

Nielsen Retail Sales OJ, GJ and OJ/GJ Beverages



Monthly Topline Report
Report #10 of 2017-18 Season
For 4 weeks ending 07/07/18

Week Ending 07/07/18
 Report 10 of 17/18 Season

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

	4 WEEKS ENDING 07/07/18			SEASON YEAR-TO-DATE		
	GALLONS	PRICE	DOLLARS	GALLONS	PRICE	DOLLARS
Total OJ	-6.5%	3.0%	-3.8%	-4.9%	1.8%	-3.1%
Ref NFC OJ	-8.8%	4.5%	-4.7%	-5.6%	2.3%	-3.4%
Ref Recon OJ	-2.3%	1.4%	-0.9%	-3.0%	1.1%	-1.9%
Total GJ	-8.5%	2.4%	-6.3%	-5.0%	2.5%	-2.6%
Ref NFC GJ	-14.9%	5.9%	-9.9%	-8.5%	3.7%	-5.1%
Shelf Stable GJ	3.9%	-3.8%	-0.1%	1.8%	-1.3%	0.4%
OJ Drinks	-2.6%	0.1%	-2.5%	-6.1%	2.0%	-4.2%
OJ Blend Drinks	-3.7%	-0.4%	-4.1%	-6.9%	0.7%	-6.3%
OJ Blend (100% Juice)	-13.0%	3.1%	-10.3%	-8.6%	1.4%	-7.3%
GJ Blend (100% Juice)	-22.4%	-7.4%	-28.1%	-17.4%	-4.6%	-21.2%
GJ Cocktail	-5.8%	-2.0%	-7.7%	-8.1%	0.9%	-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: 07/07/18
Issue Date: 07/23/18
Report 10 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	07/08/17	01/20/18	02/17/18	03/17/18	04/14/18	05/12/18	06/09/18	07/07/18		2016-17	2017-18	% Change
<u>NFC OJ</u>												
Gallons	18.29	24.36	21.19	20.14	19.50	17.87	17.17	16.67	-8.8%	211.03	199.25	-5.6%
Price/Gal (\$)	7.70	7.73	7.80	7.89	7.95	8.01	8.04	8.05	4.5%	7.65	7.82	2.3%
Revenues (\$)	140.92	188.40	165.19	158.90	155.00	143.20	138.12	134.27	-4.7%	1,613.90	1,558.87	-3.4%
<u>RECON OJ</u>												
Gallons	10.57	12.82	12.07	11.63	11.06	10.83	10.46	10.32	-2.3%	116.86	113.36	-3.0%
Price/Gal (\$)	5.16	5.19	5.22	5.23	5.23	5.22	5.21	5.23	1.4%	5.13	5.19	1.1%
Revenues (\$)	54.49	66.51	63.05	60.86	57.82	56.56	54.51	53.98	-0.9%	599.93	588.62	-1.9%
<u>Refrigerated OJ</u>												
Gallons	28.86	37.18	33.26	31.77	30.56	28.71	27.64	27.00	-6.4%	327.89	312.61	-4.7%
Price/Gal (\$)	6.77	6.86	6.86	6.92	6.96	6.96	6.97	6.97	3.0%	6.75	6.87	1.7%
Revenues (\$)	195.41	254.91	228.24	219.76	212.82	199.77	192.63	188.25	-3.7%	2,213.83	2,147.49	-3.0%
<u>Frozen OJ</u>												
Gallons	1.32	1.47	1.33	1.29	1.26	1.19	1.18	1.20	-8.6%	14.32	13.02	-9.1%
Price/Gal (\$)	4.92	5.03	4.94	4.95	4.99	5.00	5.02	5.00	1.8%	4.91	5.00	1.7%
Revenues (\$)	6.47	7.40	6.59	6.39	6.31	5.97	5.95	6.02	-7.0%	70.35	65.04	-7.5%
<u>Shelf Stable OJ</u>												
Gallons	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	-7.6%	0.23	0.19	-15.1%
Price/Gal (\$)	9.10	9.03	8.99	9.56	8.63	8.67	8.46	9.14	0.4%	8.79	8.96	1.9%
Revenues (\$)	0.16	0.16	0.18	0.18	0.19	0.19	0.18	0.15	-7.1%	2.00	1.73	-13.5%
<u>Total Orange Juice</u>												
Gallons	30.19	38.67	34.62	33.08	31.85	29.93	28.84	28.22	-6.5%	342.44	325.83	-4.9%
Price/Gal (\$)	6.69	6.79	6.79	6.84	6.89	6.88	6.89	6.89	3.0%	6.68	6.80	1.8%
Revenues (\$)	202.04	262.47	235.01	226.34	219.31	205.92	198.76	194.41	-3.8%	2,286.18	2,214.27	-3.1%

