

Nielsen Retail Sales OJ, GJ and OJ/GJ Beverages



Week Ending 05/13/17
 Report 08 of 16/17 Season

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

	4 WEEKS ENDING 05/13/17			SEASON YEAR-TO-DATE		
	GALLONS	PRICE	DOLLARS	GALLONS	PRICE	DOLLARS
Total OJ	-8.0%	2.1%	-6.0%	-7.4%	2.7%	-4.9%
Ref NFC OJ	-6.8%	0.5%	-6.3%	-5.7%	1.7%	-4.0%
Ref Recon OJ	-9.8%	5.4%	-4.9%	-10.2%	3.9%	-6.7%
Total GJ	-2.4%	0.3%	-2.1%	-3.2%	0.8%	-2.4%
Ref NFC GJ	-0.2%	-2.7%	-2.9%	-3.1%	-0.2%	-3.3%
Shelf Stable GJ	-2.0%	0.5%	-1.5%	-0.9%	-1.3%	-2.2%
OJ Drinks	-10.9%	5.6%	-5.9%	-6.3%	3.3%	-3.2%
OJ Blend Drinks	-6.9%	0.0%	-6.8%	-4.2%	1.5%	-2.7%
OJ Blend (100% Juice)	-7.4%	-2.2%	-9.4%	-9.4%	-0.3%	-9.6%
GJ Blend (100% Juice)	-11.5%	3.3%	-8.5%	-6.6%	3.9%	-3.0%
GJ Cocktail	0.6%	-0.3%	0.3%	-4.6%	2.4%	-2.3%

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

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

Report Ending Date: 05/13/17
Issue Date: 05/30/17
Report 08 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	05/14/16	11/26/16	12/24/16	01/21/17	02/18/17	03/18/17	04/15/17	05/13/17		2015-16	2016-17	% Change
<u>NFC OJ</u>												
Gallons	20.76	21.72	23.65	23.74	21.64	21.54	21.08	19.34	-6.8%	183.44	173.05	-5.7%
Price/Gal (\$)	7.63	7.55	7.54	7.73	7.75	7.83	7.65	7.67	0.5%	7.54	7.67	1.7%
Revenues (\$)	158.33	163.99	178.27	183.55	167.73	168.64	161.31	148.27	-6.3%	1,383.09	1,327.33	-4.0%
<u>RECON OJ</u>												
Gallons	12.07	11.87	12.44	12.75	12.10	12.10	11.08	10.89	-9.8%	105.66	94.88	-10.2%
Price/Gal (\$)	4.96	4.95	5.08	5.13	5.15	5.26	5.34	5.23	5.4%	4.94	5.13	3.9%
Revenues (\$)	59.88	58.80	63.26	65.42	62.30	63.70	59.19	56.96	-4.9%	521.97	487.04	-6.7%
<u>Refrigerated OJ</u>												
Gallons	32.83	33.59	36.10	36.49	33.74	33.64	32.16	30.24	-7.9%	289.10	267.93	-7.3%
Price/Gal (\$)	6.65	6.63	6.69	6.82	6.82	6.91	6.86	6.79	2.1%	6.59	6.77	2.8%
Revenues (\$)	218.21	222.80	241.53	248.97	230.03	232.33	220.51	205.23	-5.9%	1,905.07	1,814.37	-4.8%
<u>Frozen OJ</u>												
Gallons	1.39	1.42	1.61	1.57	1.37	1.35	1.32	1.25	-9.9%	12.36	11.20	-9.4%
Price/Gal (\$)	4.96	5.04	5.07	4.90	5.00	5.08	5.09	5.02	1.3%	4.93	5.02	1.7%
Revenues (\$)	6.90	7.14	8.19	7.68	6.85	6.86	6.71	6.29	-8.7%	60.98	56.19	-7.8%
<u>Shelf Stable OJ</u>												
Gallons	0.02	0.02	0.03	0.02	0.02	0.02	0.02	0.03	7.0%	0.24	0.19	-18.8%
Price/Gal (\$)	9.19	9.20	8.62	8.78	9.18	8.80	8.58	8.07	-12.2%	8.98	8.79	-2.2%
Revenues (\$)	0.23	0.21	0.23	0.21	0.20	0.21	0.21	0.21	-6.0%	2.15	1.71	-20.5%
<u>Total Orange Juice</u>												
Gallons	34.24	35.03	37.74	38.08	35.13	35.01	33.50	31.52	-8.0%	301.70	279.33	-7.4%
Price/Gal (\$)	6.58	6.57	6.62	6.74	6.75	6.84	6.79	6.72	2.1%	6.52	6.70	2.7%
Revenues (\$)	225.33	230.14	249.95	256.86	237.08	239.40	227.43	211.74	-6.0%	1,968.19	1,872.27	-4.9%

