

Nielsen Retail Sales OJ, GJ and OJ/GJ Beverages



Monthly Topline Report
Report #06 of 2017-18 Season
For 4 weeks ending 03/17/18

Week Ending 03/17/18
 Report 06 of 17/18 Season

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

	4 WEEKS ENDING 03/17/18			SEASON YEAR-TO-DATE		
	GALLONS	PRICE	DOLLARS	GALLONS	PRICE	DOLLARS
Total OJ	-6.7%	0.6%	-6.1%	-4.2%	1.3%	-2.9%
Ref NFC OJ	-7.5%	1.2%	-6.4%	-4.1%	1.0%	-3.1%
Ref Recon OJ	-5.0%	-0.2%	-5.2%	-3.9%	1.9%	-2.0%
Total GJ	-8.3%	1.8%	-6.7%	-3.7%	1.8%	-2.0%
Ref NFC GJ	-12.8%	3.3%	-9.9%	-4.5%	1.3%	-3.2%
Shelf Stable GJ	-3.3%	-0.3%	-3.7%	-0.1%	-0.2%	-0.4%
OJ Drinks	-7.1%	1.6%	-5.6%	-8.7%	3.0%	-6.0%
OJ Blend Drinks	-7.9%	-1.4%	-9.2%	-7.8%	0.9%	-6.9%
OJ Blend (100% Juice)	-11.2%	0.9%	-10.4%	-4.9%	-0.4%	-5.3%
GJ Blend (100% Juice)	-23.2%	-4.4%	-26.6%	-13.5%	-2.6%	-15.7%
GJ Cocktail	-13.0%	2.5%	-10.8%	-10.7%	2.9%	-8.1%

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

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

Report Ending Date: 03/17/18
Issue Date: 04/02/18
Report 06 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	03/18/17	09/30/17	10/28/17	11/25/17	12/23/17	01/20/18	02/17/18	03/17/18		2016-17	2017-18	% Change
<u>NFC OJ</u>												
Gallons	21.59	18.29	18.78	20.82	22.74	24.36	21.19	19.96	-7.5%	133.27	127.85	-4.1%
Price/Gal (\$)	7.80	7.85	7.80	7.63	7.50	7.73	7.80	7.90	1.2%	7.64	7.72	1.0%
Revenues (\$)	168.46	143.65	146.47	158.81	170.50	188.40	165.19	157.66	-6.4%	1,018.19	987.04	-3.1%
<u>RECON OJ</u>												
Gallons	12.23	10.88	11.08	11.40	11.68	12.82	12.07	11.63	-5.0%	73.53	70.68	-3.9%
Price/Gal (\$)	5.24	5.20	5.15	5.10	5.15	5.19	5.22	5.23	-0.2%	5.08	5.17	1.9%
Revenues (\$)	64.16	56.55	56.99	58.16	60.18	66.51	63.05	60.85	-5.2%	373.35	365.73	-2.0%
<u>Refrigerated OJ</u>												
Gallons	33.82	29.17	29.85	32.23	34.42	37.18	33.26	31.59	-6.6%	206.80	198.53	-4.0%
Price/Gal (\$)	6.88	6.86	6.82	6.73	6.70	6.86	6.86	6.92	0.6%	6.73	6.81	1.3%
Revenues (\$)	232.62	200.21	203.46	216.97	230.69	254.91	228.24	218.51	-6.1%	1,391.54	1,352.77	-2.8%
<u>Frozen OJ</u>												
Gallons	1.41	1.29	1.23	1.35	1.50	1.47	1.33	1.29	-8.2%	9.01	8.18	-9.3%
Price/Gal (\$)	4.97	5.00	4.98	5.00	5.03	5.03	4.94	4.95	-0.3%	4.90	4.99	1.9%
Revenues (\$)	6.99	6.45	6.13	6.75	7.55	7.40	6.59	6.39	-8.5%	44.13	40.80	-7.5%
<u>Shelf Stable OJ</u>												
Gallons	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	-20.1%	0.14	0.11	-19.2%
Price/Gal (\$)	8.78	8.44	8.87	9.27	9.19	9.03	8.99	9.55	8.8%	8.93	9.15	2.4%
Revenues (\$)	0.21	0.18	0.17	0.16	0.18	0.16	0.18	0.18	-13.1%	1.25	1.03	-17.3%
<u>Total Orange Juice</u>												
Gallons	35.25	30.49	31.10	33.59	35.94	38.67	34.62	32.90	-6.7%	215.95	206.82	-4.2%
Price/Gal (\$)	6.80	6.78	6.74	6.66	6.63	6.79	6.79	6.84	0.6%	6.65	6.74	1.3%
Revenues (\$)	239.82	206.83	209.76	223.88	238.41	262.47	235.01	225.08	-6.1%	1,436.91	1,394.60	-2.9%

