

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



Monthly Topline Report  
Report #12 of 2016-17 Season  
For 4 weeks ending 09/02/17

Week Ending 09/02/17  
 Report 12 of 16/17 Season

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

	4 WEEKS ENDING 09/02/17			SEASON YEAR-TO-DATE		
	GALLONS	PRICE	DOLLARS	GALLONS	PRICE	DOLLARS
Total OJ	-9.0%	2.6%	-6.7%	-7.6%	2.8%	-5.0%
Ref NFC OJ	-8.2%	0.7%	-7.5%	-5.8%	1.4%	-4.5%
Ref Recon OJ	-10.2%	6.5%	-4.3%	-10.2%	4.8%	-6.0%
Total GJ	-5.0%	3.2%	-1.9%	-3.4%	1.6%	-1.9%
Ref NFC GJ	-2.5%	0.1%	-2.4%	-2.6%	0.0%	-2.6%
Shelf Stable GJ	-5.5%	2.9%	-2.7%	-1.5%	-0.3%	-1.9%
OJ Drinks	-12.0%	5.0%	-7.6%	-8.0%	4.1%	-4.2%
OJ Blend Drinks	-2.7%	-0.2%	-2.9%	-4.3%	0.9%	-3.4%
OJ Blend (100% Juice)	-10.2%	-0.6%	-10.8%	-8.4%	-0.7%	-9.1%
GJ Blend (100% Juice)	-6.3%	-3.8%	-9.9%	-6.6%	2.0%	-4.8%
GJ Cocktail	-2.0%	-1.8%	-3.8%	-3.6%	1.2%	-2.5%

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: 09/02/17  
Issue Date: 09/18/17  
Report 12 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	09/03/16	03/18/17	04/15/17	05/13/17	06/10/17	07/08/17	08/05/17	09/02/17		2015-16	2016-17	% Change
<b><u>NFC OJ</u></b>												
Gallons	19.84	21.54	21.08	19.42	18.78	18.24	17.74	18.22	-8.2%	261.38	246.11	-5.8%
Price/Gal (\$)	7.69	7.83	7.65	7.66	7.72	7.73	7.75	7.75	0.7%	7.58	7.69	1.4%
Revenues (\$)	152.62	168.64	161.31	148.87	144.88	141.09	137.47	141.18	-7.5%	1,981.91	1,892.55	-4.5%
<b><u>RECON OJ</u></b>												
Gallons	11.60	12.10	11.08	10.90	10.38	10.45	10.27	10.42	-10.2%	151.98	136.41	-10.2%
Price/Gal (\$)	4.88	5.26	5.34	5.23	5.26	5.18	5.22	5.20	6.5%	4.92	5.16	4.8%
Revenues (\$)	56.65	63.70	59.19	57.02	54.61	54.12	53.68	54.19	-4.3%	748.23	703.69	-6.0%
<b><u>Refrigerated OJ</u></b>												
Gallons	31.45	33.64	32.16	30.32	29.15	28.69	28.02	28.64	-8.9%	413.36	382.52	-7.5%
Price/Gal (\$)	6.65	6.91	6.86	6.79	6.84	6.80	6.82	6.82	2.5%	6.60	6.79	2.8%
Revenues (\$)	209.27	232.33	220.51	205.89	199.49	195.21	191.15	195.37	-6.6%	2,730.15	2,596.24	-4.9%
<b><u>Frozen OJ</u></b>												
Gallons	1.31	1.35	1.32	1.27	1.24	1.27	1.20	1.16	-11.5%	17.89	16.08	-10.1%
Price/Gal (\$)	4.86	5.08	5.09	5.01	5.04	5.02	5.18	5.12	5.3%	4.91	5.04	2.6%
Revenues (\$)	6.38	6.86	6.71	6.36	6.27	6.35	6.20	5.94	-6.8%	87.82	81.02	-7.7%
<b><u>Shelf Stable OJ</u></b>												
Gallons	0.02	0.02	0.02	0.03	0.02	0.02	0.02	0.02	-8.7%	0.33	0.28	-16.4%
Price/Gal (\$)	9.07	8.80	8.58	8.07	8.95	9.16	8.04	8.38	-7.6%	8.96	8.73	-2.6%
Revenues (\$)	0.22	0.21	0.21	0.21	0.19	0.16	0.19	0.19	-15.7%	2.99	2.43	-18.6%
<b><u>Total Orange Juice</u></b>												
Gallons	32.78	35.01	33.50	31.62	30.42	29.97	29.24	29.83	-9.0%	431.58	398.88	-7.6%
Price/Gal (\$)	6.58	6.84	6.79	6.72	6.77	6.73	6.76	6.76	2.6%	6.54	6.72	2.8%
Revenues (\$)	215.87	239.40	227.43	212.46	205.94	201.72	197.54	201.50	-6.7%	2,820.96	2,679.70	-5.0%