Most recent four-week-period is preliminary

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

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	07/08/17	01/20/18	02/17/18	03/17/18	04/14/18	05/12/18	06/09/18	07/07/18		2016-17	2017-18	% Change
<u>NFC GJ</u>												
Gallons	0.71	0.72	0.69	0.65	0.64	0.62	0.61	0.60	-14.9%	7.18	6.56	-8.5%
Price/Gal (\$)	7.87	7.82	7.99	8.18	8.33	8.47	8.40	8.34	5.9%	7.77	8.06	3.7%
Revenues (\$)	5.57	5.62	5.50	5.31	5.34	5.24	5.09	5.01	-9.9%	55.72	52.89	-5.1%
<u>RECON GJ</u>												
Gallons	0.06	0.07	0.07	0.08	0.08	0.08	0.08	0.06	13.2%	0.67	0.71	7.3%
Price/Gal (\$)	9.19	8.79	8.67	8.61	8.62	8.48	8.49	9.13	-0.7%	8.12	8.66	6.7%
Revenues (\$)	0.52	0.61	0.61	0.68	0.70	0.71	0.70	0.59	12.4%	5.41	6.19	14.4%
<u>Refrigerated GJ</u>												
Gallons	0.76	0.79	0.76	0.73	0.72	0.70	0.69	0.67	-12.8%	7.84	7.28	-7.2%
Price/Gal (\$)	7.97	7.91	8.05	8.23	8.36	8.47	8.41	8.41	5.5%	7.80	8.12	4.1%
Revenues (\$)	6.09	6.23	6.11	5.99	6.05	5.95	5.79	5.60	-8.0%	61.13	59.07	-3.4%
<u>Frozen GJ</u>												
Gallons	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	-30.4%	0.09	0.07	-25.5%
Price/Gal (\$)	4.61	5.05	4.80	4.75	4.79	4.82	4.76	4.81	4.4%	4.41	4.83	9.4%
Revenues (\$)	0.05	0.04	0.03	0.03	0.03	0.03	0.03	0.03	-27.3%	0.41	0.34	-18.5%
<u>Shelf Stable GJ</u>												
Gallons	0.29	0.29	0.30	0.30	0.32	0.31	0.31	0.30	3.9%	2.91	2.96	1.8%
Price/Gal (\$)	6.44	6.14	6.12	6.31	6.01	6.30	6.19	6.20	-3.8%	6.26	6.17	-1.3%
Revenues (\$)	1.85	1.78	1.83	1.90	1.92	1.95	1.91	1.85	-0.1%	18.18	18.25	0.4%
<u>Total Grapefruit Juice</u>												
Gallons	1.06	1.08	1.06	1.04	1.05	1.02	1.00	0.97	-8.5%	10.85	10.31	-5.0%
Price/Gal (\$)	7.53	7.42	7.49	7.65	7.62	7.78	7.70	7.71	2.4%	7.35	7.54	2.5%
Revenues (\$)	7.99	8.04	7.97	7.92	8.00	7.93	7.73	7.49	-6.3%	79.77	77.66	-2.6%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 07/07/18

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.

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

Report 10 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	07/08/17	01/20/18	02/17/18	03/17/18	04/14/18	05/12/18	06/09/18	07/07/18		2016-17	2017-18	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	1.31	1.06	1.08	1.08	1.16	1.17	1.25	1.30	-0.5%	12.32	11.43	-7.3%
Price/Gal (\$)	5.56	5.54	5.61	5.71	5.55	5.60	5.52	5.50	-1.1%	5.40	5.56	2.8%
Revenues (\$)	7.27	5.85	6.04	6.17	6.45	6.54	6.89	7.15	-1.6%	66.61	63.52	-4.6%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1.29	1.85	1.67	1.64	1.59	1.46	1.39	1.26	-2.1%	15.90	15.48	-2.6%
Price/Gal (\$)	7.86	7.65	7.68	7.69	7.64	7.71	7.69	7.92	0.8%	7.64	7.67	0.5%
Revenues (\$)	10.12	14.15	12.84	12.63	12.16	11.26	10.72	9.99	-1.3%	121.42	118.79	-2.2%
<u>OJ Drinks - % not stated</u>												
Gallons	0.16	0.15	0.14	0.14	0.12	0.11	0.12	0.12	-24.9%	1.84	1.33	-27.8%
Price/Gal (\$)	5.87	5.54	5.74	5.87	6.17	6.15	6.08	6.05	3.0%	5.60	5.78	3.3%
Revenues (\$)	0.92	0.82	0.83	0.81	0.72	0.69	0.71	0.71	-22.6%	10.32	7.70	-25.4%
<u>Total OJ Drinks</u>												
Gallons	2.75	3.05	2.89	2.86	2.87	2.74	2.76	2.68	-2.6%	30.07	28.24	-6.1%
Price/Gal (\$)	6.65	6.82	6.82	6.85	6.73	6.75	6.64	6.66	0.1%	6.60	6.73	2.0%
Revenues (\$)	18.31	18.48	19.70	19.61	19.32	18.50	18.32	17.85	-2.5%	198.35	190.01	-4.2%
<u>OJ BL Drinks</u>												
Gallons	14.99	13.71	13.95	14.28	13.84	13.77	14.29	14.43	-3.7%	149.36	139.02	-6.9%
Price/Gal (\$)	3.28	3.35	3.37	3.40	3.41	3.38	3.33	3.27	-0.4%	3.34	3.37	0.7%
Revenues (\$)	49.22	45.99	47.00	48.55	47.21	46.53	47.63	47.20	-4.1%	499.46	468.20	-6.3%
<u>OJ BL (100% Juice)</u>												
Gallons	2.39	2.62	2.41	2.32	2.25	2.12	2.08	2.08	-13.0%	25.05	22.89	-8.6%
Price/Gal (\$)	7.15	7.19	7.30	7.39	7.53	7.62	7.51	7.37	3.1%	7.24	7.34	1.4%
Revenues (\$)	17.05	18.86	17.60	17.17	16.94	16.13	15.59	15.29	-10.3%	181.25	167.96	-7.3%
<u>GJ Cocktail</u>												
Gallons	0.74	0.73	0.68	0.71	0.76	0.71	0.71	0.69	-5.8%	7.63	7.01	-8.1%
Price/Gal (\$)	6.37	5.86	6.04	6.03	5.87	6.23	6.16	6.25	-2.0%	5.99	6.04	0.9%
Revenues (\$)	4.70	4.29	4.12	4.31	4.48	4.41	4.38	4.34	-7.7%	45.66	42.36	-7.2%
<u>GJ BL (100% Juice)</u>												
Gallons	0.14	0.13	0.13	0.12	0.13	0.10	0.11	0.11	-22.4%	1.45	1.19	-17.4%
Price/Gal (\$)	6.45	6.07	6.15	6.16	5.53	6.15	5.93	5.97	-7.4%	6.29	6.00	-4.6%
Revenues (\$)	0.88	0.81	0.78	0.77	0.72	0.63	0.63	0.63	-28.1%	9.09	7.16	-21.2%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 07/07/18
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>

