

Nielsen Retail Sales OJ, GJ and OJ/GJ Beverages



Monthly Topline Report
Report #10 of 2016-17 Season
For 4 weeks ending 07/08/17

Week Ending 07/08/17
 Report 10 of 16/17 Season

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

	4 WEEKS ENDING 07/08/17			SEASON YEAR-TO-DATE		
	GALLONS	PRICE	DOLLARS	GALLONS	PRICE	DOLLARS
Total OJ	-7.1%	2.6%	-4.7%	-7.4%	2.8%	-4.9%
Ref NFC OJ	-5.5%	0.9%	-4.7%	-5.6%	1.6%	-4.1%
Ref Recon OJ	-8.9%	5.1%	-4.2%	-10.2%	4.3%	-6.3%
Total GJ	-4.2%	3.6%	-0.7%	-3.5%	1.3%	-2.2%
Ref NFC GJ	-0.7%	0.4%	-0.4%	-3.0%	0.0%	-3.0%
Shelf Stable GJ	-6.3%	2.1%	-4.3%	-1.6%	-0.8%	-2.4%
OJ Drinks	-11.1%	6.3%	-5.5%	-7.0%	3.7%	-3.5%
OJ Blend Drinks	-4.4%	-0.6%	-5.0%	-4.5%	1.1%	-3.5%
OJ Blend (100% Juice)	-4.4%	-2.6%	-6.9%	-8.5%	-0.6%	-9.1%
GJ Blend (100% Juice)	-6.8%	-0.9%	-7.6%	-6.8%	2.8%	-4.2%
GJ Cocktail	-1.9%	-1.2%	-3.0%	-4.1%	1.8%	-2.4%

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: 07/08/17
Issue Date: 07/31/17
Report 10 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	07/09/16	01/21/17	02/18/17	03/18/17	04/15/17	05/13/17	06/10/17	07/08/17		2015-16	2016-17	% Change
<u>NFC OJ</u>												
Gallons	19.23	23.74	21.64	21.54	21.08	19.35	18.70	18.16	-5.5%	222.43	209.93	-5.6%
Price/Gal (\$)	7.66	7.73	7.75	7.83	7.65	7.66	7.71	7.73	0.9%	7.56	7.68	1.6%
Revenues (\$)	147.31	183.55	167.73	168.64	161.31	148.33	144.25	140.43	-4.7%	1,681.81	1,612.07	-4.1%
<u>RECON OJ</u>												
Gallons	11.46	12.75	12.10	12.10	11.08	10.89	10.37	10.43	-8.9%	128.82	115.69	-10.2%
Price/Gal (\$)	4.92	5.13	5.15	5.26	5.34	5.23	5.26	5.18	5.1%	4.93	5.15	4.3%
Revenues (\$)	56.40	65.42	62.30	63.70	59.19	56.96	54.57	54.01	-4.2%	635.70	595.63	-6.3%
<u>Refrigerated OJ</u>												
Gallons	30.68	36.49	33.74	33.64	32.16	30.25	29.08	28.60	-6.8%	351.25	325.61	-7.3%
Price/Gal (\$)	6.64	6.82	6.82	6.91	6.86	6.79	6.84	6.80	2.4%	6.60	6.78	2.8%
Revenues (\$)	203.71	248.97	230.03	232.33	220.51	205.29	198.82	194.45	-4.5%	2,317.52	2,207.70	-4.7%
<u>Frozen OJ</u>												
Gallons	1.45	1.57	1.37	1.35	1.32	1.27	1.24	1.26	-12.9%	15.18	13.72	-9.6%
Price/Gal (\$)	4.78	4.90	5.00	5.08	5.09	5.01	5.04	5.02	4.9%	4.92	5.02	1.9%
Revenues (\$)	6.93	7.68	6.85	6.86	6.71	6.34	6.26	6.33	-8.6%	74.76	68.83	-7.9%
<u>Shelf Stable OJ</u>												
Gallons	0.02	0.02	0.02	0.02	0.02	0.03	0.02	0.02	-24.4%	0.29	0.23	-19.3%
Price/Gal (\$)	8.71	8.78	9.18	8.80	8.58	8.07	8.95	9.15	5.1%	8.93	8.83	-1.1%
Revenues (\$)	0.20	0.21	0.20	0.21	0.21	0.21	0.19	0.16	-20.6%	2.57	2.05	-20.2%
<u>Total Orange Juice</u>												
Gallons	32.16	38.08	35.13	35.01	33.50	31.54	30.34	29.88	-7.1%	366.72	339.56	-7.4%
Price/Gal (\$)	6.56	6.74	6.75	6.84	6.79	6.72	6.77	6.73	2.6%	6.53	6.71	2.8%
Revenues (\$)	210.85	256.86	237.08	239.40	227.43	211.84	205.26	200.94	-4.7%	2,394.85	2,278.58	-4.9%

