

# Nielsen Retail Sales OJ, GJ and OJ/GJ Beverages



Monthly Topline Report  
Report #9 of 2016-17 Season  
For 4 weeks ending 06/10/17

Week Ending 06/10/17  
 Report 09 of 16/17 Season

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

	4 WEEKS ENDING 06/10/17			SEASON YEAR-TO-DATE		
	GALLONS	PRICE	DOLLARS	GALLONS	PRICE	DOLLARS
Total OJ	-7.7%	3.0%	-4.9%	-7.4%	2.8%	-4.9%
Ref NFC OJ	-5.4%	0.7%	-4.8%	-5.6%	1.6%	-4.1%
Ref Recon OJ	-11.4%	7.3%	-4.9%	-10.3%	4.2%	-6.5%
Total GJ	-5.3%	3.2%	-2.3%	-3.4%	1.1%	-2.4%
Ref NFC GJ	-3.9%	0.6%	-3.3%	-3.2%	-0.1%	-3.3%
Shelf Stable GJ	-2.6%	0.2%	-2.4%	-1.1%	-1.1%	-2.2%
OJ Drinks	-9.0%	4.7%	-4.7%	-6.5%	3.5%	-3.3%
OJ Blend Drinks	-7.8%	-0.1%	-7.9%	-4.5%	1.3%	-3.3%
OJ Blend (100% Juice)	-5.3%	-1.6%	-6.8%	-9.0%	-0.4%	-9.3%
GJ Blend (100% Juice)	-8.9%	-1.4%	-10.1%	-6.8%	3.3%	-3.8%
GJ Cocktail	-1.8%	-0.5%	-2.2%	-4.3%	2.1%	-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: 06/10/17  
Issue Date: 06/26/17  
Report 09 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	06/11/16	12/24/16	01/21/17	02/18/17	03/18/17	04/15/17	05/13/17	06/10/17		2015-16	2016-17	% Change
<b><u>NFC OJ</u></b>												
Gallons	19.77	23.65	23.74	21.64	21.54	21.08	19.35	18.70	-5.4%	203.21	191.76	-5.6%
Price/Gal (\$)	7.66	7.54	7.73	7.75	7.83	7.65	7.66	7.71	0.7%	7.55	7.67	1.6%
Revenues (\$)	151.41	178.27	183.55	167.73	168.64	161.31	148.33	144.21	-4.8%	1,534.50	1,471.60	-4.1%
<b><u>RECON OJ</u></b>												
Gallons	11.70	12.44	12.75	12.10	12.10	11.08	10.89	10.37	-11.4%	117.37	105.25	-10.3%
Price/Gal (\$)	4.90	5.08	5.13	5.15	5.26	5.34	5.23	5.26	7.3%	4.94	5.15	4.2%
Revenues (\$)	57.33	63.26	65.42	62.30	63.70	59.19	56.96	54.52	-4.9%	579.31	541.57	-6.5%
<b><u>Refrigerated OJ</u></b>												
Gallons	31.47	36.10	36.49	33.74	33.64	32.16	30.25	29.07	-7.6%	320.57	297.01	-7.4%
Price/Gal (\$)	6.63	6.69	6.82	6.82	6.91	6.86	6.79	6.84	3.1%	6.59	6.78	2.8%
Revenues (\$)	208.74	241.53	248.97	230.03	232.33	220.51	205.29	198.74	-4.8%	2,113.81	2,013.17	-4.8%
<b><u>Frozen OJ</u></b>												
Gallons	1.37	1.61	1.57	1.37	1.35	1.32	1.27	1.24	-9.5%	13.73	12.46	-9.3%
Price/Gal (\$)	5.00	5.07	4.90	5.00	5.08	5.09	5.01	5.04	0.9%	4.94	5.02	1.6%
Revenues (\$)	6.85	8.19	7.68	6.85	6.86	6.71	6.34	6.26	-8.7%	67.83	62.49	-7.9%
<b><u>Shelf Stable OJ</u></b>												
Gallons	0.03	0.03	0.02	0.02	0.02	0.02	0.03	0.02	-19.4%	0.26	0.21	-18.8%
Price/Gal (\$)	8.65	8.62	8.78	9.18	8.80	8.58	8.07	8.95	3.4%	8.95	8.80	-1.6%
Revenues (\$)	0.22	0.23	0.21	0.20	0.21	0.21	0.21	0.19	-16.7%	2.37	1.89	-20.2%
<b><u>Total Orange Juice</u></b>												
Gallons	32.87	37.74	38.08	35.13	35.01	33.50	31.54	30.33	-7.7%	334.57	309.68	-7.4%
Price/Gal (\$)	6.57	6.62	6.74	6.75	6.84	6.79	6.72	6.76	3.0%	6.53	6.71	2.8%
Revenues (\$)	215.82	249.95	256.86	237.08	239.40	227.43	211.84	205.18	-4.9%	2,184.01	2,077.55	-4.9%