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

Report Ending Date: 07/07/18
Issue Date: 07/23/18
Report 10 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	07/08/17	01/20/18	02/17/18	03/17/18	04/14/18	05/12/18	06/09/18	07/07/18		2016-17	2017-18	% Change
<u>NFC OJ</u>												
Gallons	12.16	16.46	14.08	13.37	13.10	11.97	11.53	11.31	-6.9%	142.81	134.09	-6.1%
Price/Gal (\$)	7.94	7.80	7.90	8.03	8.08	8.16	8.20	8.18	3.1%	7.72	7.91	2.5%
Revenues (\$)	96.47	128.47	111.16	107.33	105.82	97.70	94.60	92.56	-4.1%	1,102.06	1,060.82	-3.7%
<u>RECON OJ</u>												
Gallons	6.70	7.85	7.37	7.06	6.70	6.59	6.46	6.32	-5.7%	72.82	69.20	-5.0%
Price/Gal (\$)	5.01	5.12	5.19	5.21	5.19	5.19	5.21	5.26	5.0%	5.01	5.13	2.3%
Revenues (\$)	33.54	40.22	38.21	36.77	34.76	34.22	33.67	33.22	-1.0%	364.86	354.88	-2.7%
<u>Refrigerated OJ</u>												
Gallons	18.86	24.31	21.45	20.43	19.80	18.56	18.00	17.63	-6.5%	215.62	203.29	-5.7%
Price/Gal (\$)	6.90	6.94	6.97	7.05	7.10	7.11	7.13	7.13	3.5%	6.80	6.96	2.4%
Revenues (\$)	130.02	168.69	149.37	144.10	140.58	131.92	128.27	125.78	-3.3%	1,466.92	1,415.70	-3.5%
<u>Frozen OJ</u>												
Gallons	0.94	1.07	0.96	0.93	0.91	0.86	0.85	0.87	-7.9%	10.26	9.40	-8.4%
Price/Gal (\$)	4.98	5.09	4.99	5.00	5.06	5.09	5.12	5.09	2.2%	4.98	5.06	1.5%
Revenues (\$)	4.70	5.43	4.79	4.66	4.62	4.37	4.37	4.43	-5.8%	51.12	47.56	-7.0%
<u>Shelf Stable OJ</u>												
Gallons	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.01	-4.8%	0.20	0.17	-13.0%
Price/Gal (\$)	9.51	9.39	9.66	9.77	9.23	9.35	8.97	9.52	0.1%	9.22	9.40	1.9%
Revenues (\$)	0.15	0.15	0.17	0.17	0.17	0.17	0.16	0.14	-4.7%	1.81	1.61	-11.3%
<u>Total Orange Juice</u>												
Gallons	19.82	25.40	22.42	21.38	20.73	19.43	18.87	18.52	-6.6%	226.08	212.87	-5.8%
Price/Gal (\$)	6.81	6.86	6.88	6.97	7.01	7.02	7.04	7.04	3.4%	6.72	6.88	2.4%
Revenues (\$)	134.87	174.28	154.33	148.93	145.37	136.46	132.80	130.35	-3.3%	1,519.86	1,464.86	-3.6%

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

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	07/08/17	01/20/18	02/17/18	03/17/18	04/14/18	05/12/18	06/09/18	07/07/18		2016-17	2017-18	% Change
<u>NFC GJ</u>												
Gallons	580.90	593.52	565.40	528.49	524.72	502.57	495.43	489.80	-15.7%	5,860.16	5,388.19	-8.1%
Price/Gal (\$)	7.96	7.89	8.07	8.29	8.42	8.59	8.50	8.44	6.0%	7.85	8.13	3.6%
Revenues (\$)	4,623.08	4,682.24	4,563.03	4,382.58	4,418.99	4,316.93	4,210.59	4,133.80	-10.6%	45,984.08	43,804.73	-4.7%
<u>RECON GJ</u>												
Gallons	56.84	69.13	69.96	78.73	81.45	83.94	82.30	64.33	13.2%	666.23	714.58	7.3%
Price/Gal (\$)	9.19	8.79	8.67	8.61	8.62	8.48	8.49	9.13	-0.7%	8.12	8.66	6.7%
Revenues (\$)	522.59	607.42	606.69	678.17	702.27	711.67	698.82	587.20	12.4%	5,408.70	6,187.06	14.4%
<u>Refrigerated GJ</u>												
Gallons	637.75	662.64	635.36	607.22	606.18	586.51	577.73	554.13	-13.1%	6,526.39	6,102.77	-6.5%
Price/Gal (\$)	8.07	7.98	8.14	8.33	8.45	8.57	8.50	8.52	5.6%	7.87	8.19	4.0%
Revenues (\$)	5,145.68	5,289.66	5,169.72	5,060.75	5,121.26	5,028.60	4,909.41	4,721.00	-8.3%	51,392.78	49,991.79	-2.7%
<u>Frozen GJ</u>												
Gallons	10.11	7.33	7.08	7.18	6.94	6.83	6.87	7.03	-30.4%	93.33	69.55	-25.5%
Price/Gal (\$)	4.61	5.05	4.80	4.75	4.79	4.82	4.76	4.81	4.4%	4.41	4.83	9.4%
Revenues (\$)	46.61	36.99	33.99	34.06	33.23	32.96	32.71	33.86	-27.3%	411.73	335.71	-18.5%
<u>Shelf Stable GJ</u>												
Gallons	202.05	191.51	196.68	191.76	214.33	197.77	202.19	192.76	-4.6%	2,033.17	1,932.98	-4.9%
Price/Gal (\$)	6.72	6.49	6.47	6.83	6.35	6.93	6.72	6.78	0.9%	6.51	6.61	1.5%
Revenues (\$)	1,357.73	1,242.63	1,273.39	1,309.59	1,361.45	1,371.40	1,358.75	1,306.50	-3.8%	13,245.22	12,782.52	-3.5%
<u>Total Grapefruit Juice</u>												
Gallons	849.91	861.49	839.12	806.16	827.44	791.11	786.79	753.92	-11.3%	8,659.94	8,105.30	-6.4%
Price/Gal (\$)	7.71	7.63	7.72	7.94	7.87	8.13	8.01	8.04	4.3%	7.52	7.79	3.6%
Revenues (\$)	6,550.01	6,569.28	6,477.10	6,404.40	6,515.95	6,432.96	6,300.87	6,061.36	-7.5%	65,090.04	63,110.03	-3.0%