Most recent four-week-period is preliminary

2016-17 STD: 10/02/16 - 07/08/17
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 10 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	07/09/16	01/21/17	02/18/17	03/18/17	04/15/17	05/13/17	06/10/17	07/08/17		2015-16	2016-17	% Change
<u>NFC GJ</u>												
Gallons	0.71	0.72	0.71	0.74	0.76	0.72	0.69	0.71	-0.7%	7.33	7.11	-3.0%
Price/Gal (\$)	7.86	7.79	7.85	7.94	7.70	7.71	7.92	7.89	0.4%	7.80	7.80	0.0%
Revenues (\$)	5.58	5.63	5.58	5.91	5.87	5.57	5.48	5.56	-0.4%	57.17	55.46	-3.0%
<u>RECON GJ</u>												
Gallons	0.07	0.07	0.06	0.07	0.06	0.06	0.06	0.06	-22.7%	0.76	0.66	-12.9%
Price/Gal (\$)	6.20	8.03	8.67	8.86	9.04	9.06	9.20	9.05	46.0%	6.43	8.10	25.9%
Revenues (\$)	0.46	0.58	0.55	0.58	0.54	0.54	0.55	0.52	12.8%	4.90	5.37	9.7%
<u>Refrigerated GJ</u>												
Gallons	0.79	0.79	0.77	0.81	0.82	0.78	0.75	0.76	-2.8%	8.09	7.77	-3.9%
Price/Gal (\$)	7.70	7.81	7.92	8.02	7.80	7.81	8.02	7.98	3.6%	7.67	7.82	2.0%
Revenues (\$)	6.05	6.20	6.13	6.48	6.40	6.11	6.03	6.09	0.6%	62.07	60.83	-2.0%
<u>Frozen GJ</u>												
Gallons	0.02	0.01	0.01	0.01	0.01	0.01	0.01	0.01	-25.1%	0.14	0.11	-16.4%
Price/Gal (\$)	3.91	3.98	4.35	4.76	4.74	4.87	4.82	4.76	21.8%	4.52	4.59	1.7%
Revenues (\$)	0.06	0.05	0.05	0.05	0.05	0.06	0.05	0.06	-8.8%	0.62	0.53	-15.0%
<u>Shelf Stable GJ</u>												
Gallons	0.30	0.30	0.30	0.31	0.31	0.30	0.29	0.28	-6.3%	2.94	2.90	-1.6%
Price/Gal (\$)	6.43	6.15	6.32	6.44	6.39	6.40	6.51	6.57	2.1%	6.42	6.37	-0.8%
Revenues (\$)	1.94	1.88	1.91	2.00	1.98	1.91	1.88	1.85	-4.3%	18.90	18.44	-2.4%
<u>Total Grapefruit Juice</u>												
Gallons	1.10	1.11	1.09	1.13	1.14	1.09	1.05	1.06	-4.2%	11.19	10.79	-3.5%
Price/Gal (\$)	7.30	7.31	7.44	7.55	7.39	7.39	7.57	7.57	3.6%	7.30	7.40	1.3%
Revenues (\$)	8.06	8.14	8.09	8.53	8.43	8.08	7.96	8.00	-0.7%	81.67	79.84	-2.2%

Most recent four-week-period is preliminary

2016-17 STD: 10/02/16 - 07/08/17

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 10 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	07/09/16	01/21/17	02/18/17	03/18/17	04/15/17	05/13/17	06/10/17	07/08/17		2015-16	2016-17	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	1.66	1.25	1.27	1.32	1.33	1.29	1.37	1.42	-14.7%	14.40	13.46	-6.5%
Price/Gal (\$)	4.99	5.19	5.25	5.41	5.36	5.44	5.34	5.46	9.4%	4.97	5.24	5.5%
Revenues (\$)	8.30	6.52	6.68	7.16	7.16	7.04	7.30	7.75	-6.7%	71.54	70.59	-1.3%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1.37	1.93	1.78	1.68	1.53	1.44	1.37	1.28	-6.5%	17.10	15.84	-7.4%
Price/Gal (\$)	7.76	7.57	7.56	7.77	7.77	7.73	7.80	7.86	1.3%	7.47	7.65	2.4%
Revenues (\$)	10.64	14.63	13.43	13.06	11.93	11.10	10.73	10.08	-5.3%	127.68	121.15	-5.1%
<u>OJ Drinks - % not stated</u>												
Gallons	0.17	0.22	0.21	0.19	0.15	0.15	0.15	0.15	-13.5%	1.89	1.76	-6.9%
Price/Gal (\$)	4.99	5.48	5.27	5.58	5.93	6.15	6.00	5.96	19.4%	5.19	5.64	8.9%
Revenues (\$)	0.85	1.19	1.13	1.05	0.90	0.93	0.90	0.88	3.3%	9.81	9.94	1.3%
<u>Total OJ Drinks</u>												
Gallons	3.20	3.40	3.26	3.19	3.02	2.88	2.89	2.85	-11.1%	33.39	31.06	-7.0%
Price/Gal (\$)	6.18	6.56	6.51	6.66	6.61	6.62	6.54	6.56	6.3%	6.26	6.49	3.7%
Revenues (\$)	19.79	20.05	21.24	21.26	19.98	19.07	18.93	18.70	-5.5%	209.03	201.67	-3.5%
<u>OJ BL Drinks</u>												
Gallons	15.47	14.60	14.90	15.29	14.86	14.64	14.69	14.79	-4.4%	154.94	147.96	-4.5%
Price/Gal (\$)	3.31	3.29	3.33	3.44	3.40	3.33	3.35	3.29	-0.6%	3.30	3.34	1.1%
Revenues (\$)	51.24	48.02	49.69	52.60	50.51	48.73	49.21	48.68	-5.0%	511.78	494.09	-3.5%
<u>OJ BL (100% Juice)</u>												
Gallons	2.47	2.51	2.50	2.61	2.69	2.44	2.34	2.37	-4.4%	27.20	24.88	-8.5%
Price/Gal (\$)	7.35	7.41	7.34	7.34	7.16	7.28	7.30	7.16	-2.6%	7.31	7.26	-0.6%
Revenues (\$)	18.20	18.58	18.32	19.14	19.23	17.76	17.09	16.95	-6.9%	198.73	180.67	-9.1%
<u>GJ Cocktail</u>												
Gallons	0.75	0.84	0.77	0.81	0.78	0.73	0.73	0.73	-1.9%	7.88	7.56	-4.1%
Price/Gal (\$)	6.50	5.62	5.85	5.93	6.20	6.29	6.33	6.43	-1.2%	5.94	6.04	1.8%
Revenues (\$)	4.85	4.72	4.53	4.83	4.81	4.61	4.59	4.71	-3.0%	46.77	45.67	-2.4%
<u>GJ BL (100% Juice)</u>												
Gallons	0.16	0.17	0.16	0.17	0.17	0.15	0.15	0.14	-6.8%	1.63	1.52	-6.8%
Price/Gal (\$)	6.71	6.18	6.52	6.62	6.49	6.53	6.59	6.65	-0.9%	6.31	6.49	2.8%
Revenues (\$)	1.04	1.05	1.05	1.12	1.10	0.99	0.96	0.96	-7.6%	10.31	9.88	-4.2%

Most recent four-week-period is preliminary

2016-17 STD: 10/02/16 - 07/08/17
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.

