

Nielsen Retail Sales OJ, GJ and OJ/GJ Beverages



Monthly Topline Report
Report #07 of 2017-18 Season
For 4 weeks ending 04/14/18

Week Ending 04/14/18
 Report 07 of 17/18 Season

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

	4 WEEKS ENDING 04/14/18			SEASON YEAR-TO-DATE		
	GALLONS	PRICE	DOLLARS	GALLONS	PRICE	DOLLARS
Total OJ	-5.8%	2.0%	-3.8%	-4.4%	1.4%	-3.0%
Ref NFC OJ	-7.8%	4.3%	-3.9%	-4.5%	1.5%	-3.1%
Ref Recon OJ	-1.5%	-1.7%	-3.2%	-3.6%	1.4%	-2.2%
Total GJ	-7.9%	3.9%	-4.3%	-4.3%	2.1%	-2.3%
Ref NFC GJ	-15.8%	8.7%	-8.5%	-6.2%	2.4%	-4.0%
Shelf Stable GJ	3.4%	-4.4%	-1.2%	0.4%	-0.9%	-0.5%
OJ Drinks	-2.0%	0.8%	-1.2%	-7.8%	2.7%	-5.3%
OJ Blend Drinks	-8.0%	0.6%	-7.5%	-7.8%	0.9%	-7.0%
OJ Blend (100% Juice)	-17.2%	5.8%	-12.4%	-6.8%	0.5%	-6.4%
GJ Blend (100% Juice)	-19.0%	-12.4%	-29.0%	-14.4%	-4.1%	-17.8%
GJ Cocktail	-2.6%	-4.6%	-7.1%	-9.5%	1.7%	-8.0%

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: 04/14/18
Issue Date: 04/30/18
Report 07 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	04/15/17	10/28/17	11/25/17	12/23/17	01/20/18	02/17/18	03/17/18	04/14/18		2016-17	2017-18	% Change
<u>NFC OJ</u>												
Gallons	21.16	18.78	20.82	22.74	24.36	21.19	20.14	19.50	-7.8%	154.43	147.53	-4.5%
Price/Gal (\$)	7.62	7.80	7.63	7.50	7.73	7.80	7.89	7.95	4.3%	7.64	7.75	1.5%
Revenues (\$)	161.24	146.47	158.81	170.50	188.40	165.19	158.90	154.99	-3.9%	1,179.42	1,143.27	-3.1%
<u>RECON OJ</u>												
Gallons	11.23	11.08	11.40	11.68	12.82	12.07	11.63	11.06	-1.5%	84.77	81.74	-3.6%
Price/Gal (\$)	5.32	5.15	5.10	5.15	5.19	5.22	5.23	5.23	-1.7%	5.11	5.18	1.4%
Revenues (\$)	59.74	56.99	58.16	60.18	66.51	63.05	60.86	57.81	-3.2%	433.09	423.56	-2.2%
<u>Refrigerated OJ</u>												
Gallons	32.39	29.85	32.23	34.42	37.18	33.26	31.77	30.56	-5.7%	239.19	229.27	-4.1%
Price/Gal (\$)	6.82	6.82	6.73	6.70	6.86	6.86	6.92	6.96	2.1%	6.74	6.83	1.4%
Revenues (\$)	220.98	203.46	216.97	230.69	254.91	228.24	219.76	212.80	-3.7%	1,612.51	1,566.83	-2.8%
<u>Frozen OJ</u>												
Gallons	1.38	1.23	1.35	1.50	1.47	1.33	1.29	1.26	-8.1%	10.39	9.44	-9.1%
Price/Gal (\$)	4.99	4.98	5.00	5.03	5.03	4.94	4.95	4.99	0.0%	4.91	4.99	1.7%
Revenues (\$)	6.86	6.13	6.75	7.55	7.40	6.59	6.39	6.31	-8.1%	50.99	47.11	-7.6%
<u>Shelf Stable OJ</u>												
Gallons	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	-9.3%	0.16	0.13	-17.8%
Price/Gal (\$)	8.54	8.87	9.27	9.19	9.03	8.99	9.56	8.63	1.0%	8.87	9.06	2.1%
Revenues (\$)	0.21	0.17	0.16	0.18	0.16	0.18	0.18	0.19	-8.4%	1.45	1.22	-16.0%
<u>Total Orange Juice</u>												
Gallons	33.80	31.10	33.59	35.94	38.67	34.62	33.08	31.85	-5.8%	249.75	238.84	-4.4%
Price/Gal (\$)	6.75	6.74	6.66	6.63	6.79	6.79	6.84	6.89	2.0%	6.67	6.76	1.4%
Revenues (\$)	228.05	209.76	223.88	238.41	262.47	235.01	226.34	219.30	-3.8%	1,664.96	1,615.16	-3.0%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 04/14/18
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 07 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	04/15/17	10/28/17	11/25/17	12/23/17	01/20/18	02/17/18	03/17/18	04/14/18		2016-17	2017-18	% Change
<u>NFC GJ</u>												
Gallons	0.76	0.67	0.68	0.69	0.72	0.69	0.65	0.64	-15.8%	5.05	4.74	-6.2%
Price/Gal (\$)	7.66	7.93	7.67	7.58	7.82	7.99	8.18	8.33	8.7%	7.74	7.92	2.4%
Revenues (\$)	5.83	5.28	5.24	5.25	5.62	5.50	5.31	5.34	-8.5%	39.09	37.54	-4.0%
<u>RECON GJ</u>												
Gallons	0.06	0.06	0.06	0.06	0.07	0.07	0.08	0.08	35.9%	0.49	0.48	-1.6%
Price/Gal (\$)	9.04	8.64	8.72	8.53	8.79	8.67	8.61	8.61	-4.8%	7.74	8.65	11.8%
Revenues (\$)	0.54	0.52	0.54	0.53	0.61	0.61	0.68	0.70	29.4%	3.81	4.19	10.0%
<u>Refrigerated GJ</u>												
Gallons	0.82	0.73	0.74	0.75	0.79	0.76	0.73	0.72	-12.0%	5.54	5.22	-5.8%
Price/Gal (\$)	7.76	7.99	7.76	7.66	7.91	8.05	8.23	8.36	7.7%	7.74	7.99	3.2%
Revenues (\$)	6.37	5.80	5.78	5.78	6.23	6.11	5.99	6.04	-5.2%	42.89	41.73	-2.7%
<u>Frozen GJ</u>												
Gallons	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	-14.3%	0.06	0.05	-20.4%
Price/Gal (\$)	4.48	4.79	4.82	4.87	5.05	4.80	4.75	4.79	6.9%	4.24	4.84	14.0%
Revenues (\$)	0.04	0.03	0.03	0.03	0.04	0.03	0.03	0.03	-8.5%	0.26	0.24	-9.3%
<u>Shelf Stable GJ</u>												
Gallons	0.31	0.28	0.28	0.27	0.29	0.30	0.30	0.32	3.4%	2.03	2.04	0.4%
Price/Gal (\$)	6.29	6.26	6.03	6.20	6.14	6.12	6.31	6.01	-4.4%	6.21	6.15	-0.9%
Revenues (\$)	1.94	1.77	1.70	1.65	1.78	1.83	1.90	1.92	-1.2%	12.60	12.54	-0.5%
<u>Total Grapefruit Juice</u>												
Gallons	1.14	1.02	1.03	1.03	1.08	1.06	1.04	1.05	-7.9%	7.64	7.31	-4.3%
Price/Gal (\$)	7.34	7.49	7.27	7.26	7.42	7.49	7.65	7.62	3.9%	7.30	7.46	2.1%
Revenues (\$)	8.35	7.61	7.51	7.46	8.04	7.97	7.92	7.99	-4.3%	55.79	54.51	-2.3%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 04/14/18

