

Week Ending 08/04/18
 Report 11 of 17/18 Season

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

	4 WEEKS ENDING 08/04/18			SEASON YEAR-TO-DATE		
	GALLONS	PRICE	DOLLARS	GALLONS	PRICE	DOLLARS
Total OJ	-6.4%	2.3%	-4.2%	-4.9%	1.8%	-3.1%
Ref NFC OJ	-11.2%	6.1%	-5.8%	-5.9%	2.5%	-3.5%
Ref Recon OJ	2.3%	-1.7%	0.5%	-2.5%	0.9%	-1.6%
Total GJ	-10.5%	5.0%	-6.0%	-5.3%	2.7%	-2.7%
Ref NFC GJ	-9.1%	5.9%	-3.7%	-8.3%	3.9%	-4.7%
Shelf Stable GJ	-6.4%	-0.5%	-6.9%	1.0%	-1.3%	-0.3%
OJ Drinks	-4.1%	4.3%	-0.1%	-6.0%	2.3%	-3.8%
OJ Blend Drinks	-3.9%	-1.3%	-5.2%	-6.6%	0.5%	-6.1%
OJ Blend (100% Juice)	-12.2%	2.5%	-9.9%	-8.9%	1.5%	-7.5%
GJ Blend (100% Juice)	-26.2%	-4.2%	-29.3%	-18.2%	-4.6%	-21.9%
GJ Cocktail	-9.0%	1.5%	-7.7%	-7.7%	0.7%	-7.1%

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: 08/04/18
Issue Date: 08/24/18
Report 11 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	08/05/17	02/17/18	03/17/18	04/14/18	05/12/18	06/09/18	07/07/18	08/04/18		2016-17	2017-18	% Change
<u>NFC OJ</u>												
Gallons	17.80	21.23	20.19	19.56	17.88	17.17	16.77	15.80	-11.2%	228.84	215.34	-5.9%
Price/Gal (\$)	7.72	7.79	7.89	7.94	8.01	8.04	8.05	8.19	6.1%	7.65	7.85	2.5%
Revenues (\$)	137.39	165.45	159.22	155.35	143.21	138.12	135.05	129.36	-5.8%	1,751.45	1,689.97	-3.5%
<u>RECON OJ</u>												
Gallons	10.38	12.08	11.63	11.06	10.82	10.46	10.36	10.62	2.3%	127.26	124.04	-2.5%
Price/Gal (\$)	5.21	5.22	5.23	5.25	5.22	5.21	5.23	5.12	-1.7%	5.14	5.19	0.9%
Revenues (\$)	54.04	63.08	60.87	58.04	56.50	54.51	54.12	54.32	0.5%	654.04	643.47	-1.6%
<u>Refrigerated OJ</u>												
Gallons	28.18	33.31	31.82	30.62	28.70	27.64	27.13	26.42	-6.2%	356.10	339.38	-4.7%
Price/Gal (\$)	6.79	6.86	6.92	6.97	6.96	6.97	6.97	6.95	2.3%	6.76	6.88	1.8%
Revenues (\$)	191.44	228.53	220.09	213.39	199.71	192.63	189.16	183.68	-4.1%	2,405.50	2,333.44	-3.0%
<u>Frozen OJ</u>												
Gallons	1.25	1.33	1.29	1.26	1.20	1.18	1.20	1.14	-8.7%	15.57	14.16	-9.1%
Price/Gal (\$)	5.06	4.94	4.95	4.99	5.00	5.02	5.00	5.04	-0.5%	4.92	5.00	1.5%
Revenues (\$)	6.32	6.58	6.39	6.31	5.97	5.95	6.02	5.74	-9.1%	76.67	70.79	-7.7%
<u>Shelf Stable OJ</u>												
Gallons	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.01	-41.5%	0.25	0.21	-17.4%
Price/Gal (\$)	8.01	8.99	9.56	8.63	8.65	8.46	9.14	9.51	18.7%	8.72	9.00	3.2%
Revenues (\$)	0.19	0.18	0.18	0.19	0.19	0.18	0.15	0.13	-30.5%	2.19	1.87	-14.7%
<u>Total Orange Juice</u>												
Gallons	29.45	34.67	33.13	31.91	29.92	28.84	28.35	27.57	-6.4%	371.93	353.75	-4.9%
Price/Gal (\$)	6.72	6.79	6.84	6.89	6.88	6.89	6.89	6.87	2.3%	6.68	6.80	1.8%
Revenues (\$)	197.94	235.30	226.67	219.89	205.87	198.76	195.33	189.55	-4.2%	2,484.36	2,406.10	-3.1%