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

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	07/08/17	01/20/18	02/17/18	03/17/18	04/14/18	05/12/18	06/09/18	07/07/18		2016-17	2017-18	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	903.52	713.98	722.73	729.91	784.95	776.99	837.96	865.58	-4.2%	8,610.14	7,661.81	-11.0%
Price/Gal (\$)	5.82	5.91	5.97	6.05	5.90	6.09	6.00	6.11	5.0%	5.53	5.96	7.7%
Revenues (\$)	5,254.85	4,217.22	4,315.07	4,413.82	4,630.53	4,728.71	5,024.60	5,286.79	0.6%	47,642.61	45,653.06	-4.2%
<u>OJ Drinks 40-99.99%</u>												
Gallons	938.55	1,333.74	1,197.87	1,192.03	1,156.77	1,069.11	1,026.52	941.68	0.3%	11,751.47	11,274.90	-4.1%
Price/Gal (\$)	7.90	7.61	7.68	7.70	7.72	7.82	7.79	8.01	1.4%	7.63	7.68	0.7%
Revenues (\$)	7,414.82	10,146.94	9,201.59	9,180.55	8,929.04	8,362.64	8,000.61	7,544.06	1.7%	89,610.49	86,580.98	-3.4%
<u>OJ Drinks - % not stated</u>												
Gallons	154.43	147.65	143.38	137.74	115.66	111.57	115.74	116.08	-24.8%	1,831.06	1,323.97	-27.7%
Price/Gal (\$)	5.85	5.55	5.75	5.88	6.19	6.17	6.10	6.06	3.7%	5.56	5.79	4.1%
Revenues (\$)	903.55	819.70	825.14	809.73	715.92	688.46	705.67	704.03	-22.1%	10,188.99	7,667.18	-24.8%
<u>Total OJ Drinks</u>												
Gallons	1,996.49	2,195.37	2,063.98	2,059.68	2,057.38	1,957.67	1,980.22	1,923.34	-3.7%	22,192.67	20,260.68	-8.7%
Price/Gal (\$)	6.80	6.92	6.95	6.99	6.94	7.04	6.93	7.04	3.5%	6.64	6.91	3.9%
Revenues (\$)	13,573.22	13,457.19	14,341.80	14,404.10	14,275.49	13,779.81	13,730.87	13,534.88	-0.3%	147,442.09	139,901.22	-5.1%
<u>OJ BL Drinks</u>												
Gallons	7,753.44	6,719.31	6,927.10	7,012.55	6,750.41	6,700.95	7,176.88	7,536.02	-2.8%	75,399.15	69,064.29	-8.4%
Price/Gal (\$)	3.24	3.46	3.39	3.37	3.45	3.43	3.30	3.19	-1.6%	3.31	3.37	1.7%
Revenues (\$)	25,138.54	23,225.51	23,456.77	23,597.76	23,269.34	22,989.63	23,670.32	24,052.90	-4.3%	249,736.67	232,619.30	-6.9%
<u>OJ BL (100% Juice)</u>												
Gallons	1,624.80	1,773.35	1,569.20	1,499.17	1,475.69	1,365.52	1,390.07	1,407.41	-13.4%	16,742.08	15,167.62	-9.4%
Price/Gal (\$)	7.08	7.10	7.27	7.32	7.42	7.51	7.38	7.28	2.9%	7.20	7.24	0.5%
Revenues (\$)	11,499.51	12,583.72	11,401.08	10,967.55	10,949.64	10,255.96	10,264.13	10,248.88	-10.9%	120,560.07	109,764.56	-9.0%
<u>GJ Cocktail</u>												
Gallons	409.30	400.78	363.86	382.73	419.26	383.78	399.59	394.19	-3.7%	4,058.01	3,822.60	-5.8%
Price/Gal (\$)	7.15	6.44	6.72	6.64	6.31	6.95	6.78	6.97	-2.6%	6.80	6.67	-1.9%
Revenues (\$)	2,927.78	2,582.46	2,444.45	2,540.40	2,646.78	2,668.66	2,710.96	2,746.59	-6.2%	27,576.93	25,491.52	-7.6%
<u>GJ BL (100% Juice)</u>												
Gallons	81.47	82.83	74.86	69.89	78.44	47.53	54.09	54.46	-33.2%	869.06	686.42	-21.0%
Price/Gal (\$)	7.22	6.54	6.76	6.83	5.69	7.15	6.58	6.66	-7.8%	6.88	6.53	-5.1%
Revenues (\$)	588.55	541.90	505.77	477.42	446.35	339.94	355.66	362.77	-38.4%	5,983.27	4,485.11	-25.0%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 07/07/18
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: 07/07/18
 Issue Date: 07/23/18
 Report 10 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	07/08/17	01/20/18	02/17/18	03/17/18	04/14/18	05/12/18	06/09/18	07/07/18		2016-17	2017-18	% Change
<u>NFC OJ</u>												
Average Promo Price	7.09	6.95	7.01	7.21	7.33	7.31	7.40	7.26	2.4%	6.85	7.09	3.5%
Price Reduction	94	97	92	93	98	96	92	90	-4.3%	94	94	-0.5%
Feature & Disp	27	24	22	28	30	27	21	24	-11.1%	31	26	-17.9%
Display w/o Fea	25	27	24	27	32	28	26	21	-16.0%	27	25	-7.4%
Feature w/o Disp	84	89	87	87	89	88	86	87	3.6%	89	88	-1.6%
<u>RECON OJ</u>												
Average Promo Price	4.37	4.32	4.81	4.67	4.47	4.51	4.77	4.92	12.6%	4.31	4.51	4.6%
Price Reduction	82	74	77	73	81	77	78	73	-11.0%	78	77	-2.0%
Feature & Disp	9	5	12	7	7	10	5	5	-44.4%	8	6	-25.6%
Display w/o Fea	12	12	12	13	13	13	12	10	-16.7%	13	12	-9.2%
Feature w/o Disp	62	62	55	53	51	51	48	52	-16.1%	59	52	-11.8%
<u>Refrigerated OJ</u>												
Average Promo Price	6.22	6.34	6.39	6.51	6.63	6.52	6.66	6.64	6.8%	6.16	6.41	4.0%
Price Reduction	96	98	95	97	98	98	94	93	-3.1%	96	96	0.0%
Feature & Disp	31	27	30	31	33	31	24	26	-16.1%	34	29	-16.2%
Display w/o Fea	32	32	30	31	37	33	30	26	-18.8%	33	31	-8.7%
Feature w/o Disp	88	92	91	90	92	90	89	90	2.3%	91	90	-0.6%
<u>Frozen OJ</u>												
Average Promo Price	3.86	4.40	4.72	4.27	4.09	4.37	4.53	3.91	1.3%	3.93	4.36	11.1%
Price Reduction	38	33	46	36	35	36	35	36	-5.3%	47	39	-17.7%
Feature & Disp	0	0	0	0	1	0	0	0	0.0%	0	0	0.0%
Display w/o Fea	1	0	1	0	1	2	1	1	0.0%	1	1	-53.8%
Feature w/o Disp	9	8	9	9	9	7	8	6	-33.3%	10	8	-15.2%
<u>Shelf Stable OJ</u>												
Average Promo Price	7.40	7.67	7.44	7.69	7.33	6.97	7.10	8.63	16.6%	7.60	7.72	1.5%
Price Reduction	9	3	6	3	10	3	11	8	-11.1%	10	5	-48.5%
Feature & Disp	0	0	0	0	0	0	0	0	0.0%	0	0	0.0%
Display w/o Fea	0	0	0	0	0	0	0	0	0.0%	0	0	0.0%
Feature w/o Disp	0	0	0	7	5	0	0	0	0.0%	2	1	-45.5%
<u>Total OJ</u>												
Average Promo Price	6.17	6.32	6.37	6.48	6.60	6.50	6.64	6.60	7.0%	6.11	6.38	4.5%
Price Reduction	96	98	96	98	98	98	95	94	-2.1%	97	97	0.2%
Feature & Disp	31	27	30	31	33	31	24	26	-16.1%	34	29	-16.2%
Display w/o Fea	33	32	31	32	38	34	31	27	-18.2%	34	31	-8.3%
Feature w/o Disp	88	92	91	90	92	90	89	90	2.3%	91	90	-0.6%