Most recent four-week-period is preliminary

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

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	03/18/17	09/30/17	10/28/17	11/25/17	12/23/17	01/20/18	02/17/18	03/17/18		2016-17	2017-18	% Change
<u>NFC GJ</u>												
Gallons	0.74	0.67	0.67	0.68	0.69	0.72	0.69	0.65	-12.8%	4.29	4.10	-4.5%
Price/Gal (\$)	7.90	7.96	7.93	7.67	7.58	7.82	7.99	8.16	3.3%	7.75	7.86	1.3%
Revenues (\$)	5.88	5.30	5.28	5.24	5.25	5.62	5.50	5.29	-9.9%	33.25	32.19	-3.2%
<u>RECON GJ</u>												
Gallons	0.07	0.06	0.06	0.06	0.06	0.07	0.07	0.08	20.1%	0.43	0.40	-6.8%
Price/Gal (\$)	8.87	9.01	8.64	8.72	8.53	8.79	8.67	8.61	-2.9%	7.56	8.66	14.6%
Revenues (\$)	0.58	0.55	0.52	0.54	0.53	0.61	0.61	0.68	16.6%	3.26	3.49	6.8%
<u>Refrigerated GJ</u>												
Gallons	0.81	0.73	0.73	0.74	0.75	0.79	0.76	0.73	-10.1%	4.72	4.50	-4.7%
Price/Gal (\$)	7.98	8.05	7.99	7.76	7.66	7.91	8.05	8.21	2.9%	7.74	7.93	2.5%
Revenues (\$)	6.46	5.85	5.80	5.78	5.78	6.23	6.11	5.97	-7.6%	36.52	35.67	-2.3%
<u>Frozen GJ</u>												
Gallons	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	-13.7%	0.05	0.04	-21.4%
Price/Gal (\$)	4.56	4.63	4.79	4.82	4.87	5.05	4.80	4.75	4.2%	4.21	4.85	15.2%
Revenues (\$)	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.03	-10.1%	0.22	0.20	-9.4%
<u>Shelf Stable GJ</u>												
Gallons	0.31	0.28	0.28	0.28	0.27	0.29	0.30	0.30	-3.3%	1.72	1.72	-0.1%
Price/Gal (\$)	6.34	6.33	6.26	6.03	6.20	6.14	6.12	6.31	-0.3%	6.19	6.18	-0.2%
Revenues (\$)	1.97	1.79	1.77	1.70	1.65	1.78	1.83	1.90	-3.7%	10.66	10.62	-0.4%
<u>Total Grapefruit Juice</u>												
Gallons	1.13	1.02	1.02	1.03	1.03	1.08	1.06	1.03	-8.3%	6.50	6.26	-3.7%
Price/Gal (\$)	7.50	7.55	7.49	7.27	7.26	7.42	7.49	7.64	1.8%	7.30	7.43	1.8%
Revenues (\$)	8.46	7.67	7.61	7.51	7.46	8.04	7.97	7.90	-6.7%	47.44	46.50	-2.0%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 03/17/18

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 06 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	03/18/17	09/30/17	10/28/17	11/25/17	12/23/17	01/20/18	02/17/18	03/17/18		2016-17	2017-18	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	1.20	1.20	1.13	1.10	1.11	1.06	1.08	1.08	-9.9%	7.39	6.55	-11.3%
Price/Gal (\$)	5.52	5.62	5.59	5.50	5.46	5.54	5.61	5.71	3.5%	5.34	5.57	4.4%
Revenues (\$)	6.61	6.75	6.34	6.06	6.04	5.85	6.04	6.17	-6.8%	39.42	36.49	-7.4%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1.68	1.38	1.43	1.53	1.64	1.85	1.67	1.64	-2.5%	10.24	9.77	-4.6%
Price/Gal (\$)	7.76	7.82	7.71	7.59	7.51	7.65	7.68	7.69	-0.9%	7.56	7.64	1.1%
Revenues (\$)	13.07	10.81	11.04	11.64	12.35	14.15	12.84	12.63	-3.3%	77.41	74.66	-3.6%
<u>OJ Drinks - % not stated</u>												
Gallons	0.20	0.15	0.14	0.14	0.15	0.15	0.14	0.14	-29.3%	1.21	0.87	-28.0%
Price/Gal (\$)	5.60	5.83	5.75	5.43	5.32	5.54	5.74	5.88	5.0%	5.43	5.60	3.2%
Revenues (\$)	1.09	0.85	0.81	0.78	0.81	0.82	0.83	0.81	-25.8%	6.55	4.87	-25.7%
<u>Total OJ Drinks</u>												
Gallons	3.08	2.73	2.71	2.78	2.90	3.05	2.89	2.86	-7.1%	18.84	17.20	-8.7%
Price/Gal (\$)	6.75	6.75	6.72	6.65	6.61	6.82	6.82	6.86	1.6%	6.55	6.75	3.0%
Revenues (\$)	20.78	17.82	18.19	18.48	19.20	20.83	19.70	19.61	-5.6%	123.38	116.02	-6.0%
<u>OJ BL Drinks</u>												
Gallons	15.47	14.55	14.22	13.17	13.36	13.71	13.95	14.25	-7.9%	89.62	82.65	-7.8%
Price/Gal (\$)	3.44	3.42	3.33	3.44	3.40	3.35	3.37	3.39	-1.4%	3.35	3.38	0.9%
Revenues (\$)	53.18	49.70	47.38	45.33	45.37	45.99	47.00	48.31	-9.2%	300.23	279.39	-6.9%
<u>OJ BL (100% Juice)</u>												
Gallons	2.62	2.26	2.28	2.29	2.45	2.62	2.41	2.32	-11.2%	15.12	14.37	-4.9%
Price/Gal (\$)	7.32	7.35	7.29	7.22	7.04	7.19	7.30	7.39	0.9%	7.26	7.24	-0.4%
Revenues (\$)	19.16	16.59	16.60	16.54	17.25	18.86	17.60	17.16	-10.4%	109.83	104.01	-5.3%
<u>GJ Cocktail</u>												
Gallons	0.82	0.67	0.66	0.69	0.66	0.73	0.68	0.71	-13.0%	4.63	4.13	-10.7%
Price/Gal (\$)	5.88	6.30	6.19	5.86	5.97	5.86	6.04	6.03	2.5%	5.82	5.99	2.9%
Revenues (\$)	4.82	4.22	4.09	4.02	3.93	4.29	4.12	4.30	-10.8%	26.94	24.75	-8.1%
<u>GJ BL (100% Juice)</u>												
Gallons	0.16	0.12	0.12	0.13	0.11	0.13	0.13	0.12	-23.2%	0.87	0.75	-13.5%
Price/Gal (\$)	6.44	6.46	6.29	5.68	6.16	6.07	6.15	6.16	-4.4%	6.24	6.08	-2.6%
Revenues (\$)	1.04	0.78	0.75	0.76	0.69	0.81	0.78	0.77	-26.6%	5.40	4.55	-15.7%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 03/17/18
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: 03/17/18
Issue Date: 04/02/18
Report 06 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	03/18/17	09/30/17	10/28/17	11/25/17	12/23/17	01/20/18	02/17/18	03/17/18		2016-17	2017-18	% Change
<u>NFC OJ</u>												
Gallons	14.43	12.34	12.64	14.18	15.44	16.46	14.08	13.37	-7.3%	90.67	86.17	-5.0%
Price/Gal (\$)	7.88	7.96	7.87	7.64	7.47	7.80	7.90	8.03	1.9%	7.66	7.78	1.6%
Revenues (\$)	113.71	98.21	99.48	108.29	115.40	128.47	111.16	107.33	-5.6%	694.14	670.14	-3.5%
<u>RECON OJ</u>												
Gallons	7.61	6.77	6.82	7.01	7.03	7.85	7.37	7.05	-7.3%	45.78	43.13	-5.8%
Price/Gal (\$)	5.11	5.05	4.96	4.93	5.03	5.12	5.19	5.21	2.0%	4.96	5.08	2.4%
Revenues (\$)	38.85	34.19	33.85	34.60	35.36	40.22	38.21	36.75	-5.4%	226.98	219.00	-3.5%
<u>Refrigerated OJ</u>												
Gallons	22.03	19.11	19.47	21.19	22.47	24.31	21.45	20.42	-7.3%	136.45	129.30	-5.2%
Price/Gal (\$)	6.92	6.93	6.85	6.74	6.71	6.94	6.97	7.05	1.9%	6.75	6.88	1.9%
Revenues (\$)	152.56	132.40	133.33	142.89	150.76	168.69	149.37	144.09	-5.6%	921.12	889.14	-3.5%
<u>Frozen OJ</u>												
Gallons	1.00	0.93	0.89	0.98	1.08	1.07	0.96	0.93	-7.2%	6.45	5.91	-8.5%
Price/Gal (\$)	5.02	5.05	5.03	5.04	5.08	5.09	4.99	5.00	-0.4%	4.98	5.04	1.3%
Revenues (\$)	5.03	4.71	4.48	4.95	5.46	5.43	4.79	4.66	-7.5%	32.11	29.77	-7.3%
<u>Shelf Stable OJ</u>												
Gallons	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	-19.7%	0.12	0.10	-17.3%
Price/Gal (\$)	8.90	9.15	9.30	9.48	9.39	9.39	9.66	9.76	9.6%	9.26	9.50	2.5%
Revenues (\$)	0.19	0.16	0.16	0.15	0.17	0.15	0.17	0.17	-12.0%	1.14	0.97	-15.2%
<u>Total Orange Juice</u>												
Gallons	23.06	20.06	20.37	22.19	23.56	25.40	22.42	21.37	-7.3%	143.03	135.31	-5.4%
Price/Gal (\$)	6.84	6.84	6.77	6.67	6.64	6.86	6.88	6.97	1.8%	6.67	6.80	1.9%
Revenues (\$)	157.78	137.27	137.96	148.00	156.39	174.28	154.33	148.91	-5.6%	954.37	919.87	-3.6%

