

Nielsen Retail Sales OJ, GJ and OJ/GJ Beverages



Monthly Topline Report
Report #09 of 2017-18 Season
For 4 weeks ending 06/09/18

Week Ending 06/09/18
 Report 09 of 17/18 Season

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

	4 WEEKS ENDING 06/09/18			SEASON YEAR-TO-DATE		
	GALLONS	PRICE	DOLLARS	GALLONS	PRICE	DOLLARS
Total OJ	-5.8%	2.3%	-3.6%	-4.7%	1.7%	-3.1%
Ref NFC OJ	-8.8%	4.6%	-4.6%	-5.3%	2.1%	-3.3%
Ref Recon OJ	-0.3%	-0.6%	-0.8%	-3.1%	1.1%	-2.0%
Total GJ	-4.7%	2.1%	-2.6%	-4.6%	2.5%	-2.2%
Ref NFC GJ	-12.7%	6.2%	-7.2%	-7.8%	3.5%	-4.6%
Shelf Stable GJ	6.7%	-3.4%	3.1%	1.5%	-1.1%	0.4%
OJ Drinks	-1.1%	0.1%	-1.0%	-6.4%	2.2%	-4.4%
OJ Blend Drinks	-4.4%	-0.2%	-4.5%	-7.3%	0.8%	-6.5%
OJ Blend (100% Juice)	-12.1%	3.1%	-9.3%	-8.2%	1.2%	-7.0%
GJ Blend (100% Juice)	-23.4%	-7.0%	-28.8%	-16.9%	-4.3%	-20.5%
GJ Cocktail	-3.4%	-1.4%	-4.7%	-8.3%	1.2%	-7.2%

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: 06/09/18
Issue Date: 07/03/18
Report 09 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	06/10/17	12/23/17	01/20/18	02/17/18	03/17/18	04/14/18	05/12/18	06/09/18		2016-17	2017-18	% Change
<u>NFC OJ</u>												
Gallons	18.83	22.74	24.36	21.19	20.14	19.50	17.87	17.17	-8.8%	192.74	182.57	-5.3%
Price/Gal (\$)	7.69	7.50	7.73	7.80	7.89	7.95	8.01	8.04	4.6%	7.64	7.80	2.1%
Revenues (\$)	144.76	170.50	188.40	165.19	158.90	155.00	143.20	138.10	-4.6%	1,472.98	1,424.58	-3.3%
<u>RECON OJ</u>												
Gallons	10.48	11.68	12.82	12.07	11.63	11.06	10.83	10.46	-0.3%	106.29	103.03	-3.1%
Price/Gal (\$)	5.24	5.15	5.19	5.22	5.23	5.23	5.22	5.21	-0.6%	5.13	5.19	1.1%
Revenues (\$)	54.92	60.18	66.51	63.05	60.86	57.82	56.56	54.48	-0.8%	545.44	534.61	-2.0%
<u>Refrigerated OJ</u>												
Gallons	29.31	34.42	37.18	33.26	31.77	30.56	28.71	27.63	-5.8%	299.03	285.60	-4.5%
Price/Gal (\$)	6.81	6.70	6.86	6.86	6.92	6.96	6.96	6.97	2.3%	6.75	6.86	1.6%
Revenues (\$)	199.68	230.69	254.91	228.24	219.76	212.82	199.77	192.58	-3.6%	2,018.42	1,959.19	-2.9%
<u>Frozen OJ</u>												
Gallons	1.29	1.50	1.47	1.33	1.29	1.26	1.19	1.20	-7.0%	13.01	11.84	-9.0%
Price/Gal (\$)	4.94	5.03	5.03	4.94	4.95	4.99	5.00	5.00	1.1%	4.91	4.99	1.6%
Revenues (\$)	6.40	7.55	7.40	6.59	6.39	6.31	5.97	6.01	-6.1%	63.88	59.09	-7.5%
<u>Shelf Stable OJ</u>												
Gallons	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	1.7%	0.21	0.18	-15.7%
Price/Gal (\$)	8.88	9.19	9.03	8.99	9.56	8.63	8.67	8.47	-4.7%	8.77	8.95	2.0%
Revenues (\$)	0.18	0.18	0.16	0.18	0.18	0.19	0.19	0.18	-3.0%	1.84	1.58	-14.0%
<u>Total Orange Juice</u>												
Gallons	30.63	35.94	38.67	34.62	33.08	31.85	29.93	28.85	-5.8%	312.25	297.62	-4.7%
Price/Gal (\$)	6.73	6.63	6.79	6.79	6.84	6.89	6.88	6.89	2.3%	6.67	6.79	1.7%
Revenues (\$)	206.26	238.41	262.47	235.01	226.34	219.31	205.92	198.76	-3.6%	2,084.14	2,019.86	-3.1%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 06/09/18
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 09 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	06/10/17	12/23/17	01/20/18	02/17/18	03/17/18	04/14/18	05/12/18	06/09/18		2016-17	2017-18	% Change
<u>NFC GJ</u>												
Gallons	0.69	0.69	0.72	0.69	0.65	0.64	0.62	0.61	-12.7%	6.47	5.96	-7.8%
Price/Gal (\$)	7.90	7.58	7.82	7.99	8.18	8.33	8.47	8.40	6.2%	7.75	8.03	3.5%
Revenues (\$)	5.49	5.25	5.62	5.50	5.31	5.34	5.24	5.09	-7.2%	50.16	47.87	-4.6%
<u>RECON GJ</u>												
Gallons	0.06	0.06	0.07	0.07	0.08	0.08	0.08	0.08	38.9%	0.61	0.65	6.7%
Price/Gal (\$)	9.29	8.53	8.79	8.67	8.61	8.62	8.48	8.49	-8.6%	8.02	8.61	7.4%
Revenues (\$)	0.55	0.53	0.61	0.61	0.68	0.70	0.71	0.70	27.0%	4.89	5.60	14.6%
<u>Refrigerated GJ</u>												
Gallons	0.75	0.75	0.79	0.76	0.73	0.72	0.70	0.69	-8.6%	7.08	6.61	-6.6%
Price/Gal (\$)	8.01	7.66	7.91	8.05	8.23	8.36	8.47	8.41	4.9%	7.78	8.09	4.0%
Revenues (\$)	6.04	5.78	6.23	6.11	5.99	6.05	5.95	5.79	-4.1%	55.04	53.47	-2.9%
<u>Frozen GJ</u>												
Gallons	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	-34.2%	0.08	0.06	-24.9%
Price/Gal (\$)	4.74	4.87	5.05	4.80	4.75	4.79	4.82	4.76	0.4%	4.39	4.83	10.1%
Revenues (\$)	0.05	0.03	0.04	0.03	0.03	0.03	0.03	0.03	-33.9%	0.37	0.30	-17.3%
<u>Shelf Stable GJ</u>												
Gallons	0.29	0.27	0.29	0.30	0.30	0.32	0.31	0.31	6.7%	2.62	2.66	1.5%
Price/Gal (\$)	6.40	6.20	6.14	6.12	6.31	6.01	6.30	6.19	-3.4%	6.24	6.17	-1.1%
Revenues (\$)	1.85	1.65	1.78	1.83	1.90	1.92	1.95	1.91	3.1%	16.33	16.40	0.4%
<u>Total Grapefruit Juice</u>												
Gallons	1.05	1.03	1.08	1.06	1.04	1.05	1.02	1.00	-4.7%	9.79	9.33	-4.6%
Price/Gal (\$)	7.54	7.26	7.42	7.49	7.65	7.62	7.78	7.70	2.1%	7.33	7.52	2.5%
Revenues (\$)	7.94	7.46	8.04	7.97	7.92	8.00	7.93	7.73	-2.6%	71.78	70.18	-2.2%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 06/09/18

