

Nielsen Retail Sales OJ, GJ and OJ/GJ Beverages



Week Ending 05/12/18
 Report 08 of 17/18 Season

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

	4 WEEKS ENDING 05/12/18			SEASON YEAR-TO-DATE		
	GALLONS	PRICE	DOLLARS	GALLONS	PRICE	DOLLARS
Total OJ	-6.3%	2.9%	-3.6%	-4.6%	1.6%	-3.1%
Ref NFC OJ	-8.5%	5.0%	-4.0%	-4.9%	1.8%	-3.2%
Ref Recon OJ	-1.9%	-0.1%	-2.0%	-3.4%	1.2%	-2.2%
Total GJ	-6.7%	5.7%	-1.4%	-4.6%	2.6%	-2.2%
Ref NFC GJ	-14.7%	10.0%	-6.2%	-7.2%	3.2%	-4.2%
Shelf Stable GJ	4.2%	0.0%	4.1%	0.9%	-0.8%	0.1%
OJ Drinks	-1.2%	0.4%	-0.7%	-7.0%	2.4%	-4.8%
OJ Blend Drinks	-6.9%	1.5%	-5.4%	-7.7%	1.0%	-6.8%
OJ Blend (100% Juice)	-14.3%	5.0%	-10.0%	-7.7%	1.0%	-6.8%
GJ Blend (100% Juice)	-28.8%	-3.0%	-30.9%	-16.1%	-4.0%	-19.5%
GJ Cocktail	-4.4%	0.1%	-4.3%	-8.9%	1.6%	-7.5%

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: 05/12/18
Issue Date: 05/29/18
Report 08 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	05/13/17	11/25/17	12/23/17	01/20/18	02/17/18	03/17/18	04/14/18	05/12/18		2016-17	2017-18	% Change
<u>NFC OJ</u>												
Gallons	19.48	20.82	22.74	24.36	21.19	20.14	19.50	17.82	-8.5%	173.91	165.35	-4.9%
Price/Gal (\$)	7.64	7.63	7.50	7.73	7.80	7.89	7.95	8.02	5.0%	7.64	7.78	1.8%
Revenues (\$)	148.80	158.81	170.50	188.40	165.19	158.90	155.00	142.91	-4.0%	1,328.22	1,286.19	-3.2%
<u>RECON OJ</u>												
Gallons	11.04	11.40	11.68	12.82	12.07	11.63	11.06	10.83	-1.9%	95.81	92.57	-3.4%
Price/Gal (\$)	5.20	5.10	5.15	5.19	5.22	5.23	5.23	5.20	-0.1%	5.12	5.18	1.2%
Revenues (\$)	57.42	58.16	60.18	66.51	63.05	60.86	57.82	56.27	-2.0%	490.51	479.84	-2.2%
<u>Refrigerated OJ</u>												
Gallons	30.52	32.23	34.42	37.18	33.26	31.77	30.56	28.65	-6.1%	269.71	257.92	-4.4%
Price/Gal (\$)	6.76	6.73	6.70	6.86	6.86	6.92	6.96	6.95	2.9%	6.74	6.85	1.5%
Revenues (\$)	206.22	216.97	230.69	254.91	228.24	219.76	212.82	199.19	-3.4%	1,818.74	1,766.03	-2.9%
<u>Frozen OJ</u>												
Gallons	1.32	1.35	1.50	1.47	1.33	1.29	1.26	1.19	-9.8%	11.71	10.63	-9.2%
Price/Gal (\$)	4.90	5.00	5.03	5.03	4.94	4.95	4.99	5.00	2.0%	4.91	4.99	1.7%
Revenues (\$)	6.49	6.75	7.55	7.40	6.59	6.39	6.31	5.97	-8.1%	57.49	53.08	-7.7%
<u>Shelf Stable OJ</u>												
Gallons	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.02	-16.2%	0.19	0.16	-17.6%
Price/Gal (\$)	8.02	9.27	9.19	9.03	8.99	9.56	8.63	8.69	8.4%	8.76	9.01	2.9%
Revenues (\$)	0.21	0.16	0.18	0.16	0.18	0.18	0.19	0.19	-9.2%	1.66	1.41	-15.2%
<u>Total Orange Juice</u>												
Gallons	31.87	33.59	35.94	38.67	34.62	33.08	31.85	29.87	-6.3%	281.62	268.71	-4.6%
Price/Gal (\$)	6.68	6.66	6.63	6.79	6.79	6.84	6.89	6.87	2.9%	6.67	6.77	1.6%
Revenues (\$)	212.92	223.88	238.41	262.47	235.01	226.34	219.31	205.35	-3.6%	1,877.88	1,820.52	-3.1%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 05/12/18
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 08 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	05/13/17	11/25/17	12/23/17	01/20/18	02/17/18	03/17/18	04/14/18	05/12/18		2016-17	2017-18	% Change
<u>NFC GJ</u>												
Gallons	0.73	0.68	0.69	0.72	0.69	0.65	0.64	0.62	-14.7%	5.77	5.36	-7.2%
Price/Gal (\$)	7.70	7.67	7.58	7.82	7.99	8.18	8.33	8.47	10.0%	7.74	7.99	3.2%
Revenues (\$)	5.58	5.24	5.25	5.62	5.50	5.31	5.34	5.24	-6.2%	44.67	42.78	-4.2%
<u>RECON GJ</u>												
Gallons	0.06	0.06	0.06	0.07	0.07	0.08	0.08	0.08	44.1%	0.55	0.57	3.2%
Price/Gal (\$)	9.09	8.72	8.53	8.79	8.67	8.61	8.62	8.48	-6.7%	7.88	8.63	9.5%
Revenues (\$)	0.53	0.54	0.53	0.61	0.61	0.68	0.70	0.71	34.4%	4.34	4.90	13.0%
<u>Refrigerated GJ</u>												
Gallons	0.78	0.74	0.75	0.79	0.76	0.73	0.72	0.70	-10.4%	6.32	5.93	-6.3%
Price/Gal (\$)	7.80	7.76	7.66	7.91	8.05	8.23	8.36	8.47	8.5%	7.75	8.05	3.9%
Revenues (\$)	6.11	5.78	5.78	6.23	6.11	5.99	6.05	5.95	-2.7%	49.01	47.68	-2.7%
<u>Frozen GJ</u>												
Gallons	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	-40.3%	0.07	0.06	-23.6%
Price/Gal (\$)	4.83	4.82	4.87	5.05	4.80	4.75	4.79	4.82	-0.2%	4.34	4.84	11.5%
Revenues (\$)	0.06	0.03	0.03	0.04	0.03	0.03	0.03	0.03	-40.5%	0.32	0.27	-14.7%
<u>Shelf Stable GJ</u>												
Gallons	0.30	0.28	0.27	0.29	0.30	0.30	0.32	0.31	4.2%	2.33	2.35	0.9%
Price/Gal (\$)	6.31	6.03	6.20	6.14	6.12	6.31	6.01	6.30	0.0%	6.22	6.17	-0.8%
Revenues (\$)	1.88	1.70	1.65	1.78	1.83	1.90	1.92	1.96	4.1%	14.48	14.50	0.1%
<u>Total Grapefruit Juice</u>												
Gallons	1.09	1.03	1.03	1.08	1.06	1.04	1.05	1.02	-6.7%	8.73	8.33	-4.6%
Price/Gal (\$)	7.36	7.27	7.26	7.42	7.49	7.65	7.62	7.79	5.7%	7.31	7.50	2.6%
Revenues (\$)	8.05	7.51	7.46	8.04	7.97	7.92	8.00	7.94	-1.4%	63.84	62.45	-2.2%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 05/12/18

