

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



Week Ending 08/05/17  
 Report 11 of 16/17 Season

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

	4 WEEKS ENDING 08/05/17			SEASON YEAR-TO-DATE		
	GALLONS	PRICE	DOLLARS	GALLONS	PRICE	DOLLARS
Total OJ	-8.9%	3.1%	-6.1%	-7.5%	2.8%	-4.9%
Ref NFC OJ	-7.2%	0.4%	-6.8%	-5.7%	1.5%	-4.3%
Ref Recon OJ	-11.1%	8.0%	-3.9%	-10.3%	4.6%	-6.1%
Total GJ	-1.8%	2.2%	0.3%	-3.3%	1.4%	-1.9%
Ref NFC GJ	-0.4%	-0.5%	-0.9%	-2.7%	0.0%	-2.7%
Shelf Stable GJ	0.5%	1.6%	2.1%	-1.2%	-0.6%	-1.8%
OJ Drinks	-15.2%	6.9%	-9.4%	-7.7%	4.0%	-4.0%
OJ Blend Drinks	-4.5%	0.4%	-4.1%	-4.5%	1.0%	-3.5%
OJ Blend (100% Juice)	-6.7%	-2.1%	-8.7%	-8.4%	-0.7%	-9.0%
GJ Blend (100% Juice)	-5.1%	-1.3%	-6.4%	-6.7%	2.5%	-4.4%
GJ Cocktail	-0.8%	-2.2%	-3.0%	-3.8%	1.4%	-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: 08/05/17  
Issue Date: 08/21/17  
Report 11 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	08/06/16	02/18/17	03/18/17	04/15/17	05/13/17	06/10/17	07/08/17	08/05/17		2015-16	2016-17	% Change
<b><u>NFC OJ</u></b>												
Gallons	19.10	21.64	21.54	21.08	19.35	18.70	18.24	17.73	-7.2%	241.54	227.73	-5.7%
Price/Gal (\$)	7.72	7.75	7.83	7.65	7.66	7.71	7.73	7.75	0.4%	7.57	7.68	1.5%
Revenues (\$)	147.48	167.73	168.64	161.31	148.33	144.25	141.06	137.39	-6.8%	1,829.30	1,750.08	-4.3%
<b><u>RECON OJ</u></b>												
Gallons	11.55	12.10	12.10	11.08	10.89	10.37	10.45	10.27	-11.1%	140.37	125.97	-10.3%
Price/Gal (\$)	4.84	5.15	5.26	5.34	5.23	5.26	5.18	5.22	8.0%	4.93	5.16	4.6%
Revenues (\$)	55.88	62.30	63.70	59.19	56.96	54.57	54.12	53.67	-3.9%	691.58	649.41	-6.1%
<b><u>Refrigerated OJ</u></b>												
Gallons	30.66	33.74	33.64	32.16	30.25	29.08	28.68	28.00	-8.7%	381.91	353.70	-7.4%
Price/Gal (\$)	6.63	6.82	6.91	6.86	6.79	6.84	6.80	6.82	2.9%	6.60	6.78	2.8%
Revenues (\$)	203.36	230.03	232.33	220.51	205.29	198.82	195.17	191.07	-6.0%	2,520.88	2,399.49	-4.8%
<b><u>Frozen OJ</u></b>												
Gallons	1.40	1.37	1.35	1.32	1.27	1.24	1.27	1.20	-14.5%	16.58	14.92	-10.0%
Price/Gal (\$)	4.78	5.00	5.08	5.09	5.01	5.04	5.02	5.18	8.5%	4.91	5.03	2.4%
Revenues (\$)	6.69	6.85	6.86	6.71	6.34	6.26	6.35	6.20	-7.3%	81.45	75.04	-7.9%
<b><u>Shelf Stable OJ</u></b>												
Gallons	0.02	0.02	0.02	0.02	0.03	0.02	0.02	0.02	14.5%	0.31	0.26	-17.0%
Price/Gal (\$)	9.29	9.18	8.80	8.58	8.07	8.95	9.16	8.04	-13.5%	8.95	8.76	-2.2%
Revenues (\$)	0.19	0.20	0.21	0.21	0.21	0.19	0.16	0.19	-0.9%	2.77	2.24	-18.8%
<b><u>Total Orange Juice</u></b>												
Gallons	32.08	35.13	35.01	33.50	31.54	30.34	29.97	29.22	-8.9%	398.80	368.88	-7.5%
Price/Gal (\$)	6.55	6.75	6.84	6.79	6.72	6.77	6.73	6.76	3.1%	6.53	6.71	2.8%
Revenues (\$)	210.24	237.08	239.40	227.43	211.84	205.26	201.69	197.45	-6.1%	2,605.09	2,476.78	-4.9%

Most recent four-week-period is preliminary

2016-17 STD: 10/02/16 - 08/05/17  
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 11 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	08/06/16	02/18/17	03/18/17	04/15/17	05/13/17	06/10/17	07/08/17	08/05/17		2015-16	2016-17	% Change
<b><u>NFC GJ</u></b>												
Gallons	0.68	0.71	0.74	0.76	0.72	0.69	0.71	0.68	-0.4%	8.01	7.79	-2.7%
Price/Gal (\$)	8.01	7.85	7.94	7.70	7.71	7.92	7.90	7.97	-0.5%	7.82	7.82	0.0%
Revenues (\$)	5.46	5.58	5.91	5.87	5.57	5.48	5.60	5.41	-0.9%	62.63	60.91	-2.7%
<b><u>RECON GJ</u></b>												
Gallons	0.07	0.06	0.07	0.06	0.06	0.06	0.06	0.06	-18.2%	0.83	0.72	-13.6%
Price/Gal (\$)	6.63	8.67	8.86	9.04	9.06	9.20	9.15	8.97	35.3%	6.45	8.17	26.8%
Revenues (\$)	0.47	0.55	0.58	0.54	0.54	0.55	0.51	0.52	10.6%	5.36	5.88	9.6%
<b><u>Refrigerated GJ</u></b>												
Gallons	0.75	0.77	0.81	0.82	0.78	0.75	0.76	0.74	-2.0%	8.84	8.51	-3.7%
Price/Gal (\$)	7.88	7.92	8.02	7.80	7.81	8.02	8.00	8.05	2.1%	7.69	7.85	2.0%
Revenues (\$)	5.93	6.13	6.48	6.40	6.11	6.03	6.12	5.93	0.0%	67.99	66.79	-1.8%
<b><u>Frozen GJ</u></b>												
Gallons	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	-30.1%	0.15	0.12	-17.7%
Price/Gal (\$)	3.71	4.35	4.76	4.74	4.87	4.82	4.76	4.57	23.0%	4.44	4.59	3.3%
Revenues (\$)	0.05	0.05	0.05	0.05	0.06	0.05	0.06	0.04	-14.0%	0.67	0.57	-15.0%
<b><u>Shelf Stable GJ</u></b>												
Gallons	0.30	0.30	0.31	0.31	0.30	0.29	0.29	0.30	0.5%	3.25	3.20	-1.2%
Price/Gal (\$)	6.32	6.32	6.44	6.39	6.40	6.51	6.56	6.42	1.6%	6.41	6.37	-0.6%
Revenues (\$)	1.90	1.91	2.00	1.98	1.91	1.88	1.89	1.94	2.1%	20.80	20.42	-1.8%
<b><u>Total Grapefruit Juice</u></b>												
Gallons	1.07	1.09	1.13	1.14	1.09	1.05	1.06	1.05	-1.8%	12.25	11.85	-3.3%
Price/Gal (\$)	7.38	7.44	7.55	7.39	7.39	7.57	7.57	7.55	2.2%	7.31	7.41	1.4%
Revenues (\$)	7.89	8.09	8.53	8.43	8.08	7.96	8.06	7.91	0.3%	89.56	87.82	-1.9%