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 09 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	06/10/17	12/23/17	01/20/18	02/17/18	03/17/18	04/14/18	05/12/18	06/09/18		2016-17	2017-18	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	1.25	1.11	1.06	1.08	1.08	1.16	1.17	1.25	-0.3%	11.02	10.13	-8.1%
Price/Gal (\$)	5.43	5.46	5.54	5.61	5.71	5.55	5.60	5.52	1.7%	5.39	5.56	3.3%
Revenues (\$)	6.79	6.04	5.85	6.04	6.17	6.45	6.54	6.88	1.4%	59.34	56.36	-5.0%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1.38	1.64	1.85	1.67	1.64	1.59	1.46	1.39	1.0%	14.61	14.22	-2.7%
Price/Gal (\$)	7.80	7.51	7.65	7.68	7.69	7.64	7.71	7.69	-1.4%	7.62	7.65	0.4%
Revenues (\$)	10.77	12.35	14.15	12.84	12.63	12.16	11.26	10.72	-0.5%	111.30	108.80	-2.2%
<u>OJ Drinks - % not stated</u>												
Gallons	0.16	0.15	0.15	0.14	0.14	0.12	0.11	0.12	-26.5%	1.69	1.21	-28.1%
Price/Gal (\$)	5.97	5.32	5.54	5.74	5.87	6.17	6.15	6.11	2.3%	5.57	5.76	3.3%
Revenues (\$)	0.94	0.81	0.82	0.83	0.81	0.72	0.69	0.71	-24.8%	9.40	6.99	-25.7%
<u>Total OJ Drinks</u>												
Gallons	2.79	2.90	3.05	2.89	2.86	2.87	2.74	2.76	-1.1%	27.32	25.56	-6.4%
Price/Gal (\$)	6.63	6.61	6.82	6.82	6.85	6.73	6.75	6.64	0.1%	6.59	6.73	2.2%
Revenues (\$)	18.50	18.19	20.83	19.70	19.61	19.32	18.50	18.31	-1.0%	180.04	172.15	-4.4%
<u>OJ BL Drinks</u>												
Gallons	14.92	13.36	13.71	13.95	14.28	13.84	13.77	14.27	-4.4%	134.37	124.57	-7.3%
Price/Gal (\$)	3.34	3.40	3.35	3.37	3.40	3.41	3.38	3.33	-0.2%	3.35	3.38	0.8%
Revenues (\$)	49.79	45.37	45.99	47.00	48.55	47.21	46.53	47.52	-4.5%	450.24	420.89	-6.5%
<u>OJ BL (100% Juice)</u>												
Gallons	2.36	2.45	2.62	2.41	2.32	2.25	2.12	2.08	-12.1%	22.66	20.81	-8.2%
Price/Gal (\$)	7.28	7.04	7.19	7.30	7.39	7.53	7.62	7.51	3.1%	7.25	7.34	1.2%
Revenues (\$)	17.19	17.25	18.86	17.60	17.17	16.94	16.13	15.58	-9.3%	164.20	152.66	-7.0%
<u>GJ Cocktail</u>												
Gallons	0.74	0.66	0.73	0.68	0.71	0.76	0.71	0.71	-3.4%	6.89	6.31	-8.3%
Price/Gal (\$)	6.25	5.97	5.86	6.04	6.03	5.87	6.23	6.17	-1.4%	5.95	6.02	1.2%
Revenues (\$)	4.60	3.93	4.29	4.12	4.31	4.48	4.41	4.38	-4.7%	40.96	38.01	-7.2%
<u>GJ BL (100% Juice)</u>												
Gallons	0.14	0.11	0.13	0.13	0.12	0.13	0.10	0.11	-23.4%	1.31	1.09	-16.9%
Price/Gal (\$)	6.38	6.16	6.07	6.15	6.16	5.53	6.15	5.93	-7.0%	6.27	6.00	-4.3%
Revenues (\$)	0.88	0.69	0.81	0.78	0.77	0.72	0.63	0.63	-28.8%	8.21	6.53	-20.5%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 06/09/18
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: 06/09/18
 Issue Date: 07/03/18
 Report 09 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	06/10/17	12/23/17	01/20/18	02/17/18	03/17/18	04/14/18	05/12/18	06/09/18		2016-17	2017-18	% Change
<u>NFC OJ</u>												
Gallons	12.54	15.44	16.46	14.08	13.37	13.10	11.97	11.53	-8.0%	130.65	122.78	-6.0%
Price/Gal (\$)	7.91	7.47	7.80	7.90	8.03	8.08	8.16	8.20	3.7%	7.70	7.89	2.5%
Revenues (\$)	99.16	115.40	128.47	111.16	107.33	105.82	97.70	94.58	-4.6%	1,005.59	968.24	-3.7%
<u>RECON OJ</u>												
Gallons	6.58	7.03	7.85	7.37	7.06	6.70	6.59	6.46	-1.8%	66.12	62.88	-4.9%
Price/Gal (\$)	5.11	5.03	5.12	5.19	5.21	5.19	5.19	5.21	1.9%	5.01	5.12	2.1%
Revenues (\$)	33.63	35.36	40.22	38.21	36.77	34.76	34.22	33.64	0.0%	331.32	321.63	-2.9%
<u>Refrigerated OJ</u>												
Gallons	19.11	22.47	24.31	21.45	20.43	19.80	18.56	17.99	-5.9%	196.77	185.65	-5.6%
Price/Gal (\$)	6.95	6.71	6.94	6.97	7.05	7.10	7.11	7.13	2.6%	6.79	6.95	2.3%
Revenues (\$)	132.79	150.76	168.69	149.37	144.10	140.58	131.92	128.22	-3.4%	1,336.90	1,289.87	-3.5%
<u>Frozen OJ</u>												
Gallons	0.92	1.08	1.07	0.96	0.93	0.91	0.86	0.87	-5.5%	9.31	8.55	-8.2%
Price/Gal (\$)	5.01	5.08	5.09	4.99	5.00	5.06	5.09	5.08	1.4%	4.98	5.05	1.3%
Revenues (\$)	4.62	5.46	5.43	4.79	4.66	4.62	4.37	4.43	-4.2%	46.42	43.19	-7.0%
<u>Shelf Stable OJ</u>												
Gallons	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	-4.2%	0.18	0.16	-13.7%
Price/Gal (\$)	9.16	9.39	9.39	9.66	9.77	9.23	9.35	8.98	-1.9%	9.20	9.39	2.1%
Revenues (\$)	0.17	0.17	0.15	0.17	0.17	0.17	0.17	0.16	-6.0%	1.67	1.47	-11.9%
<u>Total Orange Juice</u>												
Gallons	20.06	23.56	25.40	22.42	21.38	20.73	19.43	18.88	-5.9%	206.27	194.36	-5.8%
Price/Gal (\$)	6.86	6.64	6.86	6.88	6.97	7.01	7.02	7.03	2.5%	6.71	6.87	2.3%
Revenues (\$)	137.58	156.39	174.28	154.33	148.93	145.37	136.46	132.81	-3.5%	1,384.99	1,334.53	-3.6%

