

Nielsen Retail Sales OJ, GJ and OJ/GJ Beverages



Monthly Topline Report
Report #12 of 2017-18 Season
For 4 weeks ending 09/01/18

Week Ending 09/01/18
 Report 12 of 17/18 Season

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

	4 WEEKS ENDING 09/01/18			SEASON YEAR-TO-DATE		
	GALLONS	PRICE	DOLLARS	GALLONS	PRICE	DOLLARS
Total OJ	-5.1%	2.6%	-2.6%	-4.8%	1.9%	-3.0%
Ref NFC OJ	-9.0%	5.4%	-4.1%	-6.0%	2.7%	-3.4%
Ref Recon OJ	2.0%	-0.3%	1.7%	-2.2%	0.8%	-1.4%
Total GJ	-7.5%	3.7%	-4.0%	-5.4%	2.8%	-2.8%
Ref NFC GJ	-7.3%	5.2%	-2.4%	-8.2%	4.0%	-4.5%
Shelf Stable GJ	0.7%	-3.1%	-2.4%	1.0%	-1.4%	-0.5%
OJ Drinks	-4.7%	6.1%	1.1%	-5.9%	2.6%	-3.4%
OJ Blend Drinks	-4.3%	0.0%	-4.3%	-6.4%	0.5%	-5.9%
OJ Blend (100% Juice)	-11.1%	2.2%	-9.1%	-9.0%	1.6%	-7.6%
GJ Blend (100% Juice)	-22.3%	-5.8%	-26.8%	-18.5%	-4.6%	-22.3%
GJ Cocktail	-6.3%	0.3%	-6.0%	-7.6%	0.7%	-7.0%

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: 09/01/18
Issue Date: 09/17/18
Report 12 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	09/02/17	03/17/18	04/14/18	05/12/18	06/09/18	07/07/18	08/04/18	09/01/18		2016-17	2017-18	% Change
<u>NFC OJ</u>												
Gallons	18.26	20.19	19.56	17.88	17.17	16.77	16.20	16.62	-9.0%	247.10	232.36	-6.0%
Price/Gal (\$)	7.72	7.89	7.94	8.01	8.04	8.05	8.15	8.14	5.4%	7.66	7.87	2.7%
Revenues (\$)	140.96	159.22	155.35	143.21	138.12	135.05	132.11	135.20	-4.1%	1,892.42	1,827.92	-3.4%
<u>RECON OJ</u>												
Gallons	10.51	11.63	11.06	10.82	10.46	10.36	10.62	10.72	2.0%	137.77	134.77	-2.2%
Price/Gal (\$)	5.19	5.23	5.25	5.22	5.21	5.23	5.12	5.17	-0.3%	5.14	5.19	0.8%
Revenues (\$)	54.51	60.87	58.04	56.50	54.51	54.12	54.32	55.46	1.7%	708.56	698.92	-1.4%
<u>Refrigerated OJ</u>												
Gallons	28.77	31.82	30.62	28.70	27.64	27.13	26.82	27.34	-5.0%	384.87	367.12	-4.6%
Price/Gal (\$)	6.79	6.92	6.97	6.96	6.97	6.97	6.95	6.97	2.6%	6.76	6.88	1.8%
Revenues (\$)	195.48	220.09	213.39	199.71	192.63	189.16	186.43	190.65	-2.5%	2,600.97	2,526.84	-2.9%
<u>Frozen OJ</u>												
Gallons	1.22	1.29	1.26	1.20	1.18	1.20	1.14	1.13	-7.3%	16.79	15.29	-8.9%
Price/Gal (\$)	4.99	4.95	4.99	5.00	5.02	5.00	5.04	5.02	0.4%	4.93	5.00	1.5%
Revenues (\$)	6.08	6.39	6.31	5.97	5.95	6.02	5.74	5.66	-7.0%	82.76	76.45	-7.6%
<u>Shelf Stable OJ</u>												
Gallons	0.02	0.02	0.02	0.02	0.02	0.02	0.01	0.02	-24.9%	0.27	0.22	-18.0%
Price/Gal (\$)	8.34	9.56	8.63	8.65	8.46	9.14	9.51	8.77	5.2%	8.69	8.98	3.4%
Revenues (\$)	0.19	0.18	0.19	0.19	0.18	0.15	0.13	0.15	-21.0%	2.37	2.01	-15.2%
<u>Total Orange Juice</u>												
Gallons	30.01	33.13	31.91	29.92	28.84	28.35	27.97	28.49	-5.1%	401.94	382.64	-4.8%
Price/Gal (\$)	6.72	6.84	6.89	6.88	6.89	6.89	6.87	6.90	2.6%	6.68	6.81	1.9%
Revenues (\$)	201.75	226.67	219.89	205.87	198.76	195.33	192.30	196.46	-2.6%	2,686.10	2,605.31	-3.0%