Most recent four-week-period is preliminary

2016-17 STD: 10/02/16 - 08/05/17

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 11 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	08/06/16	02/18/17	03/18/17	04/15/17	05/13/17	06/10/17	07/08/17	08/05/17		2015-16	2016-17	% Change
<b><u>OJ Drinks 0-39.99%</u></b>												
Gallons	1.63	1.27	1.32	1.33	1.29	1.37	1.43	1.35	-16.9%	16.03	14.82	-7.5%
Price/Gal (\$)	5.15	5.25	5.41	5.36	5.44	5.34	5.46	5.61	8.9%	4.99	5.28	5.8%
Revenues (\$)	8.37	6.68	7.16	7.16	7.04	7.30	7.78	7.58	-9.5%	79.91	78.19	-2.2%
<b><u>OJ Drinks 40-99.99%</u></b>												
Gallons	1.44	1.78	1.68	1.53	1.44	1.37	1.29	1.26	-12.6%	18.55	17.11	-7.8%
Price/Gal (\$)	7.56	7.56	7.77	7.77	7.73	7.80	7.87	7.84	3.6%	7.47	7.66	2.5%
Revenues (\$)	10.92	13.43	13.06	11.93	11.10	10.73	10.12	9.89	-9.4%	138.60	131.09	-5.4%
<b><u>OJ Drinks - % not stated</u></b>												
Gallons	0.17	0.21	0.19	0.15	0.15	0.15	0.15	0.13	-22.0%	2.06	1.89	-8.1%
Price/Gal (\$)	5.04	5.27	5.58	5.93	6.15	6.00	5.94	5.92	17.3%	5.17	5.66	9.5%
Revenues (\$)	0.85	1.13	1.05	0.90	0.93	0.90	0.88	0.77	-8.5%	10.65	10.72	0.6%
<b><u>Total OJ Drinks</u></b>												
Gallons	3.24	3.26	3.19	3.02	2.88	2.89	2.86	2.74	-15.2%	36.63	33.82	-7.7%
Price/Gal (\$)	6.22	6.51	6.66	6.61	6.62	6.54	6.57	6.65	6.9%	6.26	6.50	4.0%
Revenues (\$)	20.14	20.27	21.26	19.98	19.07	18.93	18.78	18.24	-9.4%	229.17	219.99	-4.0%
<b><u>OJ BL Drinks</u></b>												
Gallons	15.48	14.90	15.29	14.86	14.64	14.69	14.82	14.78	-4.5%	170.42	162.76	-4.5%
Price/Gal (\$)	3.28	3.33	3.44	3.40	3.33	3.35	3.29	3.29	0.4%	3.30	3.34	1.0%
Revenues (\$)	50.76	49.69	52.60	50.51	48.73	49.21	48.79	48.67	-4.1%	562.54	542.86	-3.5%
<b><u>OJ BL (100% Juice)</u></b>												
Gallons	2.36	2.50	2.61	2.69	2.44	2.34	2.37	2.20	-6.7%	29.56	27.09	-8.4%
Price/Gal (\$)	7.50	7.34	7.34	7.16	7.28	7.30	7.16	7.34	-2.1%	7.32	7.27	-0.7%
Revenues (\$)	17.66	18.32	19.14	19.23	17.76	17.09	17.01	16.13	-8.7%	216.40	196.85	-9.0%
<b><u>GJ Cocktail</u></b>												
Gallons	0.74	0.77	0.81	0.78	0.73	0.73	0.73	0.73	-0.8%	8.62	8.29	-3.8%
Price/Gal (\$)	6.43	5.85	5.93	6.20	6.29	6.33	6.42	6.29	-2.2%	5.98	6.06	1.4%
Revenues (\$)	4.75	4.53	4.83	4.81	4.61	4.59	4.71	4.60	-3.0%	51.52	50.28	-2.4%
<b><u>GJ BL (100% Juice)</u></b>												
Gallons	0.16	0.16	0.17	0.17	0.15	0.15	0.14	0.15	-5.1%	1.79	1.67	-6.7%
Price/Gal (\$)	6.47	6.52	6.62	6.49	6.53	6.59	6.65	6.38	-1.3%	6.33	6.48	2.5%
Revenues (\$)	1.02	1.05	1.12	1.10	0.99	0.96	0.96	0.95	-6.4%	11.32	10.83	-4.4%