Most recent four-week-period is preliminary  
2016-17 STD: 10/02/16 - 06/10/17  
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 09 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	06/11/16	12/24/16	01/21/17	02/18/17	03/18/17	04/15/17	05/13/17	06/10/17		2015-16	2016-17	% Change
<b><u>NFC GJ</u></b>												
Gallons	0.72	0.69	0.72	0.71	0.74	0.76	0.72	0.69	-3.9%	6.62	6.41	-3.2%
Price/Gal (\$)	7.87	7.62	7.79	7.85	7.94	7.70	7.71	7.92	0.6%	7.80	7.79	-0.1%
Revenues (\$)	5.67	5.24	5.63	5.58	5.91	5.87	5.57	5.48	-3.3%	51.59	49.90	-3.3%
<b><u>RECON GJ</u></b>												
Gallons	0.08	0.07	0.07	0.06	0.07	0.06	0.06	0.06	-25.0%	0.69	0.61	-11.8%
Price/Gal (\$)	6.11	7.12	8.03	8.67	8.86	9.04	9.06	9.20	50.7%	6.45	8.01	24.0%
Revenues (\$)	0.48	0.51	0.58	0.55	0.58	0.54	0.54	0.55	13.0%	4.43	4.85	9.4%
<b><u>Refrigerated GJ</u></b>												
Gallons	0.80	0.76	0.79	0.77	0.81	0.82	0.78	0.75	-6.0%	7.30	7.01	-4.0%
Price/Gal (\$)	7.69	7.57	7.81	7.92	8.02	7.80	7.81	8.02	4.2%	7.67	7.81	1.8%
Revenues (\$)	6.15	5.75	6.20	6.13	6.48	6.40	6.11	6.03	-2.0%	56.02	54.74	-2.3%
<b><u>Frozen GJ</u></b>												
Gallons	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	-9.8%	0.12	0.10	-15.3%
Price/Gal (\$)	4.84	4.74	3.98	4.35	4.76	4.74	4.87	4.82	-0.4%	4.60	4.58	-0.5%
Revenues (\$)	0.06	0.06	0.05	0.05	0.05	0.05	0.06	0.05	-10.2%	0.56	0.47	-15.7%
<b><u>Shelf Stable GJ</u></b>												
Gallons	0.30	0.26	0.30	0.30	0.31	0.31	0.30	0.29	-2.6%	2.64	2.61	-1.1%
Price/Gal (\$)	6.50	6.31	6.15	6.32	6.44	6.39	6.40	6.51	0.2%	6.42	6.34	-1.1%
Revenues (\$)	1.92	1.63	1.88	1.91	2.00	1.98	1.91	1.88	-2.4%	16.96	16.59	-2.2%
<b><u>Total Grapefruit Juice</u></b>												
Gallons	1.11	1.03	1.11	1.09	1.13	1.14	1.09	1.05	-5.3%	10.08	9.74	-3.4%
Price/Gal (\$)	7.34	7.22	7.31	7.44	7.55	7.39	7.39	7.57	3.2%	7.30	7.38	1.1%
Revenues (\$)	8.15	7.45	8.14	8.09	8.53	8.43	8.08	7.96	-2.3%	73.62	71.84	-2.4%

Most recent four-week-period is preliminary

2016-17 STD: 10/02/16 - 06/10/17  
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 09 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	06/11/16	12/24/16	01/21/17	02/18/17	03/18/17	04/15/17	05/13/17	06/10/17		2015-16	2016-17	% Change
<b><u>OJ Drinks 0-39.99%</u></b>												
Gallons	1.58	1.31	1.25	1.27	1.32	1.33	1.29	1.37	-13.2%	12.74	12.04	-5.5%
Price/Gal (\$)	5.03	5.11	5.19	5.25	5.41	5.36	5.44	5.34	6.1%	4.97	5.22	5.1%
Revenues (\$)	7.93	6.67	6.52	6.68	7.16	7.16	7.04	7.30	-7.9%	63.24	62.84	-0.6%
<b><u>OJ Drinks 40-99.99%</u></b>												
Gallons	1.43	1.67	1.93	1.78	1.68	1.53	1.44	1.37	-4.0%	15.73	14.56	-7.5%
Price/Gal (\$)	7.74	7.52	7.57	7.56	7.77	7.77	7.73	7.81	0.9%	7.44	7.63	2.5%
Revenues (\$)	11.07	12.55	14.63	13.43	13.06	11.93	11.10	10.72	-3.2%	117.05	111.07	-5.1%
<b><u>OJ Drinks - % not stated</u></b>												
Gallons	0.17	0.19	0.22	0.21	0.19	0.15	0.15	0.15	-11.5%	1.72	1.61	-6.3%
Price/Gal (\$)	5.06	5.41	5.48	5.27	5.58	5.93	6.15	6.00	18.6%	5.20	5.62	7.9%
Revenues (\$)	0.86	1.05	1.19	1.13	1.05	0.90	0.93	0.90	5.0%	8.96	9.06	1.1%
<b><u>Total OJ Drinks</u></b>												
Gallons	3.18	3.17	3.40	3.26	3.19	3.02	2.88	2.89	-9.0%	30.19	28.21	-6.5%
Price/Gal (\$)	6.25	6.39	6.56	6.51	6.66	6.61	6.62	6.54	4.7%	6.27	6.48	3.5%
Revenues (\$)	19.86	19.84	22.33	21.24	21.26	19.98	19.07	18.92	-4.7%	189.24	182.97	-3.3%
<b><u>OJ BL Drinks</u></b>												
Gallons	15.88	14.30	14.60	14.90	15.29	14.86	14.64	14.65	-7.8%	139.47	133.13	-4.5%
Price/Gal (\$)	3.35	3.34	3.29	3.33	3.44	3.40	3.33	3.35	-0.1%	3.30	3.34	1.3%
Revenues (\$)	53.29	47.83	48.02	49.69	52.60	50.51	48.73	49.08	-7.9%	460.54	445.27	-3.3%
<b><u>OJ BL (100% Juice)</u></b>												
Gallons	2.47	2.59	2.51	2.50	2.61	2.69	2.44	2.34	-5.3%	24.73	22.51	-9.0%
Price/Gal (\$)	7.43	7.10	7.41	7.34	7.34	7.16	7.28	7.31	-1.6%	7.30	7.27	-0.4%
Revenues (\$)	18.33	18.37	18.58	18.32	19.14	19.23	17.76	17.08	-6.8%	180.53	163.71	-9.3%
<b><u>GJ Cocktail</u></b>												
Gallons	0.74	0.74	0.84	0.77	0.81	0.78	0.73	0.73	-1.8%	7.13	6.82	-4.3%
Price/Gal (\$)	6.36	5.74	5.62	5.85	5.93	6.20	6.29	6.33	-0.5%	5.88	6.00	2.1%
Revenues (\$)	4.70	4.26	4.72	4.53	4.83	4.81	4.61	4.59	-2.2%	41.92	40.96	-2.3%
<b><u>GJ BL (100% Juice)</u></b>												
Gallons	0.16	0.13	0.17	0.16	0.17	0.17	0.15	0.15	-8.9%	1.48	1.38	-6.8%
Price/Gal (\$)	6.68	6.43	6.18	6.52	6.62	6.49	6.53	6.59	-1.4%	6.27	6.48	3.3%
Revenues (\$)	1.07	0.84	1.05	1.05	1.12	1.10	0.99	0.96	-10.1%	9.27	8.92	-3.8%