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

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	03/18/17	09/30/17	10/28/17	11/25/17	12/23/17	01/20/18	02/17/18	03/17/18		2016-17	2017-18	% Change
<u>NFC GJ</u>												
Gallons	601.05	547.53	545.56	567.98	574.72	593.52	565.40	527.69	-12.2%	3,501.53	3,374.87	-3.6%
Price/Gal (\$)	8.01	8.04	8.00	7.69	7.59	7.89	8.07	8.27	3.2%	7.84	7.91	0.9%
Revenues (\$)	4,816.62	4,400.14	4,366.95	4,367.38	4,362.25	4,682.24	4,563.03	4,364.60	-9.4%	27,449.66	26,706.46	-2.7%
<u>RECON GJ</u>												
Gallons	65.57	60.75	60.10	62.31	62.34	69.13	69.96	78.73	20.1%	431.95	402.56	-6.8%
Price/Gal (\$)	8.87	9.01	8.64	8.72	8.53	8.79	8.67	8.61	-2.9%	7.56	8.66	14.6%
Revenues (\$)	581.85	547.49	519.40	543.58	531.83	607.42	606.69	678.17	16.6%	3,264.21	3,487.09	6.8%
<u>Refrigerated GJ</u>												
Gallons	666.62	608.28	605.65	630.30	637.06	662.64	635.36	606.43	-9.0%	3,933.48	3,777.43	-4.0%
Price/Gal (\$)	8.10	8.13	8.07	7.79	7.68	7.98	8.14	8.32	2.7%	7.81	7.99	2.4%
Revenues (\$)	5,398.47	4,947.63	4,886.36	4,910.96	4,894.08	5,289.66	5,169.72	5,042.77	-6.6%	30,713.87	30,193.55	-1.7%
<u>Frozen GJ</u>												
Gallons	8.31	7.74	6.87	6.49	6.93	7.33	7.08	7.18	-13.7%	53.24	41.88	-21.3%
Price/Gal (\$)	4.56	4.63	4.79	4.82	4.87	5.05	4.80	4.75	4.2%	4.21	4.85	15.2%
Revenues (\$)	37.88	35.84	32.88	31.31	33.72	36.99	33.99	34.06	-10.1%	223.97	202.94	-9.4%
<u>Shelf Stable GJ</u>												
Gallons	212.87	183.09	184.88	188.41	172.70	191.51	196.68	191.73	-9.9%	1,206.16	1,125.90	-6.7%
Price/Gal (\$)	6.63	6.77	6.67	6.30	6.60	6.49	6.47	6.83	3.0%	6.44	6.56	1.8%
Revenues (\$)	1,412.11	1,240.44	1,232.44	1,186.03	1,140.35	1,242.63	1,273.39	1,309.54	-7.3%	7,772.80	7,384.38	-5.0%
<u>Total Grapefruit Juice</u>												
Gallons	887.83	799.11	797.40	825.20	816.68	861.49	839.12	805.33	-9.3%	5,199.95	4,945.21	-4.9%
Price/Gal (\$)	7.71	7.79	7.71	7.43	7.43	7.63	7.72	7.93	2.8%	7.45	7.64	2.5%
Revenues (\$)	6,848.59	6,223.90	6,151.68	6,128.29	6,068.14	6,569.28	6,477.10	6,386.37	-6.7%	38,750.96	37,780.87	-2.5%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 03/17/18