Most recent four-week-period is preliminary
 2017-18 STD: 10/01/17 - 06/09/18
 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 09 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	06/10/17	12/23/17	01/20/18	02/17/18	03/17/18	04/14/18	05/12/18	06/09/18		2016-17	2017-18	% Change
<u>NFC GJ</u>												
Gallons	567.96	574.72	593.52	565.40	528.49	524.72	502.57	495.43	-12.8%	5,279.26	4,898.39	-7.2%
Price/Gal (\$)	8.00	7.59	7.89	8.07	8.29	8.42	8.59	8.50	6.3%	7.83	8.10	3.4%
Revenues (\$)	4,542.10	4,362.25	4,682.24	4,563.03	4,382.58	4,418.99	4,316.93	4,210.60	-7.3%	41,361.00	39,670.95	-4.1%
<u>RECON GJ</u>												
Gallons	59.26	62.34	69.13	69.96	78.73	81.45	83.94	82.30	38.9%	609.39	650.25	6.7%
Price/Gal (\$)	9.29	8.53	8.79	8.67	8.61	8.62	8.48	8.49	-8.6%	8.02	8.61	7.4%
Revenues (\$)	550.44	531.83	607.42	606.69	678.17	702.27	711.67	698.80	27.0%	4,886.10	5,599.83	14.6%
<u>Refrigerated GJ</u>												
Gallons	627.22	637.06	662.64	635.36	607.22	606.18	586.51	577.73	-7.9%	5,888.64	5,548.64	-5.8%
Price/Gal (\$)	8.12	7.68	7.98	8.14	8.33	8.45	8.57	8.50	4.7%	7.85	8.16	3.9%
Revenues (\$)	5,092.54	4,894.08	5,289.66	5,169.72	5,060.75	5,121.26	5,028.60	4,909.40	-3.6%	46,247.10	45,270.78	-2.1%
<u>Frozen GJ</u>												
Gallons	10.43	6.93	7.33	7.08	7.18	6.94	6.83	6.87	-34.2%	83.23	62.51	-24.9%
Price/Gal (\$)	4.74	4.87	5.05	4.80	4.75	4.79	4.82	4.76	0.4%	4.39	4.83	10.1%
Revenues (\$)	49.48	33.72	36.99	33.99	34.06	33.23	32.96	32.71	-33.9%	365.13	301.85	-17.3%
<u>Shelf Stable GJ</u>												
Gallons	202.93	172.70	191.51	196.68	191.76	214.33	197.77	202.10	-0.4%	1,831.11	1,740.13	-5.0%
Price/Gal (\$)	6.66	6.60	6.49	6.47	6.83	6.35	6.93	6.72	1.0%	6.49	6.59	1.6%
Revenues (\$)	1,350.70	1,140.35	1,242.63	1,273.39	1,309.59	1,361.45	1,371.40	1,357.99	0.5%	11,887.49	11,475.26	-3.5%
<u>Total Grapefruit Juice</u>												
Gallons	840.58	816.68	861.49	839.12	806.16	827.44	791.11	786.69	-6.4%	7,810.04	7,351.28	-5.9%
Price/Gal (\$)	7.72	7.43	7.63	7.72	7.94	7.87	8.13	8.01	3.7%	7.50	7.76	3.5%
Revenues (\$)	6,492.72	6,068.14	6,569.28	6,477.10	6,404.40	6,515.95	6,432.96	6,300.10	-3.0%	58,540.03	57,047.90	-2.5%