Most recent four-week-period is preliminary

2016-17 STD: 10/02/16 - 06/10/17  
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: 06/10/17  
Issue Date: 06/26/17  
Report 09 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	06/11/16	12/24/16	01/21/17	02/18/17	03/18/17	04/15/17	05/13/17	06/10/17		2015-16	2016-17	% Change
<b><u>NFC OJ</u></b>												
Gallons	13.66	16.04	16.39	14.63	14.38	14.24	12.99	12.40	-9.2%	139.35	129.80	-6.9%
Price/Gal (\$)	7.80	7.50	7.74	7.76	7.92	7.74	7.82	7.95	1.9%	7.65	7.74	1.2%
Revenues (\$)	106.55	120.23	126.89	113.52	113.88	110.32	101.57	98.61	-7.5%	1,066.04	1,005.10	-5.7%
<b><u>RECON OJ</u></b>												
Gallons	7.56	7.48	7.92	7.44	7.48	6.69	6.76	6.46	-14.5%	75.35	65.08	-13.6%
Price/Gal (\$)	4.75	4.99	5.06	5.04	5.14	5.26	5.10	5.14	8.2%	4.79	5.03	5.2%
Revenues (\$)	35.91	37.31	40.08	37.47	38.39	35.20	34.50	33.23	-7.4%	360.58	327.46	-9.2%
<b><u>Refrigerated OJ</u></b>												
Gallons	21.21	23.52	24.32	22.06	21.85	20.94	19.75	18.87	-11.1%	214.71	194.89	-9.2%
Price/Gal (\$)	6.72	6.70	6.87	6.84	6.97	6.95	6.89	6.99	4.0%	6.64	6.84	2.9%
Revenues (\$)	142.46	157.55	166.97	150.99	152.27	145.52	136.07	131.85	-7.5%	1,426.62	1,332.57	-6.6%
<b><u>Frozen OJ</u></b>												
Gallons	0.96	1.11	1.14	0.96	0.95	0.93	0.90	0.87	-9.6%	9.68	8.76	-9.5%
Price/Gal (\$)	5.18	5.24	4.92	5.09	5.18	5.20	5.10	5.15	-0.6%	5.08	5.14	1.1%
Revenues (\$)	4.99	5.84	5.60	4.87	4.90	4.81	4.57	4.48	-10.1%	49.23	45.03	-8.5%
<b><u>Shelf Stable OJ</u></b>												
Gallons	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	-8.3%	0.23	0.19	-19.7%
Price/Gal (\$)	9.46	9.00	9.56	9.46	8.93	9.39	8.76	9.22	-2.5%	9.33	9.23	-1.1%
Revenues (\$)	0.19	0.21	0.18	0.18	0.20	0.19	0.18	0.17	-10.5%	2.16	1.72	-20.6%
<b><u>Total Orange Juice</u></b>												
Gallons	22.19	24.65	25.48	23.04	22.82	21.88	20.67	19.76	-11.0%	224.62	203.83	-9.3%
Price/Gal (\$)	6.65	6.64	6.78	6.77	6.90	6.88	6.81	6.91	3.9%	6.58	6.77	2.8%
Revenues (\$)	147.64	163.59	172.75	156.04	157.37	150.51	140.83	136.50	-7.5%	1,478.01	1,379.32	-6.7%

Most recent four-week-period is preliminary  
2016-17 STD: 10/02/16 - 06/10/17  
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 09 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	06/11/16	12/24/16	01/21/17	02/18/17	03/18/17	04/15/17	05/13/17	06/10/17		2015-16	2016-17	% Change
<b><u>NFC GJ</u></b>												
Gallons	591.76	564.47	592.84	577.02	601.04	619.80	587.33	566.05	-4.3%	5,415.24	5,224.92	-3.5%
Price/Gal (\$)	7.95	7.69	7.87	7.94	8.06	7.77	7.78	8.01	0.8%	7.87	7.88	0.1%
Revenues (\$)	4,704.05	4,338.75	4,663.10	4,584.25	4,846.52	4,817.83	4,570.38	4,535.88	-3.6%	42,593.22	41,156.15	-3.4%
<b><u>RECON GJ</u></b>												
Gallons	79.20	71.92	71.63	63.12	65.18	59.54	59.52	59.42	-25.0%	686.50	605.42	-11.8%
Price/Gal (\$)	6.11	7.12	8.03	8.66	8.86	9.04	9.06	9.20	50.7%	6.45	8.01	24.0%
Revenues (\$)	483.86	511.74	575.50	546.95	577.68	538.06	539.03	546.92	13.0%	4,430.55	4,846.48	9.4%
<b><u>Refrigerated GJ</u></b>												
Gallons	670.97	636.39	664.47	640.14	666.23	679.34	646.85	625.47	-6.8%	6,101.74	5,830.34	-4.4%
Price/Gal (\$)	7.73	7.62	7.88	8.02	8.14	7.88	7.90	8.13	5.1%	7.71	7.89	2.4%
Revenues (\$)	5,187.91	4,850.50	5,238.60	5,131.20	5,424.20	5,355.90	5,109.41	5,082.80	-2.0%	47,023.77	46,002.63	-2.2%
<b><u>Frozen GJ</u></b>												
Gallons	12.58	13.43	13.11	10.84	10.14	10.29	11.83	11.35	-9.7%	121.46	102.92	-15.3%
Price/Gal (\$)	4.85	4.74	3.98	4.35	4.76	4.74	4.87	4.82	-0.5%	4.60	4.58	-0.5%
Revenues (\$)	60.95	63.63	52.16	47.20	48.26	48.77	57.62	54.75	-10.2%	558.53	470.88	-15.7%
<b><u>Shelf Stable GJ</u></b>												
Gallons	209.27	181.55	215.46	208.29	213.46	214.90	208.74	201.82	-3.6%	1,884.83	1,828.12	-3.0%
Price/Gal (\$)	6.75	6.64	6.40	6.64	6.78	6.68	6.69	6.81	1.0%	6.61	6.64	0.5%
Revenues (\$)	1,412.47	1,204.92	1,379.36	1,383.21	1,447.38	1,436.06	1,396.54	1,375.32	-2.6%	12,465.57	12,145.45	-2.6%
<b><u>Total Grapefruit Juice</u></b>												
Gallons	894.58	832.95	894.49	860.05	889.86	904.53	867.41	838.64	-6.3%	8,121.62	7,768.42	-4.3%
Price/Gal (\$)	7.46	7.36	7.47	7.63	7.78	7.56	7.57	7.77	4.1%	7.40	7.55	2.0%
Revenues (\$)	6,671.60	6,128.22	6,678.40	6,565.82	6,919.99	6,840.73	6,563.57	6,512.87	-2.4%	60,124.42	58,659.27	-2.4%

Most recent four-week-period is preliminary

2016-17 STD: 10/02/16 - 06/10/17

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.