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 06 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	03/18/17	09/30/17	10/28/17	11/25/17	12/23/17	01/20/18	02/17/18	03/17/18		2016-17	2017-18	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	816.65	804.66	763.11	735.29	731.32	713.98	722.73	729.85	-10.6%	5,207.35	4,396.27	-15.6%
Price/Gal (\$)	5.78	5.94	5.88	5.85	5.80	5.91	5.97	6.05	4.7%	5.37	5.91	10.0%
Revenues (\$)	4,717.69	4,781.82	4,490.28	4,302.74	4,243.29	4,217.22	4,315.07	4,414.27	-6.4%	27,986.42	25,982.87	-7.2%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1,237.71	1,001.69	1,038.74	1,115.88	1,202.56	1,333.74	1,197.87	1,192.02	-3.7%	7,595.49	7,080.81	-6.8%
Price/Gal (\$)	7.76	7.82	7.64	7.50	7.40	7.61	7.68	7.70	-0.8%	7.54	7.59	0.7%
Revenues (\$)	9,608.91	7,831.71	7,936.67	8,374.19	8,904.70	10,146.94	9,201.59	9,182.49	-4.4%	57,233.66	53,746.58	-6.1%
<u>OJ Drinks - % not stated</u>												
Gallons	194.07	144.49	140.63	143.44	152.08	147.65	143.38	137.30	-29.2%	1,199.75	864.49	-27.9%
Price/Gal (\$)	5.55	5.82	5.75	5.44	5.32	5.55	5.75	5.89	6.0%	5.40	5.61	4.0%
Revenues (\$)	1,077.91	841.18	808.98	780.25	809.30	819.70	825.14	808.05	-25.0%	6,473.14	4,851.42	-25.1%
<u>Total OJ Drinks</u>												
Gallons	2,248.43	1,950.84	1,942.47	1,994.62	2,085.96	2,195.37	2,063.98	2,059.17	-8.4%	14,002.58	12,341.56	-11.9%
Price/Gal (\$)	6.85	6.90	6.81	6.75	6.69	6.92	6.95	7.00	2.1%	6.55	6.85	4.7%
Revenues (\$)	15,404.51	13,127.80	13,235.93	13,457.19	13,957.29	15,183.86	14,341.80	14,404.81	-6.5%	91,693.22	84,580.88	-7.8%
<u>OJ BL Drinks</u>												
Gallons	7,525.97	7,279.85	7,228.81	6,496.30	6,515.98	6,719.31	6,927.10	6,979.54	-7.3%	44,880.22	40,867.04	-8.9%
Price/Gal (\$)	3.37	3.37	3.28	3.44	3.43	3.46	3.39	3.35	-0.7%	3.33	3.39	1.8%
Revenues (\$)	25,358.07	24,549.83	23,682.81	22,315.10	22,359.17	23,225.51	23,456.77	23,358.56	-7.9%	149,321.34	138,397.91	-7.3%
<u>OJ BL (100% Juice)</u>												
Gallons	1,713.67	1,494.49	1,508.22	1,518.99	1,660.01	1,773.35	1,569.20	1,499.27	-12.5%	10,074.87	9,529.05	-5.4%
Price/Gal (\$)	7.29	7.28	7.19	7.14	6.87	7.10	7.27	7.32	0.4%	7.24	7.14	-1.4%
Revenues (\$)	12,487.17	10,884.82	10,844.03	10,840.45	11,409.13	12,583.72	11,401.08	10,967.60	-12.2%	72,955.83	68,046.01	-6.7%
<u>GJ Cocktail</u>												
Gallons	417.33	366.06	353.05	377.73	347.64	400.78	363.86	382.69	-8.3%	2,411.32	2,225.74	-7.7%
Price/Gal (\$)	6.85	7.05	6.91	6.38	6.62	6.44	6.72	6.64	-3.1%	6.69	6.61	-1.2%
Revenues (\$)	2,858.09	2,581.29	2,441.13	2,408.61	2,301.49	2,582.46	2,444.45	2,540.00	-11.1%	16,136.96	14,718.13	-8.8%
<u>GJ BL (100% Juice)</u>												
Gallons	95.28	69.73	70.46	88.20	65.67	82.83	74.86	69.84	-26.7%	530.50	451.86	-14.8%
Price/Gal (\$)	7.17	7.32	6.98	5.88	6.78	6.54	6.76	6.83	-4.7%	6.75	6.60	-2.3%
Revenues (\$)	682.94	510.44	491.46	518.79	445.06	541.90	505.77	477.28	-30.1%	3,581.42	2,980.26	-16.8%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 03/17/18
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: 03/17/18
Issue Date: 04/02/18
Report 06 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	03/18/17	09/30/17	10/28/17	11/25/17	12/23/17	01/20/18	02/17/18	03/17/18		2016-17	2017-18	% Change
<u>NFC OJ</u>												
Average Promo Price	7.01	7.06	7.00	6.81	6.57	6.95	7.01	7.20	2.7%	6.76	6.92	2.4%
Price Reduction	95	93	93	93	94	97	92	93	-2.1%	94	94	-0.5%
Feature & Disp	33	25	26	28	26	24	22	28	-15.2%	31	26	-16.8%
Display w/o Fea	31	26	25	22	20	27	24	27	-12.9%	27	24	-11.0%
Feature w/o Disp	91	86	87	87	90	89	87	87	-4.4%	90	88	-2.4%
<u>RECON OJ</u>												
Average Promo Price	4.68	4.32	4.15	4.20	4.29	4.32	4.81	4.67	-0.2%	4.22	4.41	4.4%
Price Reduction	79	79	83	76	75	74	77	73	-7.6%	75	76	1.8%
Feature & Disp	13	4	4	3	3	5	12	7	-46.2%	8	6	-30.6%
Display w/o Fea	18	12	12	13	8	12	12	13	-27.8%	13	12	-10.3%
Feature w/o Disp	66	42	42	59	49	62	55	53	-19.7%	59	53	-9.1%
<u>Refrigerated OJ</u>												
Average Promo Price	6.32	6.28	6.17	6.08	6.13	6.34	6.39	6.51	3.0%	6.11	6.27	2.7%
Price Reduction	97	97	97	96	96	98	95	97	0.0%	96	97	0.5%
Feature & Disp	38	26	27	29	27	27	30	31	-18.4%	34	29	-15.3%
Display w/o Fea	39	33	32	29	25	32	30	31	-20.5%	33	30	-9.6%
Feature w/o Disp	93	90	89	89	91	92	91	90	-3.2%	91	90	-1.1%
<u>Frozen OJ</u>												
Average Promo Price	4.15	3.92	4.61	4.47	4.24	4.40	4.72	4.26	2.7%	3.89	4.45	14.3%
Price Reduction	37	40	46	50	37	33	46	35	-5.4%	49	41	-15.7%
Feature & Disp	0	1	0	0	0	0	0	0		0	0	-100.0%
Display w/o Fea	1	1	0	0	0	0	1	0	-100.0%	2	0	-88.9%
Feature w/o Disp	11	5	7	11	10	8	9	9	-18.2%	10	9	-12.9%
<u>Shelf Stable OJ</u>												
Average Promo Price	7.48	7.53	8.20	8.56	7.59	7.67	7.44	7.72	3.2%	7.87	7.86	0.0%
Price Reduction	16	12	3	2	3	3	6	3	-81.3%	9	3	-61.5%
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	5	1	0	0	0	0	0	7	40.0%	2	1	-46.2%
<u>Total OJ</u>												
Average Promo Price	6.28	6.23	6.14	6.06	6.10	6.32	6.37	6.48	3.2%	6.05	6.25	3.2%
Price Reduction	97	98	98	96	96	98	96	98	1.0%	97	97	0.5%
Feature & Disp	38	27	27	29	27	27	30	31	-18.4%	34	29	-15.3%
Display w/o Fea	39	33	32	29	25	32	31	32	-17.9%	34	30	-10.4%
Feature w/o Disp	93	90	89	89	91	92	91	90	-3.2%	91	90	-1.1%