Most recent four-week-period is preliminary  
2016-17 STD: 10/02/16 - 09/02/17  
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 12 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	09/03/16	03/18/17	04/15/17	05/13/17	06/10/17	07/08/17	08/05/17	09/02/17		2015-16	2016-17	% Change
<b><u>NFC GJ</u></b>												
Gallons	0.69	0.74	0.76	0.73	0.70	0.71	0.68	0.68	-2.5%	8.70	8.48	-2.6%
Price/Gal (\$)	7.91	7.94	7.70	7.72	7.93	7.90	7.97	7.92	0.1%	7.83	7.83	0.0%
Revenues (\$)	5.49	5.91	5.87	5.60	5.52	5.60	5.41	5.36	-2.4%	68.12	66.34	-2.6%
<b><u>RECON GJ</u></b>												
Gallons	0.07	0.07	0.06	0.06	0.06	0.06	0.06	0.06	-19.6%	0.91	0.78	-14.3%
Price/Gal (\$)	6.59	8.86	9.04	9.08	9.26	9.16	8.98	9.03	37.1%	6.46	8.24	27.6%
Revenues (\$)	0.48	0.58	0.54	0.52	0.54	0.52	0.52	0.53	10.2%	5.85	6.39	9.4%
<b><u>Refrigerated GJ</u></b>												
Gallons	0.77	0.81	0.82	0.78	0.75	0.77	0.74	0.74	-4.1%	9.61	9.25	-3.7%
Price/Gal (\$)	7.79	8.02	7.80	7.82	8.04	8.00	8.05	8.01	2.8%	7.70	7.86	2.1%
Revenues (\$)	5.97	6.48	6.40	6.12	6.06	6.12	5.93	5.89	-1.4%	73.96	72.73	-1.7%
<b><u>Frozen GJ</u></b>												
Gallons	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	-29.3%	0.17	0.13	-18.7%
Price/Gal (\$)	3.69	4.76	4.74	4.87	4.82	4.76	4.57	4.55	23.1%	4.38	4.59	4.8%
Revenues (\$)	0.05	0.05	0.05	0.06	0.05	0.06	0.04	0.05	-13.0%	0.73	0.62	-14.8%
<b><u>Shelf Stable GJ</u></b>												
Gallons	0.29	0.31	0.31	0.30	0.29	0.29	0.30	0.28	-5.5%	3.54	3.48	-1.5%
Price/Gal (\$)	6.35	6.44	6.39	6.40	6.51	6.56	6.42	6.53	2.9%	6.40	6.38	-0.3%
Revenues (\$)	1.87	2.00	1.98	1.91	1.89	1.89	1.94	1.82	-2.7%	22.67	22.25	-1.9%
<b><u>Total Grapefruit Juice</u></b>												
Gallons	1.08	1.13	1.14	1.09	1.05	1.06	1.05	1.02	-5.0%	13.33	12.88	-3.4%
Price/Gal (\$)	7.33	7.55	7.39	7.40	7.58	7.57	7.55	7.57	3.2%	7.31	7.43	1.6%
Revenues (\$)	7.90	8.53	8.43	8.10	8.00	8.06	7.91	7.75	-1.9%	97.46	95.64	-1.9%