**LESS THAN 100% OJ & GJ BEVERAGES**  
**FOOD (\$2MM+ GROCERY)**  
(Gallons and Revenues in Thousands)

Report 09 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	06/11/16	12/24/16	01/21/17	02/18/17	03/18/17	04/15/17	05/13/17	06/10/17		2015-16	2016-17	% Change
<b><u>OJ Drinks 0-39.99%</u></b>												
Gallons	1,123.96	943.81	913.48	896.71	901.80	921.52	889.04	941.13	-16.3%	9,165.37	8,480.17	-7.5%
Price/Gal (\$)	5.28	5.24	5.34	5.37	5.66	5.60	5.73	5.61	6.2%	5.18	5.41	4.3%
Revenues (\$)	5,934.00	4,944.97	4,877.54	4,814.06	5,107.40	5,159.15	5,098.43	5,278.61	-11.0%	47,491.95	45,846.17	-3.5%
<b><u>OJ Drinks 40-99.99%</u></b>												
Gallons	1,092.62	1,233.29	1,438.88	1,292.44	1,234.56	1,117.52	1,063.91	1,012.17	-7.4%	11,700.56	10,762.87	-8.0%
Price/Gal (\$)	7.75	7.47	7.56	7.56	7.78	7.78	7.71	7.83	1.0%	7.50	7.62	1.5%
Revenues (\$)	8,462.98	9,218.15	10,875.17	9,773.40	9,599.02	8,694.18	8,204.24	7,920.37	-6.4%	87,789.33	81,967.42	-6.6%
<b><u>OJ Drinks - % not stated</u></b>												
Gallons	167.91	193.02	215.58	213.63	186.34	150.30	150.59	148.55	-11.5%	1,707.28	1,602.02	-6.2%
Price/Gal (\$)	5.06	5.38	5.44	5.23	5.53	5.87	6.12	5.97	18.0%	5.21	5.58	7.2%
Revenues (\$)	849.99	1,037.99	1,173.38	1,117.56	1,031.17	882.92	921.29	887.31	4.4%	8,889.77	8,940.63	0.6%
<b><u>Total OJ Drinks</u></b>												
Gallons	2,384.48	2,370.12	2,567.95	2,402.78	2,322.70	2,189.34	2,103.54	2,101.85	-11.9%	22,573.21	20,845.06	-7.7%
Price/Gal (\$)	6.39	6.41	6.59	6.54	6.78	6.73	6.76	6.70	4.8%	6.39	6.56	2.7%
Revenues (\$)	15,246.97	14,897.36	16,926.09	15,705.02	15,737.59	14,736.25	14,223.95	14,086.28	-7.6%	144,171.05	136,754.22	-5.1%
<b><u>OJ BL Drinks</u></b>												
Gallons	8,157.74	7,133.31	7,277.96	7,287.53	7,356.92	7,357.57	7,510.44	7,375.61	-9.6%	70,072.12	66,647.69	-4.9%
Price/Gal (\$)	3.32	3.35	3.35	3.34	3.38	3.38	3.28	3.31	-0.3%	3.31	3.33	0.6%
Revenues (\$)	27,103.81	23,902.36	24,354.51	24,354.97	24,860.26	24,874.97	24,653.31	24,426.67	-9.9%	231,778.42	221,802.64	-4.3%
<b><u>OJ BL (100% Juice)</u></b>												
Gallons	1,649.85	1,742.23	1,676.29	1,643.99	1,703.73	1,776.82	1,609.11	1,584.35	-4.0%	16,551.86	14,979.83	-9.5%
Price/Gal (\$)	7.35	7.04	7.46	7.35	7.32	7.12	7.26	7.25	-1.4%	7.20	7.25	0.7%
Revenues (\$)	12,130.57	12,265.27	12,499.91	12,077.27	12,463.02	12,653.15	11,682.93	11,490.43	-5.3%	119,134.56	108,598.81	-8.8%
<b><u>GJ Cocktail</u></b>												
Gallons	435.34	374.22	418.59	389.52	412.00	419.48	398.26	394.49	-9.4%	3,700.51	3,585.59	-3.1%
Price/Gal (\$)	6.96	6.77	6.58	6.88	6.96	6.93	7.02	7.12	2.3%	6.77	6.88	1.5%
Revenues (\$)	3,030.52	2,532.87	2,753.61	2,679.75	2,867.20	2,904.94	2,794.85	2,808.98	-7.3%	25,063.35	24,655.81	-1.6%
<b><u>GJ BL (100% Juice)</u></b>												
Gallons	94.73	76.53	105.15	92.20	96.11	92.74	83.98	82.62	-12.8%	900.16	794.10	-11.8%
Price/Gal (\$)	6.40	6.73	6.33	6.96	7.17	6.99	7.06	7.14	11.7%	6.24	6.86	10.0%
Revenues (\$)	605.81	515.02	666.07	641.28	689.03	647.98	592.72	590.15	-2.6%	5,616.12	5,448.16	-3.0%