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 08 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	05/13/17	11/25/17	12/23/17	01/20/18	02/17/18	03/17/18	04/14/18	05/12/18		2016-17	2017-18	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	1.17	1.10	1.11	1.06	1.08	1.08	1.16	1.17	-0.4%	9.77	8.88	-9.0%
Price/Gal (\$)	5.56	5.50	5.46	5.54	5.61	5.71	5.55	5.60	0.8%	5.38	5.57	3.5%
Revenues (\$)	6.52	6.06	6.04	5.85	6.04	6.17	6.45	6.55	0.4%	52.55	49.48	-5.8%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1.45	1.53	1.64	1.85	1.67	1.64	1.59	1.46	0.8%	13.23	12.82	-3.1%
Price/Gal (\$)	7.72	7.59	7.51	7.65	7.68	7.69	7.64	7.71	0.0%	7.60	7.65	0.6%
Revenues (\$)	11.17	11.64	12.35	14.15	12.84	12.63	12.16	11.25	0.8%	100.52	98.07	-2.4%
<u>OJ Drinks - % not stated</u>												
Gallons	0.15	0.14	0.15	0.15	0.14	0.14	0.12	0.11	-26.4%	1.53	1.10	-28.2%
Price/Gal (\$)	6.17	5.43	5.32	5.54	5.74	5.87	6.17	6.15	-0.3%	5.53	5.72	3.4%
Revenues (\$)	0.94	0.78	0.81	0.82	0.83	0.81	0.72	0.69	-26.6%	8.46	6.28	-25.8%
<u>Total OJ Drinks</u>												
Gallons	2.77	2.78	2.90	3.05	2.89	2.86	2.87	2.74	-1.2%	24.53	22.81	-7.0%
Price/Gal (\$)	6.72	6.65	6.61	6.82	6.82	6.85	6.73	6.75	0.4%	6.59	6.75	2.4%
Revenues (\$)	18.63	18.41	19.20	20.83	19.70	19.61	19.32	18.49	-0.7%	161.54	153.83	-4.8%
<u>OJ BL Drinks</u>												
Gallons	14.80	13.17	13.36	13.71	13.95	14.28	13.84	13.78	-6.9%	119.45	110.31	-7.7%
Price/Gal (\$)	3.33	3.44	3.40	3.35	3.37	3.40	3.41	3.38	1.5%	3.35	3.39	1.0%
Revenues (\$)	49.23	45.33	45.37	45.99	47.00	48.55	47.21	46.56	-5.4%	400.45	373.40	-6.8%
<u>OJ BL (100% Juice)</u>												
Gallons	2.46	2.29	2.45	2.62	2.41	2.32	2.25	2.11	-14.3%	20.30	18.73	-7.7%
Price/Gal (\$)	7.24	7.22	7.04	7.19	7.30	7.39	7.53	7.60	5.0%	7.24	7.31	1.0%
Revenues (\$)	17.85	16.54	17.25	18.86	17.60	17.17	16.94	16.07	-10.0%	147.01	137.02	-6.8%
<u>GJ Cocktail</u>												
Gallons	0.74	0.69	0.66	0.73	0.68	0.71	0.76	0.71	-4.4%	6.15	5.60	-8.9%
Price/Gal (\$)	6.22	5.86	5.97	5.86	6.04	6.03	5.87	6.23	0.1%	5.91	6.00	1.6%
Revenues (\$)	4.61	4.02	3.93	4.29	4.12	4.31	4.48	4.41	-4.3%	36.36	33.64	-7.5%
<u>GJ BL (100% Juice)</u>												
Gallons	0.14	0.13	0.11	0.13	0.13	0.12	0.13	0.10	-28.8%	1.17	0.98	-16.1%
Price/Gal (\$)	6.34	5.68	6.16	6.07	6.15	6.16	5.53	6.15	-3.0%	6.26	6.01	-4.0%
Revenues (\$)	0.91	0.76	0.69	0.81	0.78	0.77	0.72	0.63	-30.9%	7.33	5.90	-19.5%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 05/12/18
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: 05/12/18
 Issue Date: 05/29/18
 Report 08 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	05/13/17	11/25/17	12/23/17	01/20/18	02/17/18	03/17/18	04/14/18	05/12/18		2016-17	2017-18	% Change
<u>NFC OJ</u>												
Gallons	13.12	14.18	15.44	16.46	14.08	13.37	13.10	11.97	-8.8%	118.12	111.25	-5.8%
Price/Gal (\$)	7.78	7.64	7.47	7.80	7.90	8.03	8.08	8.16	5.0%	7.67	7.85	2.3%
Revenues (\$)	102.04	108.29	115.40	128.47	111.16	107.33	105.82	97.70	-4.3%	906.43	873.66	-3.6%
<u>RECON OJ</u>												
Gallons	6.91	7.01	7.03	7.85	7.37	7.06	6.70	6.59	-4.6%	59.54	56.42	-5.2%
Price/Gal (\$)	5.06	4.93	5.03	5.12	5.19	5.21	5.19	5.15	1.8%	5.00	5.10	2.0%
Revenues (\$)	34.96	34.60	35.36	40.22	38.21	36.77	34.76	33.93	-3.0%	297.69	287.70	-3.4%
<u>Refrigerated OJ</u>												
Gallons	20.03	21.19	22.47	24.31	21.45	20.43	19.80	18.56	-7.4%	177.66	167.66	-5.6%
Price/Gal (\$)	6.84	6.74	6.71	6.94	6.97	7.05	7.10	7.09	3.7%	6.78	6.93	2.2%
Revenues (\$)	137.01	142.89	150.76	168.69	149.37	144.10	140.58	131.63	-3.9%	1,204.11	1,161.36	-3.6%
<u>Frozen OJ</u>												
Gallons	0.95	0.98	1.08	1.07	0.96	0.93	0.91	0.86	-10.1%	8.39	7.68	-8.5%
Price/Gal (\$)	4.95	5.04	5.08	5.09	4.99	5.00	5.06	5.09	2.9%	4.98	5.05	1.3%
Revenues (\$)	4.72	4.95	5.46	5.43	4.79	4.66	4.62	4.37	-7.5%	41.80	38.75	-7.3%
<u>Shelf Stable OJ</u>												
Gallons	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	-12.0%	0.16	0.14	-14.8%
Price/Gal (\$)	8.71	9.48	9.39	9.39	9.66	9.77	9.23	9.35	7.4%	9.21	9.44	2.6%
Revenues (\$)	0.18	0.15	0.17	0.15	0.17	0.17	0.17	0.17	-5.5%	1.50	1.31	-12.6%
<u>Total Orange Juice</u>												
Gallons	21.00	22.19	23.56	25.40	22.42	21.38	20.73	19.43	-7.5%	186.21	175.48	-5.8%
Price/Gal (\$)	6.76	6.67	6.64	6.86	6.88	6.97	7.01	7.01	3.7%	6.70	6.85	2.2%
Revenues (\$)	141.91	148.00	156.39	174.28	154.33	148.93	145.37	136.17	-4.0%	1,247.41	1,201.42	-3.7%