Florida Department of Citrus; P.O.Box 9010; Bartow, FL 33831-9010
(863) 537-3999

<http://www.fdocgrower.com>

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

Report Ending Date: 07/08/17
Issue Date: 07/31/17
Report 10 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	07/09/16	01/21/17	02/18/17	03/18/17	04/15/17	05/13/17	06/10/17	07/08/17		2015-16	2016-17	% Change
<u>NFC OJ</u>												
Gallons	13.28	16.39	14.63	14.38	14.24	12.99	12.41	12.03	-9.4%	152.63	141.84	-7.1%
Price/Gal (\$)	7.81	7.74	7.76	7.92	7.74	7.82	7.95	7.98	2.2%	7.66	7.76	1.3%
Revenues (\$)	103.66	126.89	113.52	113.88	110.32	101.57	98.65	95.99	-7.4%	1,169.70	1,101.13	-5.9%
<u>RECON OJ</u>												
Gallons	7.45	7.92	7.44	7.48	6.69	6.76	6.46	6.56	-11.9%	82.80	71.64	-13.5%
Price/Gal (\$)	4.80	5.06	5.04	5.14	5.26	5.10	5.15	5.04	4.8%	4.79	5.03	5.1%
Revenues (\$)	35.80	40.08	37.47	38.39	35.20	34.50	33.28	33.06	-7.7%	396.38	360.57	-9.0%
<u>Refrigerated OJ</u>												
Gallons	20.73	24.32	22.06	21.85	20.94	19.75	18.87	18.59	-10.3%	235.44	213.48	-9.3%
Price/Gal (\$)	6.73	6.87	6.84	6.97	6.95	6.89	6.99	6.94	3.2%	6.65	6.85	2.9%
Revenues (\$)	139.46	166.97	150.99	152.27	145.52	136.07	131.93	129.05	-7.5%	1,566.08	1,461.70	-6.7%
<u>Frozen OJ</u>												
Gallons	1.05	1.14	0.96	0.95	0.93	0.90	0.87	0.89	-14.7%	10.73	9.65	-10.0%
Price/Gal (\$)	4.85	4.92	5.09	5.18	5.20	5.10	5.15	5.12	5.6%	5.06	5.14	1.5%
Revenues (\$)	5.07	5.60	4.87	4.90	4.81	4.57	4.48	4.57	-9.9%	54.30	49.60	-8.7%
<u>Shelf Stable OJ</u>												
Gallons	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	-15.2%	0.25	0.20	-19.4%
Price/Gal (\$)	9.51	9.56	9.46	8.93	9.39	8.76	9.22	9.56	0.5%	9.34	9.25	-1.0%
Revenues (\$)	0.18	0.18	0.18	0.20	0.19	0.18	0.17	0.15	-14.7%	2.34	1.87	-20.2%
<u>Total Orange Juice</u>												
Gallons	21.79	25.48	23.04	22.82	21.88	20.67	19.76	19.50	-10.5%	246.41	223.34	-9.4%
Price/Gal (\$)	6.64	6.78	6.77	6.90	6.88	6.81	6.91	6.86	3.3%	6.59	6.78	2.9%
Revenues (\$)	144.71	172.75	156.04	157.37	150.51	140.83	136.58	133.77	-7.6%	1,622.72	1,513.17	-6.8%

Most recent four-week-period is preliminary
2016-17 STD: 10/02/16 - 07/08/17
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 10 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	07/09/16	01/21/17	02/18/17	03/18/17	04/15/17	05/13/17	06/10/17	07/08/17		2015-16	2016-17	% Change
<u>NFC GJ</u>												
Gallons	581.34	592.84	577.02	601.04	619.80	587.33	566.05	579.16	-0.4%	5,996.59	5,804.08	-3.2%
Price/Gal (\$)	7.95	7.87	7.94	8.06	7.77	7.78	8.01	7.98	0.4%	7.87	7.89	0.2%
Revenues (\$)	4,619.65	4,663.10	4,584.25	4,846.52	4,817.83	4,570.38	4,535.88	4,619.34	0.0%	47,212.87	45,775.49	-3.0%
<u>RECON GJ</u>												
Gallons	74.77	71.63	63.12	65.18	59.54	59.52	59.42	57.78	-22.7%	761.26	663.20	-12.9%
Price/Gal (\$)	6.20	8.03	8.66	8.86	9.04	9.06	9.20	9.05	46.0%	6.43	8.10	25.9%
Revenues (\$)	463.72	575.50	546.95	577.68	538.06	539.03	546.92	523.11	12.8%	4,894.27	5,369.58	9.7%
<u>Refrigerated GJ</u>												
Gallons	656.11	664.47	640.14	666.23	679.34	646.85	625.47	636.95	-2.9%	6,757.85	6,467.28	-4.3%
Price/Gal (\$)	7.75	7.88	8.02	8.14	7.88	7.90	8.13	8.07	4.2%	7.71	7.91	2.6%
Revenues (\$)	5,083.37	5,238.60	5,131.20	5,424.20	5,355.90	5,109.41	5,082.80	5,142.45	1.2%	52,107.14	51,145.08	-1.8%
<u>Frozen GJ</u>												
Gallons	15.54	13.11	10.84	10.14	10.29	11.83	11.35	11.64	-25.1%	137.00	114.55	-16.4%
Price/Gal (\$)	3.91	3.98	4.35	4.76	4.74	4.87	4.82	4.76	21.8%	4.52	4.59	1.6%
Revenues (\$)	60.79	52.16	47.20	48.26	48.77	57.62	54.75	55.43	-8.8%	619.31	526.31	-15.0%
<u>Shelf Stable GJ</u>												
Gallons	214.60	215.46	208.29	213.46	214.90	208.74	201.82	196.61	-8.4%	2,099.43	2,024.73	-3.6%
Price/Gal (\$)	6.65	6.40	6.64	6.78	6.68	6.69	6.81	6.91	4.0%	6.62	6.67	0.8%
Revenues (\$)	1,426.75	1,379.36	1,383.21	1,447.38	1,436.06	1,396.54	1,375.32	1,358.89	-4.8%	13,892.32	13,504.34	-2.8%
<u>Total Grapefruit Juice</u>												
Gallons	888.11	894.49	860.05	889.86	904.53	867.41	838.64	845.19	-4.8%	9,009.74	8,613.62	-4.4%
Price/Gal (\$)	7.41	7.47	7.63	7.78	7.56	7.57	7.77	7.76	4.7%	7.40	7.57	2.3%
Revenues (\$)	6,581.78	6,678.40	6,565.82	6,919.99	6,840.73	6,563.57	6,512.87	6,556.77	-0.4%	66,706.20	65,216.04	-2.2%