Most recent four-week-period is preliminary
2017-18 STD: 10/01/17 - 09/01/18
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 12 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	09/02/17	03/17/18	04/14/18	05/12/18	06/09/18	07/07/18	08/04/18	09/01/18		2016-17	2017-18	% Change
<u>NFC GJ</u>												
Gallons	0.68	0.65	0.64	0.62	0.61	0.62	0.62	0.63	-7.3%	8.53	7.84	-8.2%
Price/Gal (\$)	7.91	8.18	8.33	8.47	8.40	8.29	8.41	8.32	5.2%	7.79	8.11	4.0%
Revenues (\$)	5.34	5.31	5.34	5.23	5.09	5.16	5.21	5.21	-2.4%	66.51	63.53	-4.5%
<u>RECON GJ</u>												
Gallons	0.06	0.08	0.08	0.08	0.08	0.06	0.03	0.03	-47.0%	0.78	0.78	-0.6%
Price/Gal (\$)	9.07	8.61	8.62	8.48	8.49	9.13	12.48	12.76	40.7%	8.26	8.99	8.8%
Revenues (\$)	0.54	0.68	0.70	0.71	0.70	0.59	0.39	0.40	-25.3%	6.48	7.00	8.1%
<u>Refrigerated GJ</u>												
Gallons	0.73	0.73	0.72	0.70	0.69	0.69	0.65	0.66	-10.5%	9.32	8.62	-7.5%
Price/Gal (\$)	8.00	8.22	8.36	8.47	8.41	8.37	8.61	8.54	6.7%	7.83	8.19	4.5%
Revenues (\$)	5.88	5.99	6.05	5.95	5.79	5.75	5.60	5.61	-4.5%	72.99	70.53	-3.4%
<u>Frozen GJ</u>												
Gallons	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	-17.3%	0.11	0.08	-24.2%
Price/Gal (\$)	4.34	4.75	4.79	4.82	4.76	4.81	4.81	4.90	12.9%	4.41	4.83	9.7%
Revenues (\$)	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.04	-6.6%	0.49	0.41	-16.9%
<u>Shelf Stable GJ</u>												
Gallons	0.28	0.30	0.32	0.31	0.31	0.30	0.28	0.28	0.7%	3.49	3.52	1.0%
Price/Gal (\$)	6.38	6.31	6.01	6.30	6.19	6.19	6.25	6.19	-3.1%	6.27	6.18	-1.4%
Revenues (\$)	1.78	1.90	1.92	1.95	1.91	1.85	1.77	1.74	-2.4%	21.87	21.76	-0.5%
<u>Total Grapefruit Juice</u>												
Gallons	1.02	1.04	1.05	1.02	1.00	0.99	0.94	0.95	-7.5%	12.92	12.22	-5.4%
Price/Gal (\$)	7.53	7.65	7.62	7.78	7.70	7.69	7.87	7.81	3.7%	7.38	7.59	2.8%
Revenues (\$)	7.70	7.92	8.00	7.93	7.73	7.63	7.40	7.39	-4.0%	95.38	92.70	-2.8%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 09/01/18
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 12 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	09/02/17	03/17/18	04/14/18	05/12/18	06/09/18	07/07/18	08/04/18	09/01/18		2016-17	2017-18	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	1.29	1.08	1.16	1.17	1.25	1.30	1.24	1.27	-1.7%	14.96	13.97	-6.6%
Price/Gal (\$)	5.58	5.70	5.55	5.60	5.52	5.50	5.60	5.50	-1.3%	5.42	5.55	2.3%
Revenues (\$)	7.20	6.18	6.45	6.55	6.89	7.15	6.92	6.98	-3.1%	81.14	77.49	-4.5%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1.31	1.64	1.59	1.46	1.39	1.27	1.20	1.22	-6.9%	18.48	17.91	-3.1%
Price/Gal (\$)	7.68	7.69	7.64	7.71	7.69	7.91	8.38	8.49	10.6%	7.65	7.78	1.6%
Revenues (\$)	10.09	12.63	12.16	11.26	10.72	10.07	10.02	10.39	3.0%	141.40	139.28	-1.5%
<u>OJ Drinks - % not stated</u>												
Gallons	0.14	0.14	0.12	0.11	0.12	0.13	0.12	0.13	-11.1%	2.12	1.59	-25.0%
Price/Gal (\$)	5.79	5.87	6.17	6.15	6.08	7.26	7.42	7.46	28.8%	5.63	6.14	9.1%
Revenues (\$)	0.83	0.81	0.72	0.69	0.71	0.92	0.92	0.95	14.6%	11.96	9.78	-18.2%
<u>Total OJ Drinks</u>												
Gallons	2.75	2.86	2.87	2.74	2.76	2.70	2.55	2.62	-4.7%	35.56	33.47	-5.9%
Price/Gal (\$)	6.59	6.85	6.73	6.75	6.64	6.72	6.99	6.99	6.1%	6.59	6.77	2.6%
Revenues (\$)	18.12	20.82	19.33	18.50	18.32	18.15	17.86	18.33	1.1%	234.51	226.55	-3.4%
<u>OJ BL Drinks</u>												
Gallons	15.50	14.28	13.84	13.78	14.29	14.46	14.39	14.83	-4.3%	179.80	168.32	-6.4%
Price/Gal (\$)	3.30	3.40	3.41	3.38	3.33	3.28	3.25	3.30	0.0%	3.34	3.35	0.5%
Revenues (\$)	51.21	48.56	47.22	46.53	47.63	47.40	46.72	49.00	-4.3%	599.86	564.44	-5.9%
<u>OJ BL (100% Juice)</u>												
Gallons	2.26	2.32	2.25	2.12	2.08	2.08	1.96	2.01	-11.1%	29.52	26.87	-9.0%
Price/Gal (\$)	7.29	7.39	7.55	7.62	7.51	7.37	7.50	7.45	2.2%	7.25	7.36	1.6%
Revenues (\$)	16.46	17.17	16.98	16.13	15.59	15.34	14.71	14.95	-9.1%	213.90	197.75	-7.6%
<u>GJ Cocktail</u>												
Gallons	0.71	0.71	0.76	0.71	0.71	0.70	0.67	0.67	-6.3%	9.04	8.35	-7.6%
Price/Gal (\$)	6.27	6.04	5.87	6.23	6.16	6.26	6.33	6.29	0.3%	6.05	6.09	0.7%
Revenues (\$)	4.47	4.31	4.48	4.41	4.38	4.36	4.25	4.21	-6.0%	54.70	50.87	-7.0%
<u>GJ BL (100% Juice)</u>												
Gallons	0.13	0.12	0.13	0.10	0.11	0.11	0.10	0.10	-22.3%	1.72	1.40	-18.5%
Price/Gal (\$)	6.27	6.16	5.53	6.15	5.93	5.96	5.92	5.91	-5.8%	6.28	5.99	-4.6%
Revenues (\$)	0.82	0.77	0.72	0.63	0.63	0.63	0.62	0.60	-26.8%	10.79	8.39	-22.3%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 09/01/18
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: 09/01/18
Issue Date: 09/17/18
Report 12 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	09/02/17	03/17/18	04/14/18	05/12/18	06/09/18	07/07/18	08/04/18	09/01/18		2016-17	2017-18	% Change
<u>NFC OJ</u>												
Gallons	12.10	13.38	13.11	11.97	11.53	11.34	10.93	11.16	-7.8%	166.65	156.26	-6.2%
Price/Gal (\$)	7.91	8.03	8.08	8.16	8.20	8.18	8.30	8.26	4.4%	7.75	7.96	2.7%
Revenues (\$)	95.74	107.38	105.84	97.70	94.60	92.80	90.71	92.15	-3.7%	1,291.44	1,244.04	-3.7%
<u>RECON OJ</u>												
Gallons	6.52	7.05	6.70	6.58	6.46	6.35	6.61	6.55	0.5%	85.90	82.42	-4.1%
Price/Gal (\$)	5.05	5.21	5.22	5.19	5.21	5.25	5.08	5.17	2.5%	5.02	5.13	2.2%
Revenues (\$)	32.90	36.77	34.98	34.15	33.67	33.36	33.60	33.90	3.1%	431.10	422.90	-1.9%
<u>Refrigerated OJ</u>												
Gallons	18.62	20.43	19.80	18.55	18.00	17.69	17.54	17.72	-4.9%	252.55	238.68	-5.5%
Price/Gal (\$)	6.91	7.05	7.11	7.11	7.13	7.13	7.09	7.12	3.0%	6.82	6.98	2.4%
Revenues (\$)	128.63	144.15	140.82	131.86	128.27	126.15	124.31	126.06	-2.0%	1,722.55	1,666.94	-3.2%
<u>Frozen OJ</u>												
Gallons	0.88	0.93	0.91	0.86	0.85	0.87	0.82	0.81	-7.8%	12.04	11.04	-8.3%
Price/Gal (\$)	5.00	5.00	5.06	5.09	5.12	5.09	5.14	5.11	2.3%	4.99	5.07	1.6%
Revenues (\$)	4.41	4.66	4.62	4.37	4.37	4.43	4.21	4.16	-5.7%	60.04	55.93	-6.9%
<u>Shelf Stable OJ</u>												
Gallons	0.02	0.02	0.02	0.02	0.02	0.01	0.01	0.01	-18.0%	0.23	0.20	-14.6%
Price/Gal (\$)	8.95	9.77	9.23	9.32	8.97	9.52	9.94	9.19	2.7%	9.16	9.42	2.8%
Revenues (\$)	0.16	0.17	0.17	0.17	0.16	0.14	0.12	0.14	-15.8%	2.14	1.87	-12.3%
<u>Total Orange Juice</u>												
Gallons	19.52	21.38	20.74	19.43	18.87	18.58	18.37	18.55	-5.0%	264.82	249.91	-5.6%
Price/Gal (\$)	6.82	6.97	7.02	7.02	7.04	7.04	7.00	7.03	3.0%	6.74	6.90	2.4%
Revenues (\$)	133.21	148.98	145.61	136.40	132.80	130.72	128.64	130.36	-2.1%	1,784.73	1,724.74	-3.4%