Most recent four-week-period is preliminary
 2017-18 STD: 10/01/17 - 05/12/18
 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 08 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	05/13/17	11/25/17	12/23/17	01/20/18	02/17/18	03/17/18	04/14/18	05/12/18		2016-17	2017-18	% Change
<u>NFC GJ</u>												
Gallons	589.97	567.98	574.72	593.52	565.40	528.49	524.72	502.57	-14.8%	4,711.30	4,402.96	-6.5%
Price/Gal (\$)	7.77	7.69	7.59	7.89	8.07	8.29	8.42	8.59	10.5%	7.82	8.05	3.1%
Revenues (\$)	4,585.14	4,367.38	4,362.25	4,682.24	4,563.03	4,382.58	4,418.99	4,317.51	-5.8%	36,818.90	35,460.93	-3.7%
<u>RECON GJ</u>												
Gallons	58.24	62.31	62.34	69.13	69.96	78.73	81.45	83.94	44.1%	550.13	567.95	3.2%
Price/Gal (\$)	9.09	8.72	8.53	8.79	8.67	8.61	8.62	8.48	-6.7%	7.88	8.63	9.5%
Revenues (\$)	529.42	543.58	531.83	607.42	606.69	678.17	702.27	711.67	34.4%	4,335.67	4,901.04	13.0%
<u>Refrigerated GJ</u>												
Gallons	648.21	630.30	637.06	662.64	635.36	607.22	606.18	586.51	-9.5%	5,261.42	4,970.91	-5.5%
Price/Gal (\$)	7.89	7.79	7.68	7.98	8.14	8.33	8.45	8.57	8.7%	7.82	8.12	3.8%
Revenues (\$)	5,114.56	4,910.96	4,894.08	5,289.66	5,169.72	5,060.75	5,121.26	5,029.18	-1.7%	41,154.56	40,361.97	-1.9%
<u>Frozen GJ</u>												
Gallons	11.46	6.49	6.93	7.33	7.08	7.18	6.94	6.83	-40.3%	72.79	55.65	-23.6%
Price/Gal (\$)	4.83	4.82	4.87	5.05	4.80	4.75	4.79	4.82	-0.2%	4.34	4.84	11.5%
Revenues (\$)	55.37	31.31	33.72	36.99	33.99	34.06	33.23	32.96	-40.5%	315.65	269.14	-14.7%
<u>Shelf Stable GJ</u>												
Gallons	207.78	188.41	172.70	191.51	196.68	191.76	214.33	197.77	-4.8%	1,628.18	1,538.03	-5.5%
Price/Gal (\$)	6.56	6.30	6.60	6.49	6.47	6.83	6.35	6.93	5.7%	6.47	6.58	1.6%
Revenues (\$)	1,363.56	1,186.03	1,140.35	1,242.63	1,273.39	1,309.59	1,361.45	1,371.40	0.6%	10,536.79	10,117.27	-4.0%
<u>Total Grapefruit Juice</u>												
Gallons	867.44	825.20	816.68	861.49	839.12	806.16	827.44	791.11	-8.8%	6,969.45	6,564.59	-5.8%
Price/Gal (\$)	7.53	7.43	7.43	7.63	7.72	7.94	7.87	8.13	8.0%	7.47	7.73	3.5%
Revenues (\$)	6,533.50	6,128.29	6,068.14	6,569.28	6,477.10	6,404.40	6,515.95	6,433.55	-1.5%	52,047.31	50,748.38	-2.5%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 05/12/18

