	6.71	6.97	6.9%	6.45	6.72	4.1%
Price Reduction	94	93	93	93	93	94	94	94	0.0%	93	94	0.6%
Feature & Disp	41	38	38	35	34	34	38	39	-4.9%	38	36	-5.3%
Display w/o Fea	31	30	29	29	24	24	29	31	0.0%	30	27	-8.7%
Feature w/o Disp	88	89	89	90	90	92	94	90	2.3%	90	91	1.3%
RECON OJ												
Average Promo Price	4.14	4.14	4.34	4.19	4.29	4.15	4.23	4.11	-0.7%	4.07	4.19	3.0%
Price Reduction	78	71	75	78	74	81	81	79	1.3%	75	79	4.2%
Feature & Disp	13	11	15	17	19	6	9	14	7.7%	14	13	-5.8%
Display w/o Fea	18	19	22	20	17	12	13	17	-5.6%	16	16	-2.5%
Feature w/o Disp	67	62	68	55	64	56	61	68	1.5%	65	61	-6.2%
Refrigerated OJ												
Average Promo Price	5.86	6.01	5.95	5.81	5.87	6.00	6.04	6.13	4.6%	5.80	5.97	2.9%
Price Reduction	96	95	96	95	95	95	96	96	0.0%	96	95	-0.2%
Feature & Disp	45	41	43	40	42	36	41	43	-4.4%	42	40	-3.8%
Display w/o Fea	40	39	38	37	34	30	35	38	-5.0%	38	35	-7.4%
Feature w/o Disp	91	91	91	93	94	95	95	94	3.3%	93	94	1.1%
Frozen OJ												
Average Promo Price	4.60	4.48	3.96	4.14	4.87	4.51	4.33	4.18	-9.1%	4.51	4.41	-2.3%
Price Reduction	54	50	47	50	57	49	52	52	-3.7%	49	52	6.6%
Feature & Disp	1	0	2	1	0	1	1	1	0.0%	0	1	300.0%
Display w/o Fea	1	1	2	1	1	1	1	1	0.0%	1	1	0.0%
Feature w/o Disp	12	10	17	8	9	11	7	10	-16.7%	10	9	-8.2%
Shelf Stable OJ												
Average Promo Price	8.08	8.60	7.70	8.04	7.37	7.30	6.68	8.03	-0.6%	7.99	7.48	-6.3%
Price Reduction	10	11	18	7	4	8	9	10	0.0%	6	8	31.0%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	0	0	0	0	0	0	0	0		0	0	
Feature w/o Disp	6	3	2	1	1	1	1	6	0.0%	2	2	-16.7%
Total OJ												
Average Promo Price	5.84	5.99	5.91	5.77	5.86	5.97	6.01	6.09	4.3%	5.78	5.94	2.8%
Price Reduction	97	96	96	96	96	96	97	96	-1.0%	96	96	-0.2%
Feature & Disp	45	41	43	40	42	36	41	43	-4.4%	42	40	-4.3%
Display w/o Fea	41	39	39	38	34	30	36	38	-7.3%	38	35	-8.3%
Feature w/o Disp	91	91	91	93	94	95	95	94	3.3%	93	94	1.1%

Most recent four-week-period is preliminary
2014-15 STD: 09/28/14 - 02/14/15
2013-14 STD: 09/29/13 - 02/15/14
Source: Nielsen

GRAPEFRUIT JUICE PROMOTIONS

FOOD (\$2MM+ Grocery Stores)

(Prices in dollars and Promotion in %ACV)

Report 5 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	02/15/14	08/30/14	09/27/14	10/25/14	11/22/14	12/20/14	01/17/15	02/14/15		2013-14	2014-15	% Change
<u>NFC GJ</u>												
Average Promo Price	6.61	7.00	6.82	6.76	6.79	6.82	6.91	7.13	7.9%	6.54	6.88	5.2%
Price Reduction	75	77	69	66	75	76	80	73	-2.7%	72	74	2.5%
Feature & Disp	5	3	2	2	2	2	2	2	-60.0%	4	2	-44.4%
Display w/o Fea	6	7	8	6	6	6	7	8	33.3%	7	7	-2.9%
Feature w/o Disp	48	35	31	39	40	34	35	43	-10.4%	46	38	-16.2%
<u>RECON GJ</u>												
Average Promo Price	7.32	3.57	3.46	3.42	3.33	8.27	5.23	4.70	-35.8%	6.39	4.99	-21.9%
Price Reduction	3	2	7	7	7	6	1	6	100.0%	8	5	-32.5%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	0	0	0	0	0	0	0	0		0	0	
Feature w/o Disp	1	6	0	0	0	0	0	0	-100.0%	1	0	-100.0%
<u>Refrigerated GJ</u>												
Average Promo Price	6.61	6.90	6.71	6.63	6.68	6.84	6.91	7.03	6.4%	6.52	6.82	4.6%
Price Reduction	76	77	69	67	75	76	80	75	-1.3%	74	75	1.1%
Feature & Disp	5	3	2	2	2	2	2	2	-60.0%	4	2	-44.4%
Display w/o Fea	6	8	8	6	6	6	7	8	33.3%	7	7	-5.7%
Feature w/o Disp	48	35	31	39	40	34	35	43	-10.4%	46	38	-16.2%
<u>Frozen GJ</u>												
Average Promo Price	5.03	4.97	5.19	5.24	5.30	5.48	5.15	4.81	-4.4%	4.92	5.20	5.5%
Price Reduction	2	3	2	2	2	2	2	1	-50.0%	4	2	-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	6.13	5.98	5.81	6.06	5.49	5.75	5.62	5.96	-2.8%	6.03	5.78	-4.2%
Price Reduction	38	44	40	48	48	51	56	34	-10.5%	44	47	8.7%
Feature & Disp	0	1	0	0	0	0	0	0		0	0	
Display w/o Fea	2	3	2	2	2	2	2	2	0.0%	2	2	11.1%
Feature w/o Disp	5	11	11	13	8	3	5	3	-40.0%	9	6	-30.4%
<u>TL GJ</u>												
Average Promo Price	6.56	6.77	6.55	6.53	6.50	6.66	6.67	6.92	5.5%	6.45	6.66	3.1%
Price Reduction	83	81	79	80	83	84	86	80	-3.6%	83	83	-0.7%
Feature & Disp	5	4	2	2	2	2	2	3	-40.0%	4	2	-42.1%
Display w/o Fea	8	10	11	8	8	7	9	11	37.5%	8	9	2.4%
Feature w/o Disp	50	43	42	47	44	35	39	46	-8.0%	49	42	-13.5%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 02/14/15