Most recent four-week-period is preliminary

2016-17 STD: 10/02/16 - 05/13/17
2015-16 STD: 10/04/15 - 10/01/16

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 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	05/14/16	11/26/16	12/24/16	01/21/17	02/18/17	03/18/17	04/15/17	05/13/17		2015-16	2016-17	% Change
<u>NFC GJ</u>												
Gallons	0.72	0.69	0.69	0.72	0.71	0.74	0.76	0.72	-0.2%	5.90	5.71	-3.1%
Price/Gal (\$)	7.92	7.70	7.62	7.79	7.85	7.94	7.70	7.71	-2.7%	7.79	7.77	-0.2%
Revenues (\$)	5.74	5.28	5.24	5.63	5.58	5.91	5.87	5.57	-2.9%	45.92	44.42	-3.3%
<u>RECON GJ</u>												
Gallons	0.08	0.07	0.07	0.07	0.06	0.07	0.06	0.06	-22.8%	0.61	0.55	-10.1%
Price/Gal (\$)	6.58	6.99	7.12	8.03	8.67	8.86	9.04	9.06	37.6%	6.50	7.87	21.2%
Revenues (\$)	0.51	0.50	0.51	0.58	0.55	0.58	0.54	0.54	6.3%	3.95	4.30	8.9%
<u>Refrigerated GJ</u>												
Gallons	0.80	0.76	0.76	0.79	0.77	0.81	0.82	0.78	-2.4%	6.50	6.26	-3.8%
Price/Gal (\$)	7.79	7.63	7.57	7.81	7.92	8.02	7.80	7.81	0.2%	7.67	7.78	1.5%
Revenues (\$)	6.24	5.78	5.75	6.20	6.13	6.48	6.40	6.11	-2.2%	49.87	48.72	-2.3%
<u>Frozen GJ</u>												
Gallons	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.1%	0.11	0.09	-16.0%
Price/Gal (\$)	4.77	4.63	4.74	3.98	4.35	4.76	4.74	4.87	2.0%	4.57	4.54	-0.5%
Revenues (\$)	0.06	0.05	0.06	0.05	0.05	0.05	0.05	0.06	2.1%	0.50	0.42	-16.4%
<u>Shelf Stable GJ</u>												
Gallons	0.31	0.26	0.26	0.30	0.30	0.31	0.31	0.30	-2.0%	2.35	2.33	-0.9%
Price/Gal (\$)	6.36	6.27	6.31	6.15	6.32	6.44	6.39	6.40	0.5%	6.41	6.32	-1.3%
Revenues (\$)	1.94	1.65	1.63	1.88	1.91	2.00	1.98	1.91	-1.5%	15.04	14.71	-2.2%
<u>Total Grapefruit Juice</u>												
Gallons	1.12	1.03	1.03	1.11	1.09	1.13	1.14	1.09	-2.4%	8.97	8.69	-3.2%
Price/Gal (\$)	7.37	7.25	7.22	7.31	7.44	7.55	7.39	7.39	0.3%	7.30	7.36	0.8%
Revenues (\$)	8.25	7.48	7.45	8.14	8.09	8.53	8.43	8.08	-2.1%	65.47	63.89	-2.4%

Most recent four-week-period is preliminary

2016-17 STD: 10/02/16 - 05/13/17
2015-16 STD: 10/04/15 - 10/01/16

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

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

Report 08 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	05/14/16	11/26/16	12/24/16	01/21/17	02/18/17	03/18/17	04/15/17	05/13/17		2015-16	2016-17	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	1.49	1.42	1.31	1.25	1.27	1.32	1.33	1.29	-13.4%	11.16	10.67	-4.4%
Price/Gal (\$)	5.02	4.99	5.11	5.19	5.25	5.41	5.36	5.44	8.5%	4.96	5.20	5.0%
Revenues (\$)	7.50	7.08	6.67	6.52	6.68	7.16	7.16	7.04	-6.0%	55.31	55.54	0.4%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1.55	1.61	1.67	1.93	1.78	1.68	1.53	1.44	-7.3%	14.30	13.19	-7.8%
Price/Gal (\$)	7.58	7.41	7.52	7.57	7.56	7.77	7.77	7.73	2.0%	7.41	7.61	2.7%
Revenues (\$)	11.74	11.96	12.55	14.63	13.43	13.06	11.93	11.10	-5.5%	105.97	100.35	-5.3%
<u>OJ Drinks - % not stated</u>												
Gallons	0.18	0.18	0.19	0.22	0.21	0.19	0.15	0.14	-20.8%	1.55	1.45	-6.4%
Price/Gal (\$)	5.45	5.52	5.41	5.48	5.27	5.58	5.93	6.22	14.2%	5.22	5.58	6.9%
Revenues (\$)	0.97	1.00	1.05	1.19	1.13	1.05	0.90	0.88	-9.5%	8.10	8.10	0.0%
<u>Total OJ Drinks</u>												
Gallons	3.22	3.22	3.17	3.40	3.26	3.19	3.02	2.87	-10.9%	27.01	25.31	-6.3%
Price/Gal (\$)	6.27	6.23	6.39	6.56	6.51	6.66	6.61	6.62	5.6%	6.27	6.48	3.3%
Revenues (\$)	20.20	20.27	20.27	22.33	21.24	21.26	19.98	19.01	-5.9%	169.38	163.98	-3.2%
<u>OJ BL Drinks</u>												
Gallons	15.68	14.58	14.30	14.60	14.90	15.29	14.86	14.61	-6.9%	123.59	118.45	-4.2%
Price/Gal (\$)	3.33	3.33	3.34	3.29	3.33	3.44	3.40	3.33	0.0%	3.30	3.34	1.5%
Revenues (\$)	52.22	48.52	47.83	48.02	49.69	52.60	50.51	48.64	-6.8%	407.25	396.11	-2.7%
<u>OJ BL (100% Juice)</u>												
Gallons	2.63	2.44	2.59	2.51	2.50	2.61	2.69	2.44	-7.4%	22.26	20.18	-9.4%
Price/Gal (\$)	7.44	7.22	7.10	7.41	7.34	7.34	7.16	7.28	-2.2%	7.29	7.27	-0.3%
Revenues (\$)	19.59	17.58	18.37	18.58	18.32	19.14	19.23	17.74	-9.4%	162.21	146.61	-9.6%
<u>GJ Cocktail</u>												
Gallons	0.73	0.75	0.74	0.84	0.77	0.81	0.78	0.73	0.6%	6.39	6.10	-4.6%
Price/Gal (\$)	6.31	5.82	5.74	5.62	5.85	5.93	6.20	6.29	-0.3%	5.82	5.96	2.4%
Revenues (\$)	4.59	4.35	4.26	4.72	4.53	4.83	4.81	4.61	0.3%	37.22	36.37	-2.3%
<u>GJ BL (100% Juice)</u>												
Gallons	0.17	0.14	0.13	0.17	0.16	0.17	0.17	0.15	-11.5%	1.32	1.23	-6.6%
Price/Gal (\$)	6.32	6.41	6.43	6.18	6.52	6.62	6.49	6.53	3.3%	6.22	6.46	3.9%
Revenues (\$)	1.08	0.89	0.84	1.05	1.05	1.12	1.10	0.99	-8.5%	8.20	7.96	-3.0%