Most recent four-week-period is preliminary
2017-18 STD: 10/01/17 - 06/09/18
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 09 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	06/10/17	12/23/17	01/20/18	02/17/18	03/17/18	04/14/18	05/12/18	06/09/18		2016-17	2017-18	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	860.33	731.32	713.98	722.73	729.91	784.95	776.99	837.44	-2.7%	7,706.62	6,795.70	-11.8%
Price/Gal (\$)	5.71	5.80	5.91	5.97	6.05	5.90	6.09	6.00	5.1%	5.50	5.94	8.0%
Revenues (\$)	4,910.27	4,243.29	4,217.22	4,315.07	4,413.82	4,630.53	4,728.71	5,021.20	2.3%	42,387.76	40,362.86	-4.8%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1,019.78	1,202.56	1,333.74	1,197.87	1,192.03	1,156.77	1,069.11	1,026.23	0.6%	10,812.92	10,332.93	-4.4%
Price/Gal (\$)	7.82	7.40	7.61	7.68	7.70	7.72	7.82	7.79	-0.3%	7.60	7.65	0.6%
Revenues (\$)	7,974.30	8,904.70	10,146.94	9,201.59	9,180.55	8,929.04	8,362.64	7,999.05	0.3%	82,195.67	79,035.37	-3.8%
<u>OJ Drinks - % not stated</u>												
Gallons	156.32	152.08	147.65	143.38	137.74	115.66	111.57	115.13	-26.3%	1,676.63	1,207.29	-28.0%
Price/Gal (\$)	5.94	5.32	5.55	5.75	5.88	6.19	6.17	6.12	3.0%	5.54	5.77	4.1%
Revenues (\$)	928.22	809.30	819.70	825.14	809.73	715.92	688.46	704.46	-24.1%	9,285.44	6,961.93	-25.0%
<u>Total OJ Drinks</u>												
Gallons	2,036.44	2,085.96	2,195.37	2,063.98	2,059.68	2,057.38	1,957.67	1,978.81	-2.8%	20,196.18	18,335.92	-9.2%
Price/Gal (\$)	6.78	6.69	6.92	6.95	6.99	6.94	7.04	6.94	2.3%	6.63	6.89	4.0%
Revenues (\$)	13,812.80	13,235.93	15,183.86	14,341.80	14,404.10	14,275.49	13,779.81	13,724.70	-0.6%	133,868.87	126,360.16	-5.6%
<u>OJ BL Drinks</u>												
Gallons	7,606.72	6,515.98	6,719.31	6,927.10	7,012.55	6,750.41	6,700.95	7,176.97	-5.6%	67,645.71	61,528.37	-9.0%
Price/Gal (\$)	3.28	3.43	3.46	3.39	3.37	3.45	3.43	3.30	0.4%	3.32	3.39	2.1%
Revenues (\$)	24,980.05	22,359.17	23,225.51	23,456.77	23,597.76	23,269.34	22,989.63	23,670.89	-5.2%	224,598.13	208,566.97	-7.1%
<u>OJ BL (100% Juice)</u>												
Gallons	1,606.76	1,660.01	1,773.35	1,569.20	1,499.17	1,475.69	1,365.52	1,389.59	-13.5%	15,117.28	13,759.74	-9.0%
Price/Gal (\$)	7.22	6.87	7.10	7.27	7.32	7.42	7.51	7.38	2.3%	7.21	7.23	0.2%
Revenues (\$)	11,593.70	11,409.13	12,583.72	11,401.08	10,967.55	10,949.64	10,255.96	10,260.53	-11.5%	109,060.57	99,512.08	-8.8%
<u>GJ Cocktail</u>												
Gallons	404.59	347.64	400.78	363.86	382.73	419.26	383.78	399.19	-1.3%	3,648.71	3,428.01	-6.0%
Price/Gal (\$)	6.96	6.62	6.44	6.72	6.64	6.31	6.95	6.79	-2.4%	6.76	6.63	-1.8%
Revenues (\$)	2,814.01	2,301.49	2,582.46	2,444.45	2,540.40	2,646.78	2,668.66	2,709.14	-3.7%	24,649.15	22,743.11	-7.7%
<u>GJ BL (100% Juice)</u>												
Gallons	81.58	65.67	82.83	74.86	69.89	78.44	47.53	54.07	-33.7%	787.59	631.95	-19.8%
Price/Gal (\$)	7.13	6.78	6.54	6.76	6.83	5.69	7.15	6.58	-7.8%	6.85	6.52	-4.8%
Revenues (\$)	581.86	445.06	541.90	505.77	477.42	446.35	339.94	355.54	-38.9%	5,394.72	4,122.22	-23.6%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 06/09/18
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: 06/09/18
Issue Date: 07/03/18
Report 09 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	06/10/17	12/23/17	01/20/18	02/17/18	03/17/18	04/14/18	05/12/18	06/09/18		2016-17	2017-18	% Change
NFC OJ												
Average Promo Price	7.03	6.57	6.95	7.01	7.21	7.33	7.31	7.40	5.3%	6.82	7.07	3.6%
Price Reduction	94	94	97	92	93	98	96	92	-2.1%	94	94	-0.1%
Feature & Disp	28	26	24	22	28	30	27	21	-25.0%	32	26	-18.6%
Display w/o Fea	24	20	27	24	27	32	28	26	8.3%	27	26	-6.5%
Feature w/o Disp	88	90	89	87	87	89	88	86	-2.3%	90	88	-2.1%
RECON OJ												
Average Promo Price	4.35	4.29	4.32	4.81	4.67	4.47	4.51	4.77	9.7%	4.30	4.47	3.7%
Price Reduction	83	75	74	77	73	81	77	78	-6.0%	78	77	-1.0%
Feature & Disp	7	3	5	12	7	7	10	5	-28.6%	8	6	-23.3%
Display w/o Fea	12	8	12	12	13	13	13	12	0.0%	13	12	-8.5%
Feature w/o Disp	61	49	62	55	53	51	51	48	-21.3%	59	52	-11.3%
Refrigerated OJ												
Average Promo Price	6.22	6.13	6.34	6.39	6.51	6.63	6.52	6.66	7.1%	6.15	6.38	3.7%
Price Reduction	96	96	98	95	97	98	98	94	-2.1%	96	97	0.3%
Feature & Disp	31	27	27	30	31	33	31	24	-22.6%	34	29	-16.2%
Display w/o Fea	31	25	32	30	31	37	33	30	-3.2%	34	31	-7.6%
Feature w/o Disp	91	91	92	91	90	92	90	89	-2.2%	91	90	-0.9%
Frozen OJ												
Average Promo Price	3.97	4.24	4.40	4.72	4.27	4.09	4.37	4.50	13.4%	3.93	4.41	12.0%
Price Reduction	48	37	33	46	36	35	36	37	-22.9%	48	40	-18.3%
Feature & Disp	0	0	0	0	0	1	0	0		0	0	0.0%
Display w/o Fea	1	0	0	1	0	1	2	2	100.0%	1	1	-50.0%
Feature w/o Disp	6	10	8	9	9	9	7	8	33.3%	10	9	-13.3%
Shelf Stable OJ												
Average Promo Price	7.08	7.59	7.67	7.44	7.69	7.33	6.97	7.16	1.1%	7.62	7.62	0.0%
Price Reduction	13	3	3	6	3	10	3	11	-15.4%	10	5	-52.2%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	0	0	0	0	0	0	0	0		0	0	
Feature w/o Disp	5	0	0	0	7	5	0	0	-100.0%	2	1	-45.5%
Total OJ												
Average Promo Price	6.16	6.10	6.32	6.37	6.48	6.60	6.50	6.64	7.8%	6.10	6.36	4.2%
Price Reduction	96	96	98	96	98	98	98	95	-1.0%	97	97	0.5%
Feature & Disp	31	27	27	30	31	33	31	24	-22.6%	34	29	-16.2%
Display w/o Fea	31	25	32	31	32	38	34	31	0.0%	34	32	-7.2%
Feature w/o Disp	91	91	92	91	90	92	90	89	-2.2%	91	90	-0.9%