Most recent four-week-period is preliminary

2016-17 STD: 10/02/16 - 07/08/17

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 10 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	07/09/16	01/21/17	02/18/17	03/18/17	04/15/17	05/13/17	06/10/17	07/08/17		2015-16	2016-17	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	1,185.22	913.48	896.71	901.80	921.52	889.04	941.13	981.75	-17.2%	10,350.58	9,461.92	-8.6%
Price/Gal (\$)	5.20	5.34	5.37	5.66	5.60	5.73	5.61	5.70	9.7%	5.18	5.44	4.9%
Revenues (\$)	6,158.67	4,877.54	4,814.06	5,107.40	5,159.15	5,098.43	5,278.56	5,598.08	-9.1%	53,650.61	51,444.21	-4.1%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1,049.46	1,438.88	1,292.44	1,234.56	1,117.52	1,063.91	1,013.03	931.92	-11.2%	12,750.01	11,695.66	-8.3%
Price/Gal (\$)	7.76	7.56	7.56	7.78	7.78	7.71	7.82	7.91	1.9%	7.52	7.64	1.5%
Revenues (\$)	8,138.91	10,875.17	9,773.40	9,599.02	8,694.18	8,204.24	7,926.00	7,366.91	-9.5%	95,928.24	89,339.96	-6.9%
<u>OJ Drinks - % not stated</u>												
Gallons	168.42	215.58	213.63	186.34	150.30	150.59	148.55	145.72	-13.5%	1,875.70	1,747.74	-6.8%
Price/Gal (\$)	5.00	5.44	5.23	5.53	5.87	6.12	5.97	5.94	18.8%	5.19	5.61	8.1%
Revenues (\$)	841.43	1,173.38	1,117.56	1,031.17	882.92	921.29	887.31	865.08	2.8%	9,731.20	9,805.71	0.8%
<u>Total OJ Drinks</u>												
Gallons	2,403.09	2,567.95	2,402.78	2,322.70	2,189.34	2,103.54	2,102.72	2,059.39	-14.3%	24,976.30	22,905.32	-8.3%
Price/Gal (\$)	6.30	6.59	6.54	6.78	6.73	6.76	6.70	6.72	6.6%	6.38	6.57	3.1%
Revenues (\$)	15,139.00	15,240.57	15,705.02	15,737.59	14,736.25	14,223.95	14,091.87	13,830.07	-8.6%	159,310.05	150,589.87	-5.5%
<u>OJ BL Drinks</u>												
Gallons	8,202.08	7,277.96	7,287.53	7,356.92	7,357.57	7,510.44	7,389.30	7,561.47	-7.8%	78,274.20	74,222.85	-5.2%
Price/Gal (\$)	3.30	3.35	3.34	3.38	3.38	3.28	3.32	3.27	-1.1%	3.31	3.32	0.4%
Revenues (\$)	27,092.25	24,354.51	24,354.97	24,860.26	24,874.97	24,653.31	24,497.19	24,691.48	-8.9%	258,870.67	246,564.65	-4.8%
<u>OJ BL (100% Juice)</u>												
Gallons	1,678.42	1,676.29	1,643.99	1,703.73	1,776.82	1,609.11	1,584.35	1,605.60	-4.3%	18,230.28	16,585.43	-9.0%
Price/Gal (\$)	7.25	7.46	7.35	7.32	7.12	7.26	7.25	7.10	-2.1%	7.20	7.24	0.5%
Revenues (\$)	12,168.26	12,499.91	12,077.27	12,463.02	12,653.15	11,682.93	11,490.31	11,400.61	-6.3%	131,302.82	119,999.29	-8.6%
<u>GJ Cocktail</u>												
Gallons	444.84	418.59	389.52	412.00	419.48	398.26	394.49	404.42	-9.1%	4,145.35	3,990.01	-3.7%
Price/Gal (\$)	7.18	6.58	6.88	6.96	6.93	7.02	7.12	7.26	1.1%	6.82	6.92	1.4%
Revenues (\$)	3,192.70	2,753.61	2,679.75	2,867.20	2,904.94	2,794.85	2,808.98	2,935.46	-8.1%	28,256.05	27,591.27	-2.4%
<u>GJ BL (100% Juice)</u>												
Gallons	91.72	105.15	92.20	96.11	92.74	83.98	82.62	82.65	-9.9%	991.88	876.75	-11.6%
Price/Gal (\$)	6.50	6.33	6.96	7.17	6.99	7.06	7.14	7.22	11.1%	6.26	6.89	10.1%
Revenues (\$)	596.28	666.07	641.28	689.03	647.98	592.72	590.15	596.87	0.1%	6,212.40	6,045.03	-2.7%

Most recent four-week-period is preliminary

2016-17 STD: 10/02/16 - 07/08/17
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.

Florida Department of Citrus; P.O.Box 9010; Bartow, FL 33831-9010
(863) 537-3999

<http://www.fdocgrower.com>

Florida Department of Citrus
ORANGE JUICE PROMOTIONS
FOOD (\$2MM+ Grocery Stores)
NIELSEN SCANTRACK
(Prices in dollars and Promotion in %ACV)