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 08 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	05/13/17	11/25/17	12/23/17	01/20/18	02/17/18	03/17/18	04/14/18	05/12/18		2016-17	2017-18	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	807.35	735.29	731.32	713.98	722.73	729.91	784.95	776.99	-3.8%	6,846.29	5,958.26	-13.0%
Price/Gal (\$)	5.86	5.85	5.80	5.91	5.97	6.05	5.90	6.09	3.9%	5.47	5.93	8.4%
Revenues (\$)	4,729.11	4,302.74	4,243.29	4,217.22	4,315.07	4,413.82	4,630.53	4,728.74	0.0%	37,477.49	35,341.69	-5.7%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1,075.50	1,115.88	1,202.56	1,333.74	1,197.87	1,192.03	1,156.77	1,068.08	-0.7%	9,793.14	9,305.68	-5.0%
Price/Gal (\$)	7.70	7.50	7.40	7.61	7.68	7.70	7.72	7.82	1.6%	7.58	7.63	0.7%
Revenues (\$)	8,277.25	8,374.19	8,904.70	10,146.94	9,201.59	9,180.55	8,929.04	8,355.24	0.9%	74,221.37	71,028.92	-4.3%
<u>OJ Drinks - % not stated</u>												
Gallons	151.21	143.44	152.08	147.65	143.38	137.74	115.66	111.57	-26.2%	1,520.31	1,092.15	-28.2%
Price/Gal (\$)	6.14	5.44	5.32	5.55	5.75	5.88	6.19	6.17	0.6%	5.50	5.73	4.2%
Revenues (\$)	927.69	780.25	809.30	819.70	825.14	809.73	715.92	688.46	-25.8%	8,357.22	6,257.48	-25.1%
<u>Total OJ Drinks</u>												
Gallons	2,034.07	1,994.62	2,085.96	2,195.37	2,063.98	2,059.68	2,057.38	1,956.65	-3.8%	18,159.74	16,356.09	-9.9%
Price/Gal (\$)	6.85	6.75	6.69	6.92	6.95	6.99	6.94	7.04	2.8%	6.61	6.89	4.2%
Revenues (\$)	13,934.05	13,454.70	13,957.29	15,183.86	14,341.80	14,404.10	14,275.49	13,772.43	-1.2%	120,056.07	112,628.09	-6.2%
<u>OJ BL Drinks</u>												
Gallons	7,640.84	6,496.30	6,515.98	6,719.31	6,927.10	7,012.55	6,750.41	6,700.37	-12.3%	60,038.99	54,350.82	-9.5%
Price/Gal (\$)	3.28	3.44	3.43	3.46	3.39	3.37	3.45	3.43	4.7%	3.32	3.40	2.3%
Revenues (\$)	25,033.31	22,315.10	22,359.17	23,225.51	23,456.77	23,597.76	23,269.34	22,981.73	-8.2%	199,618.08	184,888.18	-7.4%
<u>OJ BL (100% Juice)</u>												
Gallons	1,631.91	1,518.99	1,660.01	1,773.35	1,569.20	1,499.17	1,475.69	1,365.39	-16.3%	13,510.51	12,370.03	-8.4%
Price/Gal (\$)	7.21	7.14	6.87	7.10	7.27	7.32	7.42	7.51	4.2%	7.21	7.22	0.0%
Revenues (\$)	11,762.35	10,840.45	11,409.13	12,583.72	11,401.08	10,967.55	10,949.64	10,255.41	-12.8%	97,466.86	89,251.01	-8.4%
<u>GJ Cocktail</u>												
Gallons	406.47	377.73	347.64	400.78	363.86	382.73	419.26	383.70	-5.6%	3,244.13	3,028.75	-6.6%
Price/Gal (\$)	6.88	6.38	6.62	6.44	6.72	6.64	6.31	6.95	1.1%	6.73	6.61	-1.7%
Revenues (\$)	2,795.66	2,408.61	2,301.49	2,582.46	2,444.45	2,540.40	2,646.78	2,667.38	-4.6%	21,835.14	20,032.68	-8.3%
<u>GJ BL (100% Juice)</u>												
Gallons	83.33	88.20	65.67	82.83	74.86	69.89	78.44	47.53	-43.0%	706.01	577.88	-18.1%
Price/Gal (\$)	7.05	5.88	6.78	6.54	6.76	6.83	5.69	7.15	1.4%	6.82	6.52	-4.4%
Revenues (\$)	587.59	518.79	445.06	541.90	505.77	477.42	446.35	339.94	-42.1%	4,812.86	3,766.68	-21.7%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 05/12/18
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: 05/12/18
Issue Date: 05/29/18
Report 08 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	05/13/17	11/25/17	12/23/17	01/20/18	02/17/18	03/17/18	04/14/18	05/12/18		2016-17	2017-18	% Change
<u>NFC OJ</u>												
Average Promo Price	6.95	6.81	6.57	6.95	7.01	7.21	7.33	7.30	5.0%	6.79	7.02	3.4%
Price Reduction	96	93	94	97	92	93	98	96	0.0%	94	95	0.1%
Feature & Disp	35	28	26	24	22	28	30	27	-22.9%	32	26	-17.9%
Display w/o Fea	30	22	20	27	24	27	32	28	-6.7%	28	26	-8.1%
Feature w/o Disp	90	87	90	89	87	87	89	88	-2.2%	90	88	-2.1%
<u>RECON OJ</u>												
Average Promo Price	4.40	4.20	4.29	4.32	4.81	4.67	4.47	4.50	2.3%	4.30	4.43	3.0%
Price Reduction	81	76	75	74	77	73	81	78	-3.7%	77	77	-0.2%
Feature & Disp	11	3	3	5	12	7	7	10	-9.1%	8	6	-22.7%
Display w/o Fea	13	13	8	12	12	13	13	13	0.0%	13	12	-9.4%
Feature w/o Disp	62	59	49	62	55	53	51	51	-17.7%	59	53	-10.0%
<u>Refrigerated OJ</u>												
Average Promo Price	6.18	6.08	6.13	6.34	6.39	6.51	6.63	6.51	5.3%	6.14	6.35	3.3%
Price Reduction	97	96	96	98	95	97	98	98	1.0%	96	97	0.6%
Feature & Disp	38	29	27	27	30	31	33	31	-18.4%	35	29	-15.5%
Display w/o Fea	36	29	25	32	30	31	37	33	-8.3%	34	31	-8.1%
Feature w/o Disp	91	89	91	92	91	90	92	90	-1.1%	91	91	-0.7%
<u>Frozen OJ</u>												
Average Promo Price	3.78	4.47	4.24	4.40	4.72	4.27	4.09	4.37	15.6%	3.93	4.40	11.9%
Price Reduction	50	50	37	33	46	36	35	36	-28.0%	49	40	-17.8%
Feature & Disp	0	0	0	0	0	0	1	0	0.0%	0	0	0.0%
Display w/o Fea	1	0	0	0	1	0	1	1	0.0%	1	0	-72.7%
Feature w/o Disp	13	11	10	8	9	9	9	7	-46.2%	11	9	-16.7%
<u>Shelf Stable OJ</u>												
Average Promo Price	6.71	8.56	7.59	7.67	7.44	7.69	7.33	7.16	6.7%	7.69	7.71	0.2%
Price Reduction	14	2	3	3	6	3	10	4	-71.4%	10	4	-57.0%
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	0	0	0	0	0	7	5	0	0.0%	2	2	-29.4%
<u>Total OJ</u>												
Average Promo Price	6.11	6.06	6.10	6.32	6.37	6.48	6.60	6.48	6.1%	6.09	6.32	3.8%
Price Reduction	97	96	96	98	96	98	98	98	1.0%	97	97	0.6%
Feature & Disp	38	29	27	27	30	31	33	31	-18.4%	35	29	-15.5%
Display w/o Fea	36	29	25	32	31	32	38	33	-8.3%	34	32	-8.4%
Feature w/o Disp	91	89	91	92	91	90	92	90	-1.1%	91	91	-0.7%