Most recent four-week-period is preliminary
2017-18 STD: 10/01/17 - 08/04/18
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 11 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	08/05/17	02/17/18	03/17/18	04/14/18	05/12/18	06/09/18	07/07/18	08/04/18		2016-17	2017-18	% Change
<u>NFC GJ</u>												
Gallons	0.68	0.69	0.65	0.64	0.62	0.61	0.62	0.62	-9.1%	7.86	7.21	-8.3%
Price/Gal (\$)	7.94	8.01	8.18	8.33	8.47	8.40	8.29	8.42	5.9%	7.79	8.09	3.9%
Revenues (\$)	5.40	5.53	5.31	5.34	5.23	5.09	5.16	5.20	-3.7%	61.17	58.32	-4.7%
<u>RECON GJ</u>												
Gallons	0.06	0.07	0.08	0.08	0.08	0.08	0.06	0.03	-46.7%	0.72	0.75	3.2%
Price/Gal (\$)	9.01	8.68	8.61	8.62	8.48	8.49	9.13	12.48	38.6%	8.19	8.83	7.8%
Revenues (\$)	0.53	0.61	0.68	0.70	0.71	0.70	0.59	0.39	-26.1%	5.93	6.60	11.2%
<u>Refrigerated GJ</u>												
Gallons	0.74	0.76	0.73	0.72	0.70	0.69	0.69	0.65	-12.0%	8.58	7.96	-7.3%
Price/Gal (\$)	8.03	8.07	8.22	8.36	8.47	8.41	8.37	8.61	7.3%	7.82	8.16	4.3%
Revenues (\$)	5.93	6.13	5.99	6.05	5.95	5.79	5.75	5.59	-5.6%	67.11	64.91	-3.3%
<u>Frozen GJ</u>												
Gallons	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	-17.6%	0.10	0.08	-24.8%
Price/Gal (\$)	4.41	4.80	4.75	4.79	4.82	4.76	4.81	4.81	9.0%	4.41	4.83	9.4%
Revenues (\$)	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.03	-10.2%	0.45	0.37	-17.8%
<u>Shelf Stable GJ</u>												
Gallons	0.30	0.30	0.30	0.32	0.31	0.31	0.30	0.28	-6.4%	3.21	3.24	1.0%
Price/Gal (\$)	6.28	6.12	6.31	6.01	6.30	6.19	6.19	6.25	-0.5%	6.26	6.18	-1.3%
Revenues (\$)	1.90	1.83	1.90	1.92	1.95	1.91	1.85	1.77	-6.9%	20.08	20.02	-0.3%
<u>Total Grapefruit Juice</u>												
Gallons	1.05	1.07	1.04	1.05	1.02	1.00	0.99	0.94	-10.5%	11.90	11.27	-5.3%
Price/Gal (\$)	7.49	7.50	7.65	7.62	7.78	7.70	7.69	7.87	5.0%	7.37	7.57	2.7%
Revenues (\$)	7.86	8.00	7.92	8.00	7.93	7.73	7.63	7.39	-6.0%	87.68	85.31	-2.7%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 08/04/18

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

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

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<http://www.floridacitrus.org/grower>

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

Report 11 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	08/05/17	02/17/18	03/17/18	04/14/18	05/12/18	06/09/18	07/07/18	08/04/18		2016-17	2017-18	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	1.26	1.07	1.08	1.16	1.17	1.25	1.30	1.24	-2.0%	13.67	12.70	-7.1%
Price/Gal (\$)	5.66	5.61	5.70	5.55	5.60	5.52	5.50	5.59	-1.2%	5.41	5.55	2.6%
Revenues (\$)	7.15	6.03	6.18	6.45	6.55	6.89	7.15	6.92	-3.2%	73.94	70.51	-4.6%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1.26	1.67	1.64	1.59	1.46	1.39	1.27	1.19	-5.6%	17.16	16.69	-2.8%
Price/Gal (\$)	7.83	7.68	7.69	7.64	7.71	7.69	7.91	8.38	7.1%	7.65	7.72	0.9%
Revenues (\$)	9.89	12.83	12.63	12.16	11.26	10.72	10.07	10.01	1.1%	131.32	128.87	-1.9%
<u>OJ Drinks - % not stated</u>												
Gallons	0.14	0.14	0.14	0.12	0.11	0.12	0.13	0.12	-10.6%	1.98	1.47	-26.1%
Price/Gal (\$)	5.86	5.74	5.87	6.17	6.15	6.08	7.26	7.42	26.6%	5.62	6.03	7.3%
Revenues (\$)	0.81	0.83	0.81	0.72	0.69	0.71	0.92	0.92	13.2%	11.13	8.83	-20.7%
<u>Total OJ Drinks</u>												
Gallons	2.67	2.89	2.86	2.87	2.74	2.76	2.70	2.56	-4.1%	32.81	30.85	-6.0%
Price/Gal (\$)	6.70	6.81	6.85	6.73	6.75	6.64	6.72	6.98	4.3%	6.59	6.75	2.3%
Revenues (\$)	17.86	19.21	19.62	19.33	18.50	18.32	18.15	17.85	-0.1%	216.39	208.21	-3.8%
<u>OJ BL Drinks</u>												
Gallons	14.96	13.96	14.28	13.84	13.78	14.29	14.46	14.38	-3.9%	164.30	153.48	-6.6%
Price/Gal (\$)	3.28	3.37	3.40	3.41	3.38	3.33	3.28	3.24	-1.3%	3.34	3.36	0.5%
Revenues (\$)	49.16	47.08	48.56	47.22	46.53	47.63	47.40	46.60	-5.2%	548.65	515.32	-6.1%
<u>OJ BL (100% Juice)</u>												
Gallons	2.22	2.41	2.32	2.25	2.12	2.08	2.08	1.95	-12.2%	27.26	24.85	-8.9%
Price/Gal (\$)	7.31	7.30	7.39	7.55	7.62	7.51	7.37	7.49	2.5%	7.24	7.35	1.5%
Revenues (\$)	16.19	17.60	17.17	16.98	16.13	15.59	15.34	14.58	-9.9%	197.45	182.67	-7.5%
<u>GJ Cocktail</u>												
Gallons	0.74	0.68	0.71	0.76	0.71	0.71	0.70	0.67	-9.0%	8.33	7.68	-7.7%
Price/Gal (\$)	6.24	6.05	6.04	5.87	6.23	6.16	6.26	6.34	1.5%	6.03	6.07	0.7%
Revenues (\$)	4.60	4.12	4.31	4.48	4.41	4.38	4.36	4.24	-7.7%	50.22	46.66	-7.1%
<u>GJ BL (100% Juice)</u>												
Gallons	0.14	0.13	0.12	0.13	0.10	0.11	0.11	0.10	-26.2%	1.59	1.30	-18.2%
Price/Gal (\$)	6.18	6.15	6.16	5.53	6.15	5.93	5.96	5.92	-4.2%	6.28	5.99	-4.6%
Revenues (\$)	0.88	0.78	0.77	0.72	0.63	0.63	0.63	0.62	-29.3%	9.97	7.78	-21.9%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 08/04/18
2016-17 STD: 10/02/16 - 09/30/17