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

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	03/18/17	09/30/17	10/28/17	11/25/17	12/23/17	01/20/18	02/17/18	03/17/18		2016-17	2017-18	% Change
<u>NFC GJ</u>												
Average Promo Price	6.96	7.15	7.01	6.79	6.60	6.93	7.03	7.09	1.9%	6.82	6.91	1.2%
Price Reduction	72	72	72	76	77	78	69	70	-2.8%	74	74	-0.2%
Feature & Disp	3	1	2	2	2	1	2	2	-33.3%	3	2	-26.7%
Display w/o Fea	5	6	5	7	4	6	5	5	0.0%	6	5	-3.0%
Feature w/o Disp	48	46	44	45	50	40	56	34	-29.2%	48	45	-6.3%
<u>RECON GJ</u>												
Average Promo Price	8.21	7.40	6.47	7.30	6.28	7.55	7.03	9.00	9.6%	7.42	7.27	-2.0%
Price Reduction	10	15	13	20	15	18	13	14	40.0%	10	16	50.0%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	0	1	0	0	0	0	1	0		1	0	-66.7%
Feature w/o Disp	0	1	0	0	0	7	0	6		0	2	
<u>Refrigerated GJ</u>												
Average Promo Price	6.99	7.16	6.96	6.82	6.58	6.97	7.03	7.22	3.3%	6.76	6.93	2.5%
Price Reduction	75	75	73	76	79	79	70	71	-5.3%	75	75	0.0%
Feature & Disp	3	1	2	2	2	1	2	2	-33.3%	3	2	-26.7%
Display w/o Fea	5	7	6	7	5	7	6	6	20.0%	6	6	8.8%
Feature w/o Disp	48	47	44	45	50	46	56	34	-29.2%	48	46	-4.2%
<u>Frozen GJ</u>												
Average Promo Price	3.72	3.69	4.08	4.87	4.72	4.27	4.09	4.04	8.6%	3.48	4.35	25.0%
Price Reduction	1	4	2	1	1	1	1	1	0.0%	5	1	-78.1%
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	0	0	0	0	0	0		0	0	
<u>Shelf Stable GJ</u>												
Average Promo Price	6.29	6.47	5.68	4.89	5.21	5.16	5.31	5.96	-5.2%	5.48	5.37	-2.0%
Price Reduction	37	41	38	47	44	42	45	34	-8.1%	42	42	-0.4%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	3	2	1	2	2	2	2	1	-66.7%	2	2	-16.7%
Feature w/o Disp	6	6	17	10	6	11	19	12	100.0%	13	13	-3.8%
<u>TL GJ</u>												
Average Promo Price	6.90	7.07	6.77	6.51	6.42	6.72	6.73	7.09	2.8%	6.54	6.71	2.5%
Price Reduction	81	81	79	83	84	84	78	78	-3.7%	82	81	-1.6%
Feature & Disp	3	1	2	2	2	2	2	3	0.0%	3	2	-13.3%
Display w/o Fea	8	8	7	8	6	8	7	7	-12.5%	8	7	-8.5%
Feature w/o Disp	53	49	48	49	53	51	58	42	-20.8%	53	50	-5.9%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 03/17/18