Most recent four-week-period is preliminary
2017-18 STD: 10/01/17 - 05/12/18
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 08 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	05/13/17	11/25/17	12/23/17	01/20/18	02/17/18	03/17/18	04/14/18	05/12/18		2016-17	2017-18	% Change
<u>NFC GJ</u>												
Average Promo Price	6.73	6.79	6.60	6.93	7.03	7.09	7.50	7.48	11.1%	6.80	7.05	3.8%
Price Reduction	76	76	77	78	69	71	76	62	-18.4%	74	73	-1.7%
Feature & Disp	2	2	2	1	2	2	3	2	0.0%	3	2	-20.0%
Display w/o Fea	8	7	4	6	5	5	8	5	-37.5%	6	6	-6.3%
Feature w/o Disp	36	45	50	40	56	34	55	43	19.4%	45	46	1.7%
<u>RECON GJ</u>												
Average Promo Price	8.40	7.30	6.28	7.55	7.03	8.99	8.30	6.02	-28.3%	7.77	7.24	-6.8%
Price Reduction	16	20	15	18	13	14	14	9	-43.8%	12	15	20.8%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	0	0	0	0	1	0	1	0		0	0	-33.3%
Feature w/o Disp	0	0	0	7	0	6	0	0		0	2	1200.0%
<u>Refrigerated GJ</u>												
Average Promo Price	6.78	6.82	6.58	6.97	7.03	7.23	7.53	7.40	9.1%	6.77	7.07	4.4%
Price Reduction	76	76	79	79	70	72	77	69	-9.2%	75	74	-0.3%
Feature & Disp	2	2	2	1	2	2	3	2	0.0%	3	2	-20.0%
Display w/o Fea	8	7	5	7	6	6	8	5	-37.5%	6	6	0.0%
Feature w/o Disp	36	45	50	46	56	34	55	43	19.4%	45	47	3.0%
<u>Frozen GJ</u>												
Average Promo Price	4.45	4.87	4.72	4.27	4.09	4.04	5.15	4.57	2.7%	3.75	4.47	19.5%
Price Reduction	3	1	1	1	1	1	1	0	-100.0%	5	1	-77.8%
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	5.38	4.89	5.21	5.16	5.31	5.97	5.22	5.92	10.0%	5.46	5.42	-0.7%
Price Reduction	41	47	44	42	45	35	49	43	4.9%	41	43	3.9%
Feature & Disp	0	0	0	0	0	0	1	0		0	0	
Display w/o Fea	2	2	2	2	2	1	2	1	-50.0%	2	2	-18.8%
Feature w/o Disp	12	10	6	11	19	12	18	6	-50.0%	13	12	-2.9%
<u>TL GJ</u>												
Average Promo Price	6.57	6.51	6.42	6.72	6.73	7.09	7.00	7.16	9.0%	6.55	6.80	3.8%
Price Reduction	83	83	84	84	78	79	87	79	-4.8%	82	82	-0.6%
Feature & Disp	2	2	2	2	2	3	4	2	0.0%	3	2	-5.0%
Display w/o Fea	10	8	6	8	7	7	10	6	-40.0%	8	7	-11.9%
Feature w/o Disp	43	49	53	51	58	42	61	46	7.0%	51	51	0.2%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 05/12/18