Most recent four-week-period is preliminary

2016-17 STD: 10/02/16 - 05/13/17
2015-16 STD: 10/04/15 - 10/01/16

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.fdocgrower.com>

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

Report Ending Date: 05/13/17
 Issue Date: 05/30/17
 Report 08 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	05/14/16	11/26/16	12/24/16	01/21/17	02/18/17	03/18/17	04/15/17	05/13/17		2015-16	2016-17	% Change
<u>NFC OJ</u>												
Gallons	14.36	14.95	16.04	16.39	14.63	14.38	14.24	12.99	-9.5%	125.70	117.40	-6.6%
Price/Gal (\$)	7.76	7.58	7.50	7.74	7.76	7.92	7.74	7.82	0.8%	7.63	7.72	1.2%
Revenues (\$)	111.42	113.34	120.23	126.89	113.52	113.88	110.32	101.54	-8.9%	959.49	906.46	-5.5%
<u>RECON OJ</u>												
Gallons	7.78	7.42	7.48	7.92	7.44	7.48	6.69	6.76	-13.1%	67.80	58.62	-13.5%
Price/Gal (\$)	4.84	4.81	4.99	5.06	5.04	5.14	5.26	5.10	5.6%	4.79	5.02	4.8%
Revenues (\$)	37.60	35.68	37.31	40.08	37.47	38.39	35.20	34.50	-8.2%	324.67	294.23	-9.4%
<u>Refrigerated OJ</u>												
Gallons	22.13	22.37	23.52	24.32	22.06	21.85	20.94	19.75	-10.8%	193.50	176.01	-9.0%
Price/Gal (\$)	6.73	6.66	6.70	6.87	6.84	6.97	6.95	6.89	2.3%	6.64	6.82	2.8%
Revenues (\$)	149.02	149.02	157.55	166.97	150.99	152.27	145.52	136.04	-8.7%	1,284.16	1,200.69	-6.5%
<u>Frozen OJ</u>												
Gallons	0.98	0.98	1.11	1.14	0.96	0.95	0.93	0.90	-8.7%	8.72	7.89	-9.5%
Price/Gal (\$)	5.12	5.30	5.24	4.92	5.09	5.18	5.20	5.10	-0.5%	5.07	5.14	1.3%
Revenues (\$)	5.03	5.21	5.84	5.60	4.87	4.90	4.81	4.57	-9.2%	44.24	40.55	-8.3%
<u>Shelf Stable OJ</u>												
Gallons	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	-3.5%	0.21	0.17	-20.9%
Price/Gal (\$)	9.47	9.39	9.00	9.56	9.46	8.93	9.39	8.76	-7.5%	9.32	9.23	-1.0%
Revenues (\$)	0.21	0.20	0.21	0.18	0.18	0.20	0.19	0.18	-10.8%	1.97	1.54	-21.6%
<u>Total Orange Juice</u>												
Gallons	23.14	23.37	24.65	25.48	23.04	22.82	21.88	20.67	-10.7%	202.43	184.07	-9.1%
Price/Gal (\$)	6.67	6.61	6.64	6.78	6.77	6.90	6.88	6.81	2.2%	6.57	6.75	2.7%
Revenues (\$)	154.26	154.43	163.59	172.75	156.04	157.37	150.51	140.80	-8.7%	1,330.37	1,242.78	-6.6%

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 2016-17 STD: 10/02/16 - 05/13/17
 2015-16 STD: 10/04/15 - 10/01/16

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 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	05/14/16	11/26/16	12/24/16	01/21/17	02/18/17	03/18/17	04/15/17	05/13/17		2015-16	2016-17	% Change
<u>NFC GJ</u>												
Gallons	594.53	565.30	564.47	592.84	577.02	601.04	619.80	587.33	-1.2%	4,823.48	4,658.87	-3.4%
Price/Gal (\$)	8.03	7.78	7.69	7.87	7.94	8.06	7.77	7.78	-3.1%	7.86	7.86	0.1%
Revenues (\$)	4,773.14	4,395.24	4,338.75	4,663.10	4,584.25	4,846.52	4,817.83	4,570.38	-4.2%	37,889.17	36,620.28	-3.3%
<u>RECON GJ</u>												
Gallons	77.09	71.71	71.92	71.63	63.12	65.18	59.54	59.52	-22.8%	607.29	546.00	-10.1%
Price/Gal (\$)	6.58	6.99	7.12	8.03	8.66	8.86	9.04	9.06	37.6%	6.50	7.87	21.2%
Revenues (\$)	507.27	501.10	511.74	575.50	546.95	577.68	538.06	539.03	6.3%	3,946.69	4,299.55	8.9%
<u>Refrigerated GJ</u>												
Gallons	671.62	637.01	636.39	664.47	640.14	666.23	679.34	646.85	-3.7%	5,430.77	5,204.87	-4.2%
Price/Gal (\$)	7.86	7.69	7.62	7.88	8.02	8.14	7.88	7.90	0.5%	7.70	7.86	2.1%
Revenues (\$)	5,280.41	4,896.33	4,850.50	5,238.60	5,131.20	5,424.20	5,355.90	5,109.41	-3.2%	41,835.85	40,919.83	-2.2%
<u>Frozen GJ</u>												
Gallons	11.81	11.49	13.43	13.11	10.84	10.14	10.29	11.83	0.2%	108.89	91.56	-15.9%
Price/Gal (\$)	4.77	4.63	4.74	3.98	4.35	4.76	4.74	4.87	2.0%	4.57	4.54	-0.5%
Revenues (\$)	56.40	53.21	63.63	52.16	47.20	48.26	48.77	57.62	2.2%	497.58	416.13	-16.4%
<u>Shelf Stable GJ</u>												
Gallons	217.32	187.01	181.55	215.46	208.29	213.46	214.90	208.74	-4.0%	1,675.56	1,626.30	-2.9%
Price/Gal (\$)	6.55	6.55	6.64	6.40	6.64	6.78	6.68	6.69	2.2%	6.60	6.62	0.4%
Revenues (\$)	1,423.35	1,225.34	1,204.92	1,379.36	1,383.21	1,447.38	1,436.06	1,396.54	-1.9%	11,053.10	10,770.13	-2.6%
<u>Total Grapefruit Juice</u>												
Gallons	902.47	837.04	832.95	894.49	860.05	889.86	904.53	867.41	-3.9%	7,227.05	6,929.78	-4.1%
Price/Gal (\$)	7.50	7.39	7.36	7.47	7.63	7.78	7.56	7.57	0.9%	7.40	7.52	1.7%
Revenues (\$)	6,770.16	6,183.72	6,128.22	6,678.40	6,565.82	6,919.99	6,840.73	6,563.57	-3.1%	53,452.82	52,146.40	-2.4%