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

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

Report Ending Date: 08/04/18
 Issue Date: 08/24/18
 Report 11 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	08/05/17	02/17/18	03/17/18	04/14/18	05/12/18	06/09/18	07/07/18	08/04/18		2016-17	2017-18	% Change
<u>NFC OJ</u>												
Gallons	11.73	14.08	13.38	13.11	11.97	11.53	11.34	10.53	-10.2%	154.55	144.70	-6.4%
Price/Gal (\$)	7.97	7.90	8.03	8.08	8.16	8.20	8.18	8.35	4.8%	7.74	7.94	2.6%
Revenues (\$)	93.48	111.23	107.38	105.84	97.70	94.60	92.80	87.97	-5.9%	1,195.71	1,149.15	-3.9%
<u>RECON OJ</u>												
Gallons	6.56	7.37	7.05	6.70	6.58	6.46	6.35	6.61	0.8%	79.38	75.86	-4.4%
Price/Gal (\$)	5.08	5.19	5.21	5.22	5.19	5.21	5.25	5.08	0.1%	5.02	5.13	2.2%
Revenues (\$)	33.30	38.24	36.77	34.98	34.15	33.67	33.36	33.60	0.9%	398.20	389.00	-2.3%
<u>Refrigerated OJ</u>												
Gallons	18.29	21.46	20.43	19.80	18.55	18.00	17.69	17.14	-6.3%	233.93	220.56	-5.7%
Price/Gal (\$)	6.93	6.97	7.05	7.11	7.11	7.13	7.13	7.09	2.3%	6.81	6.97	2.3%
Revenues (\$)	126.78	149.47	144.15	140.82	131.86	128.27	126.15	121.57	-4.1%	1,593.91	1,538.14	-3.5%
<u>Frozen OJ</u>												
Gallons	0.89	0.96	0.93	0.91	0.86	0.85	0.87	0.82	-8.4%	11.15	10.22	-8.4%
Price/Gal (\$)	5.04	4.99	5.00	5.06	5.09	5.12	5.09	5.14	2.0%	4.99	5.06	1.5%
Revenues (\$)	4.51	4.78	4.66	4.62	4.37	4.37	4.43	4.21	-6.6%	55.63	51.77	-6.9%
<u>Shelf Stable OJ</u>												
Gallons	0.02	0.02	0.02	0.02	0.02	0.02	0.01	0.01	-31.4%	0.22	0.18	-14.4%
Price/Gal (\$)	8.74	9.66	9.77	9.23	9.32	8.97	9.52	9.93	13.6%	9.18	9.43	2.8%
Revenues (\$)	0.16	0.17	0.17	0.17	0.17	0.16	0.14	0.12	-22.1%	1.97	1.74	-12.0%
<u>Total Orange Juice</u>												
Gallons	19.20	22.43	21.38	20.74	19.43	18.87	18.58	17.98	-6.4%	245.30	230.97	-5.8%
Price/Gal (\$)	6.85	6.88	6.97	7.02	7.02	7.04	7.04	7.00	2.3%	6.73	6.89	2.4%
Revenues (\$)	131.45	154.42	148.98	145.61	136.40	132.80	130.72	125.90	-4.2%	1,651.52	1,591.65	-3.6%

Most recent four-week-period is preliminary
 2017-18 STD: 10/01/17 - 08/04/18
 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 11 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	08/05/17	02/17/18	03/17/18	04/14/18	05/12/18	06/09/18	07/07/18	08/04/18		2016-17	2017-18	% Change
<u>NFC GJ</u>												
Gallons	553.48	566.65	528.70	524.70	502.43	495.43	510.61	510.73	-7.7%	6,415.80	5,924.67	-7.7%
Price/Gal (\$)	8.04	8.09	8.29	8.42	8.59	8.50	8.38	8.51	5.7%	7.87	8.16	3.8%
Revenues (\$)	4,452.69	4,583.20	4,383.89	4,418.02	4,315.60	4,210.59	4,279.73	4,344.46	-2.4%	50,485.17	48,373.75	-4.2%
<u>RECON GJ</u>												
Gallons	58.38	70.01	78.72	81.45	83.94	82.30	64.40	31.14	-46.7%	724.61	747.59	3.2%
Price/Gal (\$)	9.01	8.68	8.61	8.62	8.48	8.49	9.13	12.48	38.6%	8.19	8.83	7.8%
Revenues (\$)	525.75	607.84	677.97	702.30	711.74	698.82	587.93	388.68	-26.1%	5,934.45	6,598.63	11.2%
<u>Refrigerated GJ</u>												
Gallons	611.86	636.66	607.42	606.15	586.37	577.73	575.01	541.87	-11.4%	7,140.41	6,672.25	-6.6%
Price/Gal (\$)	8.14	8.15	8.33	8.45	8.57	8.50	8.47	8.73	7.4%	7.90	8.24	4.3%
Revenues (\$)	4,978.44	5,191.03	5,061.86	5,120.33	5,027.33	4,909.41	4,867.66	4,733.14	-4.9%	56,419.62	54,972.38	-2.6%
<u>Frozen GJ</u>												
Gallons	8.62	7.08	7.18	6.94	6.83	6.87	7.03	7.10	-17.6%	101.95	76.65	-24.8%
Price/Gal (\$)	4.41	4.80	4.75	4.79	4.82	4.76	4.81	4.81	9.0%	4.41	4.83	9.4%
Revenues (\$)	38.02	33.99	34.06	33.23	32.96	32.71	33.86	34.15	-10.2%	449.75	369.87	-17.8%
<u>Shelf Stable GJ</u>												
Gallons	213.38	196.73	191.73	214.26	197.99	202.19	192.82	179.12	-16.1%	2,246.66	2,112.44	-6.0%
Price/Gal (\$)	6.49	6.48	6.83	6.35	6.94	6.72	6.77	6.92	6.7%	6.51	6.64	1.9%
Revenues (\$)	1,385.29	1,273.98	1,309.36	1,361.02	1,373.13	1,358.75	1,305.97	1,240.32	-10.5%	14,630.53	14,024.49	-4.1%
<u>Total Grapefruit Juice</u>												
Gallons	833.86	840.47	806.33	827.35	791.20	786.79	774.86	728.09	-12.7%	9,496.07	8,861.33	-6.7%
Price/Gal (\$)	7.68	7.73	7.94	7.87	8.13	8.01	8.01	8.25	7.5%	7.53	7.83	3.9%
Revenues (\$)	6,401.75	6,499.01	6,405.28	6,514.58	6,433.43	6,300.87	6,207.49	6,007.62	-6.2%	71,540.21	69,366.73	-3.0%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 08/04/18