Report Ending Date: 07/08/17
Issue Date: 07/31/17
Report 10 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	07/09/16	01/21/17	02/18/17	03/18/17	04/15/17	05/13/17	06/10/17	07/08/17		2015-16	2016-17	% Change
NFC OJ												
Average Promo Price	6.86	6.80	6.93	7.03	6.83	6.97	7.04	7.10	3.5%	6.74	6.86	1.9%
Price Reduction	92	95	93	95	94	95	94	93	1.1%	95	94	-0.5%
Feature & Disp	31	32	34	34	37	35	28	27	-12.9%	33	31	-6.3%
Display w/o Fea	25	31	28	31	30	30	24	25	0.0%	28	27	-4.3%
Feature w/o Disp	86	91	91	92	90	91	89	85	-1.2%	90	90	0.7%
RECON OJ												
Average Promo Price	4.14	4.27	4.37	4.69	4.71	4.44	4.37	4.39	6.0%	4.09	4.31	5.4%
Price Reduction	76	72	78	79	86	81	83	82	7.9%	79	78	-0.6%
Feature & Disp	12	7	13	13	7	11	7	9	-25.0%	10	8	-13.5%
Display w/o Fea	17	14	14	17	14	12	12	12	-29.4%	15	13	-14.9%
Feature w/o Disp	68	66	57	66	57	63	62	63	-7.4%	62	60	-2.1%
Refrigerated OJ												
Average Promo Price	6.06	6.21	6.20	6.35	6.38	6.21	6.24	6.24	3.0%	5.99	6.18	3.1%
Price Reduction	96	96	96	96	96	97	96	96	0.0%	97	96	-0.9%
Feature & Disp	36	35	38	38	39	38	31	31	-13.9%	36	34	-5.5%
Display w/o Fea	34	36	34	38	36	35	30	32	-5.9%	34	33	-5.2%
Feature w/o Disp	90	92	91	94	91	92	92	89	-1.1%	91	92	0.4%
Frozen OJ												
Average Promo Price	3.28	3.44	3.82	4.31	4.41	3.86	4.00	3.94	20.1%	3.94	4.01	1.8%
Price Reduction	54	59	48	38	45	49	47	38	-29.6%	48	47	-0.4%
Feature & Disp	1	0	0	1	0	0	0	0	-100.0%	0	0	-33.3%
Display w/o Fea	1	1	1	1	1	1	1	1	0.0%	1	1	18.2%
Feature w/o Disp	18	11	11	11	9	13	6	9	-50.0%	12	10	-14.5%
Shelf Stable OJ												
Average Promo Price	8.10	7.93	8.14	7.47	7.66	6.70	7.12	7.46	-7.9%	8.05	7.61	-5.5%
Price Reduction	9	3	12	16	13	14	13	9	0.0%	8	10	30.4%
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	0	0	0	5	4	0	5	0	0.0%	1	2	57.1%
Total OJ												
Average Promo Price	5.96	6.11	6.15	6.31	6.34	6.15	6.18	6.20	4.0%	5.95	6.13	3.0%
Price Reduction	96	97	96	97	97	97	96	96	0.0%	97	97	-0.5%
Feature & Disp	36	35	38	38	39	38	32	31	-13.9%	37	35	-5.5%
Display w/o Fea	34	37	34	38	36	35	31	33	-2.9%	35	33	-4.3%
Feature w/o Disp	90	92	91	94	91	92	92	89	-1.1%	91	92	0.4%

Most recent four-week-period is preliminary
2016-17 STD: 10/02/16 - 07/08/17
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 10 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	07/09/16	01/21/17	02/18/17	03/18/17	04/15/17	05/13/17	06/10/17	07/08/17		2015-16	2016-17	% Change
<u>NFC GJ</u>												
Average Promo Price	6.90	6.87	6.97	6.98	6.71	6.75	6.99	7.07	2.5%	6.86	6.86	0.0%
Price Reduction	73	76	75	71	71	76	72	72	-1.4%	74	73	-2.2%
Feature & Disp	2	3	2	3	3	2	2	2	0.0%	3	2	-4.0%
Display w/o Fea	6	5	6	5	7	8	7	7	16.7%	7	6	-11.8%
Feature w/o Disp	48	53	50	48	38	36	45	37	-22.9%	42	44	5.2%
<u>RECON GJ</u>												
Average Promo Price	3.75	8.06	13.49	8.21	9.22	8.38	9.08	6.46	72.3%	4.69	7.77	65.8%
Price Reduction	8	11	8	10	18	15	13	11	37.5%	8	12	42.2%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	0	1	0	0	0	0	0	0		0	0	0.0%
Feature w/o Disp	0	0	0	0	1	0	0	1		1	0	-66.7%
<u>Refrigerated GJ</u>												
Average Promo Price	6.70	6.89	7.01	7.00	6.80	6.79	7.04	7.04	5.1%	6.75	6.84	1.2%
Price Reduction	73	76	76	74	72	76	74	74	1.4%	75	74	-1.5%
Feature & Disp	2	3	2	3	3	2	2	2	0.0%	3	2	-4.0%
Display w/o Fea	6	6	6	5	8	8	7	8	33.3%	7	7	-4.4%
Feature w/o Disp	48	53	50	48	40	36	45	38	-20.8%	42	45	5.7%
<u>Frozen GJ</u>												
Average Promo Price	2.82	3.01	3.01	3.70	5.01	4.58	5.07	4.94	75.2%	3.75	4.24	13.0%
Price Reduction	12	14	9	1	1	4	5	7	-41.7%	6	5	-21.0%
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	6	0	0	0	0	0	0	0	-100.0%	1	0	-100.0%
<u>Shelf Stable GJ</u>												
Average Promo Price	5.58	4.95	5.49	6.31	5.43	5.44	6.03	6.10	9.3%	5.60	5.62	0.5%
Price Reduction	37	40	40	38	38	43	37	44	18.9%	40	41	2.5%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	-100.0%
Display w/o Fea	1	2	2	3	2	2	1	1	0.0%	2	2	-18.2%
Feature w/o Disp	17	21	17	6	12	12	16	6	-64.7%	12	12	0.0%
<u>TL GJ</u>												
Average Promo Price	6.45	6.46	6.77	6.91	6.60	6.58	6.89	6.90	7.0%	6.55	6.63	1.2%
Price Reduction	80	83	81	80	79	84	82	81	1.3%	82	82	-0.6%
Feature & Disp	3	3	2	3	3	2	3	2	-33.3%	3	3	-13.8%
Display w/o Fea	7	8	8	8	9	11	8	9	28.6%	9	8	-8.8%
Feature w/o Disp	52	64	58	53	44	43	52	40	-23.1%	49	50	3.1%