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2015-16 STD: 10/04/15 - 10/01/16

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 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	05/14/16	11/26/16	12/24/16	01/21/17	02/18/17	03/18/17	04/15/17	05/13/17		2015-16	2016-17	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	1,072.75	1,043.55	943.81	913.48	896.71	901.80	921.52	889.03	-17.1%	8,041.41	7,539.03	-6.2%
Price/Gal (\$)	5.21	5.12	5.24	5.34	5.37	5.66	5.60	5.73	10.0%	5.17	5.38	4.1%
Revenues (\$)	5,591.86	5,342.46	4,944.97	4,877.54	4,814.06	5,107.40	5,159.15	5,098.54	-8.8%	41,557.95	40,567.68	-2.4%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1,189.15	1,212.22	1,233.29	1,438.88	1,292.44	1,234.56	1,117.52	1,063.91	-10.5%	10,607.94	9,750.71	-8.1%
Price/Gal (\$)	7.58	7.35	7.47	7.56	7.56	7.78	7.78	7.71	1.8%	7.48	7.59	1.6%
Revenues (\$)	9,011.00	8,903.92	9,218.15	10,875.17	9,773.40	9,599.02	8,694.18	8,204.34	-9.0%	79,326.35	74,047.15	-6.7%
<u>OJ Drinks - % not stated</u>												
Gallons	176.31	180.79	193.02	215.58	213.63	186.34	150.30	139.50	-20.9%	1,539.37	1,442.38	-6.3%
Price/Gal (\$)	5.45	5.50	5.38	5.44	5.23	5.53	5.87	6.18	13.5%	5.22	5.54	6.1%
Revenues (\$)	960.50	994.20	1,037.99	1,173.38	1,117.56	1,031.17	882.92	862.32	-10.2%	8,039.79	7,994.36	-0.6%
<u>Total OJ Drinks</u>												
Gallons	2,438.21	2,436.56	2,370.12	2,567.95	2,402.78	2,322.70	2,189.34	2,092.44	-14.2%	20,188.72	18,732.11	-7.2%
Price/Gal (\$)	6.38	6.25	6.41	6.59	6.54	6.78	6.73	6.77	6.1%	6.39	6.55	2.5%
Revenues (\$)	15,563.36	15,215.09	15,201.11	16,926.09	15,705.02	15,737.59	14,736.25	14,165.20	-9.0%	128,924.09	122,609.18	-4.9%
<u>OJ BL Drinks</u>												
Gallons	7,951.08	7,461.57	7,133.31	7,277.96	7,287.53	7,356.92	7,357.57	7,495.83	-5.7%	61,914.39	59,257.47	-4.3%
Price/Gal (\$)	3.33	3.32	3.35	3.35	3.34	3.38	3.38	3.28	-1.4%	3.31	3.33	0.7%
Revenues (\$)	26,469.48	24,772.53	23,902.36	24,354.51	24,354.97	24,860.26	24,874.97	24,609.66	-7.0%	204,674.61	197,332.32	-3.6%
<u>OJ BL (100% Juice)</u>												
Gallons	1,766.88	1,629.36	1,742.23	1,676.29	1,643.99	1,703.73	1,776.82	1,608.47	-9.0%	14,902.01	13,394.84	-10.1%
Price/Gal (\$)	7.31	7.20	7.04	7.46	7.35	7.32	7.12	7.25	-0.9%	7.18	7.25	0.9%
Revenues (\$)	12,923.69	11,725.76	12,265.27	12,499.91	12,077.27	12,463.02	12,653.15	11,658.60	-9.8%	107,004.00	97,084.04	-9.3%
<u>GJ Cocktail</u>												
Gallons	416.16	400.26	374.22	418.59	389.52	412.00	419.48	398.26	-4.3%	3,265.17	3,191.10	-2.3%
Price/Gal (\$)	6.88	6.65	6.77	6.58	6.88	6.96	6.93	7.02	2.0%	6.75	6.85	1.5%
Revenues (\$)	2,864.35	2,661.77	2,532.87	2,753.61	2,679.75	2,867.20	2,904.94	2,794.87	-2.4%	22,032.83	21,846.85	-0.8%
<u>GJ BL (100% Juice)</u>												
Gallons	103.58	85.59	76.53	105.15	92.20	96.11	92.74	83.98	-18.9%	805.43	711.48	-11.7%
Price/Gal (\$)	6.25	6.63	6.73	6.33	6.96	7.17	6.99	7.06	12.9%	6.22	6.83	9.8%
Revenues (\$)	647.53	567.24	515.02	666.07	641.28	689.03	647.98	592.72	-8.5%	5,010.30	4,858.01	-3.0%

