

Nielsen Retail Sales OJ, GJ and OJ/GJ Beverages



Monthly Topline Report
Report #05 of 2017-18 Season
For 4 weeks ending 02/17/18

Week Ending 02/17/18
 Report 05 of 17/18 Season

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

	4 WEEKS ENDING 02/17/18			SEASON YEAR-TO-DATE		
	GALLONS	PRICE	DOLLARS	GALLONS	PRICE	DOLLARS
Total OJ	-2.5%	1.0%	-1.6%	-3.8%	1.5%	-2.4%
Ref NFC OJ	-3.0%	1.1%	-2.0%	-3.5%	1.1%	-2.5%
Ref Recon OJ	-1.0%	1.1%	0.0%	-3.7%	2.3%	-1.5%
Total GJ	-3.3%	1.3%	-2.0%	-2.8%	1.8%	-1.0%
Ref NFC GJ	-5.0%	2.2%	-2.9%	-2.7%	1.0%	-1.8%
Shelf Stable GJ	-1.3%	-1.3%	-2.6%	0.6%	-0.2%	0.4%
OJ Drinks	-9.0%	3.2%	-6.1%	-9.0%	3.3%	-6.0%
OJ Blend Drinks	-7.1%	1.0%	-6.2%	-7.7%	1.4%	-6.5%
OJ Blend (100% Juice)	-4.1%	-0.4%	-4.5%	-3.7%	-0.6%	-4.3%
GJ Blend (100% Juice)	-16.9%	-2.6%	-19.0%	-11.3%	-2.1%	-13.1%
GJ Cocktail	-12.7%	4.2%	-9.0%	-10.2%	3.0%	-7.6%

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: 02/17/18
Issue Date: 03/05/18
Report 05 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	02/18/17	09/02/17	09/30/17	10/28/17	11/25/17	12/23/17	01/20/18	02/17/18		2016-17	2017-18	% Change
<u>NFC OJ</u>												
Gallons	21.73	18.26	18.29	18.78	20.82	22.74	24.36	21.07	-3.0%	111.68	107.77	-3.5%
Price/Gal (\$)	7.73	7.72	7.85	7.80	7.63	7.50	7.73	7.81	1.1%	7.61	7.69	1.1%
Revenues (\$)	167.86	140.94	143.65	146.47	158.81	170.50	188.40	164.53	-2.0%	849.72	828.72	-2.5%
<u>RECON OJ</u>												
Gallons	12.20	10.51	10.88	11.08	11.40	11.68	12.82	12.07	-1.0%	61.30	59.05	-3.7%
Price/Gal (\$)	5.14	5.19	5.20	5.15	5.10	5.15	5.19	5.20	1.1%	5.04	5.16	2.3%
Revenues (\$)	62.74	54.50	56.55	56.99	58.16	60.18	66.51	62.76	0.0%	309.19	304.60	-1.5%
<u>Refrigerated OJ</u>												
Gallons	33.93	28.76	29.17	29.85	32.23	34.42	37.18	33.15	-2.3%	172.97	166.82	-3.6%
Price/Gal (\$)	6.80	6.79	6.86	6.82	6.73	6.70	6.86	6.86	0.9%	6.70	6.79	1.4%
Revenues (\$)	230.60	195.43	200.21	203.46	216.97	230.69	254.91	227.30	-1.4%	1,158.91	1,133.32	-2.2%
<u>Frozen OJ</u>												
Gallons	1.44	1.22	1.29	1.23	1.35	1.50	1.47	1.33	-7.2%	7.61	6.88	-9.5%
Price/Gal (\$)	4.88	5.00	5.00	4.98	5.00	5.03	5.03	4.94	1.1%	4.88	5.00	2.4%
Revenues (\$)	7.02	6.08	6.45	6.13	6.75	7.55	7.40	6.59	-6.2%	37.14	34.41	-7.4%
<u>Shelf Stable OJ</u>												
Gallons	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	-6.8%	0.12	0.09	-19.9%
Price/Gal (\$)	9.16	8.34	8.44	8.87	9.27	9.19	9.03	9.07	-1.0%	8.96	9.08	1.4%
Revenues (\$)	0.19	0.18	0.18	0.17	0.16	0.18	0.16	0.18	-7.7%	1.04	0.84	-18.8%
<u>Total Orange Juice</u>												
Gallons	35.39	30.01	30.49	31.10	33.59	35.94	38.67	34.50	-2.5%	180.70	173.80	-3.8%
Price/Gal (\$)	6.72	6.72	6.78	6.74	6.66	6.63	6.79	6.78	1.0%	6.62	6.72	1.5%
Revenues (\$)	237.82	201.70	206.83	209.76	223.88	238.41	262.47	234.06	-1.6%	1,197.09	1,168.58	-2.4%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 02/17/18
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 05 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	02/18/17	09/02/17	09/30/17	10/28/17	11/25/17	12/23/17	01/20/18	02/17/18		2016-17	2017-18	% Change
<u>NFC GJ</u>												
Gallons	0.72	0.67	0.67	0.67	0.68	0.69	0.72	0.69	-5.0%	3.54	3.45	-2.7%
Price/Gal (\$)	7.82	7.89	7.96	7.93	7.67	7.58	7.82	7.99	2.2%	7.72	7.80	1.0%
Revenues (\$)	5.67	5.32	5.30	5.28	5.24	5.25	5.62	5.50	-2.9%	27.38	26.89	-1.8%
<u>RECON GJ</u>												
Gallons	0.06	0.06	0.06	0.06	0.06	0.06	0.07	0.07	9.8%	0.37	0.32	-11.6%
Price/Gal (\$)	8.68	9.07	9.01	8.64	8.72	8.53	8.79	8.67	-0.1%	7.32	8.67	18.5%
Revenues (\$)	0.55	0.54	0.55	0.52	0.54	0.53	0.61	0.61	9.7%	2.68	2.81	4.7%
<u>Refrigerated GJ</u>												
Gallons	0.79	0.73	0.73	0.73	0.74	0.75	0.79	0.76	-3.8%	3.91	3.77	-3.6%
Price/Gal (\$)	7.89	7.99	8.05	7.99	7.76	7.66	7.91	8.05	2.1%	7.69	7.87	2.5%
Revenues (\$)	6.22	5.86	5.85	5.80	5.78	5.78	6.23	6.11	-1.8%	30.06	29.70	-1.2%
<u>Frozen GJ</u>												
Gallons	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	-22.0%	0.04	0.03	-22.8%
Price/Gal (\$)	4.09	4.34	4.63	4.79	4.82	4.87	5.05	4.80	17.4%	4.14	4.87	17.5%
Revenues (\$)	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	-8.4%	0.19	0.17	-9.2%
<u>Shelf Stable GJ</u>												
Gallons	0.30	0.28	0.28	0.28	0.28	0.27	0.29	0.30	-1.3%	1.41	1.42	0.6%
Price/Gal (\$)	6.20	6.39	6.33	6.26	6.03	6.20	6.14	6.12	-1.3%	6.16	6.15	-0.2%
Revenues (\$)	1.88	1.78	1.79	1.77	1.70	1.65	1.78	1.83	-2.6%	8.69	8.73	0.4%
<u>Total Grapefruit Juice</u>												
Gallons	1.10	1.02	1.02	1.02	1.03	1.03	1.08	1.06	-3.3%	5.37	5.23	-2.8%
Price/Gal (\$)	7.39	7.52	7.55	7.49	7.27	7.26	7.42	7.49	1.3%	7.25	7.39	1.8%
Revenues (\$)	8.14	7.68	7.67	7.61	7.51	7.46	8.04	7.97	-2.0%	38.98	38.60	-1.0%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 02/17/18