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.

Florida Department of Citrus; P.O.Box 9010; Bartow, FL 33831-9010
(863) 537-3999

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

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

Report 07 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	04/15/17	10/28/17	11/25/17	12/23/17	01/20/18	02/17/18	03/17/18	04/14/18		2016-17	2017-18	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	1.21	1.13	1.10	1.11	1.06	1.08	1.08	1.15	-4.6%	8.59	7.70	-10.4%
Price/Gal (\$)	5.48	5.59	5.50	5.46	5.54	5.61	5.71	5.58	1.8%	5.36	5.57	4.0%
Revenues (\$)	6.61	6.34	6.06	6.04	5.85	6.04	6.17	6.42	-2.9%	46.03	42.90	-6.8%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1.54	1.43	1.53	1.64	1.85	1.67	1.64	1.59	3.4%	11.78	11.37	-3.5%
Price/Gal (\$)	7.76	7.71	7.59	7.51	7.65	7.68	7.69	7.64	-1.5%	7.58	7.64	0.7%
Revenues (\$)	11.94	11.04	11.64	12.35	14.15	12.84	12.63	12.16	1.8%	89.36	86.82	-2.8%
<u>OJ Drinks - % not stated</u>												
Gallons	0.17	0.14	0.14	0.15	0.15	0.14	0.14	0.12	-31.8%	1.38	0.99	-28.4%
Price/Gal (\$)	5.69	5.75	5.43	5.32	5.54	5.74	5.87	6.17	8.4%	5.46	5.67	3.8%
Revenues (\$)	0.97	0.81	0.78	0.81	0.82	0.83	0.81	0.72	-26.0%	7.52	5.59	-25.7%
<u>Total OJ Drinks</u>												
Gallons	2.92	2.71	2.78	2.90	3.05	2.89	2.86	2.86	-2.0%	21.75	20.05	-7.8%
Price/Gal (\$)	6.70	6.72	6.65	6.61	6.82	6.82	6.85	6.75	0.8%	6.57	6.75	2.7%
Revenues (\$)	19.52	18.09	18.48	19.20	20.83	19.70	19.61	19.29	-1.2%	142.91	135.31	-5.3%
<u>OJ BL Drinks</u>												
Gallons	15.03	14.22	13.17	13.36	13.71	13.95	14.28	13.82	-8.0%	104.65	96.51	-7.8%
Price/Gal (\$)	3.39	3.33	3.44	3.40	3.35	3.37	3.40	3.41	0.6%	3.36	3.39	0.9%
Revenues (\$)	50.99	47.38	45.33	45.37	45.99	47.00	48.55	47.16	-7.5%	351.22	326.78	-7.0%
<u>OJ BL (100% Juice)</u>												
Gallons	2.72	2.28	2.29	2.45	2.62	2.41	2.32	2.25	-17.2%	17.83	16.62	-6.8%
Price/Gal (\$)	7.12	7.29	7.22	7.04	7.19	7.30	7.39	7.53	5.8%	7.24	7.28	0.5%
Revenues (\$)	19.33	16.60	16.54	17.25	18.86	17.60	17.17	16.93	-12.4%	129.16	120.94	-6.4%
<u>GJ Cocktail</u>												
Gallons	0.78	0.66	0.69	0.66	0.73	0.68	0.71	0.76	-2.6%	5.41	4.90	-9.5%
Price/Gal (\$)	6.14	6.19	5.86	5.97	5.86	6.04	6.03	5.86	-4.6%	5.87	5.97	1.7%
Revenues (\$)	4.81	4.09	4.02	3.93	4.29	4.12	4.31	4.47	-7.1%	31.75	29.22	-8.0%
<u>GJ BL (100% Juice)</u>												
Gallons	0.16	0.12	0.13	0.11	0.13	0.13	0.12	0.13	-19.0%	1.03	0.88	-14.4%
Price/Gal (\$)	6.31	6.29	5.68	6.16	6.07	6.15	6.16	5.53	-12.4%	6.25	6.00	-4.1%
Revenues (\$)	1.02	0.75	0.76	0.69	0.81	0.78	0.77	0.72	-29.0%	6.42	5.27	-17.8%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 04/14/18
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.