Most recent four-week-period is preliminary
2017-18 STD: 10/01/17 - 09/01/18
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 12 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	09/02/17	03/17/18	04/14/18	05/12/18	06/09/18	07/07/18	08/04/18	09/01/18		2016-17	2017-18	% Change
<u>NFC GJ</u>												
Gallons	550.10	528.70	524.70	502.43	495.43	510.61	511.51	516.80	-6.1%	6,965.90	6,442.24	-7.5%
Price/Gal (\$)	7.99	8.29	8.42	8.59	8.50	8.38	8.51	8.39	5.0%	7.88	8.18	3.9%
Revenues (\$)	4,396.49	4,383.89	4,418.02	4,315.60	4,210.59	4,279.73	4,350.65	4,337.85	-1.3%	54,881.66	52,717.80	-3.9%
<u>RECON GJ</u>												
Gallons	59.58	78.72	81.45	83.94	82.30	64.40	31.14	31.61	-46.9%	784.19	779.19	-0.6%
Price/Gal (\$)	9.07	8.61	8.62	8.48	8.49	9.13	12.48	12.76	40.7%	8.26	8.99	8.8%
Revenues (\$)	540.30	677.97	702.30	711.74	698.82	587.93	388.69	403.38	-25.3%	6,474.75	7,002.02	8.1%
<u>Refrigerated GJ</u>												
Gallons	609.68	607.42	606.15	586.37	577.73	575.01	542.65	548.40	-10.1%	7,750.09	7,221.43	-6.8%
Price/Gal (\$)	8.10	8.33	8.45	8.57	8.50	8.47	8.73	8.65	6.8%	7.92	8.27	4.5%
Revenues (\$)	4,936.79	5,061.86	5,120.33	5,027.33	4,909.41	4,867.66	4,739.35	4,741.24	-4.0%	61,356.41	59,719.82	-2.7%
<u>Frozen GJ</u>												
Gallons	8.70	7.18	6.94	6.83	6.87	7.03	7.10	7.20	-17.3%	110.65	83.85	-24.2%
Price/Gal (\$)	4.34	4.75	4.79	4.82	4.76	4.81	4.81	4.90	12.9%	4.41	4.83	9.7%
Revenues (\$)	37.74	34.06	33.23	32.96	32.71	33.86	34.16	35.26	-6.6%	487.48	405.14	-16.9%
<u>Shelf Stable GJ</u>												
Gallons	193.97	191.73	214.26	197.99	202.19	192.82	179.21	181.14	-6.6%	2,440.63	2,293.66	-6.0%
Price/Gal (\$)	6.66	6.83	6.35	6.94	6.72	6.77	6.92	6.79	2.0%	6.52	6.65	1.9%
Revenues (\$)	1,292.32	1,309.36	1,361.02	1,373.13	1,358.75	1,305.97	1,240.86	1,230.40	-4.8%	15,922.86	15,255.43	-4.2%
<u>Total Grapefruit Juice</u>												
Gallons	812.35	806.33	827.35	791.20	786.79	774.86	728.97	736.74	-9.3%	10,308.42	9,598.95	-6.9%
Price/Gal (\$)	7.71	7.94	7.87	8.13	8.01	8.01	8.25	8.15	5.7%	7.55	7.85	4.0%
Revenues (\$)	6,266.85	6,405.28	6,514.58	6,433.43	6,300.87	6,207.49	6,014.37	6,006.91	-4.1%	77,807.06	75,380.39	-3.1%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 09/01/18