Most recent four-week-period is preliminary
2017-18 STD: 10/01/17 - 06/09/18
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 09 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	06/10/17	12/23/17	01/20/18	02/17/18	03/17/18	04/14/18	05/12/18	06/09/18		2016-17	2017-18	% Change
<u>NFC GJ</u>												
Average Promo Price	6.97	6.60	6.93	7.03	7.09	7.50	7.49	7.52	7.9%	6.82	7.11	4.3%
Price Reduction	71	77	78	69	71	76	63	69	-2.8%	74	72	-1.7%
Feature & Disp	2	2	1	2	2	3	2	2	0.0%	2	2	-18.2%
Display w/o Fea	6	4	6	5	5	8	5	5	-16.7%	6	6	-7.4%
Feature w/o Disp	45	50	40	56	34	55	43	46	2.2%	45	46	1.7%
<u>RECON GJ</u>												
Average Promo Price	9.15	6.28	7.55	7.03	8.99	8.30	6.01	6.27	-31.5%	7.92	7.13	-10.0%
Price Reduction	12	15	18	13	14	14	10	8	-33.3%	12	14	15.7%
Feature & Disp	0	0	0	0	0	0	0	0	0	0	0	0
Display w/o Fea	0	0	0	1	0	1	0	0	0	0	0	-33.3%
Feature w/o Disp	0	0	7	0	6	0	0	0	0	0	1	1200.0%
<u>Refrigerated GJ</u>												
Average Promo Price	7.02	6.58	6.97	7.03	7.23	7.53	7.41	7.46	6.3%	6.80	7.11	4.6%
Price Reduction	73	79	79	70	72	77	70	73	0.0%	74	74	-0.1%
Feature & Disp	2	2	1	2	2	3	2	2	0.0%	2	2	-18.2%
Display w/o Fea	7	5	7	6	6	8	5	5	-28.6%	6	6	-3.5%
Feature w/o Disp	46	50	46	56	34	55	43	46	0.0%	45	47	2.7%
<u>Frozen GJ</u>												
Average Promo Price	5.02	4.72	4.27	4.09	4.04	5.15	4.57	4.65	-7.4%	3.89	4.49	15.6%
Price Reduction	5	1	1	1	1	1	0	1	-80.0%	5	1	-78.0%
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	5.96	5.21	5.16	5.31	5.97	5.22	5.94	5.35	-10.2%	5.51	5.41	-1.8%
Price Reduction	36	44	42	45	35	49	43	50	38.9%	41	44	7.4%
Feature & Disp	0	0	0	0	0	1	0	0	0	0	0	0
Display w/o Fea	1	2	2	2	1	2	1	1	0.0%	2	2	-17.6%
Feature w/o Disp	17	6	11	19	12	18	6	15	-11.8%	13	13	-4.2%
<u>TL GJ</u>												
Average Promo Price	6.87	6.42	6.72	6.73	7.09	7.00	7.18	7.08	3.1%	6.59	6.83	3.7%
Price Reduction	81	84	84	78	79	87	80	81	0.0%	82	82	-0.4%
Feature & Disp	3	2	2	2	3	4	2	2	-33.3%	3	2	-8.7%
Display w/o Fea	8	6	8	7	7	10	6	6	-25.0%	8	7	-13.3%
Feature w/o Disp	52	53	51	58	42	61	46	50	-3.8%	51	51	-0.2%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 06/09/18