Florida Department of Citrus; P.O.Box 9010; Bartow, FL 33831-9010
(863) 537-3999

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

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

Report Ending Date: 04/14/18
Issue Date: 04/30/18
Report 07 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	04/15/17	10/28/17	11/25/17	12/23/17	01/20/18	02/17/18	03/17/18	04/14/18		2016-17	2017-18	% Change
<u>NFC OJ</u>												
Gallons	14.32	12.64	14.18	15.44	16.46	14.08	13.37	13.10	-8.5%	104.99	99.28	-5.4%
Price/Gal (\$)	7.70	7.87	7.64	7.47	7.80	7.90	8.03	8.08	4.9%	7.66	7.82	2.0%
Revenues (\$)	110.24	99.48	108.29	115.40	128.47	111.16	107.33	105.81	-4.0%	804.39	775.95	-3.5%
<u>RECON OJ</u>												
Gallons	6.85	6.82	7.01	7.03	7.85	7.37	7.06	6.70	-2.3%	52.63	49.83	-5.3%
Price/Gal (\$)	5.22	4.96	4.93	5.03	5.12	5.19	5.21	5.19	-0.5%	4.99	5.09	2.0%
Revenues (\$)	35.74	33.85	34.60	35.36	40.22	38.21	36.77	34.75	-2.8%	262.72	253.77	-3.4%
<u>Refrigerated OJ</u>												
Gallons	21.17	19.47	21.19	22.47	24.31	21.45	20.43	19.80	-6.5%	157.63	149.11	-5.4%
Price/Gal (\$)	6.89	6.85	6.74	6.71	6.94	6.97	7.05	7.10	3.0%	6.77	6.91	2.0%
Revenues (\$)	145.99	133.33	142.89	150.76	168.69	149.37	144.10	140.56	-3.7%	1,067.11	1,029.72	-3.5%
<u>Frozen OJ</u>												
Gallons	0.98	0.89	0.98	1.08	1.07	0.96	0.93	0.91	-7.2%	7.44	6.82	-8.3%
Price/Gal (\$)	5.05	5.03	5.04	5.08	5.09	4.99	5.00	5.06	0.3%	4.99	5.04	1.1%
Revenues (\$)	4.96	4.48	4.95	5.46	5.43	4.79	4.66	4.62	-6.9%	37.07	34.38	-7.3%
<u>Shelf Stable OJ</u>												
Gallons	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	-2.0%	0.14	0.12	-15.2%
Price/Gal (\$)	9.36	9.30	9.48	9.39	9.39	9.66	9.77	9.23	-1.4%	9.28	9.46	1.9%
Revenues (\$)	0.18	0.16	0.15	0.17	0.15	0.17	0.17	0.17	-3.4%	1.32	1.14	-13.5%
<u>Total Orange Juice</u>												
Gallons	22.18	20.37	22.19	23.56	25.40	22.42	21.38	20.73	-6.5%	165.20	156.05	-5.5%
Price/Gal (\$)	6.81	6.77	6.67	6.64	6.86	6.88	6.97	7.01	2.9%	6.69	6.83	2.0%
Revenues (\$)	151.13	137.96	148.00	156.39	174.28	154.33	148.93	145.36	-3.8%	1,105.50	1,065.24	-3.6%

Most recent four-week-period is preliminary
2017-18 STD: 10/01/17 - 04/14/18
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 07 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	04/15/17	10/28/17	11/25/17	12/23/17	01/20/18	02/17/18	03/17/18	04/14/18		2016-17	2017-18	% Change
<u>NFC GJ</u>												
Gallons	619.79	545.56	567.98	574.72	593.52	565.40	528.49	524.16	-15.4%	4,121.33	3,899.83	-5.4%
Price/Gal (\$)	7.72	8.00	7.69	7.59	7.89	8.07	8.29	8.42	9.1%	7.82	7.98	2.1%
Revenues (\$)	4,784.10	4,366.95	4,367.38	4,362.25	4,682.24	4,563.03	4,382.58	4,414.75	-7.7%	32,233.76	31,139.19	-3.4%
<u>RECON GJ</u>												
Gallons	59.93	60.10	62.31	62.34	69.13	69.96	78.73	81.43	35.9%	491.88	483.99	-1.6%
Price/Gal (\$)	9.04	8.64	8.72	8.53	8.79	8.67	8.61	8.61	-4.8%	7.74	8.65	11.8%
Revenues (\$)	542.04	519.40	543.58	531.83	607.42	606.69	678.17	701.23	29.4%	3,806.25	4,188.32	10.0%
<u>Refrigerated GJ</u>												
Gallons	679.73	605.65	630.30	637.06	662.64	635.36	607.22	605.59	-10.9%	4,613.21	4,383.81	-5.0%
Price/Gal (\$)	7.84	8.07	7.79	7.68	7.98	8.14	8.33	8.45	7.8%	7.81	8.06	3.2%
Revenues (\$)	5,326.13	4,886.36	4,910.96	4,894.08	5,289.66	5,169.72	5,060.75	5,115.98	-3.9%	36,040.00	35,327.51	-2.0%
<u>Frozen GJ</u>												
Gallons	8.10	6.87	6.49	6.93	7.33	7.08	7.18	6.94	-14.3%	61.34	48.81	-20.4%
Price/Gal (\$)	4.48	4.79	4.82	4.87	5.05	4.80	4.75	4.79	6.9%	4.24	4.84	14.0%
Revenues (\$)	36.31	32.88	31.31	33.72	36.99	33.99	34.06	33.23	-8.5%	260.27	236.18	-9.3%
<u>Shelf Stable GJ</u>												
Gallons	214.24	184.88	188.41	172.70	191.51	196.68	191.76	214.33	0.0%	1,420.41	1,340.27	-5.6%
Price/Gal (\$)	6.54	6.67	6.30	6.60	6.49	6.47	6.83	6.35	-2.8%	6.46	6.53	1.0%
Revenues (\$)	1,400.43	1,232.44	1,186.03	1,140.35	1,242.63	1,273.39	1,309.59	1,361.46	-2.8%	9,173.23	8,745.89	-4.7%
<u>Total Grapefruit Juice</u>												
Gallons	902.07	797.40	825.20	816.68	861.49	839.12	806.16	826.86	-8.3%	6,102.01	5,772.90	-5.4%
Price/Gal (\$)	7.50	7.71	7.43	7.43	7.63	7.72	7.94	7.87	5.0%	7.46	7.68	2.9%
Revenues (\$)	6,762.86	6,151.68	6,128.29	6,068.14	6,569.28	6,477.10	6,404.40	6,510.68	-3.7%	45,513.82	44,309.57	-2.6%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 04/14/18