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 11 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	08/05/17	02/17/18	03/17/18	04/14/18	05/12/18	06/09/18	07/07/18	08/04/18		2016-17	2017-18	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	839.97	721.91	732.54	785.31	777.22	837.96	865.66	837.36	-0.3%	9,451.07	8,502.36	-10.0%
Price/Gal (\$)	6.06	5.96	6.04	5.90	6.09	6.00	6.11	6.13	1.1%	5.58	5.97	7.0%
Revenues (\$)	5,093.28	4,305.74	4,421.63	4,631.86	4,732.28	5,024.60	5,285.56	5,134.27	0.8%	52,751.81	50,796.39	-3.7%
<u>OJ Drinks 40-99.99%</u>												
Gallons	919.90	1,196.85	1,191.82	1,156.86	1,068.86	1,026.52	954.61	880.85	-4.2%	12,671.37	12,167.73	-4.0%
Price/Gal (\$)	7.86	7.68	7.70	7.72	7.82	7.79	7.99	8.43	7.2%	7.64	7.73	1.2%
Revenues (\$)	7,234.69	9,193.79	9,177.46	8,928.07	8,360.95	8,000.61	7,627.86	7,427.75	2.7%	96,845.17	94,077.96	-2.9%
<u>OJ Drinks - % not stated</u>												
Gallons	137.25	143.32	137.83	115.56	111.58	115.74	125.95	122.66	-10.6%	1,968.17	1,456.54	-26.0%
Price/Gal (\$)	5.83	5.76	5.88	6.19	6.17	6.10	7.27	7.43	27.4%	5.58	6.04	8.1%
Revenues (\$)	800.51	825.12	810.55	715.29	688.53	705.67	915.61	911.79	13.9%	10,990.68	8,791.34	-20.0%
<u>Total OJ Drinks</u>												
Gallons	1,897.12	2,062.08	2,062.20	2,057.73	1,957.65	1,980.22	1,946.22	1,840.87	-3.0%	24,090.61	22,126.63	-8.2%
Price/Gal (\$)	6.92	6.95	6.99	6.94	7.04	6.93	7.11	7.32	5.8%	6.67	6.94	4.2%
Revenues (\$)	13,128.48	13,963.31	14,409.64	14,275.23	13,781.75	13,730.87	13,829.03	13,473.81	2.6%	160,587.65	153,665.70	-4.3%
<u>OJ BL Drinks</u>												
Gallons	7,611.21	6,936.37	7,012.83	6,750.32	6,706.26	7,176.88	7,562.61	7,498.94	-1.5%	82,980.43	76,612.31	-7.7%
Price/Gal (\$)	3.27	3.39	3.37	3.45	3.43	3.30	3.21	3.18	-2.6%	3.31	3.35	1.3%
Revenues (\$)	24,900.43	23,535.16	23,602.97	23,271.93	22,990.29	23,670.32	24,243.97	23,883.22	-4.1%	274,655.50	256,825.01	-6.5%
<u>OJ BL (100% Juice)</u>												
Gallons	1,495.50	1,570.77	1,499.07	1,475.58	1,365.72	1,390.07	1,412.29	1,304.18	-12.8%	18,238.64	16,481.35	-9.6%
Price/Gal (\$)	7.25	7.26	7.32	7.42	7.51	7.38	7.27	7.41	2.2%	7.20	7.25	0.6%
Revenues (\$)	10,839.91	11,411.54	10,967.37	10,950.79	10,259.68	10,264.13	10,273.51	9,662.72	-10.9%	131,403.42	119,453.29	-9.1%
<u>GJ Cocktail</u>												
Gallons	411.92	364.23	383.11	419.31	384.63	399.59	395.57	380.73	-7.6%	4,470.10	4,207.81	-5.9%
Price/Gal (\$)	6.91	6.72	6.64	6.31	6.95	6.78	6.99	7.10	2.7%	6.81	6.71	-1.4%
Revenues (\$)	2,845.68	2,449.11	2,545.23	2,647.85	2,673.15	2,710.96	2,763.69	2,701.54	-5.1%	30,424.05	28,246.09	-7.2%
<u>GJ BL (100% Juice)</u>												
Gallons	85.02	75.09	69.86	78.42	47.53	54.09	54.58	52.54	-38.2%	954.08	739.36	-22.5%
Price/Gal (\$)	6.77	6.75	6.83	5.69	7.15	6.58	6.65	6.62	-2.2%	6.87	6.54	-4.9%
Revenues (\$)	575.42	506.76	477.14	446.17	340.01	355.66	362.96	347.85	-39.5%	6,558.69	4,834.42	-26.3%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 08/04/18
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: 08/04/18
Issue Date: 08/24/18
Report 11 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	08/05/17	02/17/18	03/17/18	04/14/18	05/12/18	06/09/18	07/07/18	08/04/18		2016-17	2017-18	% Change
<u>NFC OJ</u>												
Average Promo Price	7.06	7.01	7.21	7.30	7.30	7.40	7.27	7.40	4.8%	6.87	7.11	3.5%
Price Reduction	94	92	93	97	96	92	91	90	-4.3%	94	93	-1.0%
Feature & Disp	23	22	28	30	27	21	24	25	8.7%	30	26	-16.1%
Display w/o Fea	25	24	27	32	28	26	21	25	0.0%	27	25	-7.1%
Feature w/o Disp	84	87	87	89	88	86	87	86	2.4%	89	88	-1.2%
<u>RECON OJ</u>												
Average Promo Price	4.61	4.82	4.67	4.49	4.51	4.77	4.91	4.39	-4.8%	4.34	4.50	3.8%
Price Reduction	82	77	73	80	77	78	75	75	-8.5%	79	77	-2.4%
Feature & Disp	8	12	7	7	10	5	5	5	-37.5%	8	6	-26.7%
Display w/o Fea	15	12	13	13	13	12	10	11	-26.7%	13	11	-13.8%
Feature w/o Disp	59	55	53	51	51	48	52	51	-13.6%	59	52	-12.0%
<u>Refrigerated OJ</u>												
Average Promo Price	6.33	6.39	6.51	6.61	6.52	6.66	6.63	6.29	-0.6%	6.17	6.39	3.5%
Price Reduction	97	95	97	98	98	94	93	95	-2.1%	96	96	-0.1%
Feature & Disp	28	30	31	33	31	24	26	28	0.0%	33	28	-14.9%
Display w/o Fea	32	30	31	37	33	30	27	29	-9.4%	33	30	-9.6%
Feature w/o Disp	89	91	90	92	90	89	90	89	0.0%	91	90	-0.5%
<u>Frozen OJ</u>												
Average Promo Price	3.94	4.72	4.26	4.12	4.37	4.54	3.92	4.06	3.0%	3.93	4.33	10.3%
Price Reduction	34	46	35	35	36	35	36	30	-11.8%	46	38	-17.5%
Feature & Disp	0	0	0	1	0	0	0	0	0.0%	0	0	0.0%
Display w/o Fea	1	1	0	1	1	1	1	1	0.0%	1	1	-57.1%
Feature w/o Disp	7	9	9	9	7	8	7	5	-28.6%	10	8	-15.1%
<u>Shelf Stable OJ</u>												
Average Promo Price	6.18	7.40	7.72	7.34	7.19	7.15	8.61	8.17	32.2%	7.47	7.78	4.1%
Price Reduction	18	3	3	10	4	11	8	12	-33.3%	11	6	-47.9%
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	7	5	0	0	0	0	0.0%	2	1	-45.5%
<u>Total OJ</u>												
Average Promo Price	6.29	6.37	6.48	6.58	6.49	6.64	6.60	6.28	-0.2%	6.12	6.37	4.0%
Price Reduction	97	96	98	98	98	95	94	96	-1.0%	97	97	0.2%
Feature & Disp	28	30	31	33	31	24	26	28	0.0%	33	29	-14.7%
Display w/o Fea	33	31	32	38	33	31	27	30	-9.1%	34	31	-9.4%
Feature w/o Disp	89	91	90	92	90	89	90	89	0.0%	91	90	-0.5%