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 12 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	09/02/17	03/17/18	04/14/18	05/12/18	06/09/18	07/07/18	08/04/18	09/01/18		2016-17	2017-18	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	862.62	732.54	785.31	777.22	837.96	865.66	833.63	865.27	0.3%	10,313.70	9,363.90	-9.2%
Price/Gal (\$)	5.90	6.04	5.90	6.09	6.00	6.11	6.15	5.93	0.6%	5.61	5.97	6.5%
Revenues (\$)	5,087.23	4,421.63	4,631.86	4,732.28	5,024.60	5,285.56	5,130.34	5,132.31	0.9%	57,839.03	55,924.78	-3.3%
<u>OJ Drinks 40-99.99%</u>												
Gallons	955.60	1,191.82	1,156.86	1,068.86	1,026.52	954.61	882.56	891.09	-6.8%	13,626.97	13,060.53	-4.2%
Price/Gal (\$)	7.68	7.70	7.72	7.82	7.79	7.99	8.43	8.58	11.7%	7.65	7.79	1.9%
Revenues (\$)	7,341.18	9,177.46	8,928.07	8,360.95	8,000.61	7,627.86	7,443.19	7,643.94	4.1%	104,186.35	101,737.34	-2.4%
<u>OJ Drinks - % not stated</u>												
Gallons	141.77	137.83	115.56	111.58	115.74	125.95	122.70	125.96	-11.2%	2,109.94	1,582.53	-25.0%
Price/Gal (\$)	5.77	5.88	6.19	6.17	6.10	7.27	7.43	7.47	29.5%	5.60	6.15	9.9%
Revenues (\$)	817.97	810.55	715.29	688.53	705.67	915.61	911.96	941.45	15.1%	11,808.64	9,732.97	-17.6%
<u>Total OJ Drinks</u>												
Gallons	1,959.99	2,062.20	2,057.73	1,957.65	1,980.22	1,946.22	1,838.89	1,882.31	-4.0%	26,050.61	24,006.96	-7.8%
Price/Gal (\$)	6.76	6.99	6.94	7.04	6.93	7.11	7.33	7.29	7.8%	6.67	6.97	4.5%
Revenues (\$)	13,246.37	15,179.04	14,275.23	13,781.75	13,730.87	13,829.03	13,485.50	13,717.70	3.6%	173,834.03	167,395.09	-3.7%
<u>OJ BL Drinks</u>												
Gallons	7,958.83	7,012.83	6,750.32	6,706.26	7,176.88	7,562.61	7,512.20	7,649.26	-3.9%	90,939.26	84,274.83	-7.3%
Price/Gal (\$)	3.23	3.37	3.45	3.43	3.30	3.21	3.19	3.22	-0.3%	3.30	3.34	1.2%
Revenues (\$)	25,741.13	23,602.97	23,271.93	22,990.29	23,670.32	24,243.97	23,999.36	24,653.73	-4.2%	300,396.63	281,594.88	-6.3%
<u>OJ BL (100% Juice)</u>												
Gallons	1,497.82	1,499.07	1,475.58	1,365.72	1,390.07	1,412.29	1,319.88	1,336.22	-10.8%	19,736.47	17,833.27	-9.6%
Price/Gal (\$)	7.24	7.32	7.42	7.51	7.38	7.27	7.42	7.36	1.7%	7.21	7.26	0.7%
Revenues (\$)	10,849.05	10,967.37	10,950.79	10,259.68	10,264.13	10,273.51	9,787.68	9,839.49	-9.3%	142,252.46	129,417.75	-9.0%
<u>GJ Cocktail</u>												
Gallons	393.93	383.11	419.31	384.63	399.59	395.57	381.14	374.31	-5.0%	4,864.03	4,582.52	-5.8%
Price/Gal (\$)	6.97	6.64	6.31	6.95	6.78	6.99	7.09	7.02	0.8%	6.82	6.74	-1.2%
Revenues (\$)	2,743.94	2,545.23	2,647.85	2,673.15	2,710.96	2,763.69	2,703.01	2,629.36	-4.2%	33,167.99	30,876.92	-6.9%
<u>GJ BL (100% Juice)</u>												
Gallons	76.32	69.86	78.42	47.53	54.09	54.58	52.58	50.22	-34.2%	1,030.41	789.61	-23.4%
Price/Gal (\$)	6.99	6.83	5.69	7.15	6.58	6.65	6.62	6.61	-5.4%	6.88	6.54	-4.9%
Revenues (\$)	533.14	477.14	446.17	340.01	355.66	362.96	348.01	331.98	-37.7%	7,091.83	5,166.55	-27.1%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 09/01/18
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: 09/01/18
Issue Date: 09/17/18
Report 12 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	09/02/17	03/17/18	04/14/18	05/12/18	06/09/18	07/07/18	08/04/18	09/01/18		2016-17	2017-18	% Change
<u>NFC OJ</u>												
Average Promo Price	7.07	7.21	7.30	7.30	7.40	7.27	7.35	7.34	3.8%	6.88	7.12	3.5%
Price Reduction	93	93	97	96	92	91	90	92	-1.1%	94	93	-1.0%
Feature & Disp	27	28	30	27	21	24	25	23	-14.8%	30	25	-16.0%
Display w/o Fea	26	27	32	28	26	21	25	22	-15.4%	27	25	-7.7%
Feature w/o Disp	85	87	89	88	86	87	86	87	2.4%	88	88	-0.9%
<u>RECON OJ</u>												
Average Promo Price	4.39	4.67	4.49	4.51	4.77	4.91	4.39	4.57	4.1%	4.34	4.51	3.8%
Price Reduction	80	73	80	77	78	75	76	77	-3.8%	79	77	-2.4%
Feature & Disp	6	7	7	10	5	5	5	5	-16.7%	8	6	-26.0%
Display w/o Fea	10	13	13	13	12	10	11	11	10.0%	13	11	-12.3%
Feature w/o Disp	66	53	51	51	48	52	51	55	-16.7%	60	52	-12.4%
<u>Refrigerated OJ</u>												
Average Promo Price	6.37	6.51	6.61	6.52	6.66	6.63	6.29	6.57	3.1%	6.19	6.41	3.5%
Price Reduction	98	97	98	98	94	93	95	96	-2.0%	97	96	-0.3%
Feature & Disp	29	31	33	31	24	26	28	26	-10.3%	33	28	-14.6%
Display w/o Fea	31	31	37	33	30	27	30	28	-9.7%	33	30	-9.3%
Feature w/o Disp	89	90	92	90	89	90	89	91	2.2%	91	90	-0.3%
<u>Frozen OJ</u>												
Average Promo Price	3.64	4.26	4.12	4.37	4.54	3.92	4.09	4.36	19.8%	3.90	4.34	11.1%
Price Reduction	35	35	35	36	35	36	30	30	-14.3%	45	37	-17.3%
Feature & Disp	0	0	1	0	0	0	0	0	0.0%	0	0	0.0%
Display w/o Fea	1	0	1	1	1	1	1	1	0.0%	1	1	-53.3%
Feature w/o Disp	10	9	9	7	8	7	5	10	0.0%	10	8	-13.8%
<u>Shelf Stable OJ</u>												
Average Promo Price	7.14	7.72	7.34	7.19	7.15	8.61	8.22	7.05	-1.3%	7.44	7.72	3.8%
Price Reduction	18	3	10	4	11	8	12	14	-22.2%	11	6	-44.5%
Feature & Disp	0	0	0	0	0	0	0	0	0.0%	0	0	0.0%
Display w/o Fea	0	0	0	0	0	0	0	0	0.0%	0	0	0.0%
Feature w/o Disp	0	7	5	0	0	0	0	0	0.0%	2	1	-45.5%
<u>Total OJ</u>												
Average Promo Price	6.31	6.48	6.58	6.49	6.64	6.60	6.27	6.54	3.6%	6.14	6.38	4.0%
Price Reduction	98	98	98	98	95	94	96	97	-1.0%	97	97	0.1%
Feature & Disp	29	31	33	31	24	26	28	26	-10.3%	33	28	-14.4%
Display w/o Fea	32	32	38	33	31	27	30	29	-9.4%	34	31	-9.4%
Feature w/o Disp	89	90	92	90	89	90	89	91	2.2%	91	90	-0.3%