Most recent four-week-period is preliminary

2016-17 STD: 10/02/16 - 06/10/17  
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: 06/10/17  
Issue Date: 06/26/17  
Report 09 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	06/11/16	12/24/16	01/21/17	02/18/17	03/18/17	04/15/17	05/13/17	06/10/17		2015-16	2016-17	% Change
<b><u>NFC OJ</u></b>												
Average Promo Price	6.77	6.57	6.80	6.93	7.03	6.83	6.97	7.04	4.0%	6.72	6.84	1.7%
Price Reduction	93	93	95	93	95	94	95	94	1.1%	95	94	-0.7%
Feature & Disp	35	29	32	34	34	37	35	28	-20.0%	34	32	-5.6%
Display w/o Fea	32	24	31	28	31	30	30	24	-25.0%	28	27	-4.7%
Feature w/o Disp	89	91	91	91	92	90	91	89	0.0%	90	91	0.9%
<b><u>RECON OJ</u></b>												
Average Promo Price	3.87	4.12	4.27	4.37	4.69	4.71	4.44	4.37	12.9%	4.09	4.31	5.3%
Price Reduction	79	72	72	78	79	86	81	82	3.8%	79	77	-1.7%
Feature & Disp	8	4	7	13	13	7	11	7	-12.5%	9	8	-11.9%
Display w/o Fea	14	8	14	14	17	14	12	12	-14.3%	15	13	-13.0%
Feature w/o Disp	57	56	66	57	66	57	63	62	8.8%	61	60	-1.5%
<b><u>Refrigerated OJ</u></b>												
Average Promo Price	5.91	6.11	6.21	6.20	6.35	6.38	6.21	6.24	5.6%	5.99	6.17	3.1%
Price Reduction	97	95	96	96	96	96	97	96	-1.0%	97	96	-1.0%
Feature & Disp	38	31	35	38	38	39	38	31	-18.4%	36	35	-4.6%
Display w/o Fea	38	28	36	34	38	36	35	30	-21.1%	34	33	-5.2%
Feature w/o Disp	90	92	92	91	94	91	92	92	2.2%	92	92	0.6%
<b><u>Frozen OJ</u></b>												
Average Promo Price	3.90	4.00	3.44	3.82	4.31	4.41	3.86	4.00	2.6%	4.01	4.02	0.2%
Price Reduction	42	53	59	48	38	45	49	47	11.9%	47	48	3.3%
Feature & Disp	0	0	0	0	1	0	0	0	0.0%	0	0	0.0%
Display w/o Fea	1	1	1	1	1	1	1	1	0.0%	1	1	20.0%
Feature w/o Disp	10	9	11	11	11	9	13	6	-40.0%	11	10	-8.1%
<b><u>Shelf Stable OJ</u></b>												
Average Promo Price	8.35	7.27	7.93	8.14	7.47	7.66	6.70	7.11	-14.9%	8.05	7.63	-5.2%
Price Reduction	6	14	3	12	16	13	14	13	116.7%	8	10	34.3%
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	3	0	0	0	5	4	0	5	66.7%	2	2	57.1%
<b><u>Total OJ</u></b>												
Average Promo Price	5.88	6.06	6.11	6.15	6.31	6.34	6.15	6.18	5.1%	5.95	6.12	2.9%
Price Reduction	97	96	97	96	97	97	97	96	-1.0%	97	97	-0.6%
Feature & Disp	38	31	35	38	38	39	38	32	-15.8%	37	35	-4.6%
Display w/o Fea	38	29	37	34	38	36	35	31	-18.4%	35	33	-4.5%
Feature w/o Disp	90	92	92	91	94	91	92	92	2.2%	92	92	0.6%

Most recent four-week-period is preliminary  
2016-17 STD: 10/02/16 - 06/10/17  
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 09 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	06/11/16	12/24/16	01/21/17	02/18/17	03/18/17	04/15/17	05/13/17	06/10/17		2015-16	2016-17	% Change
<b><u>NFC GJ</u></b>												
Average Promo Price	6.82	6.62	6.87	6.97	6.98	6.71	6.75	6.98	2.3%	6.85	6.83	-0.3%
Price Reduction	71	74	76	75	71	71	76	71	0.0%	74	72	-2.4%
Feature & Disp	5	1	3	2	3	3	2	2	-60.0%	3	2	-4.3%
Display w/o Fea	10	6	5	6	5	7	8	7	-30.0%	7	6	-14.5%
Feature w/o Disp	48	35	53	50	48	38	36	45	-6.3%	41	45	8.8%
<b><u>RECON GJ</u></b>												
Average Promo Price	5.22	5.85	8.06	13.49	8.21	9.22	8.38	9.04	73.2%	4.79	7.92	65.1%
Price Reduction	18	12	11	8	10	18	15	12	-33.3%	8	12	41.3%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	2	0	1	0	0	0	0	0	-100.0%	0	0	0.0%
Feature w/o Disp	1	0	0	0	0	1	0	0	-100.0%	1	0	-83.3%
<b><u>Refrigerated GJ</u></b>												
Average Promo Price	6.64	6.59	6.89	7.01	7.00	6.80	6.79	7.04	6.0%	6.76	6.81	0.8%
Price Reduction	75	75	76	76	74	72	76	74	-1.3%	75	74	-1.8%
Feature & Disp	5	1	3	2	3	3	2	2	-60.0%	3	2	-4.3%
Display w/o Fea	10	6	6	6	5	8	8	7	-30.0%	7	6	-8.1%
Feature w/o Disp	49	35	53	50	48	40	36	45	-8.2%	42	45	9.1%
<b><u>Frozen GJ</u></b>												
Average Promo Price	4.31	5.01	3.01	3.01	3.70	5.01	4.58	5.01	16.2%	3.85	4.15	7.8%
Price Reduction	3	4	14	9	1	1	4	5	66.7%	6	5	-16.0%
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	
<b><u>Shelf Stable GJ</u></b>												
Average Promo Price	5.72	5.47	4.95	5.49	6.31	5.43	5.44	6.02	5.2%	5.60	5.57	-0.5%
Price Reduction	34	46	40	40	38	38	43	36	5.9%	41	41	0.5%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	-100.0%
Display w/o Fea	1	2	2	2	3	2	2	1	0.0%	2	2	-19.0%
Feature w/o Disp	11	4	21	17	6	12	12	16	45.5%	12	13	10.3%
<b><u>TL GJ</u></b>												
Average Promo Price	6.54	6.40	6.46	6.77	6.91	6.60	6.58	6.89	5.4%	6.56	6.60	0.6%
Price Reduction	79	84	83	81	80	79	84	82	3.8%	83	82	-0.8%
Feature & Disp	5	1	3	2	3	3	2	3	-40.0%	3	3	-11.5%
Display w/o Fea	12	8	8	8	8	9	11	8	-33.3%	9	8	-11.9%
Feature w/o Disp	52	36	64	58	53	44	43	52	0.0%	48	51	6.2%