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.floridacitrus.org/grower>

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

Report 05 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	02/18/17	09/02/17	09/30/17	10/28/17	11/25/17	12/23/17	01/20/18	02/17/18		2016-17	2017-18	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	1.17	1.27	1.20	1.13	1.10	1.11	1.06	1.08	-7.9%	6.19	5.47	-11.6%
Price/Gal (\$)	5.43	5.63	5.62	5.59	5.50	5.46	5.54	5.61	3.4%	5.30	5.54	4.5%
Revenues (\$)	6.34	7.17	6.75	6.34	6.06	6.04	5.85	6.04	-4.8%	32.80	30.32	-7.6%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1.78	1.31	1.38	1.43	1.53	1.64	1.85	1.67	-6.2%	8.56	8.13	-5.0%
Price/Gal (\$)	7.55	7.68	7.82	7.71	7.59	7.51	7.65	7.68	1.8%	7.52	7.63	1.4%
Revenues (\$)	13.45	10.09	10.81	11.04	11.64	12.35	14.15	12.84	-4.5%	64.35	62.03	-3.6%
<u>OJ Drinks - % not stated</u>												
Gallons	0.23	0.14	0.15	0.14	0.14	0.15	0.15	0.14	-36.7%	1.01	0.73	-27.7%
Price/Gal (\$)	5.24	5.79	5.83	5.75	5.43	5.32	5.54	5.74	9.6%	5.39	5.55	2.9%
Revenues (\$)	1.19	0.83	0.85	0.81	0.78	0.81	0.82	0.83	-30.6%	5.46	4.06	-25.6%
<u>Total OJ Drinks</u>												
Gallons	3.18	2.73	2.73	2.71	2.78	2.90	3.05	2.89	-9.0%	15.76	14.34	-9.0%
Price/Gal (\$)	6.60	6.62	6.75	6.72	6.65	6.61	6.82	6.82	3.2%	6.51	6.72	3.3%
Revenues (\$)	20.98	18.31	18.41	18.19	18.48	19.20	20.83	19.70	-6.1%	102.61	96.41	-6.0%
<u>OJ BL Drinks</u>												
Gallons	15.02	15.50	14.55	14.22	13.17	13.36	13.71	13.95	-7.1%	74.15	68.41	-7.7%
Price/Gal (\$)	3.34	3.30	3.42	3.33	3.44	3.40	3.35	3.37	1.0%	3.33	3.38	1.4%
Revenues (\$)	50.09	51.20	49.70	47.38	45.33	45.37	45.99	47.00	-6.2%	247.04	231.07	-6.5%
<u>OJ BL (100% Juice)</u>												
Gallons	2.51	2.26	2.26	2.28	2.29	2.45	2.62	2.41	-4.1%	12.50	12.04	-3.7%
Price/Gal (\$)	7.32	7.29	7.35	7.29	7.22	7.04	7.19	7.29	-0.4%	7.25	7.21	-0.6%
Revenues (\$)	18.37	16.45	16.59	16.60	16.54	17.25	18.86	17.55	-4.5%	90.66	86.79	-4.3%
<u>GJ Cocktail</u>												
Gallons	0.78	0.71	0.67	0.66	0.69	0.66	0.73	0.68	-12.7%	3.81	3.42	-10.2%
Price/Gal (\$)	5.80	6.27	6.30	6.19	5.86	5.97	5.86	6.04	4.2%	5.81	5.98	3.0%
Revenues (\$)	4.53	4.47	4.22	4.09	4.02	3.93	4.29	4.12	-9.0%	22.12	20.45	-7.6%
<u>GJ BL (100% Juice)</u>												
Gallons	0.15	0.13	0.12	0.12	0.13	0.11	0.13	0.13	-16.9%	0.70	0.62	-11.3%
Price/Gal (\$)	6.31	6.27	6.46	6.29	5.68	6.16	6.07	6.15	-2.6%	6.19	6.06	-2.1%
Revenues (\$)	0.97	0.82	0.78	0.75	0.76	0.69	0.81	0.78	-19.0%	4.35	3.78	-13.1%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 02/17/18
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: 02/17/18
Issue Date: 03/05/18
Report 05 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	02/18/17	09/02/17	09/30/17	10/28/17	11/25/17	12/23/17	01/20/18	02/17/18		2016-17	2017-18	% Change
<u>NFC OJ</u>												
Gallons	14.69	12.10	12.34	12.64	14.18	15.44	16.46	14.08	-4.2%	76.24	72.80	-4.5%
Price/Gal (\$)	7.72	7.91	7.96	7.87	7.64	7.47	7.80	7.90	2.2%	7.61	7.73	1.5%
Revenues (\$)	113.49	95.71	98.21	99.48	108.29	115.40	128.47	111.16	-2.0%	580.44	562.81	-3.0%
<u>RECON OJ</u>												
Gallons	7.54	6.52	6.77	6.82	7.01	7.03	7.85	7.37	-2.2%	38.18	36.08	-5.5%
Price/Gal (\$)	5.03	5.05	5.05	4.96	4.93	5.03	5.12	5.15	2.3%	4.93	5.04	2.3%
Revenues (\$)	37.91	32.88	34.19	33.85	34.60	35.36	40.22	37.93	0.0%	188.13	181.96	-3.3%
<u>Refrigerated OJ</u>												
Gallons	22.23	18.62	19.11	19.47	21.19	22.47	24.31	21.44	-3.5%	114.42	108.88	-4.8%
Price/Gal (\$)	6.81	6.91	6.93	6.85	6.74	6.71	6.94	6.95	2.1%	6.72	6.84	1.8%
Revenues (\$)	151.40	128.59	132.40	133.33	142.89	150.76	168.69	149.09	-1.5%	768.56	744.77	-3.1%
<u>Frozen OJ</u>												
Gallons	1.03	0.88	0.93	0.89	0.98	1.08	1.07	0.96	-6.4%	5.45	4.98	-8.7%
Price/Gal (\$)	4.91	5.00	5.05	5.03	5.04	5.08	5.09	4.99	1.6%	4.97	5.05	1.6%
Revenues (\$)	5.04	4.41	4.71	4.48	4.95	5.46	5.43	4.79	-4.9%	27.08	25.11	-7.3%
<u>Shelf Stable OJ</u>												
Gallons	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	-13.4%	0.10	0.08	-17.7%
Price/Gal (\$)	9.45	8.96	9.15	9.30	9.48	9.39	9.39	9.80	3.8%	9.34	9.47	1.4%
Revenues (\$)	0.18	0.16	0.16	0.16	0.15	0.17	0.15	0.16	-10.2%	0.95	0.79	-16.5%
<u>Total Orange Juice</u>												
Gallons	23.27	19.52	20.06	20.37	22.19	23.56	25.40	22.42	-3.7%	119.97	113.94	-5.0%
Price/Gal (\$)	6.73	6.82	6.84	6.77	6.67	6.64	6.86	6.87	2.1%	6.64	6.76	1.9%
Revenues (\$)	156.62	133.16	137.27	137.96	148.00	156.39	174.28	154.04	-1.6%	796.59	770.67	-3.3%