2013-14 STD: 09/29/13 - 02/15/14

Source: Nielsen

LESS THAN 100% OJ & GJ BEVERAGES PROMOTIONS

FOOD (\$2MM+ Grocery Stores)

(Prices in dollars and Promotion in %ACV)

Report 5 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4	Season-to-Date		
	02/15/14	08/30/14	09/27/14	10/25/14	11/22/14	12/20/14	01/17/15	02/14/15		2013-14	2014-15	% Change
OJ Drinks 0-39.99%												
Average Promo Price	3.74	4.08	3.87	4.08	4.20	4.38	4.60	4.21	12.6%	3.72	4.29	15.3%
Price Reduction	78	72	77	74	73	66	71	73	-6.4%	77	71	-7.5%
Feature & Disp	10	17	20	12	10	6	9	8	-20.0%	9	9	4.7%
Display w/o Fea	27	37	39	34	30	25	30	35	29.6%	28	31	10.0%
Feature w/o Disp	58	66	67	62	63	48	52	61	5.2%	53	57	8.7%
OJ Drinks 40-99.99%												
Average Promo Price	6.55	6.92	6.82	6.81	6.80	6.81	6.92	7.15	9.2%	6.53	6.90	5.6%
Price Reduction	76	64	80	77	78	81	80	77	1.3%	76	79	3.4%
Feature & Disp	11	11	7	9	8	12	12	10	-9.1%	10	10	6.3%
Display w/o Fea	16	9	11	15	8	8	10	11	-31.3%	11	10	-7.1%
Feature w/o Disp	52	52	40	55	46	61	53	59	13.5%	49	55	12.3%
OJ Drinks - % not stated												
Average Promo Price	4.21	4.05	4.29	4.11	4.23	4.59	5.04	4.88	15.9%	3.88	4.57	17.8%
Price Reduction	4	4	4	4	4	5	14	16	300.0%	3	9	168.8%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	1	1	1	1	1	1	2	2	100.0%	1	1	40.0%
Feature w/o Disp	0	1	0	1	1	1	0	4		0	1	250.0%
Total OJ Drinks												
Average Promo Price	5.50	5.41	5.36	5.65	5.75	6.10	6.27	6.11	11.1%	5.46	5.98	9.4%
Price Reduction	92	88	92	89	90	90	91	91	-1.1%	91	90	-1.1%
Feature & Disp	20	26	26	20	16	18	20	18	-10.0%	18	18	4.5%
Display w/o Fea	40	43	45	44	35	31	38	42	5.0%	37	38	3.3%
Feature w/o Disp	71	76	73	74	72	73	76	76	7.0%	70	74	6.3%
OJ BL Drinks												
Average Promo Price	2.46	2.41	2.56	2.60	2.65	2.58	2.70	2.89	17.5%	2.42	2.68	10.9%
Price Reduction	95	95	96	95	94	93	94	96	1.1%	95	94	-0.4%
Feature & Disp	27	38	30	31	21	16	18	33	22.2%	23	24	3.5%
Display w/o Fea	72	78	73	67	59	52	56	68	-5.6%	66	60	-8.2%
Feature w/o Disp	70	79	75	79	71	67	69	77	10.0%	68	73	6.5%
OJ BL (100% Juice)												
Average Promo Price	6.47	6.57	6.52	6.69	6.51	6.47	6.71	6.88	6.3%	6.36	6.65	4.7%
Price Reduction	90	90	89	87	89	90	87	88	-2.2%	89	88	-0.5%
Feature & Disp	19	15	13	12	11	13	12	15	-21.1%	14	13	-8.7%
Display w/o Fea	19	19	16	18	15	13	16	20	5.3%	15	16	9.3%
Feature w/o Disp	80	82	76	69	81	78	81	80	0.0%	77	78	1.6%
GJ Cocktail												
Average Promo Price	6.04	6.12	5.85	6.20	5.40	5.57	5.65	5.01	-17.1%	5.91	5.57	-5.8%
Price Reduction	58	66	61	65	69	62	68	62	6.9%	62	65	5.5%
Feature & Disp	2	4	4	5	2	2	2	4	100.0%	2	3	50.0%
Display w/o Fea	12	14	14	11	10	9	11	16	33.3%	13	11	-12.3%
Feature w/o Disp	18	21	35	17	24	27	24	25	38.9%	20	23	17.0%
GJ BL (100% Juice)												
Average Promo Price	5.78	5.74	5.26	5.96	5.40	5.41	5.18	5.95	2.9%	5.86	5.58	-4.8%
Price Reduction	18	35	27	26	33	27	33	22	22.2%	25	28	11.0%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	1	0	0	0	0	1	1	2	100.0%	1	1	0.0%
Feature w/o Disp	3	9	11	11	4	1	3	2	-33.3%	7	4	-36.4%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 02/14/15

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Source: Nielsen