Most recent four-week-period is preliminary

2016-17 STD: 10/02/16 - 08/05/17  
2015-16 STD: 10/04/15 - 10/01/16

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

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<http://www.fdocgrower.com>

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

Report Ending Date: 08/05/17  
 Issue Date: 08/21/17  
 Report 11 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	08/06/16	02/18/17	03/18/17	04/15/17	05/13/17	06/10/17	07/08/17	08/05/17		2015-16	2016-17	% Change
<b><u>NFC OJ</u></b>												
Gallons	13.21	14.63	14.38	14.24	12.99	12.41	12.10	11.66	-11.7%	165.84	153.58	-7.4%
Price/Gal (\$)	7.84	7.76	7.92	7.74	7.82	7.95	7.98	8.02	2.2%	7.68	7.78	1.4%
Revenues (\$)	103.61	113.52	113.88	110.32	101.57	98.65	96.61	93.48	-9.8%	1,273.31	1,195.23	-6.1%
<b><u>RECON OJ</u></b>												
Gallons	7.53	7.44	7.48	6.69	6.76	6.46	6.57	6.45	-14.3%	90.33	78.11	-13.5%
Price/Gal (\$)	4.68	5.04	5.14	5.26	5.10	5.15	5.04	5.11	9.1%	4.78	5.04	5.5%
Revenues (\$)	35.23	37.47	38.39	35.20	34.50	33.28	33.17	32.93	-6.5%	431.61	393.61	-8.8%
<b><u>Refrigerated OJ</u></b>												
Gallons	20.74	22.06	21.85	20.94	19.75	18.87	18.68	18.11	-12.6%	256.17	231.68	-9.6%
Price/Gal (\$)	6.70	6.84	6.97	6.95	6.89	6.99	6.95	6.98	4.2%	6.66	6.86	3.0%
Revenues (\$)	138.84	150.99	152.27	145.52	136.07	131.93	129.78	126.41	-9.0%	1,704.92	1,588.84	-6.8%
<b><u>Frozen OJ</u></b>												
Gallons	1.02	0.96	0.95	0.93	0.90	0.87	0.89	0.84	-17.0%	11.74	10.50	-10.6%
Price/Gal (\$)	4.84	5.09	5.18	5.20	5.10	5.15	5.13	5.21	7.5%	5.04	5.14	2.0%
Revenues (\$)	4.92	4.87	4.90	4.81	4.57	4.48	4.59	4.39	-10.8%	59.22	54.00	-8.8%
<b><u>Shelf Stable OJ</u></b>												
Gallons	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	2.3%	0.27	0.22	-17.9%
Price/Gal (\$)	9.72	9.46	8.93	9.39	8.76	9.22	9.56	8.77	-9.8%	9.37	9.21	-1.7%
Revenues (\$)	0.17	0.18	0.20	0.19	0.18	0.17	0.15	0.16	-7.7%	2.52	2.03	-19.3%
<b><u>Total Orange Juice</u></b>												
Gallons	21.77	23.04	22.82	21.88	20.67	19.76	19.59	18.97	-12.8%	268.18	242.40	-9.6%
Price/Gal (\$)	6.61	6.77	6.90	6.88	6.81	6.91	6.87	6.90	4.4%	6.59	6.79	3.0%
Revenues (\$)	143.94	156.04	157.37	150.51	140.83	136.58	134.52	130.96	-9.0%	1,766.65	1,644.87	-6.9%

Most recent four-week-period is preliminary  
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 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 11 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	08/06/16	02/18/17	03/18/17	04/15/17	05/13/17	06/10/17	07/08/17	08/05/17		2015-16	2016-17	% Change
<b><u>NFC GJ</u></b>												
Gallons	553.80	577.02	601.04	619.80	587.33	566.05	582.97	552.42	-0.2%	6,550.39	6,360.31	-2.9%
Price/Gal (\$)	8.14	7.94	8.06	7.77	7.78	8.01	7.99	8.08	-0.7%	7.90	7.91	0.1%
Revenues (\$)	4,505.54	4,584.25	4,846.52	4,817.83	4,570.38	4,535.88	4,660.41	4,464.57	-0.9%	51,718.42	50,281.13	-2.8%
<b><u>RECON GJ</u></b>												
Gallons	70.33	63.12	65.18	59.54	59.52	59.42	56.00	57.51	-18.2%	831.60	718.93	-13.5%
Price/Gal (\$)	6.63	8.66	8.86	9.04	9.06	9.20	9.15	8.97	35.3%	6.45	8.17	26.8%
Revenues (\$)	466.43	546.95	577.68	538.06	539.03	546.92	512.55	515.90	10.6%	5,360.70	5,874.92	9.6%
<b><u>Refrigerated GJ</u></b>												
Gallons	624.14	640.14	666.23	679.34	646.85	625.47	638.97	609.93	-2.3%	7,381.99	7,079.24	-4.1%
Price/Gal (\$)	7.97	8.02	8.14	7.88	7.90	8.13	8.10	8.17	2.5%	7.73	7.93	2.6%
Revenues (\$)	4,971.97	5,131.20	5,424.20	5,355.90	5,109.41	5,082.80	5,172.95	4,980.46	0.2%	57,079.11	56,156.05	-1.6%
<b><u>Frozen GJ</u></b>												
Gallons	14.08	10.84	10.14	10.29	11.83	11.35	11.64	9.84	-30.1%	151.08	124.39	-17.7%
Price/Gal (\$)	3.71	4.35	4.76	4.74	4.87	4.82	4.76	4.57	23.0%	4.45	4.59	3.3%
Revenues (\$)	52.28	47.20	48.26	48.77	57.62	54.75	55.43	44.95	-14.0%	671.59	571.25	-14.9%
<b><u>Shelf Stable GJ</u></b>												
Gallons	212.24	208.29	213.46	214.90	208.74	201.82	202.20	213.38	0.5%	2,311.67	2,243.70	-2.9%
Price/Gal (\$)	6.57	6.64	6.78	6.68	6.69	6.81	6.88	6.69	1.7%	6.61	6.67	0.8%
Revenues (\$)	1,395.16	1,383.21	1,447.38	1,436.06	1,396.54	1,375.32	1,391.94	1,426.52	2.2%	15,287.48	14,963.90	-2.1%
<b><u>Total Grapefruit Juice</u></b>												
Gallons	851.95	860.05	889.86	904.53	867.41	838.64	852.80	833.15	-2.2%	9,861.69	9,454.37	-4.1%
Price/Gal (\$)	7.55	7.63	7.78	7.56	7.57	7.77	7.76	7.74	2.6%	7.42	7.59	2.3%
Revenues (\$)	6,428.15	6,565.82	6,919.99	6,840.73	6,563.57	6,512.87	6,620.32	6,451.93	0.4%	73,134.35	71,731.52	-1.9%