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 06 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4	Season-to-Date		
	03/18/17	09/30/17	10/28/17	11/25/17	12/23/17	01/20/18	02/17/18	03/17/18		2016-17	2017-18	% Change
OJ Drinks 0-39.99%												
Average Promo Price	6.03	5.51	5.58	5.78	5.73	5.63	5.78	6.30	4.5%	5.18	5.80	11.9%
Price Reduction	81	80	81	78	75	77	81	78	-3.7%	79	78	-1.1%
Feature & Disp	10	8	8	8	7	7	11	15	50.0%	7	9	33.3%
Display w/o Fea	32	35	34	31	25	29	29	30	-6.3%	30	30	0.6%
Feature w/o Disp	49	55	56	57	48	50	59	58	18.4%	45	55	21.5%
OJ Drinks 40-99.99%												
Average Promo Price	7.21	7.11	7.08	6.88	6.86	6.98	7.06	7.19	-0.3%	6.87	7.01	2.0%
Price Reduction	78	75	74	78	76	80	69	73	-6.4%	77	75	-2.8%
Feature & Disp	8	3	5	3	7	2	4	5	-37.5%	7	4	-39.5%
Display w/o Fea	13	7	8	6	6	8	10	12	-7.7%	10	8	-13.8%
Feature w/o Disp	51	36	46	32	47	33	36	44	-13.7%	48	40	-16.8%
OJ Drinks - % not stated												
Average Promo Price	5.03	5.20	5.01	5.15	5.05	5.29	4.91	5.03	0.0%	4.90	5.07	3.5%
Price Reduction	9	14	12	13	12	20	12	17	88.9%	15	14	-6.5%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	-100.0%
Display w/o Fea	1	1	2	2	1	1	1	2	100.0%	1	2	28.6%
Feature w/o Disp	5	6	11	16	14	4	12	16	220.0%	8	12	55.3%
Total OJ Drinks												
Average Promo Price	6.79	6.40	6.51	6.46	6.50	6.59	6.58	6.84	0.7%	6.28	6.58	4.8%
Price Reduction	93	92	90	90	88	92	91	90	-3.2%	91	90	-1.3%
Feature & Disp	18	12	12	11	13	10	15	19	5.6%	14	13	-2.4%
Display w/o Fea	40	40	39	35	29	35	35	38	-5.0%	37	35	-3.7%
Feature w/o Disp	74	68	72	67	67	60	70	71	-4.1%	68	68	0.5%
OJ BL Drinks												
Average Promo Price	2.78	2.88	2.54	2.96	2.93	2.98	2.85	2.74	-1.4%	2.79	2.83	1.5%
Price Reduction	97	97	95	96	96	97	96	96	-1.0%	96	96	0.2%
Feature & Disp	27	27	25	18	13	16	23	23	-14.8%	24	20	-19.2%
Display w/o Fea	62	64	60	56	49	53	52	53	-14.5%	58	54	-6.4%
Feature w/o Disp	83	84	80	76	65	75	81	69	-16.9%	82	74	-9.5%
OJ BL (100% Juice)												
Average Promo Price	6.49	6.48	6.35	6.35	5.95	6.42	6.36	6.32	-2.6%	6.42	6.29	-1.9%
Price Reduction	89	87	89	84	84	85	87	87	-2.2%	88	86	-2.6%
Feature & Disp	8	6	6	8	7	6	7	5	-37.5%	7	7	-9.3%
Display w/o Fea	18	11	11	7	7	9	9	12	-33.3%	13	9	-29.5%
Feature w/o Disp	69	61	67	77	79	73	54	55	-20.3%	69	68	-2.2%
GJ Cocktail												
Average Promo Price	6.08	6.97	6.14	5.17	5.39	5.39	6.05	5.63	-7.4%	5.77	5.63	-2.4%
Price Reduction	68	65	66	76	73	72	75	71	4.4%	73	72	-1.4%
Feature & Disp	4	3	2	3	4	2	5	5	25.0%	5	4	-22.2%
Display w/o Fea	18	21	18	16	14	17	14	14	-22.2%	17	16	-9.7%
Feature w/o Disp	30	14	29	42	21	23	27	27	-10.0%	30	28	-7.1%
GJ BL (100% Juice)												
Average Promo Price	7.12	7.15	6.14	5.04	5.48	5.44	5.95	5.94	-16.6%	6.03	5.67	-6.0%
Price Reduction	41	31	32	44	35	31	42	29	-29.3%	45	36	-20.8%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	-100.0%
Display w/o Fea	2	1	1	1	1	1	1	1	-50.0%	1	1	-25.0%
Feature w/o Disp	10	2	7	5	7	8	3	3	-70.0%	10	6	-42.1%

Most recent four-week-period is preliminary
 2017-18 STD: 10/01/17 - 03/17/18
 2016-17 STD: 10/02/16 - 09/30/17
 Source: Nielsen

Orange Juice Categories at xAOC

	Last Year 52 weeks ending 03/18/17	This Year 52 weeks ending 03/17/18
GALLONS (millions)		
Total OJ	451,063,536	423,250,253
Ref NFC OJ	274,936,646	259,968,436
Ref Recon OJ	156,721,675	145,771,958
Frozen OJ	19,095,297	17,242,686
SS OJ	309,911	267,192
DOLLARS (millions)		
Total OJ	\$2,973,449,476	\$2,850,312,862
Ref NFC OJ	\$2,096,668,974	\$2,004,713,649
Ref Recon OJ	\$781,467,968	\$757,388,232
Frozen OJ	\$92,544,536	\$85,876,052
SS OJ	\$2,768,006	\$2,334,921
AVG PRICE PER GALLON		
Total OJ	\$6.59	\$6.73
Ref NFC OJ	\$7.63	\$7.71
Ref Recon OJ	\$4.99	\$5.20
Frozen OJ	\$4.85	\$4.98
SS OJ	\$8.93	\$8.74
SHARE OF GALLONS		
Total OJ	100.0%	100.0%
Ref NFC OJ	61.0%	61.4%
Ref Recon OJ	34.7%	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%	26.6%
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 03/17/18 and 52 wks ending 03/18/17