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 07 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	04/15/17	10/28/17	11/25/17	12/23/17	01/20/18	02/17/18	03/17/18	04/14/18		2016-17	2017-18	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	831.59	763.11	735.29	731.32	713.98	722.73	729.91	773.50	-7.0%	6,038.93	5,169.83	-14.4%
Price/Gal (\$)	5.73	5.88	5.85	5.80	5.91	5.97	6.05	5.95	3.9%	5.42	5.92	9.1%
Revenues (\$)	4,761.96	4,490.28	4,302.74	4,243.29	4,217.22	4,315.07	4,413.82	4,600.00	-3.4%	32,748.38	30,582.42	-6.6%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1,122.15	1,038.74	1,115.88	1,202.56	1,333.74	1,197.87	1,192.03	1,156.76	3.1%	8,717.64	8,237.57	-5.5%
Price/Gal (\$)	7.76	7.64	7.50	7.40	7.61	7.68	7.70	7.72	-0.6%	7.56	7.61	0.6%
Revenues (\$)	8,710.45	7,936.67	8,374.19	8,904.70	10,146.94	9,201.59	9,180.55	8,929.11	2.5%	65,944.11	62,673.75	-5.0%
<u>OJ Drinks - % not stated</u>												
Gallons	169.35	140.63	143.44	152.08	147.65	143.38	137.74	115.66	-31.7%	1,369.10	980.58	-28.4%
Price/Gal (\$)	5.65	5.75	5.44	5.32	5.55	5.75	5.88	6.19	9.6%	5.43	5.68	4.7%
Revenues (\$)	956.38	808.98	780.25	809.30	819.70	825.14	809.73	715.92	-25.1%	7,429.53	5,569.02	-25.0%
<u>Total OJ Drinks</u>												
Gallons	2,123.09	1,942.47	1,994.62	2,085.96	2,195.37	2,063.98	2,059.68	2,045.92	-3.6%	16,125.67	14,387.99	-10.8%
Price/Gal (\$)	6.80	6.81	6.75	6.69	6.92	6.95	6.99	6.96	2.5%	6.58	6.87	4.4%
Revenues (\$)	14,428.80	13,245.66	13,457.19	13,957.29	15,183.86	14,341.80	14,404.10	14,245.02	-1.3%	106,122.02	98,825.19	-6.9%
<u>OJ BL Drinks</u>												
Gallons	7,517.94	7,228.81	6,496.30	6,515.98	6,719.31	6,927.10	7,012.55	6,750.65	-10.2%	52,398.16	47,650.69	-9.1%
Price/Gal (\$)	3.36	3.28	3.44	3.43	3.46	3.39	3.37	3.45	2.6%	3.33	3.40	2.0%
Revenues (\$)	25,263.43	23,682.81	22,315.10	22,359.17	23,225.51	23,456.77	23,597.76	23,269.18	-7.9%	174,584.77	161,906.29	-7.3%
<u>OJ BL (100% Juice)</u>												
Gallons	1,803.73	1,508.22	1,518.99	1,660.01	1,773.35	1,569.20	1,499.17	1,474.21	-18.3%	11,878.60	11,003.16	-7.4%
Price/Gal (\$)	7.07	7.19	7.14	6.87	7.10	7.27	7.32	7.42	5.0%	7.22	7.18	-0.5%
Revenues (\$)	12,748.69	10,844.03	10,840.45	11,409.13	12,583.72	11,401.08	10,967.55	10,940.14	-14.2%	85,704.52	78,986.09	-7.8%
<u>GJ Cocktail</u>												
Gallons	426.33	353.05	377.73	347.64	400.78	363.86	382.73	418.76	-1.8%	2,837.66	2,644.54	-6.8%
Price/Gal (\$)	6.81	6.91	6.38	6.62	6.44	6.72	6.64	6.31	-7.4%	6.71	6.56	-2.2%
Revenues (\$)	2,902.53	2,441.13	2,408.61	2,301.49	2,582.46	2,444.45	2,540.40	2,640.51	-9.0%	19,039.48	17,359.04	-8.8%
<u>GJ BL (100% Juice)</u>												
Gallons	92.19	70.46	88.20	65.67	82.83	74.86	69.89	78.44	-14.9%	622.68	530.35	-14.8%
Price/Gal (\$)	6.98	6.98	5.88	6.78	6.54	6.76	6.83	5.69	-18.5%	6.79	6.46	-4.8%
Revenues (\$)	643.85	491.46	518.79	445.06	541.90	505.77	477.42	446.35	-30.7%	4,225.27	3,426.74	-18.9%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 04/14/18
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.