Most recent four-week-period is preliminary

2016-17 STD: 10/02/16 - 08/05/17

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 11 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	08/06/16	02/18/17	03/18/17	04/15/17	05/13/17	06/10/17	07/08/17	08/05/17		2015-16	2016-17	% Change
<b><u>OJ Drinks 0-39.99%</u></b>												
Gallons	1,131.47	896.71	901.80	921.52	889.04	941.13	987.81	913.93	-19.2%	11,482.05	10,381.90	-9.6%
Price/Gal (\$)	5.29	5.37	5.66	5.60	5.73	5.61	5.70	5.94	12.2%	5.19	5.48	5.5%
Revenues (\$)	5,989.09	4,814.06	5,107.40	5,159.15	5,098.43	5,278.56	5,629.16	5,426.80	-9.4%	59,639.70	56,902.09	-4.6%
<b><u>OJ Drinks 40-99.99%</u></b>												
Gallons	1,117.81	1,292.44	1,234.56	1,117.52	1,063.91	1,013.03	936.00	917.67	-17.9%	13,867.82	12,617.41	-9.0%
Price/Gal (\$)	7.52	7.56	7.78	7.78	7.71	7.82	7.92	7.88	4.9%	7.52	7.66	1.8%
Revenues (\$)	8,402.90	9,773.40	9,599.02	8,694.18	8,204.24	7,926.00	7,409.37	7,233.06	-13.9%	104,331.14	96,615.47	-7.4%
<b><u>OJ Drinks - % not stated</u></b>												
Gallons	166.04	213.63	186.34	150.30	150.59	148.55	146.94	129.75	-21.9%	2,041.74	1,878.71	-8.0%
Price/Gal (\$)	5.05	5.23	5.53	5.87	6.12	5.97	5.92	5.89	16.7%	5.18	5.63	8.7%
Revenues (\$)	838.11	1,117.56	1,031.17	882.92	921.29	887.31	870.24	764.04	-8.8%	10,569.30	10,574.91	0.1%
<b><u>Total OJ Drinks</u></b>												
Gallons	2,415.32	2,402.78	2,322.70	2,189.34	2,103.54	2,102.72	2,070.75	1,961.34	-18.8%	27,391.61	24,878.02	-9.2%
Price/Gal (\$)	6.31	6.54	6.78	6.73	6.76	6.70	6.72	6.84	8.5%	6.37	6.60	3.5%
Revenues (\$)	15,230.09	15,201.11	15,737.59	14,736.25	14,223.95	14,091.87	13,908.77	13,423.90	-11.9%	174,540.14	164,092.47	-6.0%
<b><u>OJ BL Drinks</u></b>												
Gallons	8,155.05	7,287.53	7,356.92	7,357.57	7,510.44	7,389.30	7,583.90	7,430.18	-8.9%	86,429.25	81,675.46	-5.5%
Price/Gal (\$)	3.27	3.34	3.38	3.38	3.28	3.32	3.27	3.30	0.7%	3.30	3.32	0.5%
Revenues (\$)	26,703.90	24,354.97	24,860.26	24,874.97	24,653.31	24,497.19	24,791.78	24,492.50	-8.3%	285,574.57	271,157.44	-5.0%
<b><u>OJ BL (100% Juice)</u></b>												
Gallons	1,568.60	1,643.99	1,703.73	1,776.82	1,609.11	1,584.35	1,613.82	1,477.65	-5.8%	19,798.87	18,071.30	-8.7%
Price/Gal (\$)	7.41	7.35	7.32	7.12	7.26	7.25	7.10	7.29	-1.6%	7.22	7.24	0.3%
Revenues (\$)	11,622.67	12,077.27	12,463.02	12,653.15	11,682.93	11,490.31	11,457.97	10,775.06	-7.3%	142,925.49	130,831.71	-8.5%
<b><u>GJ Cocktail</u></b>												
Gallons	441.99	389.52	412.00	419.48	398.26	394.49	405.82	407.98	-7.7%	4,587.34	4,399.38	-4.1%
Price/Gal (\$)	7.05	6.88	6.96	6.93	7.02	7.12	7.25	6.99	-0.8%	6.84	6.92	1.2%
Revenues (\$)	3,115.91	2,679.75	2,867.20	2,904.94	2,794.85	2,808.98	2,940.65	2,852.95	-8.4%	31,371.96	30,449.41	-2.9%
<b><u>GJ BL (100% Juice)</u></b>												
Gallons	91.82	92.20	96.11	92.74	83.98	82.62	82.61	86.08	-6.3%	1,083.70	962.78	-11.2%
Price/Gal (\$)	6.28	6.96	7.17	6.99	7.06	7.14	7.22	6.78	8.0%	6.26	6.89	9.9%
Revenues (\$)	576.59	641.28	689.03	647.98	592.72	590.15	596.75	583.83	1.3%	6,788.99	6,628.74	-2.4%

Most recent four-week-period is preliminary

2016-17 STD: 10/02/16 - 08/05/17  
2015-16 STD: 10/04/15 - 10/01/16

Source: Nielsen. Food data consists of POS data for U.S. grocery stores doing \$2 million and greater annual sales.