Most recent four-week-period is preliminary
2017-18 STD: 10/01/17 - 02/17/18
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 05 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	02/18/17	09/02/17	09/30/17	10/28/17	11/25/17	12/23/17	01/20/18	02/17/18		2016-17	2017-18	% Change
<u>NFC GJ</u>												
Gallons	588.62	549.23	547.53	545.56	567.98	574.72	593.52	565.40	-3.9%	2,900.49	2,847.18	-1.8%
Price/Gal (\$)	7.91	7.97	8.04	8.00	7.69	7.59	7.89	8.07	2.1%	7.80	7.85	0.6%
Revenues (\$)	4,653.95	4,377.46	4,400.14	4,366.95	4,367.38	4,362.25	4,682.24	4,563.03	-2.0%	22,633.04	22,341.86	-1.3%
<u>RECON GJ</u>												
Gallons	63.69	59.58	60.75	60.10	62.31	62.34	69.13	69.96	9.8%	366.38	323.83	-11.6%
Price/Gal (\$)	8.68	9.07	9.01	8.64	8.72	8.53	8.79	8.67	-0.1%	7.32	8.67	18.5%
Revenues (\$)	552.98	540.30	547.49	519.40	543.58	531.83	607.42	606.69	9.7%	2,682.37	2,808.92	4.7%
<u>Refrigerated GJ</u>												
Gallons	652.31	608.81	608.28	605.65	630.30	637.06	662.64	635.36	-2.6%	3,266.87	3,171.00	-2.9%
Price/Gal (\$)	7.98	8.08	8.13	8.07	7.79	7.68	7.98	8.14	1.9%	7.75	7.93	2.4%
Revenues (\$)	5,206.93	4,917.76	4,947.63	4,886.36	4,910.96	4,894.08	5,289.66	5,169.72	-0.7%	25,315.40	25,150.77	-0.7%
<u>Frozen GJ</u>												
Gallons	9.08	8.70	7.74	6.87	6.49	6.93	7.33	7.08	-22.0%	44.93	34.70	-22.8%
Price/Gal (\$)	4.09	4.34	4.63	4.79	4.82	4.87	5.05	4.80	17.4%	4.14	4.87	17.5%
Revenues (\$)	37.11	37.74	35.84	32.88	31.31	33.72	36.99	33.99	-8.4%	186.09	168.88	-9.2%
<u>Shelf Stable GJ</u>												
Gallons	209.00	193.95	183.09	184.88	188.41	172.70	191.51	196.68	-5.9%	993.29	934.18	-6.0%
Price/Gal (\$)	6.47	6.66	6.77	6.67	6.30	6.60	6.49	6.47	0.1%	6.40	6.50	1.5%
Revenues (\$)	1,351.58	1,292.30	1,240.44	1,232.44	1,186.03	1,140.35	1,242.63	1,273.39	-5.8%	6,360.69	6,074.83	-4.5%
<u>Total Grapefruit Juice</u>												
Gallons	871.17	811.46	799.11	797.40	825.20	816.68	861.49	839.12	-3.7%	4,312.12	4,139.88	-4.0%
Price/Gal (\$)	7.58	7.70	7.79	7.71	7.43	7.43	7.63	7.72	1.9%	7.40	7.58	2.5%
Revenues (\$)	6,599.84	6,247.80	6,223.90	6,151.68	6,128.29	6,068.14	6,569.28	6,477.10	-1.9%	31,902.36	31,394.49	-1.6%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 02/17/18

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.