Most recent four-week-period is preliminary

2016-17 STD: 10/02/16 - 07/08/17

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 10 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4	Season-to-Date		
	07/09/16	01/21/17	02/18/17	03/18/17	04/15/17	05/13/17	06/10/17	07/08/17		2015-16	2016-17	% Change
OJ Drinks 0-39.99%												
Average Promo Price	4.74	5.05	4.77	5.84	5.18	5.49	5.32	5.51	16.2%	4.82	5.21	8.0%
Price Reduction	83	80	82	83	84	86	85	83	0.0%	80	82	3.5%
Feature & Disp	12	7	7	12	15	13	17	15	25.0%	9	11	27.9%
Display w/o Fea	46	26	29	33	32	37	35	38	-17.4%	35	33	-6.3%
Feature w/o Disp	66	59	50	58	70	60	71	70	6.1%	54	58	8.1%
OJ Drinks 40-99.99%												
Average Promo Price	7.00	6.93	6.93	7.22	7.05	7.09	7.11	7.13	1.9%	6.83	6.97	2.0%
Price Reduction	67	76	77	79	75	75	70	70	4.5%	76	76	-0.9%
Feature & Disp	5	9	7	8	4	9	7	3	-40.0%	8	7	-16.7%
Display w/o Fea	7	12	11	13	10	10	9	7	0.0%	10	9	-1.1%
Feature w/o Disp	44	48	52	51	37	53	51	31	-29.5%	48	46	-5.6%
OJ Drinks - % not stated												
Average Promo Price	4.73	4.97	4.74	5.10	4.80	5.69	5.70	5.27	11.4%	4.84	5.07	4.8%
Price Reduction	15	17	15	10	12	21	21	14	-6.7%	16	16	-1.9%
Feature & Disp	0	0	1	0	0	0	0	1		0	0	
Display w/o Fea	1	2	1	1	2	2	2	2	100.0%	2	2	6.7%
Feature w/o Disp	6	12	13	5	6	4	13	17	183.3%	6	9	47.5%
Total OJ Drinks												
Average Promo Price	5.77	6.35	6.18	6.71	6.22	6.46	6.27	6.22	7.8%	6.03	6.25	3.6%
Price Reduction	91	92	92	93	92	92	91	90	-1.1%	91	92	0.5%
Feature & Disp	17	16	14	19	18	21	23	17	0.0%	16	17	7.0%
Display w/o Fea	49	36	37	41	40	44	42	43	-12.2%	41	40	-4.4%
Feature w/o Disp	78	77	73	76	76	81	79	75	-3.8%	71	74	3.4%
OJ BL Drinks												
Average Promo Price	2.83	2.82	2.77	2.76	2.76	2.62	2.79	2.74	-3.2%	2.78	2.75	-1.2%
Price Reduction	97	96	96	97	96	97	98	97	0.0%	95	96	0.9%
Feature & Disp	37	24	26	27	29	33	33	35	-5.4%	30	28	-8.0%
Display w/o Fea	67	52	56	60	65	65	68	68	1.5%	64	61	-5.1%
Feature w/o Disp	83	84	83	84	84	86	85	84	1.2%	79	84	6.0%
OJ BL (100% Juice)												
Average Promo Price	6.54	6.68	6.65	6.51	6.28	6.36	6.35	6.29	-3.8%	6.45	6.39	-1.0%
Price Reduction	88	88	86	90	88	87	90	91	3.4%	87	88	1.1%
Feature & Disp	8	5	10	8	14	8	6	10	25.0%	9	8	-5.7%
Display w/o Fea	14	10	13	18	16	13	13	15	7.1%	12	14	9.8%
Feature w/o Disp	72	67	75	69	80	66	71	75	4.2%	71	71	-0.1%
GJ Cocktail												
Average Promo Price	6.68	5.25	5.77	6.08	5.95	6.17	6.53	6.88	3.0%	6.01	6.05	0.7%
Price Reduction	70	73	71	68	72	75	71	72	2.9%	70	73	3.3%
Feature & Disp	6	5	2	4	8	6	5	5	-16.7%	5	5	0.0%
Display w/o Fea	28	17	16	18	17	20	19	20	-28.6%	18	18	0.6%
Feature w/o Disp	30	29	23	30	33	24	31	26	-13.3%	25	30	17.4%
GJ BL (100% Juice)												
Average Promo Price	5.43	5.32	6.41	7.09	6.41	6.42	6.68	7.06	30.0%	5.07	6.28	23.9%
Price Reduction	32	46	45	41	42	43	40	36	12.5%	39	43	10.7%
Feature & Disp	0	1	0	0	0	0	0	0		0	0	
Display w/o Fea	1	2	1	2	2	2	1	1	0.0%	1	1	7.7%
Feature w/o Disp	10	17	3	10	7	6	1	9	-10.0%	10	8	-21.4%

Most recent four-week-period is preliminary

2016-17 STD: 10/02/16 - 07/08/17

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

Source: Nielsen

Orange Juice Categories at xAOC

	Last Year 52 weeks ending 07/09/16	This Year 52 weeks ending 07/08/17
GALLONS (millions)		
Total OJ	471,020,533	437,135,006
Ref NFC OJ	283,841,978	268,718,515
Ref Recon OJ	167,139,808	150,382,597
Frozen OJ	19,635,482	17,728,682
SS OJ	403,275	305,211
DOLLARS (millions)		
Total OJ	\$3,078,966,205	\$2,922,191,145
Ref NFC OJ	\$2,154,453,131	\$2,065,761,477
Ref Recon OJ	\$824,212,843	\$765,444,733
Frozen OJ	\$96,680,414	\$88,275,032
SS OJ	\$3,619,820	\$2,709,908
AVG PRICE PER GALLON		
Total OJ	\$6.54	\$6.68
Ref NFC OJ	\$7.59	\$7.69
Ref Recon OJ	\$4.93	\$5.09
Frozen OJ	\$4.92	\$4.98
SS OJ	\$8.98	\$8.88
SHARE OF GALLONS		
Total OJ	100.0%	100.0%
Ref NFC OJ	60.3%	61.5%
Ref Recon OJ	35.5%	34.4%
Frozen OJ	4.2%	4.1%
SS OJ	0.1%	0.1%
SHARE OF DOLLARS		
Total OJ	100.0%	100.0%
Ref NFC OJ	70.0%	70.7%
Ref Recon OJ	26.8%	26.2%
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 07/08/17 and 52 wks ending 07/09/16