Most recent four-week-period is preliminary

2016-17 STD: 10/02/16 - 05/13/17
2015-16 STD: 10/04/15 - 10/01/16

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: 05/13/17
 Issue Date: 05/30/17
 Report 08 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	05/14/16	11/26/16	12/24/16	01/21/17	02/18/17	03/18/17	04/15/17	05/13/17		2015-16	2016-17	% Change
<u>NFC OJ</u>												
Average Promo Price	6.88	6.67	6.57	6.80	6.93	7.03	6.83	6.96	1.2%	6.72	6.81	1.4%
Price Reduction	95	94	93	95	93	95	94	95	0.0%	95	94	-0.9%
Feature & Disp	35	31	29	32	34	34	37	35	0.0%	34	32	-3.7%
Display w/o Fea	31	21	24	31	28	31	30	30	-3.2%	28	27	-1.8%
Feature w/o Disp	89	93	91	91	91	92	90	91	2.2%	90	91	1.0%
<u>RECON OJ</u>												
Average Promo Price	4.12	3.79	4.12	4.27	4.37	4.69	4.71	4.44	7.8%	4.12	4.30	4.4%
Price Reduction	73	74	72	72	78	79	86	81	11.0%	79	77	-2.4%
Feature & Disp	10	3	4	7	13	13	7	11	10.0%	10	8	-11.8%
Display w/o Fea	15	9	8	14	14	17	14	12	-20.0%	15	13	-12.8%
Feature w/o Disp	68	48	56	66	57	66	57	63	-7.4%	61	60	-2.7%
<u>Refrigerated OJ</u>												
Average Promo Price	6.16	5.99	6.11	6.21	6.20	6.35	6.38	6.21	0.8%	6.00	6.17	2.8%
Price Reduction	96	95	95	96	96	96	96	97	1.0%	97	96	-1.0%
Feature & Disp	37	33	31	35	38	38	39	38	2.7%	36	35	-2.8%
Display w/o Fea	37	26	28	36	34	38	36	35	-5.4%	34	33	-3.0%
Feature w/o Disp	90	94	92	92	91	94	91	92	2.2%	92	92	0.4%
<u>Frozen OJ</u>												
Average Promo Price	3.99	4.43	4.00	3.44	3.82	4.31	4.41	3.86	-3.3%	4.02	4.02	-0.1%
Price Reduction	42	51	53	59	48	38	45	49	16.7%	47	49	2.4%
Feature & Disp	0	0	0	0	0	1	0	0	0.0%	0	0	0.0%
Display w/o Fea	1	4	1	1	1	1	1	1	0.0%	1	1	22.2%
Feature w/o Disp	10	9	9	11	11	11	9	13	30.0%	11	11	-4.5%
<u>Shelf Stable OJ</u>												
Average Promo Price	8.30	7.89	7.27	7.93	8.14	7.47	7.66	6.73	-18.9%	8.01	7.70	-3.9%
Price Reduction	5	4	14	3	12	16	13	14	180.0%	8	10	26.6%
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	-100.0%
Feature w/o Disp	4	4	0	0	0	5	4	0	-100.0%	1	2	54.5%
<u>Total OJ</u>												
Average Promo Price	6.13	5.97	6.06	6.11	6.15	6.31	6.34	6.15	0.3%	5.96	6.12	2.7%
Price Reduction	97	96	96	97	96	97	97	97	0.0%	97	97	-0.5%
Feature & Disp	37	33	31	35	38	38	39	38	2.7%	36	35	-3.1%
Display w/o Fea	37	29	29	37	34	38	36	35	-5.4%	35	34	-2.5%
Feature w/o Disp	90	94	92	92	91	94	91	92	2.2%	92	92	0.4%

Most recent four-week-period is preliminary
 2016-17 STD: 10/02/16 - 05/13/17
 2015-16 STD: 10/04/15 - 10/01/16
 Source: Nielsen

GRAPEFRUIT JUICE PROMOTIONS

FOOD (\$2MM+ Grocery Stores)

(Prices in dollars and Promotion in %ACV)

Report 08 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	05/14/16	11/26/16	12/24/16	01/21/17	02/18/17	03/18/17	04/15/17	05/13/17		2015-16	2016-17	% Change
<u>NFC GJ</u>												
Average Promo Price	7.00	6.74	6.62	6.87	6.97	6.98	6.71	6.74	-3.7%	6.86	6.81	-0.7%
Price Reduction	71	72	74	76	75	71	71	76	7.0%	75	73	-2.7%
Feature & Disp	2	3	1	3	2	3	3	2	0.0%	2	3	11.1%
Display w/o Fea	6	4	6	5	6	5	7	8	33.3%	7	6	-11.5%
Feature w/o Disp	41	53	35	53	50	48	38	36	-12.2%	41	45	11.1%
<u>RECON GJ</u>												
Average Promo Price	5.94	5.29	5.85	8.06	13.49	8.21	9.22	8.35	40.6%	4.74	7.77	64.0%
Price Reduction	10	9	12	11	8	10	18	15	50.0%	7	12	64.9%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	1	1	0	1	0	0	0	0	-100.0%	0	0	200.0%
Feature w/o Disp	0	0	0	0	0	0	1	0		1	0	-80.0%
<u>Refrigerated GJ</u>												
Average Promo Price	6.96	6.67	6.59	6.89	7.01	7.00	6.80	6.79	-2.4%	6.77	6.78	0.1%
Price Reduction	74	73	75	76	76	74	72	76	2.7%	75	74	-1.8%
Feature & Disp	2	3	1	3	2	3	3	2	0.0%	2	3	11.1%
Display w/o Fea	6	5	6	6	6	5	8	8	33.3%	7	6	-3.8%
Feature w/o Disp	41	53	35	53	50	48	40	36	-12.2%	41	45	11.7%
<u>Frozen GJ</u>												
Average Promo Price	4.77	5.02	5.01	3.01	3.01	3.70	5.01	4.45	-6.7%	3.79	4.03	6.2%
Price Reduction	3	2	4	14	9	1	1	3	0.0%	6	5	-23.4%
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	5.14	5.47	5.47	4.95	5.49	6.31	5.43	5.45	6.0%	5.58	5.51	-1.3%
Price Reduction	33	47	46	40	40	38	38	42	27.3%	42	41	-0.3%
Feature & Disp	1	0	0	0	0	0	0	0	-100.0%	0	0	-100.0%
Display w/o Fea	3	1	2	2	2	3	2	2	-33.3%	3	2	-20.0%
Feature w/o Disp	31	15	4	21	17	6	12	12	-61.3%	12	13	6.3%
<u>TL GJ</u>												
Average Promo Price	6.68	6.48	6.40	6.46	6.77	6.91	6.60	6.57	-1.6%	6.57	6.57	0.0%
Price Reduction	81	83	84	83	81	80	79	83	2.5%	83	82	-1.5%
Feature & Disp	3	3	1	3	2	3	3	2	-33.3%	3	3	-4.8%
Display w/o Fea	9	7	8	8	8	8	9	11	22.2%	9	8	-8.3%
Feature w/o Disp	56	59	36	64	58	53	44	43	-23.2%	48	51	7.1%