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

Report 05 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	02/18/17	09/02/17	09/30/17	10/28/17	11/25/17	12/23/17	01/20/18	02/17/18		2016-17	2017-18	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	812.90	862.59	804.66	763.11	735.29	731.32	713.98	722.70	-11.1%	4,390.70	3,666.39	-16.5%
Price/Gal (\$)	5.47	5.90	5.94	5.88	5.85	5.80	5.91	5.97	9.1%	5.30	5.88	11.0%
Revenues (\$)	4,446.72	5,086.81	4,781.82	4,490.28	4,302.74	4,243.29	4,217.22	4,314.83	-3.0%	23,268.73	21,568.36	-7.3%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1,297.81	955.59	1,001.69	1,038.74	1,115.88	1,202.56	1,333.74	1,197.87	-7.7%	6,357.78	5,888.79	-7.4%
Price/Gal (\$)	7.55	7.68	7.82	7.64	7.50	7.40	7.61	7.68	1.8%	7.49	7.57	1.0%
Revenues (\$)	9,796.75	7,341.07	7,831.71	7,936.67	8,374.19	8,904.70	10,146.94	9,201.59	-6.1%	47,624.75	44,564.09	-6.4%
<u>OJ Drinks - % not stated</u>												
Gallons	226.44	141.75	144.49	140.63	143.44	152.08	147.65	143.38	-36.7%	1,005.68	727.18	-27.7%
Price/Gal (\$)	5.21	5.77	5.82	5.75	5.44	5.32	5.55	5.75	10.5%	5.36	5.56	3.6%
Revenues (\$)	1,178.78	817.79	841.18	808.98	780.25	809.30	819.70	825.14	-30.0%	5,395.23	4,043.37	-25.1%
<u>Total OJ Drinks</u>												
Gallons	2,337.15	1,959.92	1,950.84	1,942.47	1,994.62	2,085.96	2,195.37	2,063.95	-11.7%	11,754.15	10,282.37	-12.5%
Price/Gal (\$)	6.60	6.76	6.90	6.81	6.75	6.69	6.92	6.95	5.3%	6.49	6.82	5.2%
Revenues (\$)	15,422.25	13,573.22	13,454.70	13,235.93	13,457.19	13,957.29	15,183.86	14,341.56	-7.0%	76,288.71	70,175.83	-8.0%
<u>OJ BL Drinks</u>												
Gallons	7,392.76	7,959.17	7,279.85	7,228.81	6,496.30	6,515.98	6,719.31	6,927.10	-6.3%	37,354.25	33,887.50	-9.3%
Price/Gal (\$)	3.34	3.23	3.37	3.28	3.44	3.43	3.46	3.39	1.5%	3.32	3.39	2.3%
Revenues (\$)	24,667.24	25,729.20	24,549.83	23,682.81	22,315.10	22,359.17	23,225.51	23,456.98	-4.9%	123,963.27	115,039.57	-7.2%
<u>OJ BL (100% Juice)</u>												
Gallons	1,656.86	1,497.66	1,494.49	1,508.22	1,518.99	1,660.01	1,773.35	1,569.20	-5.3%	8,361.20	8,029.78	-4.0%
Price/Gal (\$)	7.32	7.24	7.28	7.19	7.14	6.87	7.10	7.27	-0.8%	7.23	7.11	-1.7%
Revenues (\$)	12,130.76	10,847.48	10,884.82	10,844.03	10,840.45	11,409.13	12,583.72	11,401.08	-6.0%	60,468.66	57,078.41	-5.6%
<u>GJ Cocktail</u>												
Gallons	395.47	393.72	366.06	353.05	377.73	347.64	400.78	363.86	-8.0%	1,994.00	1,843.06	-7.6%
Price/Gal (\$)	6.77	6.96	7.05	6.91	6.38	6.62	6.44	6.72	-0.8%	6.66	6.61	-0.8%
Revenues (\$)	2,678.25	2,740.79	2,581.29	2,441.13	2,408.61	2,301.49	2,582.46	2,444.45	-8.7%	13,278.86	12,178.13	-8.3%
<u>GJ BL (100% Juice)</u>												
Gallons	91.62	76.32	69.73	70.46	88.20	65.67	82.83	74.86	-18.3%	435.22	382.02	-12.2%
Price/Gal (\$)	6.94	6.99	7.32	6.98	5.88	6.78	6.54	6.76	-2.7%	6.66	6.55	-1.6%
Revenues (\$)	635.89	533.12	510.44	491.46	518.79	445.06	541.90	505.77	-20.5%	2,898.48	2,502.98	-13.6%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 02/17/18
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: 02/17/18
Issue Date: 03/05/18
Report 05 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	02/18/17	09/02/17	09/30/17	10/28/17	11/25/17	12/23/17	01/20/18	02/17/18		2016-17	2017-18	% Change
<u>NFC OJ</u>												
Average Promo Price	6.92	7.07	7.06	7.00	6.81	6.57	6.95	7.01	1.3%	6.71	6.87	2.3%
Price Reduction	93	93	93	93	93	94	97	91	-2.2%	94	94	-0.4%
Feature & Disp	34	27	25	26	28	26	24	22	-35.3%	30	25	-17.1%
Display w/o Fea	29	26	26	25	22	20	27	24	-17.2%	26	24	-10.6%
Feature w/o Disp	90	85	86	87	87	90	89	87	-3.3%	90	88	-2.0%
<u>RECON OJ</u>												
Average Promo Price	4.39	4.39	4.32	4.15	4.20	4.29	4.32	4.80	9.3%	4.13	4.35	5.4%
Price Reduction	77	80	79	83	76	75	74	77	0.0%	74	77	3.8%
Feature & Disp	13	6	4	4	3	3	5	12	-7.7%	7	5	-25.0%
Display w/o Fea	14	10	12	12	13	8	12	12	-14.3%	12	11	-5.0%
Feature w/o Disp	56	66	42	42	59	49	62	55	-1.8%	57	53	-6.6%
<u>Refrigerated OJ</u>												
Average Promo Price	6.20	6.37	6.28	6.17	6.08	6.13	6.34	6.39	3.1%	6.06	6.22	2.6%
Price Reduction	96	98	97	97	96	96	98	95	-1.0%	96	96	0.6%
Feature & Disp	37	29	26	27	29	27	27	30	-18.9%	33	28	-14.6%
Display w/o Fea	34	31	33	32	29	25	32	30	-11.8%	32	30	-6.9%
Feature w/o Disp	90	89	90	89	89	91	92	91	1.1%	91	90	-0.7%
<u>Frozen OJ</u>												
Average Promo Price	3.67	3.64	3.92	4.61	4.47	4.24	4.40	4.71	28.3%	3.84	4.49	16.8%
Price Reduction	48	35	40	46	50	37	33	46	-4.2%	51	42	-17.2%
Feature & Disp	0	0	1	0	0	0	0	0		0	0	-100.0%
Display w/o Fea	1	1	1	0	0	0	0	1	0.0%	2	0	-87.5%
Feature w/o Disp	11	10	5	7	11	10	8	9	-18.2%	10	9	-11.8%
<u>Shelf Stable OJ</u>												
Average Promo Price	8.10	7.14	7.53	8.20	8.56	7.59	7.67	7.63	-5.8%	7.94	7.93	-0.2%
Price Reduction	11	18	12	3	2	3	3	3	-72.7%	7	3	-61.1%
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	1	0	0	0	0	0		2	0	-100.0%
<u>Total OJ</u>												
Average Promo Price	6.14	6.32	6.23	6.14	6.06	6.10	6.32	6.36	3.6%	6.00	6.20	3.2%
Price Reduction	96	98	98	98	96	96	98	96	0.0%	96	97	0.4%
Feature & Disp	37	29	27	27	29	27	27	30	-18.9%	33	28	-14.6%
Display w/o Fea	35	32	33	32	29	25	32	31	-11.4%	33	30	-8.6%
Feature w/o Disp	90	89	90	89	89	91	92	91	1.1%	91	90	-0.7%