Most recent four-week-period is preliminary
2017-18 STD: 10/01/17 - 08/04/18
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 11 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	08/05/17	02/17/18	03/17/18	04/14/18	05/12/18	06/09/18	07/07/18	08/04/18		2016-17	2017-18	% Change
<u>NFC GJ</u>												
Average Promo Price	7.08	7.02	7.09	7.44	7.47	7.52	7.42	7.35	3.8%	6.86	7.14	4.1%
Price Reduction	69	69	70	71	62	69	78	66	-4.3%	73	72	-2.0%
Feature & Disp	2	2	2	3	2	2	2	1	-50.0%	2	2	-19.2%
Display w/o Fea	4	5	5	8	5	5	5	5	25.0%	6	5	-9.1%
Feature w/o Disp	35	56	34	55	43	46	59	53	51.4%	43	48	10.3%
<u>RECON GJ</u>												
Average Promo Price	6.76	6.98	9.01	8.32	6.00	6.27	6.09	10.40	53.8%	7.68	7.33	-4.6%
Price Reduction	14	12	14	14	9	8	12	10	-28.6%	12	13	9.8%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	0	1	0	1	0	0	0	0		0	0	-33.3%
Feature w/o Disp	1	0	6	0	0	0	0	0	-100.0%	0	1	333.3%
<u>Refrigerated GJ</u>												
Average Promo Price	7.06	7.02	7.23	7.47	7.40	7.46	7.35	7.39	4.7%	6.84	7.15	4.4%
Price Reduction	72	70	71	73	69	73	81	69	-4.2%	74	74	-0.4%
Feature & Disp	2	2	2	3	2	2	2	1	-50.0%	2	2	-19.2%
Display w/o Fea	4	6	6	8	5	5	5	5	25.0%	6	6	-5.8%
Feature w/o Disp	35	56	34	55	43	46	59	53	51.4%	44	48	10.8%
<u>Frozen GJ</u>												
Average Promo Price	3.94	4.09	4.04	5.15	4.57	4.65	5.18	3.72	-5.6%	3.98	4.49	13.0%
Price Reduction	6	1	1	1	0	1	1	1	-83.3%	5	1	-79.6%
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	5.66	5.29	5.96	5.21	5.92	5.35	5.43	5.61	-0.9%	5.57	5.42	-2.6%
Price Reduction	45	45	34	49	43	50	40	32	-28.9%	41	42	1.3%
Feature & Disp	0	0	0	1	0	0	0	0		0	0	
Display w/o Fea	1	2	1	2	1	1	1	1	0.0%	2	1	-15.8%
Feature w/o Disp	15	19	12	18	6	15	12	17	13.3%	13	13	2.9%
<u>TL GJ</u>												
Average Promo Price	6.75	6.72	7.09	6.94	7.16	7.08	7.06	7.15	5.9%	6.63	6.87	3.7%
Price Reduction	79	77	78	85	79	81	87	76	-3.8%	82	81	-0.7%
Feature & Disp	2	2	3	4	2	2	2	1	-50.0%	2	2	-11.1%
Display w/o Fea	5	7	7	10	6	6	5	6	20.0%	8	7	-14.6%
Feature w/o Disp	45	58	42	61	46	50	62	56	24.4%	49	53	6.4%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 08/04/18