Most recent four-week-period is preliminary
2017-18 STD: 10/01/17 - 09/01/18
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 12 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	09/02/17	03/17/18	04/14/18	05/12/18	06/09/18	07/07/18	08/04/18	09/01/18		2016-17	2017-18	% Change
<u>NFC GJ</u>												
Average Promo Price	7.00	7.09	7.44	7.47	7.52	7.42	7.35	7.25	3.6%	6.87	7.15	4.0%
Price Reduction	74	70	71	62	69	78	67	74	0.0%	73	72	-1.7%
Feature & Disp	2	2	3	2	2	2	1	2	0.0%	2	2	-17.9%
Display w/o Fea	7	5	8	5	5	5	5	4	-42.9%	6	5	-12.3%
Feature w/o Disp	39	34	55	43	46	59	53	57	46.2%	43	49	13.0%
<u>RECON GJ</u>												
Average Promo Price	8.35	9.01	8.32	6.00	6.27	6.09	10.41	11.62	39.2%	7.74	7.69	-0.7%
Price Reduction	12	14	14	9	8	12	10	11	-8.3%	12	13	8.3%
Feature & Disp	0	0	0	0	0	0	0	0	0	0	0	0
Display w/o Fea	0	0	1	0	0	0	0	0	0	0	0	-33.3%
Feature w/o Disp	0	6	0	0	0	0	0	5	0	2	500.0%	
<u>Refrigerated GJ</u>												
Average Promo Price	7.05	7.23	7.47	7.40	7.46	7.35	7.39	7.32	3.8%	6.86	7.16	4.4%
Price Reduction	76	71	73	69	73	81	70	75	-1.3%	74	74	-0.3%
Feature & Disp	2	2	3	2	2	2	1	2	0.0%	2	2	-17.9%
Display w/o Fea	7	6	8	5	5	5	5	4	-42.9%	6	6	-9.2%
Feature w/o Disp	40	34	55	43	46	59	53	57	42.5%	43	49	13.3%
<u>Frozen GJ</u>												
Average Promo Price	3.22	4.04	5.15	4.57	4.65	5.18	3.71	5.35	66.1%	3.91	4.56	16.6%
Price Reduction	4	1	1	0	1	1	1	1	-75.0%	5	1	-79.3%
Feature & Disp	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
Feature w/o Disp	0	0	0	0	0	0	0	0	0	0	0	0
<u>Shelf Stable GJ</u>												
Average Promo Price	5.43	5.96	5.21	5.92	5.35	5.43	5.65	5.42	-0.2%	5.56	5.43	-2.3%
Price Reduction	37	34	49	43	50	40	35	35	-5.4%	41	42	1.4%
Feature & Disp	0	0	1	0	0	0	0	0	0	0	0	0
Display w/o Fea	1	1	2	1	1	1	1	1	0.0%	2	1	-15.0%
Feature w/o Disp	14	12	18	6	15	12	17	14	0.0%	13	13	2.6%
<u>TL GJ</u>												
Average Promo Price	6.82	7.09	6.94	7.16	7.08	7.06	7.15	7.02	2.9%	6.64	6.88	3.6%
Price Reduction	81	78	85	79	81	87	77	79	-2.5%	82	81	-0.7%
Feature & Disp	2	3	4	2	2	2	1	2	0.0%	2	2	-10.3%
Display w/o Fea	8	7	10	6	6	5	6	5	-37.5%	8	7	-16.5%
Feature w/o Disp	46	42	61	46	50	62	56	65	41.3%	49	54	9.2%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 09/01/18