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

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	07/08/17	01/20/18	02/17/18	03/17/18	04/14/18	05/12/18	06/09/18	07/07/18		2016-17	2017-18	% Change
<u>NFC GJ</u>												
Average Promo Price	7.07	6.93	7.03	7.09	7.50	7.49	7.52	7.43	5.1%	6.84	7.14	4.4%
Price Reduction	72	78	69	71	76	63	70	77	6.9%	73	73	-0.7%
Feature & Disp	2	1	2	2	3	2	2	2	0.0%	2	2	-16.7%
Display w/o Fea	7	6	5	5	8	5	5	4	-42.9%	6	5	-11.5%
Feature w/o Disp	36	40	56	34	55	43	46	50	38.9%	44	46	4.8%
<u>RECON GJ</u>												
Average Promo Price	6.44	7.55	7.03	8.99	8.30	6.01	6.29	6.08	-5.6%	7.78	7.03	-9.6%
Price Reduction	10	18	13	14	14	10	8	12	20.0%	12	14	16.1%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	0	0	1	0	1	0	0	0		0	0	-33.3%
Feature w/o Disp	1	7	0	6	0	0	0	0	-100.0%	0	1	550.0%
<u>Refrigerated GJ</u>												
Average Promo Price	7.03	6.97	7.03	7.23	7.53	7.41	7.46	7.36	4.7%	6.82	7.14	4.6%
Price Reduction	73	79	70	72	77	70	74	80	9.6%	74	75	0.9%
Feature & Disp	2	1	2	2	3	2	2	2	0.0%	2	2	-16.7%
Display w/o Fea	8	7	6	6	8	5	5	5	-37.5%	7	6	-7.7%
Feature w/o Disp	37	46	56	34	55	43	46	50	35.1%	45	47	5.4%
<u>Frozen GJ</u>												
Average Promo Price	4.82	4.27	4.09	4.04	5.15	4.57	4.62	5.19	7.7%	3.98	4.56	14.6%
Price Reduction	7	1	1	1	1	0	1	1	-85.7%	5	1	-79.2%
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	0	0	0	0	0	0	0	0		0	0	
<u>Shelf Stable GJ</u>												
Average Promo Price	5.97	5.16	5.31	5.97	5.22	5.94	5.35	5.42	-9.2%	5.56	5.42	-2.6%
Price Reduction	45	42	45	35	49	43	50	40	-11.1%	41	43	5.4%
Feature & Disp	0	0	0	0	1	0	0	0		0	0	
Display w/o Fea	1	2	2	1	2	1	1	1	0.0%	2	2	-16.7%
Feature w/o Disp	6	11	19	12	18	6	15	11	83.3%	13	13	0.0%
<u>TL GJ</u>												
Average Promo Price	6.87	6.72	6.73	7.09	7.00	7.18	7.09	7.06	2.8%	6.62	6.86	3.7%
Price Reduction	82	84	78	79	87	80	82	87	6.1%	82	82	0.4%
Feature & Disp	2	2	2	3	4	2	2	2	0.0%	3	2	-8.0%
Display w/o Fea	9	8	7	7	10	6	6	5	-44.4%	8	7	-16.7%
Feature w/o Disp	39	51	58	42	61	46	50	53	35.9%	50	51	2.6%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 07/07/18