Most recent four-week-period is preliminary

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

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 12 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	09/03/16	03/18/17	04/15/17	05/13/17	06/10/17	07/08/17	08/05/17	09/02/17		2015-16	2016-17	% Change
<b><u>OJ Drinks 0-39.99%</u></b>												
Gallons	1.63	1.32	1.33	1.30	1.37	1.43	1.35	1.40	-14.3%	17.66	16.22	-8.1%
Price/Gal (\$)	5.08	5.41	5.36	5.44	5.33	5.46	5.60	5.50	8.2%	5.00	5.30	6.0%
Revenues (\$)	8.29	7.16	7.16	7.05	7.32	7.78	7.58	7.68	-7.3%	88.20	85.90	-2.6%
<b><u>OJ Drinks 40-99.99%</u></b>												
Gallons	1.44	1.68	1.53	1.44	1.38	1.29	1.26	1.31	-8.5%	19.98	18.43	-7.7%
Price/Gal (\$)	7.61	7.77	7.77	7.73	7.81	7.87	7.84	7.69	0.9%	7.48	7.66	2.4%
Revenues (\$)	10.93	13.06	11.93	11.15	10.77	10.12	9.89	10.10	-7.6%	149.53	141.29	-5.5%
<b><u>OJ Drinks - % not stated</u></b>												
Gallons	0.16	0.19	0.15	0.15	0.15	0.15	0.13	0.13	-20.0%	2.22	2.03	-8.9%
Price/Gal (\$)	5.35	5.58	5.93	6.15	6.00	5.94	5.92	5.97	11.6%	5.19	5.68	9.6%
Revenues (\$)	0.88	1.05	0.90	0.94	0.91	0.88	0.77	0.79	-10.7%	11.53	11.51	-0.2%
<b><u>Total OJ Drinks</u></b>												
Gallons	3.23	3.19	3.02	2.89	2.90	2.86	2.74	2.84	-12.0%	39.86	36.68	-8.0%
Price/Gal (\$)	6.22	6.66	6.61	6.62	6.55	6.57	6.65	6.53	5.0%	6.25	6.51	4.1%
Revenues (\$)	20.10	22.33	19.98	19.14	19.00	18.78	18.24	18.57	-7.6%	249.27	238.70	-4.2%
<b><u>OJ BL Drinks</u></b>												
Gallons	15.70	15.29	14.86	14.66	14.70	14.82	14.78	15.28	-2.7%	186.12	178.08	-4.3%
Price/Gal (\$)	3.31	3.44	3.40	3.33	3.35	3.29	3.30	3.31	-0.2%	3.30	3.33	0.9%
Revenues (\$)	52.03	52.60	50.51	48.85	49.28	48.80	48.70	50.53	-2.9%	614.57	593.61	-3.4%
<b><u>OJ BL (100% Juice)</u></b>												
Gallons	2.50	2.61	2.69	2.44	2.35	2.38	2.20	2.25	-10.2%	32.06	29.36	-8.4%
Price/Gal (\$)	7.36	7.34	7.16	7.28	7.30	7.16	7.33	7.31	-0.6%	7.32	7.27	-0.7%
Revenues (\$)	18.41	19.14	19.23	17.80	17.14	17.02	16.16	16.43	-10.8%	234.80	213.42	-9.1%
<b><u>GJ Cocktail</u></b>												
Gallons	0.72	0.81	0.78	0.73	0.73	0.73	0.73	0.71	-2.0%	9.34	9.00	-3.6%
Price/Gal (\$)	6.43	5.93	6.20	6.29	6.33	6.42	6.29	6.31	-1.8%	6.01	6.08	1.2%
Revenues (\$)	4.64	4.83	4.81	4.60	4.59	4.71	4.61	4.47	-3.8%	56.16	54.75	-2.5%
<b><u>GJ BL (100% Juice)</u></b>												
Gallons	0.15	0.17	0.17	0.15	0.15	0.14	0.15	0.14	-6.3%	1.94	1.81	-6.6%
Price/Gal (\$)	6.71	6.62	6.49	6.53	6.59	6.65	6.38	6.46	-3.8%	6.36	6.48	2.0%
Revenues (\$)	0.99	1.12	1.10	0.99	0.96	0.96	0.95	0.89	-9.9%	12.31	11.72	-4.8%

Most recent four-week-period is preliminary

2016-17 STD: 10/02/16 - 09/02/17  
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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**Florida Department of Citrus**  
**ORANGE JUICE SALES**  
**FOOD (\$2MM+ GROCERY)**  
**NIELSEN SCANTRACK**  
(Gallons and Revenues in Millions)