Florida Department of Citrus; P.O.Box 9010; Bartow, FL 33831-9010
(863) 537-3999

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

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

Report Ending Date: 04/14/18
Issue Date: 04/30/18
Report 07 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	04/15/17	10/28/17	11/25/17	12/23/17	01/20/18	02/17/18	03/17/18	04/14/18		2016-17	2017-18	% Change
<u>NFC OJ</u>												
Average Promo Price	6.81	7.00	6.81	6.57	6.95	7.01	7.21	7.31	7.3%	6.77	6.98	3.1%
Price Reduction	94	93	93	94	97	92	93	97	3.2%	94	94	0.0%
Feature & Disp	37	26	28	26	24	22	28	30	-18.9%	32	26	-17.1%
Display w/o Fea	30	25	22	20	27	24	27	32	6.7%	28	25	-8.3%
Feature w/o Disp	89	87	87	90	89	87	87	89	0.0%	90	88	-2.1%
<u>RECON OJ</u>												
Average Promo Price	4.67	4.15	4.20	4.29	4.32	4.81	4.67	4.47	-4.3%	4.28	4.42	3.1%
Price Reduction	87	83	76	75	74	77	73	81	-6.9%	77	77	0.4%
Feature & Disp	6	4	3	3	5	12	7	7	16.7%	8	6	-25.5%
Display w/o Fea	15	12	13	8	12	12	13	13	-13.3%	13	12	-10.8%
Feature w/o Disp	55	42	59	49	62	55	53	51	-7.3%	58	53	-8.8%
<u>Refrigerated OJ</u>												
Average Promo Price	6.34	6.17	6.08	6.13	6.34	6.39	6.51	6.60	4.1%	6.14	6.32	2.9%
Price Reduction	97	97	96	96	98	95	97	98	1.0%	96	97	0.6%
Feature & Disp	38	27	29	27	27	30	31	33	-13.2%	34	29	-15.0%
Display w/o Fea	37	32	29	25	32	30	31	37	0.0%	34	31	-8.1%
Feature w/o Disp	90	89	89	91	92	91	90	92	2.2%	91	91	-0.6%
<u>Frozen OJ</u>												
Average Promo Price	4.31	4.61	4.47	4.24	4.40	4.72	4.27	4.11	-4.6%	3.95	4.40	11.4%
Price Reduction	45	46	50	37	33	46	36	35	-22.2%	48	40	-16.3%
Feature & Disp	0	0	0	0	0	0	0	1	0.0%	0	0	0.0%
Display w/o Fea	1	0	0	0	0	1	0	1	0.0%	1	0	-80.0%
Feature w/o Disp	9	7	11	10	8	9	9	9	0.0%	10	9	-11.3%
<u>Shelf Stable OJ</u>												
Average Promo Price	7.63	8.20	8.56	7.59	7.67	7.44	7.69	7.34	-3.8%	7.83	7.78	-0.6%
Price Reduction	13	3	2	3	3	6	3	10	-23.1%	9	4	-53.8%
Feature & Disp	0	0	0	0	0	0	0	0	0.0%	0	0	0.0%
Display w/o Fea	0	0	0	0	0	0	0	0	0.0%	0	0	0.0%
Feature w/o Disp	4	0	0	0	0	0	7	5	25.0%	2	2	-29.4%
<u>Total OJ</u>												
Average Promo Price	6.31	6.14	6.06	6.10	6.32	6.37	6.48	6.57	4.1%	6.09	6.29	3.4%
Price Reduction	97	98	96	96	98	96	98	98	1.0%	97	97	0.6%
Feature & Disp	38	27	29	27	27	30	31	33	-13.2%	34	29	-15.0%
Display w/o Fea	37	32	29	25	32	31	32	38	2.7%	34	31	-8.4%
Feature w/o Disp	90	89	89	91	92	91	90	92	2.2%	91	91	-0.6%

Most recent four-week-period is preliminary
2017-18 STD: 10/01/17 - 04/14/18
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 07 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	04/15/17	10/28/17	11/25/17	12/23/17	01/20/18	02/17/18	03/17/18	04/14/18		2016-17	2017-18	% Change
<u>NFC GJ</u>												
Average Promo Price	6.70	7.01	6.79	6.60	6.93	7.03	7.09	7.44	11.0%	6.81	6.98	2.6%
Price Reduction	72	72	76	77	78	69	71	71	-1.4%	74	73	-0.2%
Feature & Disp	3	2	2	2	1	2	2	3	0.0%	3	2	-22.2%
Display w/o Fea	7	5	7	4	6	5	5	8	14.3%	6	6	0.0%
Feature w/o Disp	38	44	45	50	40	56	34	55	44.7%	46	46	-0.3%
<u>RECON GJ</u>												
Average Promo Price	9.23	6.47	7.30	6.28	7.55	7.03	8.99	8.31	-10.0%	7.68	7.42	-3.4%
Price Reduction	18	13	20	15	18	13	14	14	-22.2%	11	15	33.8%
Feature & Disp	0	0	0	0	0	0	0	0	0	0	0	0
Display w/o Fea	0	0	0	0	0	1	0	1	0	0	0	-33.3%
Feature w/o Disp	1	0	0	0	7	0	6	0	-100.0%	0	2	1200.0%
<u>Refrigerated GJ</u>												
Average Promo Price	6.78	6.96	6.82	6.58	6.97	7.03	7.23	7.47	10.2%	6.77	7.01	3.6%
Price Reduction	73	73	76	79	79	70	72	73	0.0%	74	75	0.2%
Feature & Disp	3	2	2	2	1	2	2	3	0.0%	3	2	-22.2%
Display w/o Fea	8	6	7	5	7	6	6	8	0.0%	6	6	7.1%
Feature w/o Disp	39	44	45	50	46	56	34	55	41.0%	47	47	1.2%
<u>Frozen GJ</u>												
Average Promo Price	4.66	4.08	4.87	4.72	4.27	4.09	4.04	5.15	10.5%	3.64	4.46	22.4%
Price Reduction	1	2	1	1	1	1	1	1	0.0%	5	1	-75.8%
Feature & Disp	0	0	0	0	0	0	0	0	0	0	0	0
Display w/o Fea	0	0	0	0	0	0	0	0	0	0	0	0
Feature w/o Disp	0	0	0	0	0	0	0	0	0	0	0	0
<u>Shelf Stable GJ</u>												
Average Promo Price	5.39	5.68	4.89	5.21	5.16	5.31	5.97	5.21	-3.3%	5.47	5.35	-2.2%
Price Reduction	38	38	47	44	42	45	35	49	28.9%	41	43	3.8%
Feature & Disp	0	0	0	0	0	0	0	1	0	0	0	0
Display w/o Fea	2	1	2	2	2	2	1	2	0.0%	2	2	-14.3%
Feature w/o Disp	12	17	10	6	11	19	12	18	50.0%	13	13	3.3%
<u>TL GJ</u>												
Average Promo Price	6.59	6.77	6.51	6.42	6.72	6.73	7.09	6.94	5.3%	6.55	6.74	2.9%
Price Reduction	80	79	83	84	84	78	79	85	6.3%	82	82	-0.3%
Feature & Disp	3	2	2	2	2	2	3	4	33.3%	3	2	-5.6%
Display w/o Fea	10	7	8	6	8	7	7	10	0.0%	8	8	-7.0%
Feature w/o Disp	44	48	49	53	51	58	42	61	38.6%	52	52	-0.5%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 04/14/18