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 12 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4	Season-to-Date		
	09/02/17	03/17/18	04/14/18	05/12/18	06/09/18	07/07/18	08/04/18	09/01/18		2016-17	2017-18	% Change
OJ Drinks 0-39.99%												
Average Promo Price	5.38	6.29	5.48	5.74	5.53	5.88	5.65	5.73	6.5%	5.36	5.73	7.0%
Price Reduction	82	79	83	82	79	79	80	79	-3.7%	80	79	-0.9%
Feature & Disp	14	15	15	11	11	14	7	17	21.4%	10	11	7.4%
Display w/o Fea	37	30	36	36	33	37	33	33	-10.8%	32	32	0.3%
Feature w/o Disp	57	58	60	43	55	57	44	65	14.0%	52	54	3.7%
OJ Drinks 40-99.99%												
Average Promo Price	7.02	7.20	7.08	7.15	7.18	7.33	7.63	7.88	12.3%	6.99	7.19	3.0%
Price Reduction	72	73	77	79	74	73	71	72	0.0%	75	75	0.1%
Feature & Disp	5	5	3	6	2	2	4	2	-60.0%	6	4	-40.8%
Display w/o Fea	10	12	13	14	11	7	10	9	-10.0%	9	10	1.8%
Feature w/o Disp	42	44	34	40	47	45	45	41	-2.4%	46	41	-10.4%
OJ Drinks - % not stated												
Average Promo Price	5.25	5.03	5.18	5.46	5.53	6.50	6.23	7.01	33.5%	5.05	5.53	9.6%
Price Reduction	14	17	15	17	14	20	17	20	42.9%	17	16	-5.0%
Feature & Disp	0	0	0	0	1	0	0	0	0	0	0	-50.0%
Display w/o Fea	2	2	1	2	1	3	3	3	50.0%	2	2	10.0%
Feature w/o Disp	18	16	4	11	15	10	16	12	-33.3%	9	12	24.8%
Total OJ Drinks												
Average Promo Price	6.21	6.84	6.45	6.63	6.48	6.62	6.69	6.86	10.5%	6.32	6.60	4.4%
Price Reduction	90	90	92	90	90	89	89	91	1.1%	91	90	-0.9%
Feature & Disp	18	19	17	16	13	16	11	19	5.6%	16	14	-9.5%
Display w/o Fea	44	38	44	44	41	42	41	39	-11.4%	39	39	-0.9%
Feature w/o Disp	71	71	72	64	70	72	73	72	1.4%	70	69	-1.1%
OJ BL Drinks												
Average Promo Price	2.73	2.76	2.85	2.73	2.73	2.59	2.54	2.55	-6.6%	2.78	2.75	-1.1%
Price Reduction	97	96	94	94	97	96	96	97	0.0%	97	96	-0.9%
Feature & Disp	32	23	18	24	26	32	32	28	-12.5%	29	23	-19.2%
Display w/o Fea	69	54	57	56	58	59	59	60	-13.0%	63	56	-10.5%
Feature w/o Disp	83	70	79	79	74	82	83	78	-6.0%	83	77	-7.5%
OJ BL (100% Juice)												
Average Promo Price	6.44	6.31	6.73	6.71	6.63	6.63	6.61	6.58	2.2%	6.36	6.46	1.5%
Price Reduction	84	87	87	89	85	88	85	82	-2.4%	88	86	-2.6%
Feature & Disp	6	5	6	6	6	7	5	6	0.0%	8	6	-19.4%
Display w/o Fea	11	12	13	10	8	9	10	8	-27.3%	14	9	-30.2%
Feature w/o Disp	68	55	62	71	60	65	60	70	2.9%	69	66	-4.7%
GJ Cocktail												
Average Promo Price	6.46	5.63	5.15	6.38	5.83	6.27	6.66	6.12	-5.3%	6.05	5.85	-3.2%
Price Reduction	71	71	80	75	76	69	71	72	1.4%	73	73	0.2%
Feature & Disp	9	5	5	4	7	9	3	4	-55.6%	6	4	-20.9%
Display w/o Fea	22	14	20	19	18	22	20	18	-18.2%	18	18	-4.1%
Feature w/o Disp	32	27	30	19	42	36	28	30	-6.3%	30	30	-3.0%
GJ BL (100% Juice)												
Average Promo Price	6.00	5.94	4.64	5.92	5.25	5.58	5.56	5.15	-14.2%	6.23	5.50	-11.7%
Price Reduction	37	29	41	19	29	20	24	18	-51.4%	42	30	-28.3%
Feature & Disp	0	0	0	0	0	0	0	0	0	0	0	-100.0%
Display w/o Fea	1	1	1	0	1	1	1	0	-100.0%	1	1	-37.5%
Feature w/o Disp	5	3	4	4	7	7	7	5	0.0%	8	6	-27.2%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 09/01/18

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

Source: Nielsen

Orange Juice Categories at xAOC

	Last Year 52 weeks ending 09/02/17	This Year 52 weeks ending 09/01/18
GALLONS (millions)		
Total OJ	435.03	413.13
Ref NFC OJ	267.16	250.65
Ref Recon OJ	149.42	145.65
Frozen OJ	18.14	16.58
SS OJ	0.30	0.25
DOLLARS (millions)		
Total OJ	\$2,904.22	\$2,812.19
Ref NFC OJ	\$2,046.08	\$1,971.60
Ref Recon OJ	\$766.25	\$755.50
Frozen OJ	\$89.28	\$82.90
SS OJ	\$2.61	\$2.19
AVG PRICE PER GALLON		
Total OJ	\$6.68	\$6.81
Ref NFC OJ	\$7.66	\$7.87
Ref Recon OJ	\$5.13	\$5.19
Frozen OJ	\$4.92	\$5.00
SS OJ	\$8.70	\$8.93
SHARE OF GALLONS		
Total OJ	100.0%	100.0%
Ref NFC OJ	61.4%	60.7%
Ref Recon OJ	34.3%	35.3%
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%	70.1%
Ref Recon OJ	26.4%	26.9%
Frozen OJ	3.1%	2.9%
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 09/01/18 and 52 wks ending 09/02/17