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 10 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4	Season-to-Date		
	07/08/17	01/20/18	02/17/18	03/17/18	04/14/18	05/12/18	06/09/18	07/07/18		2016-17	2017-18	% Change
OJ Drinks 0-39.99%												
Average Promo Price	5.65	5.63	5.78	6.29	5.48	5.73	5.52	5.88	4.1%	5.32	5.74	7.8%
Price Reduction	81	77	81	78	82	81	79	78	-3.7%	80	79	-1.6%
Feature & Disp	13	7	11	15	15	11	11	14	7.7%	9	11	13.8%
Display w/o Fea	36	29	29	30	36	36	33	37	2.8%	31	32	2.2%
Feature w/o Disp	63	50	59	58	60	43	55	57	-9.5%	51	54	6.5%
OJ Drinks 40-99.99%												
Average Promo Price	7.12	6.98	7.06	7.20	7.11	7.16	7.18	7.32	2.8%	6.96	7.08	1.8%
Price Reduction	70	80	69	73	81	79	74	72	2.9%	75	76	0.7%
Feature & Disp	3	2	4	5	3	6	2	2	-33.3%	7	4	-40.9%
Display w/o Fea	7	8	10	12	13	14	11	7	0.0%	9	10	1.1%
Feature w/o Disp	31	33	36	44	34	40	47	45	45.2%	46	40	-12.2%
OJ Drinks - % not stated												
Average Promo Price	5.11	5.29	4.91	5.02	5.18	5.46	5.53	5.05	-1.2%	4.99	5.17	3.5%
Price Reduction	15	20	12	18	15	16	14	16	6.7%	17	15	-12.9%
Feature & Disp	1	0	0	0	0	0	1	0	-100.0%	0	0	-50.0%
Display w/o Fea	2	1	1	2	1	2	1	1	-50.0%	2	1	-12.5%
Feature w/o Disp	18	4	12	16	4	11	15	10	-44.4%	9	11	28.4%
Total OJ Drinks												
Average Promo Price	6.29	6.59	6.58	6.84	6.48	6.63	6.48	6.55	4.1%	6.31	6.56	3.9%
Price Reduction	89	92	91	90	91	90	90	89	0.0%	91	90	-1.0%
Feature & Disp	15	10	15	19	17	16	13	16	6.7%	15	14	-7.8%
Display w/o Fea	41	35	35	38	44	44	41	41	0.0%	38	38	0.0%
Feature w/o Disp	69	60	70	71	72	64	70	72	4.3%	70	69	-1.6%
OJ BL Drinks												
Average Promo Price	2.75	2.98	2.85	2.76	2.85	2.74	2.73	2.58	-6.2%	2.77	2.79	0.8%
Price Reduction	98	97	96	97	94	94	97	96	-2.0%	96	96	-0.6%
Feature & Disp	35	16	23	23	18	24	26	32	-8.6%	28	22	-21.0%
Display w/o Fea	69	53	52	54	57	56	58	59	-14.5%	62	55	-9.9%
Feature w/o Disp	83	75	81	70	79	79	74	82	-1.2%	83	76	-8.4%
OJ BL (100% Juice)												
Average Promo Price	6.29	6.42	6.36	6.31	6.79	6.72	6.63	6.63	5.4%	6.36	6.45	1.4%
Price Reduction	91	85	87	88	88	89	85	88	-3.3%	89	87	-2.4%
Feature & Disp	10	6	7	5	6	6	6	7	-30.0%	8	6	-22.0%
Display w/o Fea	15	9	9	12	13	10	8	9	-40.0%	14	10	-31.2%
Feature w/o Disp	74	73	54	55	62	71	60	65	-12.2%	71	66	-6.0%
GJ Cocktail												
Average Promo Price	6.86	5.39	6.05	5.63	5.16	6.37	5.82	6.23	-9.2%	5.98	5.74	-4.1%
Price Reduction	72	72	75	71	80	75	75	69	-4.2%	73	73	0.5%
Feature & Disp	5	2	5	5	5	4	7	9	80.0%	5	5	-8.0%
Display w/o Fea	19	17	14	14	20	19	18	22	15.8%	18	17	-3.4%
Feature w/o Disp	26	23	27	27	30	19	42	36	38.5%	30	30	-0.3%
GJ BL (100% Juice)												
Average Promo Price	7.11	5.44	5.95	5.94	4.63	5.91	5.25	5.58	-21.5%	6.27	5.54	-11.7%
Price Reduction	36	31	42	29	40	19	29	20	-44.4%	43	32	-25.0%
Feature & Disp	0	0	0	0	0	0	0	0	-100.0%	0	0	-100.0%
Display w/o Fea	1	1	1	1	1	0	1	1	0.0%	1	1	-35.7%
Feature w/o Disp	9	8	3	3	4	4	7	6	-33.3%	8	5	-32.5%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 07/07/18

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

Source: Nielsen

Orange Juice Categories at xAOC

	Last Year 52 weeks ending 07/08/17	This Year 52 weeks ending 07/07/18
GALLONS (millions)		
Total OJ	441.09	415.77
Ref NFC OJ	270.47	253.60
Ref Recon OJ	151.82	145.13
Frozen OJ	18.50	16.78
SS OJ	0.30	0.26
DOLLARS (millions)		
Total OJ	\$2,931.60	\$2,820.70
Ref NFC OJ	\$2,068.03	\$1,980.83
Ref Recon OJ	\$770.72	\$753.70
Frozen OJ	\$90.19	\$83.89
SS OJ	\$2.65	\$2.28
AVG PRICE PER GALLON		
Total OJ	\$6.65	\$6.78
Ref NFC OJ	\$7.65	\$7.81
Ref Recon OJ	\$5.08	\$5.19
Frozen OJ	\$4.88	\$5.00
SS OJ	\$8.85	\$8.78
SHARE OF GALLONS		
Total OJ	100.0%	100.0%
Ref NFC OJ	61.3%	61.0%
Ref Recon OJ	34.4%	34.9%
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%	70.2%
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 07/07/18 and 52 wks ending 07/08/17