Created: 07/31/17

Grapefruit Juice Categories at xAOC

	Last Year 52 weeks ending 07/09/16	This Year 52 weeks ending 07/08/17
GALLONS (millions)		
Total GJ	14,438,015	13,986,643
Ref NFC GJ	9,451,648	9,166,971
Ref Recon GJ	989,945	878,805
Frozen GJ	173,216	155,522
SS GJ	3,804,459	3,773,168
DOLLARS (millions)		
Total GJ	\$105,782,336	\$103,377,358
Ref NFC GJ	\$73,936,776	\$71,793,103
Ref Recon GJ	\$6,352,489	\$6,807,152
Frozen GJ	\$805,873	\$682,284
SS GJ	\$24,580,421	\$24,025,055
AVG PRICE PER GALLON		
Total GJ	\$7.33	\$7.39
Ref NFC GJ	\$7.82	\$7.83
Ref Recon GJ	\$6.42	\$7.75
Frozen GJ	\$4.65	\$4.39
SS GJ	\$6.46	\$6.37
SHARE OF GALLONS		
Total GJ	100.0%	100.0%
Ref NFC GJ	65.5%	65.5%
Ref Recon GJ	6.9%	6.3%
Frozen GJ	1.2%	1.1%
SS GJ	26.4%	27.0%
SHARE OF DOLLARS		
Total GJ	100.0%	100.0%
Ref NFC GJ	69.9%	69.4%
Ref Recon GJ	6.0%	6.6%
Frozen GJ	0.8%	0.7%
SS GJ	23.2%	23.2%

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 07/08/17 and 52 wks ending 07/09/16

Created: 07/31/17

Orange Juice Sales at xAOC - by Region

Gallons										
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 07/08/17		4 WEEKS ENDING 07/09/16			
	% of Total	% Chg	% of Total	% of Total	% of Total	% Chg	% of Total			
TOTAL US - XAOC										
TL OJ	437,135,006	-7.2%	471,020,533		29,878,920	-7.1%	32,157,709			
TL OJ REF NFC	268,718,515	-5.3%	283,841,978		18,164,789	-5.5%	19,228,590			
TL OJ REF RECON	150,382,597	-10.0%	167,139,808		10,433,346	-8.9%	11,455,357			
NORTHEAST REGION - XAOC										
TL OJ	84,581,138	19.3% -8.8%	92,759,732	19.7%	5,676,641	19.0% -11.3%	6,397,157 19.9%			
TL OJ REF NFC	67,286,686	15.4% -7.7%	72,862,831	15.5%	4,418,742	14.8% -12.3%	5,035,612 15.7%			
TL OJ REF RECON	15,387,272	3.5% -13.3%	17,751,219	3.8%	1,118,692	3.7% -7.5%	1,209,126 3.8%			
SOUTH REGION - XAOC										
TL OJ	170,865,397	39.1% -6.0%	181,683,126	38.6%	11,841,440	39.6% -5.5%	12,531,544 39.0%			
TL OJ REF NFC	100,778,510	23.1% -3.7%	104,678,014	22.2%	6,971,425	23.3% -2.2%	7,129,730 22.2%			
TL OJ REF RECON	64,548,742	14.8% -8.8%	70,807,906	15.0%	4,476,383	15.0% -9.5%	4,948,241 15.4%			
WEST REGION - XAOC										
TL OJ	90,239,012	20.6% -8.2%	98,337,500	20.9%	6,189,541	20.7% -8.0%	6,730,446 20.9%			
TL OJ REF NFC	49,905,381	11.4% -5.7%	52,945,560	11.2%	3,403,874	11.4% -4.3%	3,555,606 11.1%			
TL OJ REF RECON	35,240,552	8.1% -11.4%	39,764,018	8.4%	2,429,338	8.1% -11.6%	2,747,377 8.5%			
MIDWEST REGION - XAOC										
TL OJ	91,184,825	20.9% -7.0%	98,006,513	20.8%	6,146,333	20.6% -5.2%	6,483,327 20.2%			
TL OJ REF NFC	50,516,797	11.6% -4.8%	53,072,381	11.3%	3,358,419	11.2% -3.8%	3,489,625 10.9%			
TL OJ REF RECON	35,146,801	8.0% -9.5%	38,848,597	8.2%	2,395,775	8.0% -6.1%	2,551,749 7.9%			

Dollars										
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 07/08/17		4 WEEKS ENDING 07/09/16			
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	% of Total	% Chg	% of Total		
TOTAL US - XAOC										
TL OJ	\$2,922,191,145	-5.1%	\$3,078,966,205		\$200,941,676	-4.7%	\$210,847,729			
TL OJ REF NFC	\$2,065,761,477	-4.1%	\$2,154,453,131		\$140,433,395	-4.7%	\$147,311,216			
TL OJ REF RECON	\$765,444,733	-7.1%	\$824,212,843		\$54,011,615	-4.2%	\$56,398,456			
NORTHEAST REGION - XAOC										
TL OJ	\$569,292,263	19.5% -6.7%	\$609,914,808	19.8%	\$39,342,330	19.6% -7.1%	\$42,334,663 20.1%			
TL OJ REF NFC	\$479,725,579	16.4% -5.9%	\$509,893,484	16.6%	\$32,661,915	16.3% -8.1%	\$35,557,037 16.9%			
TL OJ REF RECON	\$78,739,005	2.7% -10.4%	\$87,829,846	2.9%	\$5,880,509	2.9% -0.7%	\$5,922,746 2.8%			
SOUTH REGION - XAOC										
TL OJ	\$1,128,726,569	38.6% -3.9%	\$1,175,012,050	38.2%	\$77,592,382	38.6% -3.9%	\$80,720,804 38.3%			
TL OJ REF NFC	\$779,679,691	26.7% -2.8%	\$802,123,931	26.1%	\$53,042,233	26.4% -3.2%	\$54,797,544 26.0%			
TL OJ REF RECON	\$321,939,641	11.0% -6.2%	\$343,265,415	11.1%	\$22,623,299	11.3% -4.9%	\$23,782,538 11.3%			
WEST REGION - XAOC										
TL OJ	\$630,616,404	21.6% -6.0%	\$670,591,668	21.8%	\$44,051,961	21.9% -4.8%	\$46,296,025 22.0%			
TL OJ REF NFC	\$417,129,605	14.3% -4.9%	\$438,846,007	14.3%	\$28,795,566	14.3% -4.3%	\$30,101,071 14.3%			
TL OJ REF RECON	\$187,417,496	6.4% -7.9%	\$203,546,416	6.6%	\$13,406,405	6.7% -5.5%	\$14,183,544 6.7%			
MIDWEST REGION - XAOC										
TL OJ	\$591,771,771	20.3% -4.8%	\$621,845,543	20.2%	\$39,833,516	19.8% -3.7%	\$41,372,752 19.6%			
TL OJ REF NFC	\$387,477,797	13.3% -3.5%	\$401,608,009	13.0%	\$25,845,756	12.9% -3.3%	\$26,717,297 12.7%			
TL OJ REF RECON	\$177,175,580	6.1% -6.7%	\$189,828,390	6.2%	\$12,062,900	6.0% -3.6%	\$12,515,992 5.9%			