Most recent four-week-period is preliminary

2016-17 STD: 10/02/16 - 05/13/17

2015-16 STD: 10/04/15 - 10/01/16

Source: Nielsen

LESS THAN 100% OJ & GJ BEVERAGES PROMOTIONS

FOOD (\$2MM+ Grocery Stores)

(Prices in dollars and Promotion in %ACV)

Report 08 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4	Season-to-Date		
	05/14/16	11/26/16	12/24/16	01/21/17	02/18/17	03/18/17	04/15/17	05/13/17		2015-16	2016-17	% Change
OJ Drinks 0-39.99%												
Average Promo Price	4.93	4.97	5.15	5.05	4.77	5.84	5.18	5.50	11.6%	4.80	5.15	7.4%
Price Reduction	84	83	75	80	82	83	84	85	1.2%	79	82	4.1%
Feature & Disp	10	6	6	7	7	12	15	13	30.0%	8	10	25.8%
Display w/o Fea	36	34	26	26	29	33	32	37	2.8%	33	32	-4.2%
Feature w/o Disp	54	51	43	59	50	58	70	60	11.1%	51	55	9.4%
OJ Drinks 40-99.99%												
Average Promo Price	6.90	6.60	6.78	6.93	6.93	7.22	7.05	7.08	2.6%	6.80	6.93	1.9%
Price Reduction	79	79	80	76	77	79	75	74	-6.3%	77	77	-0.8%
Feature & Disp	12	5	8	9	7	8	4	9	-25.0%	8	7	-12.7%
Display w/o Fea	11	7	8	12	11	13	10	10	-9.1%	10	10	0.0%
Feature w/o Disp	57	42	50	48	52	51	37	53	-7.0%	48	47	-2.1%
OJ Drinks - % not stated												
Average Promo Price	5.35	4.87	4.82	4.97	4.74	5.10	4.80	5.90	10.3%	4.84	4.99	3.2%
Price Reduction	18	16	16	17	15	10	12	14	-22.2%	16	14	-10.9%
Feature & Disp	0	0	0	0	1	0	0	0		0	0	
Display w/o Fea	2	2	1	2	1	1	2	1	-50.0%	2	1	-8.3%
Feature w/o Disp	5	5	6	12	13	5	6	4	-20.0%	6	7	26.7%
Total OJ Drinks												
Average Promo Price	6.08	5.93	6.19	6.35	6.18	6.71	6.22	6.47	6.4%	6.06	6.25	3.2%
Price Reduction	92	93	90	92	92	93	92	92	0.0%	91	92	1.0%
Feature & Disp	21	10	14	16	14	19	18	21	0.0%	15	16	8.5%
Display w/o Fea	44	38	33	36	37	41	40	43	-2.3%	40	39	-3.4%
Feature w/o Disp	76	61	71	77	73	76	76	81	6.6%	69	73	5.3%
OJ BL Drinks												
Average Promo Price	2.77	2.77	2.81	2.82	2.77	2.76	2.76	2.62	-5.4%	2.77	2.75	-0.7%
Price Reduction	95	94	95	96	96	97	96	97	2.1%	95	96	0.9%
Feature & Disp	42	23	20	24	26	27	29	33	-21.4%	28	26	-6.7%
Display w/o Fea	72	60	52	52	56	60	65	65	-9.7%	63	59	-6.0%
Feature w/o Disp	85	80	79	84	83	84	84	86	1.2%	77	83	7.6%
OJ BL (100% Juice)												
Average Promo Price	6.61	6.21	6.20	6.68	6.65	6.51	6.28	6.35	-3.9%	6.43	6.40	-0.4%
Price Reduction	88	88	87	88	86	90	88	87	-1.1%	87	88	0.7%
Feature & Disp	9	7	7	5	10	8	14	8	-11.1%	9	8	-5.7%
Display w/o Fea	13	12	12	10	13	18	16	13	0.0%	12	13	12.6%
Feature w/o Disp	68	72	70	67	75	69	80	66	-2.9%	71	70	-1.8%
GJ Cocktail												
Average Promo Price	6.01	5.68	5.78	5.25	5.77	6.08	5.95	6.17	2.7%	5.87	5.88	0.3%
Price Reduction	69	83	74	73	71	68	72	74	7.2%	71	73	3.2%
Feature & Disp	4	5	5	5	2	4	8	6	50.0%	5	5	5.0%
Display w/o Fea	16	18	16	17	16	18	17	20	25.0%	16	18	11.0%
Feature w/o Disp	17	37	38	29	23	30	33	23	35.3%	24	30	24.5%
GJ BL (100% Juice)												
Average Promo Price	4.83	5.92	5.80	5.32	6.41	7.09	6.41	6.39	32.3%	5.03	6.13	21.8%
Price Reduction	34	53	51	46	45	41	42	43	26.5%	41	45	8.2%
Feature & Disp	0	0	0	1	0	0	0	0		0	0	
Display w/o Fea	2	1	1	2	1	2	2	2	0.0%	1	2	9.1%
Feature w/o Disp	25	14	4	17	3	10	7	6	-76.0%	10	9	-12.3%

Most recent four-week-period is preliminary

2016-17 STD: 10/02/16 - 05/13/17

2015-16 STD: 10/04/15 - 10/01/16

Source: Nielsen

Orange Juice Categories at xAOC

	Last Year 52 weeks ending 05/14/16	This Year 52 weeks ending 05/13/17
GALLONS (millions)		
Total OJ	474,589,340	441,919,702
Ref NFC OJ	285,270,296	270,837,972
Ref Recon OJ	168,972,241	152,733,509
Frozen OJ	19,920,285	18,032,242
SS OJ	426,532	315,977
DOLLARS (millions)		
Total OJ	\$3,106,045,716	\$2,942,546,722
Ref NFC OJ	\$2,168,745,596	\$2,079,748,248
Ref Recon OJ	\$835,098,828	\$770,583,915
Frozen OJ	\$98,337,563	\$89,425,167
SS OJ	\$3,863,733	\$2,789,397
AVG PRICE PER GALLON		
Total OJ	\$6.54	\$6.66
Ref NFC OJ	\$7.60	\$7.68
Ref Recon OJ	\$4.94	\$5.05
Frozen OJ	\$4.94	\$4.96
SS OJ	\$9.06	\$8.83
SHARE OF GALLONS		
Total OJ	100.0%	100.0%
Ref NFC OJ	60.1%	61.3%
Ref Recon OJ	35.6%	34.6%
Frozen OJ	4.2%	4.1%
SS OJ	0.1%	0.1%
SHARE OF DOLLARS		
Total OJ	100.0%	100.0%
Ref NFC OJ	69.8%	70.7%
Ref Recon OJ	26.9%	26.2%
Frozen OJ	3.2%	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 05/13/17 and 52 wks ending 05/14/16