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

Report Ending Date: 08/05/17  
Issue Date: 08/21/17  
Report 11 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	08/06/16	02/18/17	03/18/17	04/15/17	05/13/17	06/10/17	07/08/17	08/05/17		2015-16	2016-17	% Change
<b><u>NFC OJ</u></b>												
Average Promo Price	6.88	6.93	7.03	6.83	6.97	7.04	7.11	7.08	2.9%	6.76	6.90	2.1%
Price Reduction	94	93	95	94	95	94	94	94	0.0%	95	94	-0.6%
Feature & Disp	33	34	34	37	35	28	27	23	-30.3%	34	31	-7.7%
Display w/o Fea	26	28	31	30	30	24	25	25	-3.8%	28	27	-3.6%
Feature w/o Disp	91	91	92	90	91	89	85	85	-6.6%	90	90	0.0%
<b><u>RECON OJ</u></b>												
Average Promo Price	3.84	4.37	4.69	4.71	4.44	4.37	4.39	4.64	20.8%	4.09	4.38	7.1%
Price Reduction	77	78	79	86	81	83	82	81	5.2%	78	79	0.5%
Feature & Disp	10	13	13	7	11	7	9	8	-20.0%	9	8	-11.8%
Display w/o Fea	17	14	17	14	12	12	12	15	-11.8%	15	13	-15.3%
Feature w/o Disp	55	57	66	57	63	62	63	60	9.1%	60	60	-0.5%
<b><u>Refrigerated OJ</u></b>												
Average Promo Price	5.88	6.20	6.35	6.38	6.21	6.24	6.25	6.35	8.0%	6.02	6.23	3.5%
Price Reduction	96	96	96	96	97	96	96	97	1.0%	97	96	-0.9%
Feature & Disp	36	38	38	39	38	31	31	28	-22.2%	37	34	-6.3%
Display w/o Fea	35	34	38	36	35	30	32	32	-8.6%	35	33	-5.2%
Feature w/o Disp	94	91	94	91	92	92	89	90	-4.3%	92	92	-0.1%
<b><u>Frozen OJ</u></b>												
Average Promo Price	3.22	3.82	4.31	4.41	3.86	4.00	3.95	4.12	28.0%	3.86	4.03	4.6%
Price Reduction	50	48	38	45	49	47	39	33	-34.0%	48	46	-4.3%
Feature & Disp	1	0	1	0	0	0	0	0	-100.0%	0	0	-66.7%
Display w/o Fea	1	1	1	1	1	1	1	1	0.0%	1	1	18.2%
Feature w/o Disp	13	11	11	9	13	6	10	6	-53.8%	12	10	-19.5%
<b><u>Shelf Stable OJ</u></b>												
Average Promo Price	8.54	8.14	7.47	7.66	6.70	7.12	7.62	6.19	-27.5%	8.19	7.40	-9.7%
Price Reduction	5	12	16	13	14	13	10	19	280.0%	7	12	59.5%
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	5	4	0	5	0	0		1	2	63.6%
<b><u>Total OJ</u></b>												
Average Promo Price	5.80	6.15	6.31	6.34	6.15	6.18	6.20	6.32	9.0%	5.97	6.18	3.5%
Price Reduction	96	96	97	97	97	96	96	97	1.0%	97	97	-0.5%
Feature & Disp	36	38	38	39	38	32	31	28	-22.2%	37	34	-6.0%
Display w/o Fea	36	34	38	36	35	31	33	33	-8.3%	35	34	-4.3%
Feature w/o Disp	94	91	94	91	92	92	89	90	-4.3%	92	92	-0.1%

Most recent four-week-period is preliminary  
2016-17 STD: 10/02/16 - 08/05/17  
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 11 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	08/06/16	02/18/17	03/18/17	04/15/17	05/13/17	06/10/17	07/08/17	08/05/17		2015-16	2016-17	% Change
<b><u>NFC GJ</u></b>												
Average Promo Price	6.99	6.97	6.98	6.71	6.75	6.99	7.08	7.10	1.6%	6.88	6.88	0.0%
Price Reduction	68	75	71	71	76	72	73	68	0.0%	74	73	-1.4%
Feature & Disp	2	2	3	3	2	2	2	2	0.0%	3	2	-8.0%
Display w/o Fea	4	6	5	7	8	7	7	4	0.0%	7	6	-10.6%
Feature w/o Disp	36	50	48	38	36	45	37	35	-2.8%	42	43	1.9%
<b><u>RECON GJ</u></b>												
Average Promo Price	10.24	13.49	8.21	9.22	8.38	9.08	6.44	6.75	-34.1%	5.35	8.08	51.1%
Price Reduction	2	8	10	18	15	13	10	14	600.0%	8	12	55.8%
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	-33.3%
Feature w/o Disp	0	0	0	1	0	0	1	1		1	0	-50.0%
<b><u>Refrigerated GJ</u></b>												
Average Promo Price	7.01	7.01	7.00	6.80	6.79	7.04	7.04	7.08	1.0%	6.79	6.89	1.4%
Price Reduction	68	76	74	72	76	74	74	71	4.4%	75	74	-0.5%
Feature & Disp	2	2	3	3	2	2	2	2	0.0%	3	2	-8.0%
Display w/o Fea	4	6	5	8	8	7	8	4	0.0%	7	6	-4.5%
Feature w/o Disp	36	50	48	40	36	45	38	35	-2.8%	42	43	2.4%
<b><u>Frozen GJ</u></b>												
Average Promo Price	2.72	3.01	3.70	5.01	4.58	5.07	4.94	3.98	46.3%	3.66	4.33	18.5%
Price Reduction	12	9	1	1	4	5	7	6	-50.0%	7	5	-23.2%
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		1	0	-100.0%
<b><u>Shelf Stable GJ</u></b>												
Average Promo Price	5.56	5.49	6.31	5.43	5.44	6.03	6.09	5.81	4.5%	5.56	5.65	1.7%
Price Reduction	44	40	38	38	43	37	45	44	0.0%	41	42	3.0%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	-100.0%
Display w/o Fea	2	2	3	2	2	1	1	1	-50.0%	2	2	-19.0%
Feature w/o Disp	9	17	6	12	12	16	6	16	77.8%	13	13	-0.8%
<b><u>TL GJ</u></b>												
Average Promo Price	6.60	6.77	6.91	6.60	6.58	6.89	6.90	6.81	3.2%	6.56	6.68	1.8%
Price Reduction	81	81	80	79	84	82	82	78	-3.7%	82	82	-0.9%
Feature & Disp	2	2	3	3	2	3	2	2	0.0%	3	2	-17.2%
Display w/o Fea	6	8	8	9	11	8	9	5	-16.7%	9	8	-8.0%
Feature w/o Disp	39	58	53	44	43	52	40	45	15.4%	49	49	1.6%