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 09 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4	Season-to-Date		
	06/10/17	12/23/17	01/20/18	02/17/18	03/17/18	04/14/18	05/12/18	06/09/18		2016-17	2017-18	% Change
OJ Drinks 0-39.99%												
Average Promo Price	5.46	5.73	5.63	5.78	6.29	5.48	5.73	5.53	1.3%	5.29	5.73	8.3%
Price Reduction	81	75	77	81	78	82	81	79	-2.5%	80	79	-1.4%
Feature & Disp	15	7	7	11	15	15	11	11	-26.7%	9	10	14.8%
Display w/o Fea	34	25	29	29	30	36	36	33	-2.9%	31	31	2.2%
Feature w/o Disp	63	48	50	59	58	60	43	55	-12.7%	50	54	8.7%
OJ Drinks 40-99.99%												
Average Promo Price	7.10	6.86	6.98	7.06	7.20	7.11	7.16	7.18	1.1%	6.94	7.06	1.7%
Price Reduction	69	76	80	69	73	81	79	74	7.2%	76	76	0.4%
Feature & Disp	7	7	2	4	5	3	6	2	-71.4%	7	4	-41.3%
Display w/o Fea	9	6	8	10	12	13	14	11	22.2%	10	10	1.1%
Feature w/o Disp	52	47	33	36	44	34	40	47	-9.6%	48	40	-16.3%
OJ Drinks - % not stated												
Average Promo Price	5.51	5.05	5.29	4.91	5.02	5.18	5.46	5.53	0.4%	4.98	5.18	4.0%
Price Reduction	23	12	20	12	18	15	16	14	-39.1%	17	15	-14.8%
Feature & Disp	0	0	0	0	0	0	0	1		0	0	0.0%
Display w/o Fea	2	1	1	1	2	1	2	1	-50.0%	2	1	-7.1%
Feature w/o Disp	13	14	4	12	16	4	11	15	15.4%	8	11	47.1%
Total OJ Drinks												
Average Promo Price	6.36	6.50	6.59	6.58	6.84	6.48	6.63	6.48	1.9%	6.32	6.56	3.9%
Price Reduction	90	88	92	91	90	91	90	90	0.0%	91	90	-1.1%
Feature & Disp	21	13	10	15	19	17	16	13	-38.1%	15	14	-9.4%
Display w/o Fea	40	29	35	35	38	44	44	41	2.5%	38	38	0.0%
Feature w/o Disp	73	67	60	70	71	72	64	70	-4.1%	70	68	-2.2%
OJ BL Drinks												
Average Promo Price	2.79	2.93	2.98	2.85	2.76	2.85	2.74	2.73	-2.2%	2.77	2.82	1.6%
Price Reduction	98	96	97	96	97	94	94	96	-2.0%	96	96	-0.6%
Feature & Disp	33	13	16	23	23	18	24	26	-21.2%	27	21	-22.8%
Display w/o Fea	69	49	53	52	54	57	56	58	-15.9%	61	55	-9.3%
Feature w/o Disp	85	65	75	81	70	79	79	74	-12.9%	83	75	-9.2%
OJ BL (100% Juice)												
Average Promo Price	6.33	5.95	6.42	6.36	6.31	6.79	6.72	6.63	4.7%	6.37	6.43	0.9%
Price Reduction	90	84	85	87	88	88	89	85	-5.6%	89	87	-2.3%
Feature & Disp	7	7	6	7	5	6	6	6	-14.3%	8	6	-20.8%
Display w/o Fea	14	7	9	9	12	13	10	8	-42.9%	14	10	-30.1%
Feature w/o Disp	71	79	73	54	55	62	71	60	-15.5%	70	66	-5.2%
GJ Cocktail												
Average Promo Price	6.39	5.39	5.39	6.05	5.63	5.16	6.37	5.83	-8.8%	5.88	5.68	-3.4%
Price Reduction	71	73	72	75	71	80	75	75	5.6%	73	74	1.1%
Feature & Disp	5	4	2	5	5	5	4	7	40.0%	5	4	-17.8%
Display w/o Fea	19	14	17	14	14	20	19	18	-5.3%	18	17	-5.7%
Feature w/o Disp	32	21	23	27	27	30	19	42	31.3%	30	29	-4.1%
GJ BL (100% Juice)												
Average Promo Price	6.67	5.48	5.44	5.95	5.94	4.63	5.91	5.25	-21.3%	6.18	5.53	-10.5%
Price Reduction	39	35	31	42	29	40	19	29	-25.6%	44	33	-23.2%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	-100.0%
Display w/o Fea	1	1	1	1	1	1	0	1	0.0%	1	1	-38.5%
Feature w/o Disp	1	7	8	3	3	4	4	7	600.0%	8	5	-32.4%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 06/09/18

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

Source: Nielsen

Orange Juice Categories at xAOC

	Last Year 52 weeks ending 06/10/17	This Year 52 weeks ending 06/09/18
GALLONS (millions)		
Total OJ	443.30	417.75
Ref NFC OJ	271.51	255.21
Ref Recon OJ	152.80	145.37
Frozen OJ	18.69	16.91
SS OJ	0.30	0.26
DOLLARS (millions)		
Total OJ	\$2,941.15	\$2,828.33
Ref NFC OJ	\$2,074.71	\$1,987.45
Ref Recon OJ	\$772.94	\$754.18
Frozen OJ	\$90.81	\$84.41
SS OJ	\$2.69	\$2.29
AVG PRICE PER GALLON		
Total OJ	\$6.63	\$6.77
Ref NFC OJ	\$7.64	\$7.79
Ref Recon OJ	\$5.06	\$5.19
Frozen OJ	\$4.86	\$4.99
SS OJ	\$8.83	\$8.78
SHARE OF GALLONS		
Total OJ	100.0%	100.0%
Ref NFC OJ	61.2%	61.1%
Ref Recon OJ	34.5%	34.8%
Frozen OJ	4.2%	4.0%
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%	26.7%
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 06/09/18 and 52 wks ending 06/10/17