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 11 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4	Season-to-Date		
	08/05/17	02/17/18	03/17/18	04/14/18	05/12/18	06/09/18	07/07/18	08/04/18		2016-17	2017-18	% Change
OJ Drinks 0-39.99%												
Average Promo Price	5.68	5.76	6.29	5.48	5.74	5.53	5.88	5.62	-1.1%	5.36	5.73	6.9%
Price Reduction	76	81	79	83	82	79	79	80	5.3%	80	79	-0.7%
Feature & Disp	14	11	15	15	11	11	14	7	-50.0%	10	10	5.6%
Display w/o Fea	35	29	30	36	36	33	37	33	-5.7%	32	32	1.4%
Feature w/o Disp	62	59	58	60	43	55	57	44	-29.0%	52	53	2.6%
OJ Drinks 40-99.99%												
Average Promo Price	7.24	7.07	7.20	7.08	7.15	7.18	7.33	7.62	5.2%	6.98	7.13	2.1%
Price Reduction	71	69	73	77	79	74	73	71	0.0%	75	75	0.1%
Feature & Disp	5	4	5	3	6	2	2	4	-20.0%	6	4	-39.4%
Display w/o Fea	8	10	12	13	14	11	7	10	25.0%	9	10	2.9%
Feature w/o Disp	45	36	44	34	40	47	45	45	0.0%	46	41	-11.1%
OJ Drinks - % not stated												
Average Promo Price	5.37	4.91	5.03	5.18	5.46	5.53	6.50	6.10	13.6%	5.03	5.38	7.1%
Price Reduction	15	12	17	15	17	14	20	17	13.3%	17	15	-8.6%
Feature & Disp	0	0	0	0	0	1	0	0	0	0	0	-50.0%
Display w/o Fea	2	1	2	1	2	1	3	3	50.0%	2	2	5.6%
Feature w/o Disp	7	12	16	4	11	15	10	16	128.6%	9	12	35.8%
Total OJ Drinks												
Average Promo Price	6.51	6.58	6.84	6.45	6.63	6.48	6.62	6.64	2.0%	6.33	6.57	3.8%
Price Reduction	90	91	90	92	90	90	89	90	0.0%	91	90	-1.0%
Feature & Disp	18	15	19	17	16	13	16	11	-38.9%	16	14	-11.0%
Display w/o Fea	41	35	38	44	44	41	42	41	0.0%	38	38	0.2%
Feature w/o Disp	72	70	71	72	64	70	72	73	1.4%	70	69	-1.3%
OJ BL Drinks												
Average Promo Price	2.92	2.85	2.76	2.85	2.73	2.73	2.59	2.53	-13.4%	2.79	2.77	-0.7%
Price Reduction	98	96	96	94	94	97	96	96	-2.0%	97	96	-0.9%
Feature & Disp	36	23	23	18	24	26	32	31	-13.9%	28	23	-20.2%
Display w/o Fea	69	53	54	57	56	58	59	58	-15.9%	62	56	-10.4%
Feature w/o Disp	83	81	70	79	79	74	82	83	0.0%	83	77	-7.7%
OJ BL (100% Juice)												
Average Promo Price	6.30	6.36	6.31	6.73	6.71	6.63	6.63	6.59	4.6%	6.36	6.45	1.5%
Price Reduction	88	87	87	87	89	85	88	85	-3.4%	89	86	-2.7%
Feature & Disp	5	7	5	6	6	6	7	5	0.0%	8	6	-20.7%
Display w/o Fea	13	9	12	13	10	8	9	10	-23.1%	14	10	-30.5%
Feature w/o Disp	59	54	55	62	71	60	65	60	1.7%	69	66	-5.4%
GJ Cocktail												
Average Promo Price	6.27	6.05	5.63	5.15	6.38	5.83	6.27	6.68	6.5%	6.01	5.83	-3.0%
Price Reduction	73	75	71	80	75	76	69	71	-2.7%	73	73	0.1%
Feature & Disp	8	5	5	5	4	7	9	3	-62.5%	5	4	-15.5%
Display w/o Fea	19	14	14	20	19	18	22	20	5.3%	18	17	-2.5%
Feature w/o Disp	36	27	27	30	19	42	36	28	-22.2%	30	29	-2.7%
GJ BL (100% Juice)												
Average Promo Price	6.04	5.94	5.94	4.64	5.92	5.25	5.58	5.56	-7.9%	6.25	5.54	-11.4%
Price Reduction	43	43	29	41	19	29	20	25	-41.9%	43	32	-26.3%
Feature & Disp	0	0	0	0	0	0	0	0	0	0	0	-100.0%
Display w/o Fea	1	1	1	1	0	1	1	1	0.0%	1	1	-33.3%
Feature w/o Disp	7	3	3	4	4	7	7	7	0.0%	8	6	-28.7%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 08/04/18

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

Source: Nielsen

Orange Juice Categories at xAOC

	Last Year 52 weeks ending 08/05/17	This Year 52 weeks ending 08/04/18
GALLONS (millions)		
Total OJ	438.20	414.26
Ref NFC OJ	269.01	251.89
Ref Recon OJ	150.59	145.44
Frozen OJ	18.29	16.67
SS OJ	0.30	0.25
DOLLARS (millions)		
Total OJ	\$2,918.86	\$2,814.74
Ref NFC OJ	\$2,057.87	\$1,974.62
Ref Recon OJ	\$768.66	\$754.56
Frozen OJ	\$89.69	\$83.32
SS OJ	\$2.65	\$2.23
AVG PRICE PER GALLON		
Total OJ	\$6.66	\$6.79
Ref NFC OJ	\$7.65	\$7.84
Ref Recon OJ	\$5.10	\$5.19
Frozen OJ	\$4.90	\$5.00
SS OJ	\$8.75	\$8.89
SHARE OF GALLONS		
Total OJ	100.0%	100.0%
Ref NFC OJ	61.4%	60.8%
Ref Recon OJ	34.4%	35.1%
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%	26.8%
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 08/04/18 and 52 wks ending 08/05/17