Most recent four-week-period is preliminary

2016-17 STD: 10/02/16 - 08/05/17

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 11 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4	Season-to-Date		
	08/06/16	02/18/17	03/18/17	04/15/17	05/13/17	06/10/17	07/08/17	08/05/17		2015-16	2016-17	% Change
<b>OJ Drinks 0-39.99%</b>												
Average Promo Price	4.99	4.77	5.84	5.18	5.49	5.32	5.50	5.55	11.2%	4.82	5.28	9.5%
Price Reduction	83	82	83	84	86	85	82	77	-7.2%	80	82	2.4%
Feature & Disp	15	7	12	15	13	17	15	16	6.7%	9	11	31.0%
Display w/o Fea	44	29	33	32	37	35	38	37	-15.9%	35	33	-7.6%
Feature w/o Disp	69	50	58	70	60	71	70	71	2.9%	55	60	9.4%
<b>OJ Drinks 40-99.99%</b>												
Average Promo Price	6.92	6.93	7.22	7.05	7.09	7.11	7.14	7.24	4.6%	6.86	7.01	2.2%
Price Reduction	73	77	79	75	75	70	70	71	-2.7%	77	75	-1.7%
Feature & Disp	12	7	8	4	9	7	3	5	-58.3%	8	7	-22.6%
Display w/o Fea	9	11	13	10	10	9	7	8	-11.1%	10	10	-2.1%
Feature w/o Disp	52	52	51	37	53	51	31	45	-13.5%	50	46	-7.1%
<b>OJ Drinks - % not stated</b>												
Average Promo Price	4.57	4.74	5.10	4.80	5.69	5.70	5.28	5.75	25.8%	4.81	5.17	7.5%
Price Reduction	17	15	10	12	21	21	13	13	-23.5%	16	15	-1.3%
Feature & Disp	0	1	0	0	0	0	1	0	0.0%	0	0	0.0%
Display w/o Fea	2	1	1	2	2	2	2	2	0.0%	2	2	13.3%
Feature w/o Disp	5	13	5	6	4	13	18	7	40.0%	6	9	50.8%
<b>Total OJ Drinks</b>												
Average Promo Price	6.05	6.18	6.71	6.22	6.46	6.27	6.22	6.44	6.4%	6.04	6.30	4.3%
Price Reduction	92	92	93	92	92	91	90	90	-2.2%	91	92	0.1%
Feature & Disp	25	14	19	18	21	23	17	20	-20.0%	16	17	4.9%
Display w/o Fea	49	37	41	40	44	42	43	43	-12.2%	42	40	-4.8%
Feature w/o Disp	76	73	76	76	81	79	75	78	2.6%	72	75	4.0%
<b>OJ BL Drinks</b>												
Average Promo Price	2.84	2.77	2.76	2.76	2.62	2.79	2.75	2.91	2.5%	2.81	2.78	-1.1%
Price Reduction	96	96	97	96	97	98	97	97	1.0%	95	96	0.9%
Feature & Disp	33	26	27	29	33	33	35	35	6.1%	31	29	-6.9%
Display w/o Fea	72	56	60	65	65	68	68	69	-4.2%	65	62	-5.2%
Feature w/o Disp	82	83	84	84	86	85	84	84	2.4%	80	83	4.8%
<b>OJ BL (100% Juice)</b>												
Average Promo Price	6.49	6.65	6.51	6.28	6.36	6.35	6.29	6.34	-2.3%	6.48	6.39	-1.5%
Price Reduction	88	86	90	88	87	90	90	87	-1.1%	88	88	0.1%
Feature & Disp	7	10	8	14	8	6	10	5	-28.6%	9	8	-9.1%
Display w/o Fea	14	13	18	16	13	13	15	14	0.0%	12	14	9.7%
Feature w/o Disp	64	75	69	80	66	71	75	59	-7.8%	71	70	-1.1%
<b>GJ Cocktail</b>												
Average Promo Price	6.29	5.77	6.08	5.95	6.17	6.53	6.88	6.29	0.0%	6.01	6.04	0.5%
Price Reduction	76	71	68	72	75	71	73	73	-3.9%	72	73	2.5%
Feature & Disp	6	2	4	8	6	5	5	8	33.3%	5	5	3.9%
Display w/o Fea	28	16	18	17	20	19	19	20	-28.6%	19	18	-3.2%
Feature w/o Disp	29	23	30	33	24	31	27	36	24.1%	27	31	14.9%
<b>GJ BL (100% Juice)</b>												
Average Promo Price	5.32	6.41	7.09	6.41	6.42	6.68	7.06	6.04	13.5%	5.09	6.32	24.1%
Price Reduction	44	45	41	42	43	40	36	43	-2.3%	40	44	11.4%
Feature & Disp	0	0	0	0	0	0	0	0	0.0%	0	0	0.0%
Display w/o Fea	1	1	2	2	2	1	1	1	0.0%	1	1	7.7%
Feature w/o Disp	12	3	10	7	6	1	9	7	-41.7%	10	8	-22.0%

Most recent four-week-period is preliminary

2016-17 STD: 10/02/16 - 08/05/17

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

Source: Nielsen

## Orange Juice Categories at xAOC

	<b>Last Year</b> 52 weeks ending 08/06/16	<b>This Year</b> 52 weeks ending 08/05/17
<b>GALLONS (millions)</b>		
Total OJ	469,003,635	434,368,858
Ref NFC OJ	282,839,145	267,418,223
Ref Recon OJ	166,271,470	149,114,647
Frozen OJ	19,501,920	17,527,741
SS OJ	391,108	308,250
<b>DOLLARS (millions)</b>		
Total OJ	\$3,065,335,804	\$2,910,152,875
Ref NFC OJ	\$2,147,165,029	\$2,056,292,413
Ref Recon OJ	\$818,732,045	\$763,347,118
Frozen OJ	\$95,937,859	\$87,804,771
SS OJ	\$3,500,877	\$2,708,573
<b>AVG PRICE PER GALLON</b>		
Total OJ	\$6.54	\$6.70
Ref NFC OJ	\$7.59	\$7.69
Ref Recon OJ	\$4.92	\$5.12
Frozen OJ	\$4.92	\$5.01
SS OJ	\$8.95	\$8.79
<b>SHARE OF GALLONS</b>		
Total OJ	100.0%	100.0%
Ref NFC OJ	60.3%	61.6%
Ref Recon OJ	35.5%	34.3%
Frozen OJ	4.2%	4.0%
SS OJ	0.1%	0.1%
<b>SHARE OF DOLLARS</b>		
Total OJ	100.0%	100.0%
Ref NFC OJ	70.0%	70.7%
Ref Recon OJ	26.7%	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 08/05/17 and 52 wks ending 08/06/16