Most recent four-week-period is preliminary
2017-18 STD: 10/01/17 - 02/17/18
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 05 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	02/18/17	09/02/17	09/30/17	10/28/17	11/25/17	12/23/17	01/20/18	02/17/18		2016-17	2017-18	% Change
<u>NFC GJ</u>												
Average Promo Price	6.96	7.00	7.15	7.01	6.79	6.60	6.93	7.02	0.9%	6.80	6.87	1.1%
Price Reduction	77	74	72	72	76	77	78	69	-10.4%	74	74	0.3%
Feature & Disp	2	2	1	2	2	2	1	2	0.0%	2	2	-25.0%
Display w/o Fea	6	6	6	5	7	4	6	5	-16.7%	6	5	-3.6%
Feature w/o Disp	50	39	46	44	45	50	40	56	12.0%	48	47	-1.7%
<u>RECON GJ</u>												
Average Promo Price	13.49	8.35	7.40	6.47	7.30	6.28	7.55	6.97	-48.3%	7.27	6.91	-4.8%
Price Reduction	8	12	15	13	20	15	18	12	50.0%	10	16	50.0%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	0	0	1	0	0	0	0	1		1	0	-66.7%
Feature w/o Disp	0	0	1	0	0	0	7	0		0	1	
<u>Refrigerated GJ</u>												
Average Promo Price	7.00	7.05	7.16	6.96	6.82	6.58	6.97	7.02	0.3%	6.72	6.87	2.3%
Price Reduction	77	76	75	73	76	79	79	70	-9.1%	75	75	1.1%
Feature & Disp	2	2	1	2	2	2	1	2	0.0%	2	2	-25.0%
Display w/o Fea	6	7	7	6	7	5	7	6	0.0%	6	6	6.9%
Feature w/o Disp	50	40	47	44	45	50	46	56	12.0%	48	48	0.8%
<u>Frozen GJ</u>												
Average Promo Price	2.90	3.22	3.69	4.08	4.87	4.72	4.27	4.09	41.0%	3.43	4.41	28.6%
Price Reduction	9	4	4	2	1	1	1	1	-88.9%	6	1	-80.6%
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	0	0	0	0		0	0	
<u>Shelf Stable GJ</u>												
Average Promo Price	5.43	5.43	6.47	5.68	4.89	5.21	5.16	5.29	-2.6%	5.32	5.25	-1.4%
Price Reduction	39	37	41	38	47	44	42	45	15.4%	43	43	0.9%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	2	1	2	1	2	2	2	2	0.0%	2	2	0.0%
Feature w/o Disp	17	14	6	17	10	6	11	19	11.8%	14	13	-12.5%
<u>TL GJ</u>												
Average Promo Price	6.76	6.82	7.07	6.77	6.51	6.42	6.72	6.72	-0.6%	6.47	6.63	2.4%
Price Reduction	81	81	81	79	83	84	84	77	-4.9%	83	81	-1.5%
Feature & Disp	2	2	1	2	2	2	2	2	0.0%	2	2	-16.7%
Display w/o Fea	8	8	8	7	8	6	8	7	-12.5%	8	7	-7.7%
Feature w/o Disp	58	46	49	48	49	53	51	58	0.0%	53	52	-3.0%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 02/17/18