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 07 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4	Season-to-Date		
	04/15/17	10/28/17	11/25/17	12/23/17	01/20/18	02/17/18	03/17/18	04/14/18		2016-17	2017-18	% Change
OJ Drinks 0-39.99%												
Average Promo Price	5.36	5.58	5.78	5.73	5.63	5.78	6.29	5.53	3.2%	5.21	5.76	10.6%
Price Reduction	83	81	78	75	77	81	78	83	0.0%	80	79	-0.9%
Feature & Disp	13	8	8	7	7	11	15	15	15.4%	8	10	29.1%
Display w/o Fea	31	34	31	25	29	29	30	36	16.1%	30	31	2.9%
Feature w/o Disp	63	56	57	48	50	59	58	60	-4.8%	48	55	16.5%
OJ Drinks 40-99.99%												
Average Promo Price	7.04	7.08	6.88	6.86	6.98	7.06	7.20	7.08	0.6%	6.90	7.02	1.8%
Price Reduction	75	74	78	76	80	69	73	77	2.7%	77	75	-2.0%
Feature & Disp	4	5	3	7	2	4	5	3	-25.0%	7	4	-38.3%
Display w/o Fea	10	8	6	6	8	10	12	13	30.0%	10	9	-7.4%
Feature w/o Disp	37	46	32	47	33	36	44	34	-8.1%	46	39	-15.8%
OJ Drinks - % not stated												
Average Promo Price	4.42	5.01	5.15	5.05	5.29	4.91	5.02	5.17	17.0%	4.83	5.09	5.2%
Price Reduction	18	12	13	12	20	12	18	15	-16.7%	16	15	-7.3%
Feature & Disp	0	0	0	0	0	0	0	0	0	0	0	-100.0%
Display w/o Fea	3	2	2	1	1	1	2	1	-66.7%	1	1	0.0%
Feature w/o Disp	6	11	16	14	4	12	16	4	-33.3%	8	11	45.3%
Total OJ Drinks												
Average Promo Price	6.28	6.51	6.46	6.50	6.59	6.58	6.84	6.48	3.2%	6.28	6.57	4.6%
Price Reduction	91	90	90	88	92	91	90	92	1.1%	91	90	-0.9%
Feature & Disp	16	12	11	13	10	15	19	17	6.3%	14	14	-1.0%
Display w/o Fea	39	39	35	29	35	35	38	44	12.8%	37	36	-1.2%
Feature w/o Disp	70	72	67	67	60	70	71	72	2.9%	68	68	0.8%
OJ BL Drinks												
Average Promo Price	2.77	2.54	2.96	2.93	2.98	2.85	2.76	2.85	2.9%	2.79	2.84	1.8%
Price Reduction	96	95	96	96	97	96	97	94	-2.1%	96	96	0.0%
Feature & Disp	29	25	18	13	16	23	23	18	-37.9%	25	19	-22.3%
Display w/o Fea	66	60	56	49	53	52	54	57	-13.6%	59	54	-7.3%
Feature w/o Disp	84	80	76	65	75	81	70	79	-6.0%	82	75	-8.8%
OJ BL (100% Juice)												
Average Promo Price	6.20	6.35	6.35	5.95	6.42	6.36	6.31	6.73	8.5%	6.38	6.35	-0.5%
Price Reduction	89	89	84	84	85	87	88	87	-2.2%	88	86	-2.4%
Feature & Disp	14	6	8	7	6	7	5	6	-57.1%	8	6	-21.1%
Display w/o Fea	17	11	7	7	9	9	12	13	-23.5%	14	10	-28.4%
Feature w/o Disp	79	67	77	79	73	54	55	62	-21.5%	70	67	-5.3%
GJ Cocktail												
Average Promo Price	5.89	6.14	5.17	5.39	5.39	6.05	5.63	5.15	-12.6%	5.78	5.56	-3.9%
Price Reduction	72	66	76	73	72	75	71	80	11.1%	73	73	0.4%
Feature & Disp	7	2	3	4	2	5	5	5	-28.6%	5	4	-23.5%
Display w/o Fea	17	18	16	14	17	14	14	20	17.6%	17	16	-5.8%
Feature w/o Disp	33	29	42	21	23	27	27	30	-9.1%	31	28	-7.4%
GJ BL (100% Juice)												
Average Promo Price	6.41	6.14	5.04	5.48	5.44	5.95	5.94	4.64	-27.6%	6.08	5.52	-9.3%
Price Reduction	42	32	44	35	31	42	29	41	-2.4%	44	36	-18.3%
Feature & Disp	0	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	-30.0%
Feature w/o Disp	7	7	5	7	8	3	3	4	-42.9%	9	5	-42.2%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 04/14/18

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

Source: Nielsen

Orange Juice Categories at xAOC

	Last Year 52 weeks ending 04/15/17	This Year 52 weeks ending 04/14/18
GALLONS (millions)		
Total OJ	448.42	421.48
Ref NFC OJ	273.88	258.48
Ref Recon OJ	155.28	145.60
Frozen OJ	18.96	17.13
SS OJ	0.31	0.26
DOLLARS (millions)		
Total OJ	\$2,964.33	\$2,842.82
Ref NFC OJ	\$2,090.98	\$1,999.71
Ref Recon OJ	\$778.59	\$755.47
Frozen OJ	\$92.01	\$85.32
SS OJ	\$2.74	\$2.32
AVG PRICE PER GALLON		
Total OJ	\$6.61	\$6.74
Ref NFC OJ	\$7.63	\$7.74
Ref Recon OJ	\$5.01	\$5.19
Frozen OJ	\$4.85	\$4.98
SS OJ	\$8.91	\$8.75
SHARE OF GALLONS		
Total OJ	100.0%	100.0%
Ref NFC OJ	61.1%	61.3%
Ref Recon OJ	34.6%	34.5%
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 04/14/18 and 52 wks ending 04/15/17