Created: 08/24/18

Grapefruit Juice Categories at xAOC

	Last Year 52 weeks ending 08/05/17	This Year 52 weeks ending 08/04/18
GALLONS (millions)		
Total GJ	14.04	13.31
Ref NFC GJ	9.25	8.55
Ref Recon GJ	0.87	0.87
Frozen GJ	0.12	0.09
SS GJ	3.78	3.80
DOLLARS (millions)		
Total GJ	\$103.37	\$100.70
Ref NFC GJ	\$72.14	\$68.97
Ref Recon GJ	\$6.92	\$7.69
Frozen GJ	\$0.53	\$0.44
SS GJ	\$23.71	\$23.60
AVG PRICE PER GALLON		
Total GJ	\$7.36	\$7.56
Ref NFC GJ	\$7.80	\$8.07
Ref Recon GJ	\$7.93	\$8.86
Frozen GJ	\$4.26	\$4.76
SS GJ	\$6.27	\$6.21
SHARE OF GALLONS		
Total GJ	100.0%	100.0%
Ref NFC GJ	65.9%	64.2%
Ref Recon GJ	6.2%	6.5%
Frozen GJ	0.9%	0.7%
SS GJ	27.0%	28.6%
SHARE OF DOLLARS		
Total GJ	100.0%	100.0%
Ref NFC GJ	69.8%	68.5%
Ref Recon GJ	6.7%	7.6%
Frozen GJ	0.5%	0.4%
SS GJ	22.9%	23.4%

Source: Nielsen FDOC Custom Database

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

Time Periods: 52 wks ending 08/04/18 and 52 wks ending 08/05/17

Created: 08/24/18

Orange Juice Sales at xAOC - by Region

Gallons									
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 08/04/18		4 WEEKS ENDING 08/05/17		
	% of Total	% Chg	% of Total	% of Total	% of Total	% Chg	% of Total		
TOTAL US - XAOC									
TL OJ	414,256,709	-5.5%	438,195,627		27,574,948	-6.4%	29,453,536		
TL OJ REF NFC	251,894,663	-6.4%	269,011,709		15,803,438	-11.2%	17,800,342		
TL OJ REF RECON	145,441,165	-3.4%	150,590,890		10,618,443	2.3%	10,381,538		
NORTHEAST REGION - XAOC									
TL OJ	77,520,835	18.7%	83,948,592	19.2%	5,143,761	18.7%	-6.9%	5,522,240	18.7%
TL OJ REF NFC	61,412,067	14.8%	66,865,006	15.3%	3,990,629	14.5%	-7.8%	4,327,397	14.7%
TL OJ REF RECON	14,342,942	3.5%	15,186,458	3.5%	1,023,944	3.7%	-3.4%	1,060,092	3.6%
SOUTH REGION - XAOC									
TL OJ	163,366,494	39.4%	170,819,733	39.0%	10,792,712	39.1%	-7.8%	11,704,473	39.7%
TL OJ REF NFC	95,594,517	23.1%	101,376,994	23.1%	5,915,728	21.5%	-14.5%	6,920,155	23.5%
TL OJ REF RECON	62,792,015	15.2%	63,897,613	14.6%	4,538,411	16.5%	2.9%	4,409,651	15.0%
WEST REGION - XAOC									
TL OJ	86,238,557	20.8%	91,826,139	21.0%	5,917,702	21.5%	-4.6%	6,205,284	21.1%
TL OJ REF NFC	47,169,347	11.4%	49,789,543	11.4%	2,981,733	10.8%	-8.5%	3,260,330	11.1%
TL OJ REF RECON	33,891,134	8.2%	36,445,042	8.3%	2,577,228	9.3%	0.9%	2,554,707	8.7%
MIDWEST REGION - XAOC									
TL OJ	86,992,697	21.0%	91,123,692	20.8%	5,706,948	20.7%	-4.0%	5,942,602	20.2%
TL OJ REF NFC	47,545,629	11.5%	50,526,825	11.5%	2,899,276	10.5%	-9.9%	3,219,618	10.9%
TL OJ REF RECON	34,433,402	8.3%	35,028,744	8.0%	2,479,419	9.0%	5.4%	2,352,264	8.0%

Dollars										
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 08/04/18		4 WEEKS ENDING 08/05/17			
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	% of Total	% Chg	% of Total		
TOTAL US - XAOC										
TL OJ	\$2,814,735,818		-3.6%	\$2,918,862,423		\$189,554,981	-4.2%	\$197,943,414		
TL OJ REF NFC	\$1,974,619,544		-4.0%	\$2,057,866,454		\$129,359,290	-5.8%	\$137,390,304		
TL OJ REF RECON	\$754,561,312		-1.8%	\$768,659,410		\$54,322,328	0.5%	\$54,044,938		
NORTHEAST REGION - XAOC										
TL OJ	\$538,043,130	19.1%	-4.7%	\$564,794,959	19.3%	\$36,725,880	19.4%	-3.3%	\$37,963,146	19.2%
TL OJ REF NFC	\$450,305,637	16.0%	-5.4%	\$475,785,159	16.3%	\$30,304,148	16.0%	-4.0%	\$31,571,024	15.9%
TL OJ REF RECON	\$77,596,321	2.8%	-0.8%	\$78,232,311	2.7%	\$5,679,972	3.0%	1.2%	\$5,610,015	2.8%
SOUTH REGION - XAOC										
TL OJ	\$1,095,430,583	38.9%	-2.9%	\$1,128,042,784	38.6%	\$72,854,803	38.4%	-5.4%	\$77,009,718	38.9%
TL OJ REF NFC	\$755,061,302	26.8%	-3.3%	\$781,114,099	26.8%	\$48,629,825	25.7%	-7.8%	\$52,767,565	26.7%
TL OJ REF RECON	\$315,625,642	11.2%	-1.3%	\$319,765,828	11.0%	\$22,551,940	11.9%	1.0%	\$22,339,262	11.3%
WEST REGION - XAOC										
TL OJ	\$606,387,578	21.5%	-3.8%	\$630,401,066	21.6%	\$41,952,740	22.1%	-2.8%	\$43,180,414	21.8%
TL OJ REF NFC	\$395,630,688	14.1%	-3.5%	\$410,031,072	14.0%	\$26,493,829	14.0%	-3.2%	\$27,366,264	13.8%
TL OJ REF RECON	\$185,285,842	6.6%	-4.1%	\$193,264,161	6.6%	\$13,690,145	7.2%	-1.5%	\$13,903,304	7.0%
MIDWEST REGION - XAOC										
TL OJ	\$573,615,923	20.4%	-3.1%	\$592,168,334	20.3%	\$37,899,631	20.0%	-3.3%	\$39,187,317	19.8%
TL OJ REF NFC	\$372,124,944	13.2%	-4.0%	\$387,468,591	13.3%	\$23,785,710	12.5%	-5.3%	\$25,106,513	12.7%
TL OJ REF RECON	\$176,193,143	6.3%	-0.7%	\$177,379,736	6.1%	\$12,416,321	6.6%	1.9%	\$12,180,471	6.2%