Created: 08/18/17

## Grapefruit Juice Categories at xAOC

	<b>Last Year</b> 52 weeks ending 08/06/16	<b>This Year</b> 52 weeks ending 08/05/17
<b>GALLONS (millions)</b>		
Total GJ	14,426,530	13,974,645
Ref NFC GJ	9,431,735	9,168,249
Ref Recon GJ	989,095	864,195
Frozen GJ	175,289	151,281
SS GJ	3,811,244	3,780,236
<b>DOLLARS (millions)</b>		
Total GJ	\$105,607,720	\$103,467,022
Ref NFC GJ	\$73,807,948	\$71,787,231
Ref Recon GJ	\$6,369,520	\$6,846,048
Frozen GJ	\$794,663	\$674,944
SS GJ	\$24,526,440	\$24,097,766
<b>AVG PRICE PER GALLON</b>		
Total GJ	\$7.32	\$7.40
Ref NFC GJ	\$7.83	\$7.83
Ref Recon GJ	\$6.44	\$7.92
Frozen GJ	\$4.53	\$4.46
SS GJ	\$6.44	\$6.37
<b>SHARE OF GALLONS</b>		
Total GJ	100.0%	100.0%
Ref NFC GJ	65.4%	65.6%
Ref Recon GJ	6.9%	6.2%
Frozen GJ	1.2%	1.1%
SS GJ	26.4%	27.1%
<b>SHARE OF DOLLARS</b>		
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%	23.3%

Source: Nielsen FDOC Custom Database

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

Time Periods: 52 wks ending 08/05/17 and 52 wks ending 08/06/16

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## Orange Juice Sales at xAOC - by Region

	Gallons									
	52 Weeks			52 Weeks YA		4 WEEKS ENDING 08/05/17			4 WEEKS ENDING 08/06/16	
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 WEEKS ENDING 08/05/17	% of Total	% Chg	4 WEEKS ENDING 08/06/16	% of Total
<b>TOTAL US - XAOC</b>										
TL OJ	434,368,858		-7.4%	469,003,635		29,223,836		-8.9%	32,077,697	
TL OJ REF NFC	267,418,223		-5.5%	282,839,145		17,730,673		-7.2%	19,104,616	
TL OJ REF RECON	149,114,647		-10.3%	166,271,470		10,273,055		-11.1%	11,552,806	
<b>NORTHEAST REGION - XAOC</b>										
TL OJ	83,834,242	19.3%	-9.2%	92,293,034	19.7%	5,519,606	18.9%	-12.0%	6,274,987	19.6%
TL OJ REF NFC	66,732,010	15.4%	-7.9%	72,494,252	15.5%	4,325,252	14.8%	-11.5%	4,887,467	15.2%
TL OJ REF RECON	15,209,555	3.5%	-14.0%	17,676,046	3.8%	1,060,069	3.6%	-14.4%	1,238,620	3.9%
<b>SOUTH REGION - XAOC</b>										
TL OJ	170,031,238	39.1%	-6.1%	181,051,760	38.6%	11,661,610	39.9%	-6.7%	12,502,797	39.0%
TL OJ REF NFC	100,532,586	23.1%	-3.7%	104,361,784	22.3%	6,872,162	23.5%	-3.5%	7,122,316	22.2%
TL OJ REF RECON	64,023,660	14.7%	-9.2%	70,548,623	15.0%	4,420,689	15.1%	-10.7%	4,948,527	15.4%
<b>WEST REGION - XAOC</b>										
TL OJ	89,493,664	20.6%	-8.7%	97,970,657	20.9%	6,047,406	20.7%	-11.0%	6,793,988	21.2%
TL OJ REF NFC	49,572,669	11.4%	-6.1%	52,793,492	11.3%	3,249,683	11.1%	-9.3%	3,583,627	11.2%
TL OJ REF RECON	34,876,180	8.0%	-11.9%	39,578,920	8.4%	2,443,696	8.4%	-13.0%	2,808,068	8.8%
<b>MIDWEST REGION - XAOC</b>										
TL OJ	90,617,921	20.9%	-7.0%	97,466,980	20.8%	5,913,186	20.2%	-8.9%	6,489,175	20.2%
TL OJ REF NFC	50,230,215	11.6%	-5.1%	52,922,988	11.3%	3,209,388	11.0%	-8.3%	3,499,525	10.9%
TL OJ REF RECON	34,942,254	8.0%	-9.2%	38,496,682	8.2%	2,341,522	8.0%	-8.2%	2,551,601	8.0%

	Dollars									
	52 Weeks			52 Weeks YA		4 WEEKS ENDING 08/05/17			4 WEEKS ENDING 08/06/16	
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 WEEKS ENDING 08/05/17	% of Total	% Chg	4 WEEKS ENDING 08/06/16	% of Total
<b>TOTAL US - XAOC</b>										
TL OJ	\$2,910,152,875		-5.1%	\$3,065,335,804		\$197,454,978		-6.1%	\$210,239,250	
TL OJ REF NFC	\$2,056,292,413		-4.2%	\$2,147,165,029		\$137,391,340		-6.8%	\$147,483,501	
TL OJ REF RECON	\$763,347,118		-6.8%	\$818,732,045		\$53,674,923		-3.9%	\$55,878,320	
<b>NORTHEAST REGION - XAOC</b>										
TL OJ	\$565,533,478	19.4%	-6.8%	\$607,028,306	19.8%	\$38,006,075	19.2%	-9.1%	\$41,820,167	19.9%
TL OJ REF NFC	\$476,433,762	16.4%	-6.2%	\$507,741,438	16.6%	\$31,614,263	16.0%	-9.6%	\$34,953,712	16.6%
TL OJ REF RECON	\$78,329,514	2.7%	-10.2%	\$87,244,752	2.8%	\$5,611,733	2.8%	-6.9%	\$6,028,278	2.9%
<b>SOUTH REGION - XAOC</b>										
TL OJ	\$1,124,843,528	38.7%	-3.9%	\$1,169,993,935	38.2%	\$76,758,818	38.9%	-4.9%	\$80,712,568	38.4%
TL OJ REF NFC	\$776,910,156	26.7%	-2.8%	\$799,446,589	26.1%	\$52,443,770	26.6%	-5.1%	\$55,242,608	26.3%
TL OJ REF RECON	\$320,981,694	11.0%	-5.9%	\$341,166,286	11.1%	\$22,431,672	11.4%	-4.3%	\$23,430,747	11.1%
<b>WEST REGION - XAOC</b>										
TL OJ	\$627,084,679	21.5%	-6.2%	\$668,660,978	21.8%	\$43,007,828	21.8%	-7.6%	\$46,556,253	22.1%
TL OJ REF NFC	\$414,464,676	14.2%	-5.4%	\$437,961,923	14.3%	\$27,691,617	14.0%	-8.8%	\$30,373,197	14.4%
TL OJ REF RECON	\$186,645,346	6.4%	-7.9%	\$202,694,200	6.6%	\$13,467,541	6.8%	-5.4%	\$14,239,691	6.8%
<b>MIDWEST REGION - XAOC</b>										
TL OJ	\$589,844,971	20.3%	-4.6%	\$618,159,697	20.2%	\$39,046,174	19.8%	-4.9%	\$41,059,759	19.5%
TL OJ REF NFC	\$385,711,566	13.3%	-3.6%	\$400,166,588	13.1%	\$25,036,509	12.7%	-6.7%	\$26,834,808	12.8%
TL OJ REF RECON	\$177,210,396	6.1%	-5.7%	\$187,865,726	6.1%	\$12,142,981	6.1%	-0.2%	\$12,162,926	5.8%