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 08 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4	Season-to-Date		
	05/13/17	11/25/17	12/23/17	01/20/18	02/17/18	03/17/18	04/14/18	05/12/18		2016-17	2017-18	% Change
OJ Drinks 0-39.99%												
Average Promo Price	5.67	5.78	5.73	5.63	5.78	6.29	5.48	5.75	1.4%	5.27	5.75	9.3%
Price Reduction	83	78	75	77	81	78	82	81	-2.4%	80	79	-1.2%
Feature & Disp	11	8	7	7	11	15	15	11	0.0%	8	10	24.2%
Display w/o Fea	35	31	25	29	29	30	36	36	2.9%	30	31	2.9%
Feature w/o Disp	51	57	48	50	59	58	60	43	-15.7%	48	54	12.2%
OJ Drinks 40-99.99%												
Average Promo Price	7.08	6.88	6.86	6.98	7.06	7.20	7.11	7.15	1.0%	6.92	7.04	1.8%
Price Reduction	74	78	76	80	69	73	81	79	6.8%	77	76	-0.3%
Feature & Disp	9	3	7	2	4	5	3	6	-33.3%	7	4	-37.5%
Display w/o Fea	10	6	6	8	10	12	13	14	40.0%	10	10	-1.3%
Feature w/o Disp	54	32	47	33	36	44	34	40	-25.9%	47	39	-17.2%
OJ Drinks - % not stated												
Average Promo Price	5.46	5.15	5.05	5.29	4.91	5.02	5.18	5.46	0.0%	4.91	5.13	4.5%
Price Reduction	22	13	12	20	12	18	15	16	-27.3%	17	15	-10.6%
Feature & Disp	0	0	0	0	0	0	0	0	0.0%	0	0	-100.0%
Display w/o Fea	2	2	1	1	1	2	1	2	0.0%	2	2	0.0%
Feature w/o Disp	4	16	14	4	12	16	4	11	175.0%	7	11	54.4%
Total OJ Drinks												
Average Promo Price	6.54	6.46	6.50	6.59	6.58	6.84	6.48	6.63	1.4%	6.31	6.57	4.2%
Price Reduction	92	90	88	92	91	90	91	90	-2.2%	91	90	-1.2%
Feature & Disp	20	11	13	10	15	19	17	16	-20.0%	15	14	-4.2%
Display w/o Fea	42	35	29	35	35	38	44	44	4.8%	38	37	-0.3%
Feature w/o Disp	79	67	67	60	70	71	72	64	-19.0%	69	68	-2.0%
OJ BL Drinks												
Average Promo Price	2.63	2.96	2.93	2.98	2.85	2.76	2.85	2.73	3.8%	2.77	2.83	2.0%
Price Reduction	97	96	96	97	96	97	94	94	-3.1%	96	96	-0.4%
Feature & Disp	33	18	13	16	23	23	18	24	-27.3%	26	20	-23.1%
Display w/o Fea	66	56	49	53	52	54	57	56	-15.2%	60	55	-8.4%
Feature w/o Disp	86	76	65	75	81	70	79	79	-8.1%	83	76	-8.7%
OJ BL (100% Juice)												
Average Promo Price	6.32	6.35	5.95	6.42	6.36	6.31	6.79	6.71	6.2%	6.38	6.41	0.5%
Price Reduction	88	84	84	85	87	88	88	89	1.1%	88	87	-1.8%
Feature & Disp	8	8	7	6	7	5	6	6	-25.0%	8	6	-21.5%
Display w/o Fea	14	7	7	9	9	12	13	10	-28.6%	14	10	-28.4%
Feature w/o Disp	67	77	79	73	54	55	62	71	6.0%	70	67	-3.9%
GJ Cocktail												
Average Promo Price	6.08	5.17	5.39	5.39	6.05	5.63	5.16	6.38	4.9%	5.82	5.66	-2.7%
Price Reduction	74	76	73	72	75	71	80	75	1.4%	73	74	0.5%
Feature & Disp	6	3	4	2	5	5	5	4	-33.3%	5	4	-25.0%
Display w/o Fea	20	16	14	17	14	14	20	19	-5.0%	18	17	-5.7%
Feature w/o Disp	24	42	21	23	27	27	30	19	-20.8%	30	27	-8.8%
GJ BL (100% Juice)												
Average Promo Price	6.37	5.04	5.48	5.44	5.95	5.94	4.63	5.92	-7.1%	6.12	5.57	-9.0%
Price Reduction	42	44	35	31	42	29	40	19	-54.8%	44	34	-22.9%
Feature & Disp	0	0	0	0	0	0	0	0	0.0%	0	0	-100.0%
Display w/o Fea	2	1	1	1	1	1	1	0	-100.0%	2	1	-41.7%
Feature w/o Disp	6	5	7	8	3	3	4	4	-33.3%	9	5	-41.4%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 05/12/18

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

Source: Nielsen

Orange Juice Categories at xAOC

	Last Year 52 weeks ending 05/13/17	This Year 52 weeks ending 05/12/18
GALLONS (millions)		
Total OJ	445.79	419.48
Ref NFC OJ	272.54	256.82
Ref Recon OJ	154.12	145.40
Frozen OJ	18.82	17.00
SS OJ	0.31	0.26
DOLLARS (millions)		
Total OJ	\$2,951.30	\$2,835.26
Ref NFC OJ	\$2,081.48	\$1,993.83
Ref Recon OJ	\$775.67	\$754.33
Frozen OJ	\$91.42	\$84.79
SS OJ	\$2.73	\$2.30
AVG PRICE PER GALLON		
Total OJ	\$6.62	\$6.76
Ref NFC OJ	\$7.64	\$7.76
Ref Recon OJ	\$5.03	\$5.19
Frozen OJ	\$4.86	\$4.99
SS OJ	\$8.81	\$8.82
SHARE OF GALLONS		
Total OJ	100.0%	100.0%
Ref NFC OJ	61.1%	61.2%
Ref Recon OJ	34.6%	34.7%
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 05/12/18 and 52 wks ending 05/13/17