Created: 07/03/18

Grapefruit Juice Categories at xAOC

	Last Year 52 weeks ending 06/10/17	This Year 52 weeks ending 06/09/18
GALLONS (millions)		
Total GJ	14.10	13.48
Ref NFC GJ	9.26	8.69
Ref Recon GJ	0.90	0.89
Frozen GJ	0.13	0.10
SS GJ	3.80	3.81
DOLLARS (millions)		
Total GJ	\$103.39	\$101.36
Ref NFC GJ	\$72.21	\$69.44
Ref Recon GJ	\$6.82	\$7.74
Frozen GJ	\$0.54	\$0.46
SS GJ	\$23.74	\$23.72
AVG PRICE PER GALLON		
Total GJ	\$7.33	\$7.52
Ref NFC GJ	\$7.80	\$7.99
Ref Recon GJ	\$7.54	\$8.73
Frozen GJ	\$4.08	\$4.71
SS GJ	\$6.26	\$6.23
SHARE OF GALLONS		
Total GJ	100.0%	100.0%
Ref NFC GJ	65.6%	64.5%
Ref Recon GJ	6.4%	6.6%
Frozen GJ	0.9%	0.7%
SS GJ	26.9%	28.3%
SHARE OF DOLLARS		
Total GJ	100.0%	100.0%
Ref NFC GJ	69.8%	68.5%
Ref Recon GJ	6.6%	7.6%
Frozen GJ	0.5%	0.5%
SS GJ	23.0%	23.4%

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 06/09/18 and 52 wks ending 06/10/17

Created: 07/03/18

Orange Juice Sales at xAOC - by Region

Gallons										
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 06/09/18			4 WEEKS ENDING 06/10/17		
	% of Total	% Chg	% of Total	% of Total	% of Total	% Chg	% of Total	% of Total		
TOTAL US - XAOC										
TL OJ	417,752,694	-5.8%	443,304,731		28,850,547	-5.8%	30,629,844			
TL OJ REF NFC	255,212,482	-6.0%	271,514,244		17,169,564	-8.8%	18,830,612			
TL OJ REF RECON	145,369,338	-4.9%	152,797,647		10,456,947	-0.3%	10,484,327			
NORTHEAST REGION - XAOC										
TL OJ	78,132,943	18.7%	85,465,527	19.3%	5,393,125	18.7%	5,793,463	18.9%		
TL OJ REF NFC	61,965,026	14.8%	68,089,973	15.4%	4,191,304	14.5%	4,600,969	15.0%		
TL OJ REF RECON	14,391,860	3.4%	15,449,688	3.5%	1,072,939	3.7%	1,056,992	3.5%		
SOUTH REGION - XAOC										
TL OJ	164,929,750	39.5%	172,399,524	38.9%	11,430,316	39.6%	12,182,444	39.8%		
TL OJ REF NFC	97,258,024	23.3%	101,841,902	23.0%	6,513,838	22.6%	7,231,328	23.6%		
TL OJ REF RECON	62,599,707	15.0%	64,892,130	14.6%	4,542,634	15.7%	4,551,770	14.9%		
WEST REGION - XAOC										
TL OJ	86,877,141	20.8%	93,058,444	21.0%	6,035,223	20.9%	6,312,730	20.6%		
TL OJ REF NFC	47,628,812	11.4%	50,276,773	11.3%	3,237,483	11.2%	3,425,978	11.2%		
TL OJ REF RECON	34,011,143	8.1%	37,065,369	8.4%	2,426,874	8.4%	2,495,728	8.1%		
MIDWEST REGION - XAOC										
TL OJ	87,535,928	21.0%	92,036,645	20.8%	5,978,214	20.7%	6,255,147	20.4%		
TL OJ REF NFC	48,078,514	11.5%	50,967,927	11.5%	3,211,592	11.1%	3,490,114	11.4%		
TL OJ REF RECON	34,361,652	8.2%	35,369,817	8.0%	2,414,444	8.4%	2,376,843	7.8%		

Dollars										
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 06/09/18			4 WEEKS ENDING 06/10/17		
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	% of Total	% Chg	% of Total	% of Total	
TOTAL US - XAOC										
TL OJ	\$2,828,333,247		-3.8%	\$2,941,145,246		\$198,761,655	-3.6%	\$206,262,261		
TL OJ REF NFC	\$1,987,454,125		-4.2%	\$2,074,711,234		\$138,097,152	-4.6%	\$144,759,072		
TL OJ REF RECON	\$754,178,738		-2.4%	\$772,935,895		\$54,478,173	-0.8%	\$54,923,963		
NORTHEAST REGION - XAOC										
TL OJ	\$540,438,869	19.1%	-5.5%	\$571,818,996	19.4%	\$38,382,051	19.3%	\$39,968,708	19.4%	
TL OJ REF NFC	\$452,998,706	16.0%	-6.1%	\$482,239,216	16.4%	\$31,763,147	16.0%	\$33,542,813	16.3%	
TL OJ REF RECON	\$77,226,450	2.7%	-1.9%	\$78,683,846	2.7%	\$5,880,978	3.0%	\$5,650,022	2.7%	
SOUTH REGION - XAOC										
TL OJ	\$1,101,823,531	39.0%	-2.9%	\$1,135,200,716	38.6%	\$77,054,003	38.8%	\$80,047,287	38.8%	
TL OJ REF NFC	\$761,317,871	26.9%	-3.1%	\$785,786,691	26.7%	\$52,465,891	26.4%	\$55,135,522	26.7%	
TL OJ REF RECON	\$315,307,511	11.1%	-2.0%	\$321,898,971	10.9%	\$22,758,473	11.5%	\$22,958,175	11.1%	
WEST REGION - XAOC										
TL OJ	\$608,420,115	21.5%	-4.3%	\$635,980,512	21.6%	\$43,273,050	21.8%	\$44,278,703	21.5%	
TL OJ REF NFC	\$396,799,783	14.0%	-4.1%	\$413,926,728	14.1%	\$28,088,868	14.1%	\$28,511,914	13.8%	
TL OJ REF RECON	\$185,892,174	6.6%	-4.5%	\$194,631,646	6.6%	\$13,376,076	6.7%	\$13,855,555	6.7%	
MIDWEST REGION - XAOC										
TL OJ	\$575,409,722	20.3%	-3.4%	\$595,665,132	20.3%	\$39,929,439	20.1%	\$41,284,961	20.0%	
TL OJ REF NFC	\$373,984,471	13.2%	-4.2%	\$390,204,559	13.3%	\$25,637,518	12.9%	\$26,904,446	13.0%	
TL OJ REF RECON	\$175,807,867	6.2%	-1.1%	\$177,731,015	6.0%	\$12,470,888	6.3%	\$12,452,074	6.0%	