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 05 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4	Season-to-Date		
	02/18/17	09/02/17	09/30/17	10/28/17	11/25/17	12/23/17	01/20/18	02/17/18		2016-17	2017-18	% Change
OJ Drinks 0-39.99%												
Average Promo Price	4.85	5.38	5.51	5.58	5.78	5.73	5.63	5.77	19.0%	5.01	5.70	13.7%
Price Reduction	80	82	80	81	78	75	77	81	1.3%	79	78	-0.5%
Feature & Disp	5	14	8	8	8	7	7	11	120.0%	6	8	28.1%
Display w/o Fea	28	37	35	34	31	25	29	29	3.6%	29	30	2.1%
Feature w/o Disp	41	57	55	56	57	48	50	59	43.9%	44	54	22.2%
OJ Drinks 40-99.99%												
Average Promo Price	6.92	7.02	7.11	7.08	6.88	6.86	6.98	7.06	2.0%	6.80	6.97	2.5%
Price Reduction	77	72	75	74	78	76	80	69	-10.4%	77	75	-2.1%
Feature & Disp	7	5	3	5	3	7	2	4	-42.9%	7	4	-40.0%
Display w/o Fea	11	10	7	8	6	6	8	10	-9.1%	9	8	-15.6%
Feature w/o Disp	52	42	36	46	32	47	33	36	-30.8%	47	39	-17.4%
OJ Drinks - % not stated												
Average Promo Price	4.68	5.25	5.20	5.01	5.15	5.05	5.29	4.91	4.9%	4.88	5.08	4.2%
Price Reduction	19	14	14	12	13	12	20	12	-36.8%	17	14	-16.9%
Feature & Disp	1	0	0	0	0	0	0	0	-100.0%	0	0	-100.0%
Display w/o Fea	2	2	1	2	2	1	1	1	-50.0%	1	1	16.7%
Feature w/o Disp	13	18	6	11	16	14	4	12	-7.7%	8	11	35.7%
Total OJ Drinks												
Average Promo Price	6.23	6.21	6.40	6.51	6.46	6.50	6.59	6.58	5.6%	6.17	6.53	5.7%
Price Reduction	92	90	92	90	90	88	92	91	-1.1%	91	90	-0.9%
Feature & Disp	12	18	12	12	11	13	10	15	25.0%	13	12	-4.7%
Display w/o Fea	36	44	40	39	35	29	35	35	-2.8%	36	35	-3.4%
Feature w/o Disp	68	71	68	72	67	67	60	70	2.9%	66	67	1.5%
OJ BL Drinks												
Average Promo Price	2.79	2.73	2.88	2.54	2.96	2.93	2.98	2.84	1.8%	2.79	2.85	2.0%
Price Reduction	96	97	97	95	96	96	97	96	0.0%	96	96	0.4%
Feature & Disp	26	32	27	25	18	13	16	23	-11.5%	24	19	-20.2%
Display w/o Fea	56	69	64	60	56	49	53	52	-7.1%	57	54	-4.6%
Feature w/o Disp	82	83	84	80	76	65	75	80	-2.4%	82	75	-8.3%
OJ BL (100% Juice)												
Average Promo Price	6.65	6.44	6.48	6.35	6.35	5.95	6.42	6.36	-4.4%	6.40	6.29	-1.8%
Price Reduction	87	84	87	89	84	84	85	87	0.0%	88	86	-2.7%
Feature & Disp	10	6	6	6	8	7	6	7	-30.0%	7	7	-2.9%
Display w/o Fea	13	11	11	11	7	7	9	9	-30.8%	12	9	-28.3%
Feature w/o Disp	75	68	61	67	77	79	73	54	-28.0%	69	70	1.4%
GJ Cocktail												
Average Promo Price	5.69	6.46	6.97	6.14	5.17	5.39	5.39	6.05	6.3%	5.70	5.63	-1.3%
Price Reduction	71	71	65	66	76	73	72	75	5.6%	74	72	-2.4%
Feature & Disp	2	9	3	2	3	4	2	5	150.0%	5	3	-30.4%
Display w/o Fea	16	22	21	18	16	14	17	14	-12.5%	17	16	-7.1%
Feature w/o Disp	23	32	14	29	42	21	23	27	17.4%	30	28	-6.6%
GJ BL (100% Juice)												
Average Promo Price	6.40	6.00	7.15	6.14	5.04	5.48	5.44	5.95	-7.0%	5.81	5.61	-3.4%
Price Reduction	45	37	31	32	44	35	31	43	-4.4%	46	37	-18.9%
Feature & Disp	0	0	0	0	0	0	0	0	0.0%	0	0	-100.0%
Display w/o Fea	1	1	1	1	1	1	1	1	0.0%	1	1	-16.7%
Feature w/o Disp	3	5	2	7	5	7	8	3	0.0%	9	6	-36.2%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 02/17/18

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

Source: Nielsen

Orange Juice Categories at xAOC

	Last Year 52 weeks ending 02/18/17	This Year 52 weeks ending 02/17/18
GALLONS (millions)		
Total OJ	453,625,113	425,485,964
Ref NFC OJ	276,210,983	261,478,623
Ref Recon OJ	157,863,584	146,377,912
Frozen OJ	19,236,045	17,358,456
SS OJ	314,496	270,984
DOLLARS (millions)		
Total OJ	\$2,980,401,098	\$2,864,101,940
Ref NFC OJ	\$2,100,845,875	\$2,014,857,524
Ref Recon OJ	\$783,683,184	\$760,416,447
Frozen OJ	\$93,059,884	\$86,472,876
SS OJ	\$2,812,163	\$2,355,085
AVG PRICE PER GALLON		
Total OJ	\$6.57	\$6.73
Ref NFC OJ	\$7.61	\$7.71
Ref Recon OJ	\$4.96	\$5.19
Frozen OJ	\$4.84	\$4.98
SS OJ	\$8.94	\$8.69
SHARE OF GALLONS		
Total OJ	100.0%	100.0%
Ref NFC OJ	60.9%	61.5%
Ref Recon OJ	34.8%	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	70.5%	70.3%
Ref Recon OJ	26.3%	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 02/17/18 and 52 wks ending 02/18/17