Created: 05/29/18

Grapefruit Juice Categories at xAOC

	Last Year 52 weeks ending 05/13/17	This Year 52 weeks ending 05/12/18
GALLONS (millions)		
Total GJ	14.16	13.53
Ref NFC GJ	9.28	8.78
Ref Recon GJ	0.93	0.86
Frozen GJ	0.13	0.10
SS GJ	3.80	3.79
DOLLARS (millions)		
Total GJ	\$103.53	\$101.57
Ref NFC GJ	\$72.36	\$69.84
Ref Recon GJ	\$6.76	\$7.59
Frozen GJ	\$0.54	\$0.48
SS GJ	\$23.79	\$23.67
AVG PRICE PER GALLON		
Total GJ	\$7.31	\$7.51
Ref NFC GJ	\$7.80	\$7.96
Ref Recon GJ	\$7.30	\$8.79
Frozen GJ	\$4.08	\$4.71
SS GJ	\$6.26	\$6.25
SHARE OF GALLONS		
Total GJ	100.0%	100.0%
Ref NFC GJ	65.6%	64.9%
Ref Recon GJ	6.5%	6.4%
Frozen GJ	0.9%	0.7%
SS GJ	26.9%	28.0%
SHARE OF DOLLARS		
Total GJ	100.0%	100.0%
Ref NFC GJ	69.9%	68.8%
Ref Recon GJ	6.5%	7.5%
Frozen GJ	0.5%	0.5%
SS GJ	23.0%	23.3%

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 05/12/18 and 52 wks ending 05/13/17

Created: 05/29/18

Orange Juice Sales at xAOC - by Region

Gallons									
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 05/12/18			4 WEEKS ENDING 05/13/17	
	% of Total	% Chg	% of Total	% of Total	% of Total	% Chg	% of Total	% of Total	
TOTAL US - XAOC									
TL OJ	419,477,432	-5.9%	445,785,754		29,870,450	-6.3%	31,873,375		
TL OJ REF NFC	256,821,136	-5.8%	272,536,177		17,822,483	-8.5%	19,483,179		
TL OJ REF RECON	145,395,119	-5.7%	154,119,591		10,832,089	-1.9%	11,039,901		
NORTHEAST REGION - XAOC									
TL OJ	78,528,094	18.7%	86,241,359	19.3%	5,653,172	18.9%	5,922,314	18.6%	
TL OJ REF NFC	62,370,694	14.9%	68,677,120	15.4%	4,398,463	14.7%	4,631,667	14.5%	
TL OJ REF RECON	14,374,720	3.4%	15,621,255	3.5%	1,124,157	3.8%	1,156,264	3.6%	
SOUTH REGION - XAOC									
TL OJ	165,660,673	39.5%	173,040,163	38.8%	11,696,531	39.2%	12,519,280	39.3%	
TL OJ REF NFC	97,954,705	23.4%	101,956,566	22.9%	6,690,167	22.4%	7,460,552	23.4%	
TL OJ REF RECON	62,608,768	14.9%	65,377,372	14.7%	4,645,288	15.6%	4,653,968	14.6%	
WEST REGION - XAOC									
TL OJ	87,142,310	20.8%	93,709,727	21.0%	6,156,648	20.6%	6,694,135	21.0%	
TL OJ REF NFC	47,805,156	11.4%	50,489,174	11.3%	3,290,456	11.0%	3,636,786	11.4%	
TL OJ REF RECON	34,079,928	8.1%	37,458,814	8.4%	2,502,326	8.4%	2,663,890	8.4%	
MIDWEST REGION - XAOC									
TL OJ	87,797,007	20.9%	92,520,222	20.8%	6,357,693	21.3%	6,642,740	20.8%	
TL OJ REF NFC	48,341,602	11.5%	51,141,793	11.5%	3,428,999	11.5%	3,666,130	11.5%	
TL OJ REF RECON	34,323,765	8.2%	35,644,077	8.0%	2,566,899	8.6%	2,559,803	8.0%	

Dollars									
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 05/12/18			4 WEEKS ENDING 05/13/17	
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	% of Total	% Chg	% of Total	% of Total
TOTAL US - XAOC									
TL OJ	\$2,835,256,911		-3.9%	\$2,951,300,012		\$205,347,938	-3.6%	\$212,922,874	
TL OJ REF NFC	\$1,993,829,816		-4.2%	\$2,081,480,926		\$142,914,996	-4.0%	\$148,800,373	
TL OJ REF RECON	\$754,334,941		-2.8%	\$775,673,286		\$56,274,562	-2.0%	\$57,422,025	
NORTHEAST REGION - XAOC									
TL OJ	\$541,803,536	19.1%	-5.9%	\$575,526,608	19.5%	\$39,639,870	19.3%	\$40,417,281	19.0%
TL OJ REF NFC	\$454,758,234	16.0%	-6.3%	\$485,408,628	16.4%	\$32,897,871	16.0%	\$33,558,470	15.8%
TL OJ REF RECON	\$76,793,573	2.7%	-3.0%	\$79,139,440	2.7%	\$5,995,772	2.9%	\$6,094,230	2.9%
SOUTH REGION - XAOC									
TL OJ	\$1,104,624,564	39.0%	-2.9%	\$1,137,894,990	38.6%	\$78,833,262	38.4%	\$83,000,490	39.0%
TL OJ REF NFC	\$763,882,319	26.9%	-3.0%	\$787,249,167	26.7%	\$53,788,746	26.2%	\$57,209,575	26.9%
TL OJ REF RECON	\$315,420,828	11.1%	-2.3%	\$322,973,097	10.9%	\$23,264,578	11.3%	\$23,799,446	11.2%
WEST REGION - XAOC									
TL OJ	\$609,350,436	21.5%	-4.6%	\$638,757,654	21.6%	\$44,263,041	21.6%	\$45,689,005	21.5%
TL OJ REF NFC	\$397,147,998	14.0%	-4.5%	\$415,691,959	14.1%	\$28,681,337	14.0%	\$29,334,443	13.8%
TL OJ REF RECON	\$186,371,399	6.6%	-4.6%	\$195,434,855	6.6%	\$13,770,586	6.7%	\$14,418,394	6.8%
MIDWEST REGION - XAOC									
TL OJ	\$576,677,748	20.3%	-3.4%	\$597,219,706	20.2%	\$42,512,286	20.7%	\$43,172,942	20.3%
TL OJ REF NFC	\$375,165,314	13.2%	-4.1%	\$391,112,566	13.3%	\$27,410,800	13.3%	\$28,077,226	13.2%
TL OJ REF RECON	\$175,787,908	6.2%	-1.3%	\$178,161,073	6.0%	\$13,271,720	6.5%	\$13,098,596	6.2%