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: 7/3/2018

Grapefruit Juice Sales at xAOC - by Region

Gallons										
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 06/09/18		4 WEEKS ENDING 06/10/17			
	% of Total	% Chg	% of Total	% of Total	% of Total	% Chg	% of Total	% of Total	% of Total	% of Total
TOTAL US - XAOC										
TL GJ	13,481,093	-4.4%	14,104,327		1,003,804	-4.7%	1,052,914			
TL GJ REF NFC	8,689,128	-6.2%	9,258,655		606,221	-12.7%	694,189			
TL GJ REF RECON	885,837	-2.1%	904,657		82,304	38.9%	59,263			
NORTHEAST REGION - XAOC										
TL GJ	2,467,711	18.3%	2,649,503	18.8%	183,393	18.3%	194,032	18.4%		
TL GJ REF NFC	1,886,133	14.0%	2,043,900	14.5%	136,876	13.6%	148,234	14.1%		
TL GJ REF RECON	84,684	0.6%	70,895	0.5%	6,475	0.6%	7,068	0.7%		
SOUTH REGION - XAOC										
TL GJ	5,679,162	42.1%	5,921,403	42.0%	419,830	41.8%	441,266	41.9%		
TL GJ REF NFC	3,585,218	26.6%	3,713,523	26.3%	249,287	24.8%	283,282	26.9%		
TL GJ REF RECON	437,520	3.2%	551,468	3.9%	35,352	3.5%	31,554	3.0%		
WEST REGION - XAOC										
TL GJ	3,014,318	22.4%	3,142,783	22.3%	223,807	22.3%	233,030	22.1%		
TL GJ REF NFC	1,890,111	14.0%	2,070,831	14.7%	125,817	12.5%	151,735	14.4%		
TL GJ REF RECON	182,870	1.4%	133,522	0.9%	24,676	2.5%	9,254	0.9%		
MIDWEST REGION - XAOC										
TL GJ	2,304,025	17.1%	2,377,045	16.9%	175,838	17.5%	180,907	17.2%		
TL GJ REF NFC	1,310,002	9.7%	1,415,903	10.0%	93,452	9.3%	106,886	10.2%		
TL GJ REF RECON	183,158	1.4%	151,745	1.1%	15,700	1.6%	12,315	1.2%		

Dollars										
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 06/09/18		4 WEEKS ENDING 06/10/17			
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	% of Total	% Chg	% of Total	% of Total	% of Total
TOTAL US - XAOC										
TL GJ	\$101,359,677	-2.0%		\$103,385,127		\$7,729,681	-2.6%	\$7,938,042		
TL GJ REF NFC	\$69,440,410	-3.8%		\$72,207,026		\$5,089,989	-7.2%	\$5,487,299		
TL GJ REF RECON	\$7,736,517	13.5%		\$6,818,019		\$698,817	27.0%	\$550,454		
NORTHEAST REGION - XAOC										
TL GJ	\$18,651,136	18.4%	-3.4%	\$19,312,527	18.7%	\$1,433,000	18.5%	\$1,451,108	18.3%	
TL GJ REF NFC	\$14,408,208	14.2%	-5.3%	\$15,207,051	14.7%	\$1,091,502	14.1%	\$1,118,624	14.1%	
TL GJ REF RECON	\$944,690	0.9%	44.5%	\$653,870	0.6%	\$80,814	1.0%	\$72,769	0.9%	
SOUTH REGION - XAOC										
TL GJ	\$41,980,182	41.4%	-0.9%	\$42,380,538	41.0%	\$3,146,583	40.7%	\$3,255,001	41.0%	
TL GJ REF NFC	\$28,234,433	27.9%	-1.4%	\$28,628,521	27.7%	\$2,041,988	26.4%	\$2,192,795	27.6%	
TL GJ REF RECON	\$3,804,938	3.8%	-1.8%	\$3,873,913	3.7%	\$300,420	3.9%	\$291,412	3.7%	
WEST REGION - XAOC										
TL GJ	\$23,898,136	23.6%	-2.8%	\$24,589,058	23.8%	\$1,840,172	23.8%	\$1,869,952	23.6%	
TL GJ REF NFC	\$16,296,054	16.1%	-6.2%	\$17,381,905	16.8%	\$1,167,032	15.1%	\$1,304,781	16.4%	
TL GJ REF RECON	\$1,706,537	1.7%	37.7%	\$1,238,970	1.2%	\$206,050	2.7%	\$98,922	1.2%	
MIDWEST REGION - XAOC										
TL GJ	\$16,673,533	16.4%	-1.9%	\$16,991,582	16.4%	\$1,301,344	16.8%	\$1,322,864	16.7%	
TL GJ REF NFC	\$10,337,888	10.2%	-4.8%	\$10,864,442	10.5%	\$782,271	10.1%	\$830,766	10.5%	
TL GJ REF RECON	\$1,287,676	1.3%	19.6%	\$1,076,619	1.0%	\$109,668	1.4%	\$92,569	1.2%	

Source: Nielsen Scanning Data

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

Created: 7/3/2018