Created: 03/28/18

Grapefruit Juice Categories at xAOC

	Last Year 52 weeks ending 03/18/17	This Year 52 weeks ending 03/17/18
GALLONS (millions)		
Total GJ	14,188,449	13,691,996
Ref NFC GJ	9,268,479	9,002,908
Ref Recon GJ	963,490	815,581
Frozen GJ	130,631	107,021
SS GJ	3,806,739	3,766,488
DOLLARS (millions)		
Total GJ	\$103,558,426	\$102,019,071
Ref NFC GJ	\$72,414,665	\$70,657,738
Ref Recon GJ	\$6,716,281	\$7,245,595
Frozen GJ	\$532,426	\$502,299
SS GJ	\$23,784,928	\$23,613,433
AVG PRICE PER GALLON		
Total GJ	\$7.30	\$7.45
Ref NFC GJ	\$7.81	\$7.85
Ref Recon GJ	\$6.97	\$8.88
Frozen GJ	\$4.08	\$4.69
SS GJ	\$6.25	\$6.27
SHARE OF GALLONS		
Total GJ	100.0%	100.0%
Ref NFC GJ	65.3%	65.8%
Ref Recon GJ	6.8%	6.0%
Frozen GJ	0.9%	0.8%
SS GJ	26.8%	27.5%
SHARE OF DOLLARS		
Total GJ	100.0%	100.0%
Ref NFC GJ	69.9%	69.3%
Ref Recon GJ	6.5%	7.1%
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 03/17/18 and 52 wks ending 03/18/17

Created: 03/28/18

Orange Juice Sales at xAOC - by Region

	Gallons									
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 03/17/18			4 WEEKS ENDING 03/18/17		
	% of Total	% Chg	% of Total	% of Total	% of Total	% Chg	% of Total	% of Total	% of Total	
TOTAL US - XAOC										
TL OJ	423,250,253	-6.2%	451,063,536		32,900,729	-6.7%	35,254,082			
TL OJ REF NFC	259,968,436	-5.4%	274,936,646		19,964,172	-7.5%	21,590,407			
TL OJ REF RECON	145,771,958	-7.0%	156,721,675		11,626,367	-5.0%	12,232,972			
NORTHEAST REGION - XAOC										
TL OJ	79,280,198	18.7%	87,879,709	19.5%	6,112,727	18.6%	6,774,391	19.2%		
TL OJ REF NFC	63,060,650	14.9%	69,968,077	15.5%	4,761,652	14.5%	5,311,666	15.1%		
TL OJ REF RECON	14,423,610	3.4%	15,935,972	3.5%	1,215,144	3.7%	1,316,490	3.7%		
SOUTH REGION - XAOC										
TL OJ	167,120,927	39.5%	174,471,498	38.7%	12,975,472	39.4%	13,937,252	39.5%		
TL OJ REF NFC	99,266,816	23.5%	102,313,191	22.7%	7,630,538	23.2%	8,319,574	23.6%		
TL OJ REF RECON	62,663,088	14.8%	66,373,665	14.7%	4,966,072	15.1%	5,189,870	14.7%		
WEST REGION - XAOC										
TL OJ	88,062,844	20.8%	94,990,723	21.1%	6,795,856	20.7%	7,104,294	20.2%		
TL OJ REF NFC	48,380,549	11.4%	50,944,021	11.3%	3,760,142	11.4%	3,838,202	10.9%		
TL OJ REF RECON	34,377,049	8.1%	38,193,302	8.5%	2,626,312	8.0%	2,832,401	8.0%		
MIDWEST REGION - XAOC										
TL OJ	88,340,346	20.9%	93,525,472	20.7%	7,009,520	21.3%	7,423,553	21.1%		
TL OJ REF NFC	48,837,356	11.5%	51,503,536	11.4%	3,797,055	11.5%	4,103,989	11.6%		
TL OJ REF RECON	34,279,774	8.1%	36,213,354	8.0%	2,825,361	8.6%	2,895,332	8.2%		

	Dollars									
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 03/17/18			4 WEEKS ENDING 03/18/17		
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	% of Total	% Chg	% of Total	% of Total	
TOTAL US - XAOC										
TL OJ	\$2,850,312,862		-4.1%	\$2,973,449,476		\$225,078,619	-6.1%	\$239,815,482		
TL OJ REF NFC	\$2,004,713,649		-4.4%	\$2,096,668,974		\$157,657,953	-6.4%	\$168,460,753		
TL OJ REF RECON	\$757,388,232		-3.1%	\$781,467,968		\$60,850,273	-5.2%	\$64,160,498		
NORTHEAST REGION - XAOC										
TL OJ	\$544,446,086	19.1%	-6.6%	\$582,615,532	19.6%	\$42,613,858	18.9%	\$46,315,643	19.3%	
TL OJ REF NFC	\$457,224,910	16.0%	-7.0%	\$491,654,266	16.5%	\$35,274,892	15.7%	\$38,640,949	16.1%	
TL OJ REF RECON	\$76,897,137	2.7%	-3.7%	\$79,830,426	2.7%	\$6,568,410	2.9%	\$6,837,785	2.9%	
SOUTH REGION - XAOC										
TL OJ	\$1,112,252,837	39.0%	-2.6%	\$1,142,427,332	38.4%	\$87,683,352	39.0%	\$94,307,710	39.3%	
TL OJ REF NFC	\$769,363,890	27.0%	-2.6%	\$789,498,127	26.6%	\$60,649,847	26.9%	\$65,383,395	27.3%	
TL OJ REF RECON	\$317,102,805	11.1%	-2.4%	\$325,038,186	10.9%	\$25,159,797	11.2%	\$26,799,071	11.2%	
WEST REGION - XAOC										
TL OJ	\$611,823,650	21.5%	-5.3%	\$646,139,138	21.7%	\$48,506,380	21.6%	\$49,989,548	20.8%	
TL OJ REF NFC	\$398,210,630	14.0%	-5.3%	\$420,660,305	14.1%	\$31,806,922	14.1%	\$32,336,293	13.5%	
TL OJ REF RECON	\$187,548,048	6.6%	-5.0%	\$197,435,849	6.6%	\$14,697,279	6.5%	\$15,500,658	6.5%	
MIDWEST REGION - XAOC										
TL OJ	\$578,442,248	20.3%	-3.7%	\$600,873,129	20.2%	\$46,191,210	20.5%	\$49,095,501	20.5%	
TL OJ REF NFC	\$376,581,784	13.2%	-4.2%	\$393,266,977	13.2%	\$29,802,137	13.2%	\$31,972,761	13.3%	
TL OJ REF RECON	\$175,808,048	6.2%	-1.9%	\$179,258,031	6.0%	\$14,458,139	6.4%	\$15,035,229	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: 3/28/2018