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: 5/29/2018

Grapefruit Juice Sales at xAOC - by Region

	Gallons									
	52 Weeks			52 Weeks YA		4 WEEKS ENDING 05/12/18			4 WEEKS ENDING 05/13/17	
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 WEEKS ENDING 05/12/18	% of Total	% Chg	4 WEEKS ENDING 05/13/17	% of Total
TOTAL US - XAOC										
TL GJ	13,530,510		-4.4%	14,157,790		1,019,467		-6.7%	1,092,825	
TL GJ REF NFC	8,777,093		-5.4%	9,282,309		618,300		-14.7%	725,185	
TL GJ REF RECON	862,796		-6.8%	925,795		83,941		44.1%	58,245	
NORTHEAST REGION - XAOC										
TL GJ	2,478,368	18.3%	-7.0%	2,665,088	18.8%	187,183	18.4%	-5.1%	197,144	18.0%
TL GJ REF NFC	1,897,491	14.0%	-7.7%	2,055,906	14.5%	139,326	13.7%	-8.9%	152,985	14.0%
TL GJ REF RECON	85,277	0.6%	25.4%	67,998	0.5%	6,782	0.7%	5.7%	6,414	0.6%
SOUTH REGION - XAOC										
TL GJ	5,700,760	42.1%	-4.0%	5,939,380	42.0%	430,456	42.2%	-6.7%	461,278	42.2%
TL GJ REF NFC	3,619,210	26.7%	-2.5%	3,710,284	26.2%	258,655	25.4%	-12.8%	296,651	27.1%
TL GJ REF RECON	433,722	3.2%	-24.3%	573,202	4.0%	35,937	3.5%	9.4%	32,839	3.0%
WEST REGION - XAOC										
TL GJ	3,023,603	22.3%	-4.4%	3,163,088	22.3%	220,746	21.7%	-9.4%	243,677	22.3%
TL GJ REF NFC	1,916,029	14.2%	-8.2%	2,086,130	14.7%	123,414	12.1%	-22.7%	159,748	14.6%
TL GJ REF RECON	167,448	1.2%	23.8%	135,257	1.0%	24,404	2.4%	173.5%	8,923	0.8%
MIDWEST REGION - XAOC										
TL GJ	2,309,163	17.1%	-2.9%	2,379,201	16.8%	180,156	17.7%	-4.5%	188,549	17.3%
TL GJ REF NFC	1,323,437	9.8%	-6.7%	1,418,678	10.0%	95,857	9.4%	-14.4%	111,973	10.2%
TL GJ REF RECON	179,773	1.3%	18.8%	151,289	1.1%	16,710	1.6%	38.7%	12,047	1.1%

	Dollars									
	52 Weeks			52 Weeks YA		4 WEEKS ENDING 05/12/18			4 WEEKS ENDING 05/13/17	
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 WEEKS ENDING 05/12/18	% of Total	% Chg	4 WEEKS ENDING 05/13/17	% of Total
TOTAL US - XAOC										
TL GJ	\$101,571,715		-1.9%	\$103,528,848		\$7,937,246		-1.4%	\$8,048,390	
TL GJ REF NFC	\$69,838,294		-3.5%	\$72,356,078		\$5,236,300		-6.2%	\$5,584,903	
TL GJ REF RECON	\$7,588,154		12.3%	\$6,758,146		\$711,744		34.4%	\$529,464	
NORTHEAST REGION - XAOC										
TL GJ	\$18,669,511	18.4%	-3.7%	\$19,390,013	18.7%	\$1,465,953	18.5%	1.2%	\$1,448,744	18.0%
TL GJ REF NFC	\$14,435,330	14.2%	-5.6%	\$15,298,814	14.8%	\$1,109,073	14.0%	-2.5%	\$1,137,750	14.1%
TL GJ REF RECON	\$936,645	0.9%	53.5%	\$610,029	0.6%	\$84,058	1.1%	44.5%	\$58,176	0.7%
SOUTH REGION - XAOC										
TL GJ	\$42,090,885	41.4%	-0.7%	\$42,393,553	40.9%	\$3,245,899	40.9%	-3.8%	\$3,372,763	41.9%
TL GJ REF NFC	\$28,385,796	27.9%	-0.8%	\$28,612,522	27.6%	\$2,122,825	26.7%	-7.1%	\$2,284,402	28.4%
TL GJ REF RECON	\$3,795,930	3.7%	-2.4%	\$3,888,676	3.8%	\$305,337	3.8%	3.4%	\$295,342	3.7%
WEST REGION - XAOC										
TL GJ	\$23,928,429	23.6%	-3.1%	\$24,685,218	23.8%	\$1,871,650	23.6%	1.1%	\$1,851,237	23.0%
TL GJ REF NFC	\$16,433,803	16.2%	-6.0%	\$17,481,587	16.9%	\$1,191,138	15.0%	-6.3%	\$1,271,573	15.8%
TL GJ REF RECON	\$1,599,409	1.6%	31.1%	\$1,220,100	1.2%	\$203,437	2.6%	97.6%	\$102,959	1.3%
MIDWEST REGION - XAOC										
TL GJ	\$16,695,659	16.4%	-1.7%	\$16,978,870	16.4%	\$1,344,466	16.9%	-0.8%	\$1,355,383	16.8%
TL GJ REF NFC	\$10,386,396	10.2%	-4.5%	\$10,870,506	10.5%	\$803,954	10.1%	-6.2%	\$857,483	10.7%
TL GJ REF RECON	\$1,270,577	1.3%	20.0%	\$1,058,941	1.0%	\$116,876	1.5%	30.5%	\$89,570	1.1%

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: 5/29/2018