Created: 04/25/18

Grapefruit Juice Categories at xAOC

	Last Year 52 weeks ending 04/15/17	This Year 52 weeks ending 04/14/18
GALLONS (millions)		
Total GJ	14.18	13.60
Ref NFC GJ	9.28	8.88
Ref Recon GJ	0.95	0.84
Frozen GJ	0.13	0.11
SS GJ	3.81	3.78
DOLLARS (millions)		
Total GJ	\$103.66	\$101.68
Ref NFC GJ	\$72.46	\$70.18
Ref Recon GJ	\$6.75	\$7.40
Frozen GJ	\$0.52	\$0.50
SS GJ	\$23.83	\$23.59
AVG PRICE PER GALLON		
Total GJ	\$7.31	\$7.47
Ref NFC GJ	\$7.81	\$7.90
Ref Recon GJ	\$7.13	\$8.85
Frozen GJ	\$4.06	\$4.72
SS GJ	\$6.25	\$6.25
SHARE OF GALLONS		
Total GJ	100.0%	100.0%
Ref NFC GJ	65.4%	65.3%
Ref Recon GJ	6.7%	6.2%
Frozen GJ	0.9%	0.8%
SS GJ	26.9%	27.8%
SHARE OF DOLLARS		
Total GJ	100.0%	100.0%
Ref NFC GJ	69.9%	69.0%
Ref Recon GJ	6.5%	7.3%
Frozen GJ	0.5%	0.5%
SS GJ	23.0%	23.2%

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 04/14/18 and 52 wks ending 04/15/17

Created: 04/25/18

Orange Juice Sales at xAOC - by Region

	Gallons									
	52 Weeks			52 Weeks YA		4 WEEKS ENDING 04/14/18			4 WEEKS ENDING 04/15/17	
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 WEEKS ENDING 04/14/18	% of Total	% Chg	4 WEEKS ENDING 04/15/17	% of Total
TOTAL US - XAOC										
TL OJ	421,479,714		-6.0%	448,421,887		31,849,153		-5.8%	33,795,131	
TL OJ REF NFC	258,481,343		-5.6%	273,877,966		19,501,194		-7.8%	21,160,247	
TL OJ REF RECON	145,602,745		-6.2%	155,279,823		11,061,668		-1.5%	11,234,330	
NORTHEAST REGION - XAOC										
TL OJ	78,797,236	18.7%	-9.7%	87,237,604	19.5%	6,028,268	18.9%	-8.1%	6,563,122	19.4%
TL OJ REF NFC	62,603,898	14.9%	-9.9%	69,498,030	15.5%	4,722,386	14.8%	-9.7%	5,231,028	15.5%
TL OJ REF RECON	14,406,827	3.4%	-8.7%	15,776,973	3.5%	1,168,339	3.7%	-1.4%	1,185,122	3.5%
SOUTH REGION - XAOC										
TL OJ	166,483,421	39.5%	-4.2%	173,758,095	38.7%	12,499,086	39.2%	-5.3%	13,203,850	39.1%
TL OJ REF NFC	98,725,089	23.4%	-3.3%	102,145,430	22.8%	7,350,141	23.1%	-7.6%	7,958,288	23.5%
TL OJ REF RECON	62,617,448	14.9%	-4.9%	65,861,817	14.7%	4,778,393	15.0%	-1.0%	4,824,870	14.3%
WEST REGION - XAOC										
TL OJ	87,680,147	20.8%	-7.0%	94,250,011	21.0%	6,530,724	20.5%	-5.8%	6,934,936	20.5%
TL OJ REF NFC	48,151,992	11.4%	-5.0%	50,699,503	11.3%	3,648,602	11.5%	-6.4%	3,896,460	11.5%
TL OJ REF RECON	34,241,305	8.1%	-9.3%	37,749,500	8.4%	2,488,976	7.8%	-5.3%	2,626,905	7.8%
MIDWEST REGION - XAOC										
TL OJ	88,081,072	20.9%	-5.3%	92,985,777	20.7%	6,787,482	21.3%	-4.2%	7,081,540	21.0%
TL OJ REF NFC	48,577,751	11.5%	-5.4%	51,333,665	11.4%	3,765,494	11.8%	-7.2%	4,059,446	12.0%
TL OJ REF RECON	34,316,669	8.1%	-4.4%	35,885,086	8.0%	2,635,483	8.3%	1.4%	2,599,026	7.7%

	Dollars									
	52 Weeks			52 Weeks YA		4 WEEKS ENDING 04/14/18			4 WEEKS ENDING 04/15/17	
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 WEEKS ENDING 04/14/18	% of Total	% Chg	4 WEEKS ENDING 04/15/17	% of Total
TOTAL US - XAOC										
TL OJ	\$2,842,820,036		-4.1%	\$2,964,333,661		\$219,300,917		-3.8%	\$228,050,777	
TL OJ REF NFC	\$1,999,712,138		-4.4%	\$2,090,984,339		\$154,993,873		-3.9%	\$161,238,323	
TL OJ REF RECON	\$755,473,368		-3.0%	\$778,594,473		\$57,810,779		-3.2%	\$59,739,300	
NORTHEAST REGION - XAOC										
TL OJ	\$542,580,947	19.1%	-6.5%	\$580,256,749	19.6%	\$42,503,087	19.4%	-5.0%	\$44,743,248	19.6%
TL OJ REF NFC	\$455,418,833	16.0%	-7.0%	\$489,698,334	16.5%	\$35,465,253	16.2%	-5.8%	\$37,646,352	16.5%
TL OJ REF RECON	\$76,892,031	2.7%	-3.3%	\$79,479,373	2.7%	\$6,248,644	2.8%	-0.1%	\$6,253,750	2.7%
SOUTH REGION - XAOC										
TL OJ	\$1,108,791,789	39.0%	-2.8%	\$1,140,811,726	38.5%	\$84,543,360	38.6%	-4.5%	\$88,489,890	38.8%
TL OJ REF NFC	\$767,303,145	27.0%	-2.7%	\$788,887,035	26.6%	\$58,764,939	26.8%	-4.2%	\$61,309,479	26.9%
TL OJ REF RECON	\$315,955,696	11.1%	-2.5%	\$324,130,573	10.9%	\$23,946,072	10.9%	-4.6%	\$25,094,868	11.0%
WEST REGION - XAOC										
TL OJ	\$610,770,090	21.5%	-4.9%	\$642,494,639	21.7%	\$46,902,504	21.4%	-2.5%	\$48,098,554	21.1%
TL OJ REF NFC	\$397,803,554	14.0%	-4.9%	\$418,462,884	14.1%	\$30,966,363	14.1%	-1.7%	\$31,505,149	13.8%
TL OJ REF RECON	\$187,010,168	6.6%	-4.7%	\$196,199,309	6.6%	\$14,000,416	6.4%	-3.8%	\$14,548,640	6.4%
MIDWEST REGION - XAOC										
TL OJ	\$577,332,893	20.3%	-3.7%	\$599,403,517	20.2%	\$45,259,851	20.6%	-2.9%	\$46,623,233	20.4%
TL OJ REF NFC	\$375,826,229	13.2%	-4.2%	\$392,391,562	13.2%	\$29,655,322	13.5%	-3.3%	\$30,663,260	13.4%
TL OJ REF RECON	\$175,614,784	6.2%	-1.8%	\$178,861,494	6.0%	\$13,655,515	6.2%	-1.4%	\$13,850,424	6.1%