Created: 09/12/18

Grapefruit Juice Categories at xAOC

	Last Year 52 weeks ending 09/02/17	This Year 52 weeks ending 09/01/18
GALLONS (millions)		
Total GJ	13.98	13.24
Ref NFC GJ	9.22	8.50
Ref Recon GJ	0.86	0.84
Frozen GJ	0.12	0.09
SS GJ	3.77	3.80
DOLLARS (millions)		
Total GJ	\$103.15	\$100.40
Ref NFC GJ	\$71.95	\$68.85
Ref Recon GJ	\$6.97	\$7.55
Frozen GJ	\$0.53	\$0.44
SS GJ	\$23.65	\$23.55
AVG PRICE PER GALLON		
Total GJ	\$7.38	\$7.58
Ref NFC GJ	\$7.80	\$8.10
Ref Recon GJ	\$8.13	\$8.99
Frozen GJ	\$4.36	\$4.81
SS GJ	\$6.28	\$6.19
SHARE OF GALLONS		
Total GJ	100.0%	100.0%
Ref NFC GJ	66.0%	64.2%
Ref Recon GJ	6.1%	6.3%
Frozen GJ	0.9%	0.7%
SS GJ	27.0%	28.7%
SHARE OF DOLLARS		
Total GJ	100.0%	100.0%
Ref NFC GJ	69.8%	68.6%
Ref Recon GJ	6.8%	7.5%
Frozen GJ	0.5%	0.4%
SS GJ	22.9%	23.5%

Source: Nielsen FDOC Custom Database

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

Time Periods: 52 wks ending 09/01/18 and 52 wks ending 09/02/17

Created: 09/12/18

Orange Juice Sales at xAOC - by Region

Gallons										
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 09/01/18		4 WEEKS ENDING 09/02/17			
	% of Total	% Chg	% of Total	% of Total	% of Total	% Chg	% of Total			
TOTAL US - XAOC										
TL OJ	413,130,077	-5.0%	435,029,435		28,487,777	-5.1%	30,010,462			
TL OJ REF NFC	250,650,682	-6.2%	267,162,179		16,617,461	-9.0%	18,258,810			
TL OJ REF RECON	145,654,033	-2.5%	149,422,336		10,724,977	2.0%	10,511,409			
NORTHEAST REGION - XAOC										
TL OJ	77,259,974	18.7%	83,031,074	19.1%	5,280,234	18.5%	5,575,305	18.6%		
TL OJ REF NFC	61,132,122	14.8%	66,153,714	15.2%	4,102,985	14.4%	4,417,152	14.7%		
TL OJ REF RECON	14,362,531	3.5%	14,997,375	3.4%	1,049,859	3.7%	1,030,259	3.4%		
SOUTH REGION - XAOC										
TL OJ	162,850,948	39.4%	169,969,961	39.1%	11,361,826	39.9%	12,046,368	40.1%		
TL OJ REF NFC	94,966,931	23.0%	100,853,521	23.2%	6,265,995	22.0%	7,065,329	23.5%		
TL OJ REF RECON	62,915,862	15.2%	63,638,446	14.6%	4,747,093	16.7%	4,621,288	15.4%		
WEST REGION - XAOC										
TL OJ	86,053,406	20.8%	91,102,694	20.9%	5,998,176	21.1%	6,290,543	21.0%		
TL OJ REF NFC	46,980,402	11.4%	49,461,586	11.4%	3,116,721	10.9%	3,412,884	11.4%		
TL OJ REF RECON	33,940,291	8.2%	36,072,040	8.3%	2,532,510	8.9%	2,483,353	8.3%		
MIDWEST REGION - XAOC										
TL OJ	86,827,399	21.0%	90,455,113	20.8%	5,835,409	20.5%	6,086,317	20.3%		
TL OJ REF NFC	47,391,933	11.5%	50,243,537	11.5%	3,114,733	10.9%	3,352,594	11.2%		
TL OJ REF RECON	34,458,877	8.3%	34,684,947	8.0%	2,398,912	8.4%	2,374,706	7.9%		

Dollars										
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 09/01/18		4 WEEKS ENDING 09/02/17			
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	% of Total	% Chg	% of Total		
TOTAL US - XAOC										
TL OJ	\$2,812,192,619	-3.2%	\$2,904,220,872		\$196,461,201	-2.6%	\$201,746,147			
TL OJ REF NFC	\$1,971,600,809	-3.6%	\$2,046,077,554		\$135,198,718	-4.1%	\$140,964,130			
TL OJ REF RECON	\$755,501,824	-1.4%	\$766,252,973		\$55,455,728	1.7%	\$54,512,814			
NORTHEAST REGION - XAOC										
TL OJ	\$537,821,894	19.1%	\$560,075,237	19.3%	\$37,759,166	19.2%	\$38,259,655	19.0%		
TL OJ REF NFC	\$449,775,189	16.0%	\$471,628,648	16.2%	\$31,218,488	15.9%	\$32,028,270	15.9%		
TL OJ REF RECON	\$77,926,590	2.8%	\$77,739,748	2.7%	\$5,815,796	3.0%	\$5,485,462	2.7%		
SOUTH REGION - XAOC										
TL OJ	\$1,093,901,782	38.9%	\$1,124,039,631	38.7%	\$76,572,321	39.0%	\$79,370,509	39.3%		
TL OJ REF NFC	\$753,345,084	26.8%	\$777,748,521	26.8%	\$51,329,215	26.1%	\$54,327,642	26.9%		
TL OJ REF RECON	\$315,926,206	11.2%	\$319,316,182	11.0%	\$23,532,514	12.0%	\$23,222,690	11.5%		
WEST REGION - XAOC										
TL OJ	\$605,777,344	21.5%	\$627,024,026	21.6%	\$42,612,284	21.7%	\$43,891,776	21.8%		
TL OJ REF NFC	\$395,119,282	14.1%	\$407,639,682	14.0%	\$27,276,656	13.9%	\$28,457,321	14.1%		
TL OJ REF RECON	\$185,345,921	6.6%	\$192,338,260	6.6%	\$13,613,638	6.9%	\$13,553,559	6.7%		
MIDWEST REGION - XAOC										
TL OJ	\$573,397,057	20.4%	\$589,633,116	20.3%	\$39,392,104	20.1%	\$40,135,026	19.9%		
TL OJ REF NFC	\$371,804,648	13.2%	\$385,606,981	13.3%	\$25,225,226	12.8%	\$26,061,601	12.9%		
TL OJ REF RECON	\$176,464,095	6.3%	\$176,835,681	6.1%	\$12,510,393	6.4%	\$12,246,366	6.1%		