Grapefruit Juice Sales at xAOC - by Region

	Gallons									
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 03/17/18		4 WEEKS ENDING 03/18/17			
	% of Total	% Chg	% of Total	% of Total	% of Total	% Chg	% of Total	% of Total	% of Total	% of Total
TOTAL US - XAOC										
TL GJ	13,691,996	-3.5%	14,188,449		1,034,543	-8.3%	1,127,937			
TL GJ REF NFC	9,002,908	-2.9%	9,268,479		648,399	-12.8%	743,472			
TL GJ REF RECON	815,581	-15.4%	963,490		78,737	20.1%	65,573			
NORTHEAST REGION - XAOC										
TL GJ	2,510,803	18.3%	2,684,383	18.9%	187,854	18.2%	207,674	18.4%		
TL GJ REF NFC	1,935,070	14.1%	2,066,248	14.6%	143,314	13.9%	162,701	14.4%		
TL GJ REF RECON	82,216	0.6%	68,118	0.5%	6,180	0.6%	4,600	0.4%		
SOUTH REGION - XAOC										
TL GJ	5,767,323	42.1%	5,941,739	41.9%	443,737	42.9%	481,604	42.7%		
TL GJ REF NFC	3,697,781	27.0%	3,682,280	26.0%	269,513	26.1%	309,248	27.4%		
TL GJ REF RECON	428,087	3.1%	607,216	4.3%	41,340	4.0%	34,950	3.1%		
WEST REGION - XAOC										
TL GJ	3,066,587	22.4%	3,179,278	22.4%	221,143	21.4%	242,260	21.5%		
TL GJ REF NFC	1,989,441	14.5%	2,095,530	14.8%	135,801	13.1%	156,015	13.8%		
TL GJ REF RECON	139,599	1.0%	138,870	1.0%	15,144	1.5%	12,337	1.1%		
MIDWEST REGION - XAOC										
TL GJ	2,328,086	17.0%	2,373,529	16.7%	181,026	17.5%	195,515	17.3%		
TL GJ REF NFC	1,357,671	9.9%	1,415,968	10.0%	98,865	9.6%	114,642	10.2%		
TL GJ REF RECON	171,404	1.3%	149,095	1.1%	15,958	1.5%	13,737	1.2%		

	Dollars									
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 03/17/18		4 WEEKS ENDING 03/18/17			
	% of Total	% Chg	% of Total	% of Total	% of Total	% Chg	% of Total	% of Total	% of Total	% of Total
TOTAL US - XAOC										
TL GJ	\$102,019,071	-1.5%	\$103,558,426		\$7,899,384	-6.7%	\$8,463,489			
TL GJ REF NFC	\$70,657,738	-2.4%	\$72,414,665		\$5,291,585	-9.9%	\$5,876,212			
TL GJ REF RECON	\$7,245,595	7.9%	\$6,716,281		\$678,224	16.6%	\$581,859			
NORTHEAST REGION - XAOC										
TL GJ	\$18,684,617	18.3%	\$19,528,678	18.9%	\$1,427,725	18.1%	\$1,542,351	18.2%		
TL GJ REF NFC	\$14,543,946	14.3%	\$15,399,774	14.9%	\$1,100,173	13.9%	\$1,233,024	14.6%		
TL GJ REF RECON	\$860,519	0.8%	\$605,975	0.6%	\$71,116	0.9%	\$41,424	0.5%		
SOUTH REGION - XAOC										
TL GJ	\$42,415,804	41.6%	\$42,183,857	40.7%	\$3,344,408	42.3%	\$3,556,941	42.0%		
TL GJ REF NFC	\$28,732,458	28.2%	\$28,399,637	27.4%	\$2,181,691	27.6%	\$2,405,931	28.4%		
TL GJ REF RECON	\$3,784,359	3.7%	\$3,896,809	3.8%	\$352,467	4.5%	\$319,217	3.8%		
WEST REGION - XAOC										
TL GJ	\$23,970,920	23.5%	\$24,868,610	24.0%	\$1,790,507	22.7%	\$1,932,989	22.8%		
TL GJ REF NFC	\$16,647,645	16.3%	\$17,695,767	17.1%	\$1,201,822	15.2%	\$1,334,849	15.8%		
TL GJ REF RECON	\$1,418,550	1.4%	\$1,188,610	1.1%	\$141,275	1.8%	\$119,744	1.4%		
MIDWEST REGION - XAOC										
TL GJ	\$16,759,088	16.4%	\$16,909,911	16.3%	\$1,328,493	16.8%	\$1,425,545	16.8%		
TL GJ REF NFC	\$10,519,764	10.3%	\$10,852,396	10.5%	\$800,013	10.1%	\$896,164	10.6%		
TL GJ REF RECON	\$1,219,069	1.2%	\$1,026,671	1.0%	\$111,131	1.4%	\$102,105	1.2%		

Source: Nielsen Scanning Data

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Created: 3/28/2018