Most recent four-week-period is preliminary

2016-17 STD: 10/02/16 - 06/10/17

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 09 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4	Season-to-Date		
	06/11/16	12/24/16	01/21/17	02/18/17	03/18/17	04/15/17	05/13/17	06/10/17		2015-16	2016-17	% Change
<b>OJ Drinks 0-39.99%</b>												
Average Promo Price	5.08	5.15	5.05	4.77	5.84	5.18	5.49	5.31	4.5%	4.83	5.17	7.1%
Price Reduction	84	75	80	82	83	84	86	84	0.0%	79	82	3.8%
Feature & Disp	12	6	7	7	12	15	13	17	41.7%	8	11	28.4%
Display w/o Fea	38	26	26	29	33	32	37	35	-7.9%	34	32	-4.6%
Feature w/o Disp	69	43	59	50	58	70	60	71	2.9%	53	57	8.4%
<b>OJ Drinks 40-99.99%</b>												
Average Promo Price	6.97	6.78	6.93	6.93	7.22	7.05	7.09	7.11	2.0%	6.82	6.95	2.0%
Price Reduction	76	80	76	77	79	75	75	69	-9.2%	77	76	-1.6%
Feature & Disp	10	8	9	7	8	4	9	7	-30.0%	8	7	-15.1%
Display w/o Fea	10	8	12	11	13	10	10	9	-10.0%	10	10	-1.1%
Feature w/o Disp	57	50	48	52	51	37	53	51	-10.5%	49	47	-3.2%
<b>OJ Drinks - % not stated</b>												
Average Promo Price	4.95	4.82	4.97	4.74	5.10	4.80	5.69	5.70	15.2%	4.85	5.05	4.0%
Price Reduction	16	16	17	15	10	12	21	21	31.3%	16	16	-1.4%
Feature & Disp	0	0	0	1	0	0	0	0	0.0%	0	0	0.0%
Display w/o Fea	2	1	2	1	1	2	2	2	0.0%	2	2	0.0%
Feature w/o Disp	8	6	12	13	5	6	4	13	62.5%	6	8	32.1%
<b>Total OJ Drinks</b>												
Average Promo Price	6.05	6.19	6.35	6.18	6.71	6.22	6.46	6.27	3.6%	6.06	6.25	3.2%
Price Reduction	92	90	92	92	93	92	92	91	-1.1%	91	92	0.7%
Feature & Disp	22	14	16	14	19	18	21	23	4.5%	16	17	7.9%
Display w/o Fea	44	33	36	37	41	40	44	41	-6.8%	40	39	-3.6%
Feature w/o Disp	81	71	77	73	76	76	81	79	-2.5%	70	73	4.3%
<b>OJ BL Drinks</b>												
Average Promo Price	2.88	2.81	2.82	2.77	2.76	2.76	2.62	2.79	-3.1%	2.78	2.75	-1.0%
Price Reduction	96	95	96	96	97	96	97	98	2.1%	95	96	1.1%
Feature & Disp	40	20	24	26	27	29	33	33	-17.5%	29	27	-8.3%
Display w/o Fea	72	52	52	56	60	65	65	68	-5.6%	64	60	-5.9%
Feature w/o Disp	86	79	84	83	84	84	86	85	-1.2%	78	83	6.5%
<b>OJ BL (100% Juice)</b>												
Average Promo Price	6.52	6.20	6.68	6.65	6.51	6.28	6.36	6.35	-2.6%	6.44	6.40	-0.7%
Price Reduction	88	87	88	86	90	88	87	90	2.3%	87	88	0.9%
Feature & Disp	9	7	5	10	8	14	8	6	-33.3%	9	8	-8.9%
Display w/o Fea	14	12	10	13	18	16	13	13	-7.1%	12	13	10.1%
Feature w/o Disp	65	70	67	75	69	80	66	71	9.2%	71	70	-0.6%
<b>GJ Cocktail</b>												
Average Promo Price	6.44	5.78	5.25	5.77	6.08	5.95	6.17	6.53	1.4%	5.93	5.95	0.4%
Price Reduction	69	74	73	71	68	72	75	71	2.9%	70	73	3.3%
Feature & Disp	6	5	5	2	4	8	6	5	-16.7%	5	5	2.2%
Display w/o Fea	24	16	17	16	18	17	20	19	-20.8%	17	18	6.0%
Feature w/o Disp	31	38	29	23	30	33	24	31	0.0%	25	30	21.5%
<b>GJ BL (100% Juice)</b>												
Average Promo Price	5.00	5.80	5.32	6.41	7.09	6.41	6.42	6.66	33.2%	5.03	6.19	23.1%
Price Reduction	29	51	46	45	41	42	43	39	34.5%	40	44	10.3%
Feature & Disp	0	0	1	0	0	0	0	0	0.0%	0	0	0.0%
Display w/o Fea	1	1	2	1	2	2	2	1	0.0%	1	1	8.3%
Feature w/o Disp	12	4	17	3	10	7	6	1	-91.7%	10	8	-22.6%

Most recent four-week-period is preliminary

2016-17 STD: 10/02/16 - 06/10/17

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

Source: Nielsen

## Orange Juice Categories at xAOC

	<b>Last Year</b> 52 weeks ending 06/11/16	<b>This Year</b> 52 weeks ending 06/10/17
<b>GALLONS (millions)</b>		
Total OJ	472,937,590	439,407,537
Ref NFC OJ	284,566,870	269,777,191
Ref Recon OJ	168,212,828	151,403,476
Frozen OJ	19,741,490	17,915,930
SS OJ	416,414	310,941
<b>DOLLARS (millions)</b>		
Total OJ	\$3,092,999,366	\$2,932,015,384
Ref NFC OJ	\$2,161,894,394	\$2,072,605,575
Ref Recon OJ	\$829,886,592	\$767,783,483
Frozen OJ	\$97,471,151	\$88,874,370
SS OJ	\$3,747,232	\$2,751,963
<b>AVG PRICE PER GALLON</b>		
Total OJ	\$6.54	\$6.67
Ref NFC OJ	\$7.60	\$7.68
Ref Recon OJ	\$4.93	\$5.07
Frozen OJ	\$4.94	\$4.96
SS OJ	\$9.00	\$8.85
<b>SHARE OF GALLONS</b>		
Total OJ	100.0%	100.0%
Ref NFC OJ	60.2%	61.4%
Ref Recon OJ	35.6%	34.5%
Frozen OJ	4.2%	4.1%
SS OJ	0.1%	0.1%
<b>SHARE OF DOLLARS</b>		
Total OJ	100.0%	100.0%
Ref NFC OJ	69.9%	70.7%
Ref Recon OJ	26.8%	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 06/10/17 and 52 wks ending 06/11/16