Created: 07/19/18

Grapefruit Juice Categories at xAOC

	Last Year 52 weeks ending 07/08/17	This Year 52 weeks ending 07/07/18
GALLONS (millions)		
Total GJ	14.06	13.39
Ref NFC GJ	9.26	8.58
Ref Recon GJ	0.89	0.89
Frozen GJ	0.13	0.09
SS GJ	3.78	3.82
DOLLARS (millions)		
Total GJ	\$103.36	\$100.86
Ref NFC GJ	\$72.20	\$68.89
Ref Recon GJ	\$6.87	\$7.80
Frozen GJ	\$0.54	\$0.45
SS GJ	\$23.68	\$23.72
AVG PRICE PER GALLON		
Total GJ	\$7.35	\$7.53
Ref NFC GJ	\$7.80	\$8.03
Ref Recon GJ	\$7.76	\$8.73
Frozen GJ	\$4.17	\$4.73
SS GJ	\$6.26	\$6.21
SHARE OF GALLONS		
Total GJ	100.0%	100.0%
Ref NFC GJ	65.8%	64.1%
Ref Recon GJ	6.3%	6.7%
Frozen GJ	0.9%	0.7%
SS GJ	26.9%	28.5%
SHARE OF DOLLARS		
Total GJ	100.0%	100.0%
Ref NFC GJ	69.9%	68.3%
Ref Recon GJ	6.6%	7.7%
Frozen GJ	0.5%	0.4%
SS GJ	22.9%	23.5%

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 07/07/18 and 52 wks ending 07/08/17

Created: 07/19/18

Orange Juice Sales at xAOC - by Region

	Gallons									
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 07/07/18		4 WEEKS ENDING 07/08/17			
	% of Total	% Chg	% of Total	% of Total	% of Total	% Chg	% of Total	% Chg	% of Total	% of Total
TOTAL US - XAOC										
TL OJ	415,766,794		-5.7%	441,088,738		28,218,131		-6.5%	30,193,989	
TL OJ REF NFC	253,598,474		-6.2%	270,468,378		16,674,756		-8.8%	18,291,592	
TL OJ REF RECON	145,130,989		-4.4%	151,822,185		10,324,865		-2.3%	10,569,537	
NORTHEAST REGION - XAOC										
TL OJ	77,787,155	18.7%	-8.2%	84,716,235	19.2%	5,340,860	18.9%	-6.1%	5,689,647	18.8%
TL OJ REF NFC	61,671,976	14.8%	-8.6%	67,448,814	15.3%	4,140,889	14.7%	-6.6%	4,434,040	14.7%
TL OJ REF RECON	14,344,416	3.5%	-6.6%	15,355,619	3.5%	1,065,787	3.8%	-4.5%	1,116,127	3.7%
SOUTH REGION - XAOC										
TL OJ	164,163,091	39.5%	-4.4%	171,702,536	38.9%	11,133,959	39.5%	-6.4%	11,894,281	39.4%
TL OJ REF NFC	96,499,491	23.2%	-5.1%	101,684,483	23.1%	6,257,207	22.2%	-10.8%	7,016,354	23.2%
TL OJ REF RECON	62,648,354	15.1%	-2.7%	64,411,726	14.6%	4,524,937	16.0%	1.1%	4,477,281	14.8%
WEST REGION - XAOC										
TL OJ	86,478,587	20.8%	-6.6%	92,543,955	21.0%	5,956,304	21.1%	-6.2%	6,349,210	21.0%
TL OJ REF NFC	47,403,336	11.4%	-5.4%	50,113,865	11.4%	3,175,662	11.3%	-6.7%	3,402,391	11.3%
TL OJ REF RECON	33,865,657	8.1%	-7.9%	36,786,267	8.3%	2,408,214	8.5%	-5.7%	2,553,728	8.5%
MIDWEST REGION - XAOC										
TL OJ	87,138,348	21.0%	-5.0%	91,711,022	20.8%	5,780,147	20.5%	-6.4%	6,176,739	20.5%
TL OJ REF NFC	47,796,614	11.5%	-6.0%	50,829,978	11.5%	3,085,485	10.9%	-8.4%	3,368,241	11.2%
TL OJ REF RECON	34,286,220	8.2%	-2.7%	35,233,756	8.0%	2,332,275	8.3%	-3.2%	2,410,190	8.0%

	Dollars									
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 07/07/18		4 WEEKS ENDING 07/08/17			
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	% of Total	% Chg	% of Total	% Chg	% of Total
TOTAL US - XAOC										
TL OJ	\$2,820,703,371		-3.8%	\$2,931,598,447		\$194,413,401		-3.8%	\$202,037,444	
TL OJ REF NFC	\$1,980,832,434		-4.2%	\$2,068,034,746		\$134,270,469		-4.7%	\$140,917,114	
TL OJ REF RECON	\$753,695,327		-2.2%	\$770,722,963		\$53,980,002		-0.9%	\$54,494,049	
NORTHEAST REGION - XAOC										
TL OJ	\$538,640,744	19.1%	-5.3%	\$568,628,294	19.4%	\$37,548,057	19.3%	-4.6%	\$39,361,960	19.5%
TL OJ REF NFC	\$451,271,857	16.0%	-5.8%	\$479,169,702	16.3%	\$30,963,818	15.9%	-5.3%	\$32,691,429	16.2%
TL OJ REF RECON	\$77,190,430	2.7%	-1.8%	\$78,623,144	2.7%	\$5,819,547	3.0%	-0.9%	\$5,870,574	2.9%
SOUTH REGION - XAOC										
TL OJ	\$1,098,811,894	39.0%	-2.9%	\$1,132,070,358	38.6%	\$74,926,021	38.5%	-3.8%	\$77,921,717	38.6%
TL OJ REF NFC	\$758,555,302	26.9%	-3.2%	\$784,017,478	26.7%	\$50,597,610	26.0%	-5.2%	\$53,364,677	26.4%
TL OJ REF RECON	\$315,288,063	11.2%	-1.7%	\$320,744,680	10.9%	\$22,582,167	11.6%	-0.1%	\$22,606,372	11.2%
WEST REGION - XAOC										
TL OJ	\$607,140,459	21.5%	-4.2%	\$633,752,780	21.6%	\$42,884,377	22.1%	-2.9%	\$44,153,919	21.9%
TL OJ REF NFC	\$396,088,494	14.0%	-4.0%	\$412,563,888	14.1%	\$27,636,938	14.2%	-2.6%	\$28,361,341	14.0%
TL OJ REF RECON	\$185,440,351	6.6%	-4.4%	\$193,958,799	6.6%	\$13,423,771	6.9%	-3.3%	\$13,875,732	6.9%
MIDWEST REGION - XAOC										
TL OJ	\$574,392,781	20.4%	-3.3%	\$594,187,702	20.3%	\$38,968,152	20.0%	-2.6%	\$39,989,884	19.8%
TL OJ REF NFC	\$373,006,116	13.2%	-4.2%	\$389,304,096	13.3%	\$24,940,634	12.8%	-3.8%	\$25,925,532	12.8%
TL OJ REF RECON	\$175,890,313	6.2%	-0.8%	\$177,369,759	6.1%	\$12,187,266	6.3%	0.6%	\$12,115,943	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: 7/19/2018