Source: Nielsen Scanning Data

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

Created: 8/24/2018

Grapefruit Juice Sales at xAOC - by Region

	Gallons									
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 08/04/18		4 WEEKS ENDING 08/05/17			
	% of Total	% Chg	% of Total	% of Total	% of Total	% Chg	% of Total	% of Total	% of Total	% of Total
TOTAL US - XAOC										
TL GJ	13,313,239	-5.2%	14,039,807		939,365	-10.5%	1,049,033			
TL GJ REF NFC	8,550,700	-7.5%	9,247,505		618,199	-9.1%	679,726			
TL GJ REF RECON	867,955	-0.5%	872,402		31,139	-46.7%	58,380			
NORTHEAST REGION - XAOC										
TL GJ	2,430,203	18.3%	2,624,003	18.7%	170,524	18.2%	191,942	18.3%		
TL GJ REF NFC	1,857,211	14.0%	2,022,747	14.4%	129,310	13.8%	144,106	13.7%		
TL GJ REF RECON	80,862	0.6%	77,840	0.6%	4,957	0.5%	7,402	0.7%		
SOUTH REGION - XAOC										
TL GJ	5,606,798	42.1%	5,891,150	42.0%	391,956	41.7%	438,703	41.8%		
TL GJ REF NFC	3,520,246	26.4%	3,732,939	26.6%	247,981	26.4%	281,107	26.8%		
TL GJ REF RECON	423,973	3.2%	511,011	3.6%	17,113	1.8%	30,118	2.9%		
WEST REGION - XAOC										
TL GJ	2,980,581	22.4%	3,133,235	22.3%	217,758	23.2%	240,835	23.0%		
TL GJ REF NFC	1,862,037	14.0%	2,058,502	14.7%	144,054	15.3%	151,801	14.5%		
TL GJ REF RECON	189,255	1.4%	133,843	1.0%	5,816	0.6%	9,893	0.9%		
MIDWEST REGION - XAOC										
TL GJ	2,284,074	17.2%	2,372,669	16.9%	157,875	16.8%	173,904	16.6%		
TL GJ REF NFC	1,300,107	9.8%	1,411,304	10.1%	95,715	10.2%	98,225	9.4%		
TL GJ REF RECON	172,737	1.3%	155,971	1.1%	3,064	0.3%	12,200	1.2%		

	Dollars									
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 08/04/18		4 WEEKS ENDING 08/05/17			
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	% of Total	% Chg	% of Total	% of Total	% of Total
TOTAL US - XAOC										
TL GJ	\$100,701,912	-2.6%	\$103,367,056		\$7,393,190	-6.0%	\$7,861,839			
TL GJ REF NFC	\$68,974,475	-4.4%	\$72,141,974		\$5,202,432	-3.7%	\$5,399,881			
TL GJ REF RECON	\$7,687,035	11.0%	\$6,922,260		\$388,684	-26.1%	\$525,767			
NORTHEAST REGION - XAOC										
TL GJ	\$18,529,544	18.4%	\$19,203,162	18.6%	\$1,388,061	18.8%	\$1,429,455	18.2%		
TL GJ REF NFC	\$14,328,240	14.2%	\$15,058,838	14.6%	\$1,077,916	14.6%	\$1,089,114	13.9%		
TL GJ REF RECON	\$947,562	0.9%	\$736,161	0.7%	\$69,399	0.9%	\$70,313	0.9%		
SOUTH REGION - XAOC										
TL GJ	\$41,599,148	41.3%	\$42,404,171	41.0%	\$2,969,442	40.2%	\$3,219,432	41.0%		
TL GJ REF NFC	\$27,942,956	27.7%	\$28,724,512	27.8%	\$2,024,241	27.4%	\$2,171,867	27.6%		
TL GJ REF RECON	\$3,728,433	3.7%	\$3,821,185	3.7%	\$195,752	2.6%	\$270,462	3.4%		
WEST REGION - XAOC										
TL GJ	\$23,886,295	23.7%	\$24,565,364	23.8%	\$1,835,665	24.8%	\$1,902,589	24.2%		
TL GJ REF NFC	\$16,273,844	16.2%	\$17,304,336	16.7%	\$1,299,809	17.6%	\$1,310,713	16.7%		
TL GJ REF RECON	\$1,772,025	1.8%	\$1,291,664	1.2%	\$88,014	1.2%	\$104,648	1.3%		
MIDWEST REGION - XAOC										
TL GJ	\$16,581,601	16.5%	\$17,021,786	16.5%	\$1,187,794	16.1%	\$1,272,821	16.2%		
TL GJ REF NFC	\$10,333,094	10.3%	\$10,854,354	10.5%	\$790,978	10.7%	\$785,049	10.0%		
TL GJ REF RECON	\$1,220,700	1.2%	\$1,118,981	1.1%	\$32,327	0.4%	\$88,516	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: 8/24/2018