Created: 06/26/17

## Grapefruit Juice Categories at xAOC

	Last Year 52 weeks ending 06/11/16	This Year 52 weeks ending 06/10/17
<b>GALLONS (millions)</b>		
Total GJ	14,445,937	14,033,383
Ref NFC GJ	9,453,299	9,172,146
Ref Recon GJ	993,169	895,789
Frozen GJ	170,598	159,424
SS GJ	3,810,944	3,791,982
<b>DOLLARS (millions)</b>		
Total GJ	\$105,929,058	\$103,437,656
Ref NFC GJ	\$73,997,558	\$71,814,104
Ref Recon GJ	\$6,349,337	\$6,747,768
Frozen GJ	\$814,389	\$687,645
SS GJ	\$24,665,699	\$24,107,503
<b>AVG PRICE PER GALLON</b>		
Total GJ	\$7.33	\$7.37
Ref NFC GJ	\$7.83	\$7.83
Ref Recon GJ	\$6.39	\$7.53
Frozen GJ	\$4.77	\$4.31
SS GJ	\$6.47	\$6.36
<b>SHARE OF GALLONS</b>		
Total GJ	100.0%	100.0%
Ref NFC GJ	65.4%	65.4%
Ref Recon GJ	6.9%	6.4%
Frozen GJ	1.2%	1.1%
SS GJ	26.4%	27.0%
<b>SHARE OF DOLLARS</b>		
Total GJ	100.0%	100.0%
Ref NFC GJ	69.9%	69.4%
Ref Recon GJ	6.0%	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 06/10/17 and 52 wks ending 06/11/16

Created: 06/26/17

## Orange Juice Sales at xAOC - by Region

	Gallons									
	52 Weeks			52 Weeks YA			4 WEEKS ENDING 06/10/17		4 WEEKS ENDING 06/11/16	
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 WEEKS ENDING 06/10/17	% of Total	% Chg	4 WEEKS ENDING 06/11/16	% of Total
<b>TOTAL US - XAOC</b>										
TL OJ	439,407,537		-7.1%	472,937,590		30,330,704		-7.7%	32,865,204	
TL OJ REF NFC	269,777,191		-5.2%	284,566,870		18,697,845		-5.4%	19,766,399	
TL OJ REF RECON	151,403,476		-10.0%	168,212,828		10,370,916		-11.4%	11,701,583	
<b>NORTHEAST REGION - XAOC</b>										
TL OJ	85,295,607	19.4%	-8.5%	93,168,793	19.7%	5,782,945	19.1%	-11.7%	6,549,195	19.9%
TL OJ REF NFC	67,899,234	15.5%	-7.1%	73,090,183	15.5%	4,589,009	15.1%	-11.2%	5,167,905	15.7%
TL OJ REF RECON	15,475,980	3.5%	-13.6%	17,908,893	3.8%	1,058,648	3.5%	-13.9%	1,229,360	3.7%
<b>SOUTH REGION - XAOC</b>										
TL OJ	171,555,231	39.0%	-5.9%	182,264,828	38.5%	12,139,877	40.0%	-4.9%	12,769,122	38.9%
TL OJ REF NFC	100,936,411	23.0%	-3.8%	104,919,731	22.2%	7,187,459	23.7%	-1.5%	7,299,865	22.2%
TL OJ REF RECON	65,020,734	14.8%	-8.6%	71,114,396	15.0%	4,560,291	15.0%	-9.4%	5,034,312	15.3%
<b>WEST REGION - XAOC</b>										
TL OJ	90,780,244	20.7%	-8.0%	98,722,561	20.9%	6,153,291	20.3%	-9.7%	6,817,770	20.7%
TL OJ REF NFC	50,057,025	11.4%	-5.7%	53,062,520	11.2%	3,433,374	11.3%	-5.6%	3,635,702	11.1%
TL OJ REF RECON	35,559,006	8.1%	-11.1%	40,011,599	8.5%	2,365,975	7.8%	-15.1%	2,786,851	8.5%
<b>MIDWEST REGION - XAOC</b>										
TL OJ	91,521,593	20.8%	-7.1%	98,530,882	20.8%	6,240,552	20.6%	-7.0%	6,711,684	20.4%
TL OJ REF NFC	50,647,730	11.5%	-4.8%	53,199,077	11.2%	3,472,618	11.4%	-4.8%	3,645,795	11.1%
TL OJ REF RECON	35,302,821	8.0%	-10.0%	39,204,948	8.3%	2,385,423	7.9%	-10.0%	2,650,022	8.1%

	Dollars									
	52 Weeks			52 Weeks YA			4 WEEKS ENDING 06/10/17		4 WEEKS ENDING 06/11/16	
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 WEEKS ENDING 06/10/17	% of Total	% Chg	4 WEEKS ENDING 06/11/16	% of Total
<b>TOTAL US - XAOC</b>										
TL OJ	\$2,932,015,384		-5.2%	\$3,092,999,366		\$205,179,283		-4.9%	\$215,818,569	
TL OJ REF NFC	\$2,072,605,575		-4.1%	\$2,161,894,394		\$144,212,258		-4.8%	\$151,410,673	
TL OJ REF RECON	\$767,783,483		-7.5%	\$829,886,592		\$54,524,998		-4.9%	\$57,331,328	
<b>NORTHEAST REGION - XAOC</b>										
TL OJ	\$572,204,260	19.5%	-6.6%	\$612,931,373	19.8%	\$39,945,120	19.5%	-8.5%	\$43,673,212	20.2%
TL OJ REF NFC	\$482,591,860	16.5%	-5.7%	\$511,799,330	16.5%	\$33,551,772	16.4%	-8.6%	\$36,694,880	17.0%
TL OJ REF RECON	\$78,729,747	2.7%	-11.3%	\$88,785,655	2.9%	\$5,617,497	2.7%	-8.2%	\$6,122,534	2.8%
<b>SOUTH REGION - XAOC</b>										
TL OJ	\$1,131,854,911	38.6%	-4.1%	\$1,179,797,400	38.1%	\$79,798,012	38.9%	-3.2%	\$82,435,356	38.2%
TL OJ REF NFC	\$781,433,710	26.7%	-2.9%	\$804,968,919	26.0%	\$54,822,686	26.7%	-2.5%	\$56,245,496	26.1%
TL OJ REF RECON	\$323,100,092	11.0%	-6.3%	\$345,003,540	11.2%	\$23,047,514	11.2%	-4.3%	\$24,090,270	11.2%
<b>WEST REGION - XAOC</b>										
TL OJ	\$632,862,603	21.6%	-6.0%	\$672,970,835	21.8%	\$44,155,453	21.5%	-5.8%	\$46,895,972	21.7%
TL OJ REF NFC	\$418,434,363	14.3%	-4.9%	\$439,781,800	14.2%	\$28,940,367	14.1%	-5.6%	\$30,659,136	14.2%
TL OJ REF RECON	\$188,197,516	6.4%	-8.1%	\$204,713,232	6.6%	\$13,375,112	6.5%	-6.0%	\$14,227,683	6.6%
<b>MIDWEST REGION - XAOC</b>										
TL OJ	\$593,307,779	20.2%	-5.2%	\$625,607,081	20.2%	\$41,177,508	20.1%	-3.6%	\$42,716,342	19.8%
TL OJ REF NFC	\$388,346,765	13.2%	-3.7%	\$403,273,771	13.0%	\$26,789,350	13.1%	-3.3%	\$27,693,207	12.8%
TL OJ REF RECON	\$177,628,016	6.1%	-7.3%	\$191,636,658	6.2%	\$12,479,380	6.1%	-3.3%	\$12,904,088	6.0%