Grapefruit Juice Sales at xAOC - by Region

Gallons									
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 07/07/18		4 WEEKS ENDING 07/08/17		
	% of Total	% Chg	% of Total	% of Total	% of Total	% Chg	% of Total	% of Total	
TOTAL US - XAOC									
TL GJ	13,391,338	-4.8%	14,063,422		971,653	-8.5%	1,061,496		
TL GJ REF NFC	8,583,628	-7.3%	9,255,013		601,419	-14.9%	706,913		
TL GJ REF RECON	893,324	0.9%	885,456		64,331	13.2%	56,845		
NORTHEAST REGION - XAOC									
TL GJ	2,444,572	18.3%	2,639,208	18.8%	177,604	18.3%	200,743	18.9%	
TL GJ REF NFC	1,865,107	13.9%	2,035,671	14.5%	130,993	13.5%	152,020	14.3%	
TL GJ REF RECON	83,153	0.6%	74,716	0.5%	6,487	0.7%	8,018	0.8%	
SOUTH REGION - XAOC									
TL GJ	5,647,509	42.2%	5,899,597	41.9%	405,477	41.7%	437,180	41.2%	
TL GJ REF NFC	3,548,450	26.5%	3,722,891	26.5%	248,891	25.6%	285,641	26.9%	
TL GJ REF RECON	436,429	3.3%	528,190	3.8%	28,322	2.9%	29,412	2.8%	
WEST REGION - XAOC									
TL GJ	2,990,287	22.3%	3,134,305	22.3%	217,734	22.4%	241,760	22.8%	
TL GJ REF NFC	1,857,301	13.9%	2,063,684	14.7%	126,252	13.0%	159,056	15.0%	
TL GJ REF RECON	192,583	1.4%	133,571	0.9%	18,950	2.0%	9,237	0.9%	
MIDWEST REGION - XAOC									
TL GJ	2,295,195	17.1%	2,374,594	16.9%	169,783	17.5%	178,656	16.8%	
TL GJ REF NFC	1,298,545	9.7%	1,414,666	10.1%	94,328	9.7%	105,803	10.0%	
TL GJ REF RECON	181,455	1.4%	153,944	1.1%	10,414	1.1%	12,118	1.1%	

Dollars									
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 07/07/18		4 WEEKS ENDING 07/08/17		
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	% of Total	% Chg	% of Total	
TOTAL US - XAOC									
TL GJ	\$100,859,005	-2.4%	\$103,358,599		\$7,487,025	-6.3%	\$7,988,393		
TL GJ REF NFC	\$68,888,132	-4.6%	\$72,201,856		\$5,014,015	-9.9%	\$5,566,205		
TL GJ REF RECON	\$7,801,151	13.6%	\$6,869,991		\$587,210	12.4%	\$522,602		
NORTHEAST REGION - XAOC									
TL GJ	\$18,517,336	18.4%	\$19,273,046	18.6%	\$1,373,173	18.3%	\$1,506,977	18.9%	
TL GJ REF NFC	\$14,287,421	14.2%	\$15,146,892	14.7%	\$1,036,045	13.8%	\$1,156,836	14.5%	
TL GJ REF RECON	\$946,722	0.9%	\$698,870	0.7%	\$78,015	1.0%	\$75,983	1.0%	
SOUTH REGION - XAOC									
TL GJ	\$41,809,809	41.5%	\$42,381,502	41.0%	\$3,037,220	40.6%	\$3,207,975	40.2%	
TL GJ REF NFC	\$28,060,722	27.8%	\$28,691,815	27.8%	\$2,015,010	26.9%	\$2,188,564	27.4%	
TL GJ REF RECON	\$3,796,397	3.8%	\$3,845,823	3.7%	\$259,991	3.5%	\$268,530	3.4%	
WEST REGION - XAOC									
TL GJ	\$23,768,910	23.6%	\$24,557,070	23.8%	\$1,806,654	24.1%	\$1,935,839	24.2%	
TL GJ REF NFC	\$16,110,377	16.0%	\$17,334,145	16.8%	\$1,171,426	15.6%	\$1,357,048	17.0%	
TL GJ REF RECON	\$1,779,382	1.8%	\$1,263,351	1.2%	\$171,562	2.3%	\$98,717	1.2%	
MIDWEST REGION - XAOC									
TL GJ	\$16,633,393	16.5%	\$17,006,946	16.5%	\$1,259,952	16.8%	\$1,300,442	16.3%	
TL GJ REF NFC	\$10,300,795	10.2%	\$10,867,372	10.5%	\$782,789	10.5%	\$820,001	10.3%	
TL GJ REF RECON	\$1,271,744	1.3%	\$1,099,166	1.1%	\$74,993	1.0%	\$90,953	1.1%	

Source: Nielsen Scanning Data

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

Created: 7/19/2018