Created: 03/02/18

Grapefruit Juice Categories at xAOC

	Last Year 52 weeks ending 02/18/17	This Year 52 weeks ending 02/17/18
GALLONS (millions)		
Total GJ	14,231,898	13,785,389
Ref NFC GJ	9,289,944	9,097,981
Ref Recon GJ	982,075	802,417
Frozen GJ	132,454	108,162
SS GJ	3,806,476	3,776,805
DOLLARS (millions)		
Total GJ	\$103,614,457	\$102,583,173
Ref NFC GJ	\$72,479,471	\$71,242,361
Ref Recon GJ	\$6,666,904	\$7,149,230
Frozen GJ	\$542,051	\$506,124
SS GJ	\$23,805,901	\$23,685,309
AVG PRICE PER GALLON		
Total GJ	\$7.28	\$7.44
Ref NFC GJ	\$7.80	\$7.83
Ref Recon GJ	\$6.79	\$8.91
Frozen GJ	\$4.09	\$4.68
SS GJ	\$6.25	\$6.27
SHARE OF GALLONS		
Total GJ	100.0%	100.0%
Ref NFC GJ	65.3%	66.0%
Ref Recon GJ	6.9%	5.8%
Frozen GJ	0.9%	0.8%
SS GJ	26.7%	27.4%
SHARE OF DOLLARS		
Total GJ	100.0%	100.0%
Ref NFC GJ	70.0%	69.4%
Ref Recon GJ	6.4%	7.0%
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 02/17/18 and 52 wks ending 02/18/17

Created: 03/02/18

Orange Juice Sales at xAOC - by Region

	Gallons											
	52 Weeks			52 Weeks YA			4 WEEKS ENDING 02/17/18			4 WEEKS ENDING 02/18/17		
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 WEEKS ENDING 02/17/18	% of Total	% Chg	4 WEEKS ENDING 02/18/17	% of Total	% Chg	
TOTAL US - XAOC												
TL OJ	425,485,964		-6.2%	453,625,113		34,500,468		-2.5%	35,389,308			
TL OJ REF NFC	261,478,623		-5.3%	276,210,983		21,073,260		-3.0%	21,729,257			
TL OJ REF RECON	146,377,912		-7.3%	157,863,584		12,073,178		-1.0%	12,201,244			
NORTHEAST REGION - XAOC												
TL OJ	79,930,259	18.8%	-9.7%	88,476,386	19.5%	6,492,146	18.8%	-5.8%	6,894,267	19.5%		
TL OJ REF NFC	63,599,444	14.9%	-9.7%	70,427,417	15.5%	5,158,718	15.0%	-6.3%	5,503,269	15.6%		
TL OJ REF RECON	14,524,578	3.4%	-9.6%	16,061,763	3.5%	1,192,898	3.5%	-4.0%	1,242,739	3.5%		
SOUTH REGION - XAOC												
TL OJ	168,028,848	39.5%	-4.1%	175,285,785	38.6%	13,761,058	39.9%	0.7%	13,661,289	38.6%		
TL OJ REF NFC	99,902,417	23.5%	-2.6%	102,529,207	22.6%	8,165,529	23.7%	0.8%	8,097,609	22.9%		
TL OJ REF RECON	62,886,612	14.8%	-6.1%	66,937,763	14.8%	5,195,318	15.1%	1.2%	5,133,838	14.5%		
WEST REGION - XAOC												
TL OJ	88,357,963	20.8%	-7.7%	95,719,733	21.1%	6,874,597	19.9%	-5.9%	7,303,065	20.6%		
TL OJ REF NFC	48,445,291	11.4%	-5.6%	51,300,807	11.3%	3,745,945	10.9%	-5.4%	3,959,267	11.2%		
TL OJ REF RECON	34,583,138	8.1%	-10.2%	38,523,419	8.5%	2,720,086	7.9%	-6.4%	2,904,572	8.2%		
MIDWEST REGION - XAOC												
TL OJ	88,715,466	20.9%	-5.6%	93,943,844	20.7%	7,368,718	21.4%	-2.0%	7,520,448	21.3%		
TL OJ REF NFC	49,106,216	11.5%	-5.1%	51,738,148	11.4%	3,992,925	11.6%	-4.0%	4,157,829	11.7%		
TL OJ REF RECON	34,349,741	8.1%	-5.5%	36,339,745	8.0%	2,969,594	8.6%	1.7%	2,919,490	8.2%		

	Dollars											
	52 Weeks			52 Weeks YA			4 WEEKS ENDING 02/17/18			4 WEEKS ENDING 02/18/17		
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 WEEKS ENDING 02/17/18	% of Total	% Chg	4 WEEKS ENDING 02/18/17	% of Total	% Chg	
TOTAL US - XAOC												
TL OJ	\$2,864,101,940		-3.9%	\$2,980,401,098		\$234,059,150		-1.6%	\$237,819,060			
TL OJ REF NFC	\$2,014,857,524		-4.1%	\$2,100,845,875		\$164,530,710		-2.0%	\$167,863,892			
TL OJ REF RECON	\$760,416,447		-3.0%	\$783,683,184		\$62,764,483		0.0%	\$62,740,958			
NORTHEAST REGION - XAOC												
TL OJ	\$547,896,831	19.1%	-6.3%	\$584,436,471	19.6%	\$44,565,368	19.0%	-3.8%	\$46,314,115	19.5%		
TL OJ REF NFC	\$460,530,204	16.1%	-6.6%	\$493,168,429	16.5%	\$37,471,984	16.0%	-3.9%	\$39,009,413	16.4%		
TL OJ REF RECON	\$76,976,257	2.7%	-3.9%	\$80,088,183	2.7%	\$6,297,102	2.7%	-2.5%	\$6,457,421	2.7%		
SOUTH REGION - XAOC												
TL OJ	\$1,118,491,811	39.1%	-2.2%	\$1,143,282,284	38.4%	\$92,451,071	39.5%	0.8%	\$91,735,389	38.6%		
TL OJ REF NFC	\$773,807,216	27.0%	-2.0%	\$789,238,225	26.5%	\$64,231,616	27.4%	0.8%	\$63,720,298	26.8%		
TL OJ REF RECON	\$318,648,011	11.1%	-2.3%	\$326,054,632	10.9%	\$26,258,715	11.2%	1.4%	\$25,906,994	10.9%		
WEST REGION - XAOC												
TL OJ	\$613,218,505	21.4%	-5.6%	\$649,309,153	21.8%	\$48,553,166	20.7%	-3.7%	\$50,402,085	21.2%		
TL OJ REF NFC	\$398,651,691	13.9%	-5.7%	\$422,777,350	14.2%	\$31,520,993	13.5%	-3.9%	\$32,810,458	13.8%		
TL OJ REF RECON	\$188,351,427	6.6%	-5.0%	\$198,353,185	6.7%	\$15,023,478	6.4%	-2.9%	\$15,467,929	6.5%		
MIDWEST REGION - XAOC												
TL OJ	\$581,123,039	20.3%	-3.5%	\$601,952,371	20.2%	\$48,426,543	20.7%	-1.8%	\$49,302,817	20.7%		
TL OJ REF NFC	\$378,532,779	13.2%	-3.9%	\$394,025,737	13.2%	\$31,207,094	13.3%	-3.2%	\$32,248,476	13.6%		
TL OJ REF RECON	\$176,387,313	6.2%	-1.6%	\$179,301,901	6.0%	\$15,213,034	6.5%	2.0%	\$14,910,120	6.3%		