Source: Nielsen Scanning Data

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Created: 6/26/2017

## Grapefruit Juice Sales at xAOC - by Region

	Gallons									
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 06/10/17		4 WEEKS ENDING 06/11/16			
	% of Total	% Chg	% of Total	% of Total	% of Total	% Chg	% of Total	% of Total	% of Total	% of Total
<b>TOTAL US - XAOC</b>										
TL GJ	14,033,383	-2.9%	14,445,937		1,050,971	-5.3%	1,109,800			
TL GJ REF NFC	9,172,146	-3.0%	9,453,299		692,277	-3.9%	720,678			
TL GJ REF RECON	895,789	-9.8%	993,169		59,423	-25.0%	79,208			
<b>NORTHEAST REGION - XAOC</b>										
TL GJ	2,644,563	18.8%	2,758,605	19.1%	194,831	18.5%	210,431	19.0%		
TL GJ REF NFC	2,040,904	14.5%	2,122,580	14.7%	149,020	14.2%	161,415	14.5%		
TL GJ REF RECON	68,441	0.5%	59,972	0.4%	6,880	0.7%	4,090	0.4%		
<b>SOUTH REGION - XAOC</b>										
TL GJ	5,853,505	41.7%	6,001,794	41.5%	437,612	41.6%	457,273	41.2%		
TL GJ REF NFC	3,631,264	25.9%	3,665,044	25.4%	279,622	26.6%	276,749	24.9%		
TL GJ REF RECON	541,842	3.9%	651,495	4.5%	31,054	3.0%	52,205	4.7%		
<b>WEST REGION - XAOC</b>										
TL GJ	3,143,626	22.4%	3,273,409	22.7%	236,953	22.5%	257,533	23.2%		
TL GJ REF NFC	2,094,190	14.9%	2,223,137	15.4%	156,527	14.9%	172,852	15.6%		
TL GJ REF RECON	134,215	1.0%	139,210	1.0%	9,318	0.9%	11,032	1.0%		
<b>MIDWEST REGION - XAOC</b>										
TL GJ	2,381,052	17.0%	2,403,343	16.6%	180,796	17.2%	183,736	16.6%		
TL GJ REF NFC	1,395,423	9.9%	1,431,740	9.9%	106,298	10.1%	108,988	9.8%		
TL GJ REF RECON	151,399	1.1%	141,869	1.0%	12,271	1.2%	11,821	1.1%		

	Dollars									
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 06/10/17		4 WEEKS ENDING 06/11/16			
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	% of Total	% Chg	% of Total	% of Total	% of Total
<b>TOTAL US - XAOC</b>										
TL GJ	\$103,437,656	-2.4%	\$105,929,058		\$7,958,194	-2.3%	\$8,146,768			
TL GJ REF NFC	\$71,814,104	-3.0%	\$73,997,558		\$5,481,073	-3.3%	\$5,669,485			
TL GJ REF RECON	\$6,747,768	6.3%	\$6,349,337		\$546,942	13.0%	\$483,917			
<b>NORTHEAST REGION - XAOC</b>										
TL GJ	\$19,368,826	18.7%	\$20,081,261	19.0%	\$1,464,959	18.4%	\$1,539,927	18.9%		
TL GJ REF NFC	\$15,303,042	14.8%	\$15,964,086	15.1%	\$1,133,556	14.2%	\$1,226,331	15.1%		
TL GJ REF RECON	\$619,520	0.6%	\$471,639	0.4%	\$70,315	0.9%	\$27,651	0.3%		
<b>SOUTH REGION - XAOC</b>										
TL GJ	\$41,891,107	40.5%	\$42,679,035	40.3%	\$3,227,422	40.6%	\$3,250,784	39.9%		
TL GJ REF NFC	\$28,022,336	27.1%	\$28,349,204	26.8%	\$2,163,984	27.2%	\$2,148,586	26.4%		
TL GJ REF RECON	\$3,805,528	3.7%	\$3,809,530	3.6%	\$285,622	3.6%	\$300,620	3.7%		
<b>WEST REGION - XAOC</b>										
TL GJ	\$25,123,314	24.3%	\$25,981,709	24.5%	\$1,939,939	24.4%	\$2,038,713	25.0%		
TL GJ REF NFC	\$17,687,840	17.1%	\$18,624,712	17.6%	\$1,350,993	17.0%	\$1,457,141	17.9%		
TL GJ REF RECON	\$1,255,499	1.2%	\$1,141,864	1.1%	\$100,542	1.3%	\$81,028	1.0%		
<b>MIDWEST REGION - XAOC</b>										
TL GJ	\$16,973,585	16.4%	\$17,124,418	16.2%	\$1,320,852	16.6%	\$1,311,721	16.1%		
TL GJ REF NFC	\$10,717,897	10.4%	\$10,979,192	10.4%	\$826,249	10.4%	\$832,093	10.2%		
TL GJ REF RECON	\$1,069,146	1.0%	\$922,521	0.9%	\$91,761	1.2%	\$74,346	0.9%		

Source: Nielsen Scanning Data

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