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: 7/31/2017

Grapefruit Juice Sales at xAOC - by Region

	Gallons									
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 07/08/17		4 WEEKS ENDING 07/09/16			
	% of Total	% Chg	% of Total	% of Total	% of Total	% Chg	% of Total	% of Total	% of Total	% of Total
TOTAL US - XAOC										
TL GJ	13,986,643	-3.1%	14,438,015		1,056,782	-4.2%	1,103,522			
TL GJ REF NFC	9,166,971	-3.0%	9,451,648		705,171	-0.7%	710,346			
TL GJ REF RECON	878,805	-11.2%	989,945		57,785	-22.7%	74,769			
NORTHEAST REGION - XAOC										
TL GJ	2,635,871	18.8%	2,753,474	19.1%	201,046	19.0%	209,738	19.0%		
TL GJ REF NFC	2,033,966	14.5%	2,121,324	14.7%	152,441	14.4%	159,379	14.4%		
TL GJ REF RECON	72,107	0.5%	59,999	0.4%	7,774	0.7%	4,108	0.4%		
SOUTH REGION - XAOC										
TL GJ	5,826,889	41.7%	5,991,086	41.5%	430,031	40.7%	456,647	41.4%		
TL GJ REF NFC	3,640,300	26.0%	3,658,634	25.3%	282,169	26.7%	273,133	24.8%		
TL GJ REF RECON	519,312	3.7%	649,914	4.5%	28,972	2.7%	51,502	4.7%		
WEST REGION - XAOC										
TL GJ	3,134,831	22.4%	3,282,829	22.7%	245,768	23.3%	254,563	23.1%		
TL GJ REF NFC	2,087,310	14.9%	2,232,067	15.5%	164,467	15.6%	171,347	15.5%		
TL GJ REF RECON	134,284	1.0%	138,235	1.0%	9,303	0.9%	9,234	0.8%		
MIDWEST REGION - XAOC										
TL GJ	2,378,475	17.0%	2,402,446	16.6%	179,123	16.9%	181,700	16.5%		
TL GJ REF NFC	1,395,097	10.0%	1,429,557	9.9%	105,415	10.0%	105,741	9.6%		
TL GJ REF RECON	153,335	1.1%	141,246	1.0%	11,840	1.1%	9,904	0.9%		

	Dollars									
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 07/08/17		4 WEEKS ENDING 07/09/16			
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	% of Total	% Chg	% of Total	% of Total	% of Total
TOTAL US - XAOC										
TL GJ	\$103,377,358	-2.3%	\$105,782,336		\$7,995,147	-0.7%	\$8,055,445			
TL GJ REF NFC	\$71,793,103	-2.9%	\$73,936,776		\$5,562,460	-0.4%	\$5,583,461			
TL GJ REF RECON	\$6,807,152	7.2%	\$6,352,489		\$523,115	12.8%	\$463,731			
NORTHEAST REGION - XAOC										
TL GJ	\$19,346,263	18.7%	\$20,082,946	19.0%	\$1,517,378	19.0%	\$1,539,941	19.1%		
TL GJ REF NFC	\$15,257,353	14.8%	\$15,975,787	15.1%	\$1,169,471	14.6%	\$1,215,160	15.1%		
TL GJ REF RECON	\$662,909	0.6%	\$475,273	0.4%	\$72,995	0.9%	\$29,606	0.4%		
SOUTH REGION - XAOC										
TL GJ	\$41,861,031	40.5%	\$42,534,346	40.2%	\$3,158,796	39.5%	\$3,188,872	39.6%		
TL GJ REF NFC	\$28,084,934	27.2%	\$28,268,108	26.7%	\$2,160,807	27.0%	\$2,098,209	26.0%		
TL GJ REF RECON	\$3,778,394	3.7%	\$3,807,912	3.6%	\$263,452	3.3%	\$290,586	3.6%		
WEST REGION - XAOC										
TL GJ	\$25,101,834	24.3%	\$26,035,169	24.6%	\$2,012,611	25.2%	\$2,034,091	25.3%		
TL GJ REF NFC	\$17,641,344	17.1%	\$18,681,730	17.7%	\$1,409,981	17.6%	\$1,456,477	18.1%		
TL GJ REF RECON	\$1,280,455	1.2%	\$1,145,269	1.1%	\$100,320	1.3%	\$75,364	0.9%		
MIDWEST REGION - XAOC										
TL GJ	\$16,987,736	16.4%	\$17,072,632	16.1%	\$1,300,381	16.3%	\$1,286,230	16.0%		
TL GJ REF NFC	\$10,726,493	10.4%	\$10,937,377	10.3%	\$816,304	10.2%	\$807,708	10.0%		
TL GJ REF RECON	\$1,088,655	1.1%	\$920,513	0.9%	\$87,590	1.1%	\$68,081	0.8%		

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: 7/31/2017