Report Ending Date: 09/02/17  
Issue Date: 09/18/17  
Report 12 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	09/03/16	03/18/17	04/15/17	05/13/17	06/10/17	07/08/17	08/05/17	09/02/17		2015-16	2016-17	% Change
<b><u>NFC OJ</u></b>												
Gallons	13.55	14.38	14.24	13.06	12.48	12.11	11.67	12.06	-11.0%	179.39	165.80	-7.6%
Price/Gal (\$)	7.80	7.92	7.74	7.82	7.95	7.98	8.01	7.95	2.0%	7.69	7.80	1.4%
Revenues (\$)	105.63	113.88	110.32	102.11	99.28	96.65	93.56	95.95	-9.2%	1,378.94	1,292.47	-6.3%
<b><u>RECON OJ</u></b>												
Gallons	7.40	7.48	6.69	6.77	6.47	6.57	6.45	6.43	-13.1%	97.73	84.55	-13.5%
Price/Gal (\$)	4.76	5.14	5.26	5.11	5.15	5.04	5.10	5.07	6.5%	4.78	5.04	5.5%
Revenues (\$)	35.21	38.39	35.20	34.56	33.32	33.17	32.93	32.58	-7.5%	466.82	426.28	-8.7%
<b><u>Refrigerated OJ</u></b>												
Gallons	20.95	21.85	20.94	19.83	18.95	18.68	18.13	18.50	-11.7%	277.12	250.35	-9.7%
Price/Gal (\$)	6.72	6.97	6.95	6.89	7.00	6.95	6.98	6.95	3.4%	6.66	6.87	3.1%
Revenues (\$)	140.84	152.27	145.52	136.67	132.60	129.81	126.49	128.53	-8.7%	1,845.76	1,718.75	-6.9%
<b><u>Frozen OJ</u></b>												
Gallons	0.95	0.95	0.93	0.90	0.87	0.89	0.84	0.83	-13.3%	12.70	11.33	-10.8%
Price/Gal (\$)	4.94	5.18	5.20	5.10	5.15	5.13	5.21	5.17	4.7%	5.04	5.15	2.2%
Revenues (\$)	4.71	4.90	4.81	4.59	4.50	4.59	4.39	4.27	-9.3%	63.92	58.31	-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	-12.3%	0.29	0.24	-17.5%
Price/Gal (\$)	9.49	8.93	9.39	8.76	9.23	9.56	8.77	8.98	-5.3%	9.38	9.20	-2.0%
Revenues (\$)	0.20	0.20	0.19	0.18	0.17	0.15	0.16	0.17	-16.9%	2.72	2.20	-19.1%
<b><u>Total Orange Juice</u></b>												
Gallons	21.92	22.82	21.88	20.75	19.84	19.59	18.99	19.34	-11.8%	290.11	261.92	-9.7%
Price/Gal (\$)	6.65	6.90	6.88	6.82	6.92	6.87	6.90	6.88	3.4%	6.59	6.79	3.1%
Revenues (\$)	145.75	157.37	150.51	141.44	137.27	134.55	131.04	132.97	-8.8%	1,912.40	1,779.25	-7.0%

Most recent four-week-period is preliminary  
2016-17 STD: 10/02/16 - 09/02/17  
2015-16 STD: 10/04/15 - 10/01/16