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: 9/12/2018

Grapefruit Juice Sales at xAOC - by Region

	Gallons									
	52 Weeks			52 Weeks YA			4 WEEKS ENDING 09/01/18		4 WEEKS ENDING 09/02/17	
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 WEEKS ENDING 09/01/18	% of Total	% Chg	4 WEEKS ENDING 09/02/17	% of Total
TOTAL US - XAOC										
TL GJ	13,237,422		-5.3%	13,977,878		946,111		-7.5%	1,022,801	
TL GJ REF NFC	8,502,297		-7.8%	9,221,921		626,069		-7.3%	675,253	
TL GJ REF RECON	839,982		-2.0%	857,255		31,605		-47.0%	59,578	
NORTHEAST REGION - XAOC										
TL GJ	2,410,331	18.2%	-7.3%	2,600,619	18.6%	168,001	17.8%	-10.8%	188,406	18.4%
TL GJ REF NFC	1,841,087	13.9%	-8.3%	2,007,610	14.4%	128,363	13.6%	-11.5%	145,021	14.2%
TL GJ REF RECON	79,708	0.6%	2.5%	77,730	0.6%	4,596	0.5%	-20.1%	5,750	0.6%
SOUTH REGION - XAOC										
TL GJ	5,574,802	42.1%	-5.0%	5,869,337	42.0%	399,975	42.3%	-7.5%	432,229	42.3%
TL GJ REF NFC	3,494,475	26.4%	-6.4%	3,735,058	26.7%	253,425	26.8%	-9.3%	279,383	27.3%
TL GJ REF RECON	411,050	3.1%	-16.6%	492,767	3.5%	18,031	1.9%	-41.7%	30,954	3.0%
WEST REGION - XAOC										
TL GJ	2,967,662	22.4%	-5.0%	3,123,341	22.3%	220,413	23.3%	-5.5%	233,332	22.8%
TL GJ REF NFC	1,856,890	14.0%	-9.5%	2,051,117	14.7%	145,900	15.4%	-3.4%	151,047	14.8%
TL GJ REF RECON	184,672	1.4%	36.9%	134,934	1.0%	5,986	0.6%	-43.4%	10,569	1.0%
MIDWEST REGION - XAOC										
TL GJ	2,272,837	17.2%	-3.9%	2,365,678	16.9%	156,751	16.6%	-6.7%	168,068	16.4%
TL GJ REF NFC	1,298,476	9.8%	-7.6%	1,406,018	10.1%	97,480	10.3%	-1.7%	99,171	9.7%
TL GJ REF RECON	163,341	1.2%	3.3%	158,075	1.1%	2,875	0.3%	-76.6%	12,271	1.2%

	Dollars									
	52 Weeks			52 Weeks YA			4 WEEKS ENDING 09/01/18		4 WEEKS ENDING 09/02/17	
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 WEEKS ENDING 09/01/18	% of Total	% Chg	4 WEEKS ENDING 09/02/17	% of Total
TOTAL US - XAOC										
TL GJ	\$100,396,903		-2.7%	\$103,148,471		\$7,389,120		-4.0%	\$7,700,878	
TL GJ REF NFC	\$68,851,334		-4.3%	\$71,950,746		\$5,210,620		-2.4%	\$5,339,956	
TL GJ REF RECON	\$7,550,096		8.3%	\$6,970,141		\$403,384		-25.3%	\$540,332	
NORTHEAST REGION - XAOC										
TL GJ	\$18,497,007	18.4%	-2.9%	\$19,046,409	18.5%	\$1,360,354	18.4%	-2.7%	\$1,397,743	18.2%
TL GJ REF NFC	\$14,311,655	14.3%	-4.1%	\$14,931,180	14.5%	\$1,063,333	14.4%	-2.0%	\$1,084,770	14.1%
TL GJ REF RECON	\$949,753	0.9%	27.6%	\$744,295	0.7%	\$63,918	0.9%	3.5%	\$61,727	0.8%
SOUTH REGION - XAOC										
TL GJ	\$41,405,597	41.2%	-2.4%	\$42,424,761	41.1%	\$3,006,793	40.7%	-6.1%	\$3,201,463	41.6%
TL GJ REF NFC	\$27,813,735	27.7%	-3.3%	\$28,764,339	27.9%	\$2,045,272	27.7%	-6.0%	\$2,175,262	28.2%
TL GJ REF RECON	\$3,659,234	3.6%	-4.0%	\$3,810,043	3.7%	\$209,322	2.8%	-24.8%	\$278,521	3.6%
WEST REGION - XAOC										
TL GJ	\$23,850,375	23.8%	-2.7%	\$24,517,601	23.8%	\$1,832,654	24.8%	-1.9%	\$1,868,574	24.3%
TL GJ REF NFC	\$16,268,870	16.2%	-5.6%	\$17,241,855	16.7%	\$1,297,804	17.6%	-0.4%	\$1,302,778	16.9%
TL GJ REF RECON	\$1,756,452	1.7%	32.6%	\$1,324,355	1.3%	\$95,892	1.3%	-14.0%	\$111,465	1.4%
MIDWEST REGION - XAOC										
TL GJ	\$16,536,535	16.5%	-2.6%	\$16,985,340	16.5%	\$1,180,749	16.0%	-3.7%	\$1,226,589	15.9%
TL GJ REF NFC	\$10,358,518	10.3%	-4.2%	\$10,812,289	10.5%	\$796,301	10.8%	3.2%	\$771,447	10.0%
TL GJ REF RECON	\$1,164,763	1.2%	2.5%	\$1,136,604	1.1%	\$32,326	0.4%	-63.4%	\$88,272	1.1%

Source: Nielsen Scanning Data

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Created: 9/12/2018