Source: Nielsen Scanning Data

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

Created: 4/25/2018

Grapefruit Juice Sales at xAOC - by Region

	Gallons									
	52 Weeks			52 Weeks YA		4 WEEKS ENDING 04/14/18			4 WEEKS ENDING 04/15/17	
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 WEEKS ENDING 04/14/18	% of Total	% Chg	4 WEEKS ENDING 04/15/17	% of Total
TOTAL US - XAOC										
TL GJ	13,603,284		-4.1%	14,181,307		1,048,950		-7.9%	1,138,490	
TL GJ REF NFC	8,883,416		-4.2%	9,277,323		641,102		-15.8%	761,386	
TL GJ REF RECON	837,075		-11.5%	945,985		81,431		35.9%	59,937	
NORTHEAST REGION - XAOC										
TL GJ	2,488,305	18.3%	-7.2%	2,680,215	18.9%	187,801	17.9%	-10.7%	210,365	18.5%
TL GJ REF NFC	1,911,150	14.0%	-7.5%	2,066,455	14.6%	140,862	13.4%	-14.6%	164,848	14.5%
TL GJ REF RECON	84,885	0.6%	26.1%	67,294	0.5%	7,236	0.7%	58.4%	4,567	0.4%
SOUTH REGION - XAOC										
TL GJ	5,731,582	42.1%	-3.6%	5,948,212	41.9%	448,919	42.8%	-7.4%	484,660	42.6%
TL GJ REF NFC	3,657,206	26.9%	-1.2%	3,700,040	26.1%	271,986	25.9%	-13.0%	312,561	27.5%
TL GJ REF RECON	430,624	3.2%	-27.1%	590,614	4.2%	36,901	3.5%	7.4%	34,364	3.0%
WEST REGION - XAOC										
TL GJ	3,046,604	22.4%	-3.8%	3,168,228	22.3%	226,479	21.6%	-8.4%	247,221	21.7%
TL GJ REF NFC	1,952,430	14.4%	-6.4%	2,086,429	14.7%	128,667	12.3%	-22.7%	166,403	14.6%
TL GJ REF RECON	151,967	1.1%	10.6%	137,386	1.0%	21,353	2.0%	137.7%	8,985	0.8%
MIDWEST REGION - XAOC										
TL GJ	2,316,923	17.0%	-2.5%	2,375,116	16.7%	184,387	17.6%	-5.7%	195,552	17.2%
TL GJ REF NFC	1,338,920	9.8%	-5.5%	1,416,104	10.0%	98,168	9.4%	-16.0%	116,919	10.3%
TL GJ REF RECON	175,110	1.3%	16.2%	150,639	1.1%	15,773	1.5%	30.7%	12,067	1.1%

	Dollars									
	52 Weeks			52 Weeks YA		4 WEEKS ENDING 04/14/18			4 WEEKS ENDING 04/15/17	
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 WEEKS ENDING 04/14/18	% of Total	% Chg	4 WEEKS ENDING 04/15/17	% of Total
TOTAL US - XAOC										
TL GJ	\$101,677,594		-1.9%	\$103,661,537		\$7,993,341		-4.3%	\$8,352,845	
TL GJ REF NFC	\$70,182,658		-3.1%	\$72,462,328		\$5,338,756		-8.5%	\$5,831,813	
TL GJ REF RECON	\$7,404,832		9.8%	\$6,746,477		\$701,310		29.4%	\$542,073	
NORTHEAST REGION - XAOC										
TL GJ	\$18,651,301	18.3%	-4.3%	\$19,490,478	18.8%	\$1,491,580	18.7%	-2.3%	\$1,526,427	18.3%
TL GJ REF NFC	\$14,464,007	14.2%	-6.0%	\$15,383,208	14.8%	\$1,134,713	14.2%	-6.7%	\$1,216,183	14.6%
TL GJ REF RECON	\$909,765	0.9%	51.6%	\$600,002	0.6%	\$90,524	1.1%	119.3%	\$41,278	0.5%
SOUTH REGION - XAOC										
TL GJ	\$42,217,749	41.5%	-0.3%	\$42,356,980	40.9%	\$3,334,169	41.7%	-5.6%	\$3,532,209	42.3%
TL GJ REF NFC	\$28,547,373	28.1%	0.0%	\$28,543,086	27.5%	\$2,207,460	27.6%	-7.7%	\$2,392,545	28.6%
TL GJ REF RECON	\$3,785,935	3.7%	-3.0%	\$3,901,813	3.8%	\$314,780	3.9%	0.5%	\$313,204	3.7%
WEST REGION - XAOC										
TL GJ	\$23,908,194	23.5%	-3.6%	\$24,800,901	23.9%	\$1,824,087	22.8%	-4.2%	\$1,903,287	22.8%
TL GJ REF NFC	\$16,514,397	16.2%	-6.2%	\$17,608,494	17.0%	\$1,184,066	14.8%	-11.2%	\$1,333,731	16.0%
TL GJ REF RECON	\$1,498,931	1.5%	24.5%	\$1,203,699	1.2%	\$181,184	2.3%	79.7%	\$100,803	1.2%
MIDWEST REGION - XAOC										
TL GJ	\$16,702,113	16.4%	-1.4%	\$16,946,659	16.3%	\$1,329,448	16.6%	-4.1%	\$1,386,431	16.6%
TL GJ REF NFC	\$10,435,461	10.3%	-3.9%	\$10,861,709	10.5%	\$800,112	10.0%	-9.5%	\$884,415	10.6%
TL GJ REF RECON	\$1,243,271	1.2%	19.1%	\$1,043,821	1.0%	\$111,200	1.4%	27.8%	\$86,998	1.0%

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: 4/25/2018