Created: 05/25/17

Grapefruit Juice Categories at xAOC

	Last Year 52 weeks ending 05/14/16	This Year 52 weeks ending 05/13/17
GALLONS (millions)		
Total GJ	14,466,043	14,092,212
Ref NFC GJ	9,470,447	9,200,547
Ref Recon GJ	986,623	915,574
Frozen GJ	171,543	160,661
SS GJ	3,820,323	3,799,628
DOLLARS (millions)		
Total GJ	\$106,173,215	\$103,626,230
Ref NFC GJ	\$74,194,498	\$72,002,516
Ref Recon GJ	\$6,309,311	\$6,684,743
Frozen GJ	\$827,178	\$693,854
SS GJ	\$24,744,873	\$24,154,214
AVG PRICE PER GALLON		
Total GJ	\$7.34	\$7.35
Ref NFC GJ	\$7.83	\$7.83
Ref Recon GJ	\$6.39	\$7.30
Frozen GJ	\$4.82	\$4.32
SS GJ	\$6.48	\$6.36
SHARE OF GALLONS		
Total GJ	100.0%	100.0%
Ref NFC GJ	65.5%	65.3%
Ref Recon GJ	6.8%	6.5%
Frozen GJ	1.2%	1.1%
SS GJ	26.4%	27.0%
SHARE OF DOLLARS		
Total GJ	100.0%	100.0%
Ref NFC GJ	69.9%	69.5%
Ref Recon GJ	5.9%	6.5%
Frozen GJ	0.8%	0.7%
SS GJ	23.3%	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 05/13/17 and 52 wks ending 05/14/16

Created: 05/25/17

Orange Juice Sales at xAOC - by Region

	Gallons									
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 05/13/17		4 WEEKS ENDING 05/14/16			
	% of Total	% Chg	% of Total	% of Total	% of Total	% Chg	% of Total	% of Total	% of Total	% of Total
TOTAL US - XAOC										
TL OJ	441,919,702	-6.9%	474,589,340		31,516,065	-8.0%	34,242,340			
TL OJ REF NFC	270,837,972	-5.1%	285,270,296		19,344,092	-6.8%	20,755,939			
TL OJ REF RECON	152,733,509	-9.6%	168,972,241		10,892,951	-9.8%	12,071,140			
NORTHEAST REGION - XAOC										
TL OJ	86,061,090	19.5%	93,583,304	19.7%	5,923,373	18.8%	6,895,881	20.1%		
TL OJ REF NFC	68,477,363	15.5%	73,247,534	15.4%	4,631,155	14.7%	5,432,048	15.9%		
TL OJ REF RECON	15,646,692	3.5%	18,140,919	3.8%	1,158,143	3.7%	1,310,894	3.8%		
SOUTH REGION - XAOC										
TL OJ	172,180,517	39.0%	182,675,645	38.5%	12,479,965	39.6%	13,190,620	38.5%		
TL OJ REF NFC	101,046,544	22.9%	105,152,084	22.2%	7,414,017	23.5%	7,609,020	22.2%		
TL OJ REF RECON	65,494,469	14.8%	71,232,258	15.0%	4,668,729	14.8%	5,138,637	15.0%		
WEST REGION - XAOC										
TL OJ	91,435,347	20.7%	99,053,582	20.9%	6,497,201	20.6%	7,070,326	20.6%		
TL OJ REF NFC	50,258,204	11.4%	53,206,789	11.2%	3,637,411	11.5%	3,863,259	11.3%		
TL OJ REF RECON	35,979,867	8.1%	40,166,568	8.5%	2,514,330	8.0%	2,819,022	8.2%		
MIDWEST REGION - XAOC										
TL OJ	91,984,449	20.8%	99,015,500	20.9%	6,593,748	20.9%	7,071,543	20.7%		
TL OJ REF NFC	50,817,281	11.5%	53,359,051	11.2%	3,643,839	11.6%	3,833,307	11.2%		
TL OJ REF RECON	35,567,088	8.0%	39,458,173	8.3%	2,545,969	8.1%	2,806,061	8.2%		

	Dollars									
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 05/13/17		4 WEEKS ENDING 05/14/16			
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	% of Total	% Chg	% of Total	% of Total	% of Total
TOTAL US - XAOC										
TL OJ	\$2,942,546,722	-5.3%	\$3,106,045,716		\$211,736,791	-6.0%	\$225,329,438			
TL OJ REF NFC	\$2,079,748,248	-4.1%	\$2,168,745,596		\$148,274,283	-6.3%	\$158,326,741			
TL OJ REF RECON	\$770,583,915	-7.7%	\$835,098,828		\$56,955,353	-4.9%	\$59,878,473			
NORTHEAST REGION - XAOC										
TL OJ	\$575,926,038	19.6%	\$615,725,380	19.8%	\$40,520,655	19.1%	\$45,124,792	20.0%		
TL OJ REF NFC	\$485,728,653	16.5%	\$513,226,009	16.5%	\$33,684,771	15.9%	\$37,845,022	16.8%		
TL OJ REF RECON	\$79,234,784	2.7%	\$89,989,801	2.9%	\$6,072,425	2.9%	\$6,419,270	2.8%		
SOUTH REGION - XAOC										
TL OJ	\$1,134,473,726	38.6%	\$1,183,914,264	38.1%	\$82,774,864	39.1%	\$85,655,176	38.0%		
TL OJ REF NFC	\$782,844,671	26.6%	\$807,426,978	26.0%	\$56,889,204	26.9%	\$58,531,690	26.0%		
TL OJ REF RECON	\$324,140,804	11.0%	\$346,391,650	11.2%	\$23,918,528	11.3%	\$25,026,609	11.1%		
WEST REGION - XAOC										
TL OJ	\$635,566,885	21.6%	\$675,106,980	21.7%	\$45,355,851	21.4%	\$49,256,171	21.9%		
TL OJ REF NFC	\$420,145,254	14.3%	\$440,776,070	14.2%	\$29,654,852	14.0%	\$32,607,746	14.5%		
TL OJ REF RECON	\$189,049,042	6.4%	\$205,654,983	6.6%	\$13,871,575	6.6%	\$14,631,655	6.5%		
MIDWEST REGION - XAOC										
TL OJ	\$594,799,595	20.2%	\$629,508,805	20.3%	\$42,939,328	20.3%	\$45,173,316	20.0%		
TL OJ REF NFC	\$389,220,759	13.2%	\$405,167,537	13.0%	\$27,916,052	13.2%	\$29,198,533	13.0%		
TL OJ REF RECON	\$178,049,925	6.1%	\$193,296,429	6.2%	\$13,067,012	6.2%	\$13,817,909	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: 5/25/2017