Source: Nielsen Scanning Data

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

Created: 3/2/2018

Grapefruit Juice Sales at xAOC - by Region

	Gallons									
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 02/17/18		4 WEEKS ENDING 02/18/17			
	% of Total	% Chg	% of Total	% of Total	% of Total	% Chg	% of Total	% of Total	% of Total	% of Total
TOTAL US - XAOC										
TL GJ	13,785,389	-3.1%	14,231,898		1,064,708	-3.3%	1,101,403			
TL GJ REF NFC	9,097,981	-2.1%	9,289,944		688,661	-5.0%	724,924			
TL GJ REF RECON	802,417	-18.3%	982,075		69,963	9.8%	63,690			
NORTHEAST REGION - XAOC										
TL GJ	2,530,623	18.4%	2,689,798	18.9%	195,314	18.3%	208,553	18.9%		
TL GJ REF NFC	1,954,457	14.2%	2,065,640	14.5%	149,750	14.1%	161,263	14.6%		
TL GJ REF RECON	80,636	0.6%	68,921	0.5%	6,964	0.7%	5,837	0.5%		
SOUTH REGION - XAOC										
TL GJ	5,805,190	42.1%	5,966,354	41.9%	454,022	42.6%	461,751	41.9%		
TL GJ REF NFC	3,737,516	27.1%	3,684,159	25.9%	287,514	27.0%	293,850	26.7%		
TL GJ REF RECON	421,697	3.1%	628,450	4.4%	34,971	3.3%	32,139	2.9%		
WEST REGION - XAOC										
TL GJ	3,087,704	22.4%	3,193,594	22.4%	227,860	21.4%	237,298	21.5%		
TL GJ REF NFC	2,009,655	14.6%	2,114,496	14.9%	144,461	13.6%	155,356	14.1%		
TL GJ REF RECON	136,792	1.0%	136,954	1.0%	12,546	1.2%	12,200	1.1%		
MIDWEST REGION - XAOC										
TL GJ	2,342,574	17.0%	2,372,815	16.7%	186,711	17.5%	193,187	17.5%		
TL GJ REF NFC	1,373,448	10.0%	1,417,214	10.0%	106,101	10.0%	114,113	10.4%		
TL GJ REF RECON	169,183	1.2%	147,425	1.0%	15,427	1.4%	13,593	1.2%		

	Dollars									
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 02/17/18		4 WEEKS ENDING 02/18/17			
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	% of Total	% Chg	% of Total	% of Total	% of Total
TOTAL US - XAOC										
TL GJ	\$102,583,173	-1.0%	\$103,614,457		\$7,973,547	-2.0%	\$8,138,490			
TL GJ REF NFC	\$71,242,361	-1.7%	\$72,479,471		\$5,503,920	-2.9%	\$5,667,080			
TL GJ REF RECON	\$7,149,230	7.2%	\$6,666,904		\$606,775	9.7%	\$553,017			
NORTHEAST REGION - XAOC										
TL GJ	\$18,799,243	18.3%	\$19,547,909	18.9%	\$1,483,972	18.6%	\$1,502,265	18.5%		
TL GJ REF NFC	\$14,676,797	14.3%	\$15,390,599	14.9%	\$1,156,250	14.5%	\$1,180,494	14.5%		
TL GJ REF RECON	\$830,827	0.8%	\$609,985	0.6%	\$77,181	1.0%	\$56,740	0.7%		
SOUTH REGION - XAOC										
TL GJ	\$42,628,337	41.6%	\$42,187,189	40.7%	\$3,331,241	41.8%	\$3,364,628	41.3%		
TL GJ REF NFC	\$28,956,698	28.2%	\$28,369,917	27.4%	\$2,254,880	28.3%	\$2,283,729	28.1%		
TL GJ REF RECON	\$3,751,109	3.7%	\$3,897,867	3.8%	\$298,575	3.7%	\$279,190	3.4%		
WEST REGION - XAOC										
TL GJ	\$24,113,402	23.5%	\$24,945,999	24.1%	\$1,815,454	22.8%	\$1,887,736	23.2%		
TL GJ REF NFC	\$16,780,672	16.4%	\$17,811,961	17.2%	\$1,254,084	15.7%	\$1,325,328	16.3%		
TL GJ REF RECON	\$1,397,019	1.4%	\$1,156,204	1.1%	\$124,427	1.6%	\$119,421	1.5%		
MIDWEST REGION - XAOC										
TL GJ	\$16,856,136	16.4%	\$16,867,359	16.3%	\$1,334,622	16.7%	\$1,381,441	17.0%		
TL GJ REF NFC	\$10,615,912	10.3%	\$10,840,484	10.5%	\$830,884	10.4%	\$875,591	10.8%		
TL GJ REF RECON	\$1,210,043	1.2%	\$1,003,388	1.0%	\$105,374	1.3%	\$98,530	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: 3/2/2018