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: 8/18/2017

## Grapefruit Juice Sales at xAOC - by Region

	Gallons									
	52 Weeks			52 Weeks YA		4 WEEKS ENDING 08/05/17			4 WEEKS ENDING 08/06/16	
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 WEEKS ENDING 08/05/17	% of Total	% Chg	4 WEEKS ENDING 08/06/16	% of Total
<b>TOTAL US - XAOC</b>										
TL GJ	13,974,645		-3.1%	14,426,530		1,048,321		-1.8%	1,067,929	
TL GJ REF NFC	9,168,249		-2.8%	9,431,735		678,669		-0.4%	681,200	
TL GJ REF RECON	864,195		-12.6%	989,095		57,510		-18.2%	70,335	
<b>NORTHEAST REGION - XAOC</b>										
TL GJ	2,621,709	18.8%	-4.7%	2,750,785	19.1%	191,883	18.3%	-6.9%	206,166	19.3%
TL GJ REF NFC	2,021,996	14.5%	-4.7%	2,121,093	14.7%	144,310	13.8%	-7.7%	156,378	14.6%
TL GJ REF RECON	75,098	0.5%	24.9%	60,135	0.4%	7,188	0.7%	71.3%	4,197	0.4%
<b>SOUTH REGION - XAOC</b>										
TL GJ	5,825,096	41.7%	-2.6%	5,981,923	41.5%	436,838	41.7%	-1.6%	443,838	41.6%
TL GJ REF NFC	3,651,863	26.1%	0.2%	3,645,949	25.3%	277,599	26.5%	4.3%	266,086	24.9%
TL GJ REF RECON	502,745	3.6%	-22.6%	649,888	4.5%	29,707	2.8%	-35.8%	46,275	4.3%
<b>WEST REGION - XAOC</b>										
TL GJ	3,135,255	22.4%	-4.5%	3,283,773	22.8%	242,244	23.1%	0.2%	241,820	22.6%
TL GJ REF NFC	2,083,593	14.9%	-6.5%	2,229,397	15.5%	154,726	14.8%	-2.3%	158,443	14.8%
TL GJ REF RECON	134,592	1.0%	-2.4%	137,844	1.0%	9,976	1.0%	3.2%	9,668	0.9%
<b>MIDWEST REGION - XAOC</b>										
TL GJ	2,376,747	17.0%	-1.1%	2,402,669	16.7%	173,975	16.6%	-1.0%	175,703	16.5%
TL GJ REF NFC	1,392,983	10.0%	-2.3%	1,425,997	9.9%	97,709	9.3%	-2.1%	99,823	9.3%
TL GJ REF RECON	155,041	1.1%	10.2%	140,692	1.0%	11,866	1.1%	16.8%	10,160	1.0%

	Dollars									
	52 Weeks			52 Weeks YA		4 WEEKS ENDING 08/05/17			4 WEEKS ENDING 08/06/16	
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 WEEKS ENDING 08/05/17	% of Total	% Chg	4 WEEKS ENDING 08/06/16	% of Total
<b>TOTAL US - XAOC</b>										
TL GJ	\$103,467,022		-2.0%	\$105,607,720		\$7,912,019		0.3%	\$7,885,905	
TL GJ REF NFC	\$71,787,231		-2.7%	\$73,807,948		\$5,411,761		-0.9%	\$5,458,700	
TL GJ REF RECON	\$6,846,048		7.5%	\$6,369,520		\$515,912		10.6%	\$466,455	
<b>NORTHEAST REGION - XAOC</b>										
TL GJ	\$19,275,270	18.6%	-4.0%	\$20,073,145	19.0%	\$1,436,060	18.2%	-4.8%	\$1,507,795	19.1%
TL GJ REF NFC	\$15,167,647	14.7%	-5.1%	\$15,979,076	15.1%	\$1,099,386	13.9%	-7.6%	\$1,189,686	15.1%
TL GJ REF RECON	\$698,853	0.7%	45.5%	\$480,392	0.5%	\$67,648	0.9%	113.4%	\$31,704	0.4%
<b>SOUTH REGION - XAOC</b>										
TL GJ	\$41,928,067	40.5%	-1.1%	\$42,414,045	40.2%	\$3,203,448	40.5%	1.2%	\$3,166,771	40.2%
TL GJ REF NFC	\$28,133,527	27.2%	-0.2%	\$28,180,275	26.7%	\$2,145,832	27.1%	2.3%	\$2,097,619	26.6%
TL GJ REF RECON	\$3,755,301	3.6%	-1.6%	\$3,817,036	3.6%	\$265,757	3.4%	-8.0%	\$288,861	3.7%
<b>WEST REGION - XAOC</b>										
TL GJ	\$25,111,635	24.3%	-3.6%	\$26,040,082	24.7%	\$1,964,517	24.8%	0.5%	\$1,954,716	24.8%
TL GJ REF NFC	\$17,598,503	17.0%	-5.8%	\$18,681,299	17.7%	\$1,340,011	16.9%	-3.1%	\$1,382,852	17.5%
TL GJ REF RECON	\$1,309,737	1.3%	13.8%	\$1,150,782	1.1%	\$106,652	1.3%	37.8%	\$77,370	1.0%
<b>MIDWEST REGION - XAOC</b>										
TL GJ	\$17,003,273	16.4%	-0.2%	\$17,030,995	16.1%	\$1,270,035	16.1%	1.2%	\$1,254,499	15.9%
TL GJ REF NFC	\$10,722,020	10.4%	-1.6%	\$10,900,994	10.3%	\$781,179	9.9%	-0.6%	\$785,652	10.0%
TL GJ REF RECON	\$1,104,793	1.1%	20.4%	\$917,834	0.9%	\$84,537	1.1%	23.6%	\$68,399	0.9%

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.

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