Grapefruit Juice Sales at xAOC - by Region

	Gallons									
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 05/13/17		4 WEEKS ENDING 05/14/16			
	% of Total	% Chg	% of Total	% of Total	% of Total	% Chg	% of Total	% of Total	% of Total	% of Total
TOTAL US - XAOC										
TL GJ	14,092,212	-2.6%	14,466,043		1,092,792	-2.4%	1,119,857			
TL GJ REF NFC	9,200,547	-2.8%	9,470,447		722,543	-0.2%	724,111			
TL GJ REF RECON	915,574	-7.2%	986,623		59,520	-22.8%	77,091			
NORTHEAST REGION - XAOC										
TL GJ	2,660,163	18.9%	2,764,393	19.1%	197,555	18.1%	213,681	19.1%		
TL GJ REF NFC	2,053,299	14.6%	2,125,475	14.7%	153,490	14.0%	165,627	14.8%		
TL GJ REF RECON	65,651	0.5%	60,497	0.4%	6,189	0.6%	5,227	0.5%		
SOUTH REGION - XAOC										
TL GJ	5,873,166	41.7%	6,020,846	41.6%	460,359	42.1%	467,562	41.8%		
TL GJ REF NFC	3,628,391	25.7%	3,678,459	25.4%	293,425	26.9%	282,985	25.3%		
TL GJ REF RECON	562,993	4.0%	647,812	4.5%	32,365	3.0%	49,372	4.4%		
WEST REGION - XAOC										
TL GJ	3,164,206	22.5%	3,264,138	22.6%	246,485	22.6%	252,974	22.6%		
TL GJ REF NFC	2,110,515	15.0%	2,219,377	15.3%	163,492	15.0%	166,189	14.8%		
TL GJ REF RECON	135,929	1.0%	136,982	0.9%	8,991	0.8%	11,103	1.0%		
MIDWEST REGION - XAOC										
TL GJ	2,383,992	16.9%	2,407,320	16.6%	187,745	17.2%	185,079	16.5%		
TL GJ REF NFC	1,398,113	9.9%	1,435,492	9.9%	111,265	10.2%	108,519	9.7%		
TL GJ REF RECON	150,949	1.1%	140,681	1.0%	12,018	1.1%	11,364	1.0%		

	Dollars									
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 05/13/17		4 WEEKS ENDING 05/14/16			
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	% of Total	% Chg	% of Total	% of Total	% of Total
TOTAL US - XAOC										
TL GJ	\$103,626,230	-2.4%	\$106,173,215		\$8,078,462	-2.1%	\$8,251,722			
TL GJ REF NFC	\$72,002,516	-3.0%	\$74,194,498		\$5,570,146	-2.9%	\$5,737,213			
TL GJ REF RECON	\$6,684,743	6.0%	\$6,309,311		\$539,073	6.3%	\$507,298			
NORTHEAST REGION - XAOC										
TL GJ	\$19,443,794	18.8%	\$20,123,615	19.0%	\$1,459,796	18.1%	\$1,562,628	18.9%		
TL GJ REF NFC	\$15,395,817	14.9%	\$15,996,166	15.1%	\$1,150,646	14.2%	\$1,244,226	15.1%		
TL GJ REF RECON	\$576,856	0.6%	\$472,423	0.4%	\$55,582	0.7%	\$42,113	0.5%		
SOUTH REGION - XAOC										
TL GJ	\$41,914,469	40.4%	\$42,851,233	40.4%	\$3,360,580	41.6%	\$3,316,866	40.2%		
TL GJ REF NFC	\$28,006,938	27.0%	\$28,470,576	26.8%	\$2,258,203	28.0%	\$2,185,886	26.5%		
TL GJ REF RECON	\$3,820,526	3.7%	\$3,792,665	3.6%	\$290,256	3.6%	\$303,181	3.7%		
WEST REGION - XAOC										
TL GJ	\$25,222,088	24.3%	\$25,939,355	24.4%	\$1,903,481	23.6%	\$2,042,840	24.8%		
TL GJ REF NFC	\$17,793,988	17.2%	\$18,602,940	17.5%	\$1,302,407	16.1%	\$1,457,102	17.7%		
TL GJ REF RECON	\$1,235,985	1.2%	\$1,122,227	1.1%	\$104,642	1.3%	\$87,754	1.1%		
MIDWEST REGION - XAOC										
TL GJ	\$16,964,454	16.4%	\$17,190,384	16.2%	\$1,348,539	16.7%	\$1,324,540	16.1%		
TL GJ REF NFC	\$10,723,741	10.3%	\$11,036,812	10.4%	\$852,079	10.5%	\$843,349	10.2%		
TL GJ REF RECON	\$1,051,731	1.0%	\$918,086	0.9%	\$88,936	1.1%	\$73,947	0.9%		

Source: Nielsen Scanning Data

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Created: 5/25/2017