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

**GRAPEFRUIT JUICE SALES**  
**FOOD (\$2MM+ GROCERY)**  
(Gallons and Revenues in Thousands)

Report 12 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	09/03/16	03/18/17	04/15/17	05/13/17	06/10/17	07/08/17	08/05/17	09/02/17		2015-16	2016-17	% Change
<b><u>NFC GJ</u></b>												
Gallons	560.46	601.04	619.80	590.22	569.29	582.97	552.48	551.38	-1.6%	7,110.85	6,917.89	-2.7%
Price/Gal (\$)	8.03	8.06	7.77	7.79	8.03	7.99	8.08	8.00	-0.4%	7.91	7.92	0.1%
Revenues (\$)	4,502.22	4,846.52	4,817.83	4,600.61	4,572.29	4,660.41	4,464.12	4,413.07	-2.0%	56,220.64	54,760.40	-2.6%
<b><u>RECON GJ</u></b>												
Gallons	73.34	65.18	59.54	57.74	58.57	56.23	57.80	58.96	-19.6%	904.94	775.78	-14.3%
Price/Gal (\$)	6.59	8.86	9.04	9.08	9.26	9.16	8.98	9.03	37.1%	6.46	8.24	27.6%
Revenues (\$)	483.40	577.68	538.06	524.28	542.16	515.08	519.06	532.63	10.2%	5,844.10	6,393.73	9.4%
<b><u>Refrigerated GJ</u></b>												
Gallons	633.80	666.23	679.34	647.96	627.87	639.20	610.29	610.34	-3.7%	8,015.79	7,693.67	-4.0%
Price/Gal (\$)	7.87	8.14	7.88	7.91	8.15	8.10	8.17	8.10	3.0%	7.74	7.95	2.7%
Revenues (\$)	4,985.62	5,424.20	5,355.90	5,124.89	5,114.46	5,175.49	4,983.18	4,945.70	-0.8%	62,064.73	61,154.13	-1.5%
<b><u>Frozen GJ</u></b>												
Gallons	14.64	10.14	10.29	11.83	11.35	11.64	9.83	10.35	-29.3%	165.71	134.73	-18.7%
Price/Gal (\$)	3.69	4.76	4.74	4.87	4.82	4.76	4.57	4.55	23.1%	4.38	4.59	4.8%
Revenues (\$)	54.06	48.26	48.77	57.62	54.75	55.43	44.95	47.04	-13.0%	725.65	618.29	-14.8%
<b><u>Shelf Stable GJ</u></b>												
Gallons	206.81	213.46	214.90	209.13	203.40	202.20	213.40	193.67	-6.4%	2,518.48	2,439.36	-3.1%
Price/Gal (\$)	6.64	6.78	6.68	6.69	6.81	6.88	6.69	6.87	3.4%	6.62	6.69	1.1%
Revenues (\$)	1,374.03	1,447.38	1,436.06	1,399.46	1,385.36	1,391.94	1,426.71	1,331.02	-3.1%	16,661.52	16,308.08	-2.1%
<b><u>Total Grapefruit Juice</u></b>												
Gallons	857.05	889.86	904.53	868.91	842.62	853.04	833.52	814.36	-5.0%	10,718.73	10,274.82	-4.1%
Price/Gal (\$)	7.50	7.78	7.56	7.57	7.78	7.76	7.74	7.77	3.6%	7.42	7.60	2.4%
Revenues (\$)	6,424.17	6,919.99	6,840.73	6,581.97	6,554.57	6,622.85	6,454.83	6,323.76	-1.6%	79,558.52	78,120.82	-1.8%

Most recent four-week-period is preliminary

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

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 12 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	09/03/16	03/18/17	04/15/17	05/13/17	06/10/17	07/08/17	08/05/17	09/02/17		2015-16	2016-17	% Change
<b><u>OJ Drinks 0-39.99%</u></b>												
Gallons	1,122.59	901.80	921.52	890.26	944.35	987.81	914.48	942.94	-16.0%	12,604.64	11,329.83	-10.1%
Price/Gal (\$)	5.24	5.66	5.60	5.73	5.60	5.70	5.94	5.78	10.3%	5.20	5.50	5.9%
Revenues (\$)	5,878.93	5,107.40	5,159.15	5,102.76	5,292.35	5,629.16	5,428.39	5,448.24	-7.3%	65,518.63	62,370.03	-4.8%
<b><u>OJ Drinks 40-99.99%</u></b>												
Gallons	1,099.91	1,234.56	1,117.52	1,070.39	1,017.78	936.00	917.61	955.31	-13.1%	14,967.73	13,583.89	-9.2%
Price/Gal (\$)	7.58	7.78	7.78	7.72	7.83	7.92	7.88	7.69	1.5%	7.53	7.66	1.8%
Revenues (\$)	8,339.14	9,599.02	8,694.18	8,261.60	7,973.49	7,409.37	7,232.74	7,350.00	-11.9%	112,670.28	104,070.00	-7.6%
<b><u>OJ Drinks - % not stated</u></b>												
Gallons	163.01	186.34	150.30	151.49	149.54	146.94	129.75	130.58	-19.9%	2,204.75	2,011.19	-8.8%
Price/Gal (\$)	5.35	5.53	5.87	6.12	5.97	5.92	5.89	5.95	11.2%	5.19	5.65	8.9%
Revenues (\$)	871.52	1,031.17	882.92	926.43	893.27	870.24	764.04	776.37	-10.9%	11,440.82	11,362.38	-0.7%
<b><u>Total OJ Drinks</u></b>												
Gallons	2,385.51	2,322.70	2,189.34	2,112.15	2,111.68	2,070.75	1,961.83	2,028.82	-15.0%	29,777.12	26,924.91	-9.6%
Price/Gal (\$)	6.33	6.78	6.73	6.77	6.71	6.72	6.84	6.69	5.8%	6.37	6.60	3.7%
Revenues (\$)	15,089.59	16,926.09	14,736.25	14,290.79	14,159.11	13,908.77	13,425.16	13,574.60	-10.0%	189,629.73	177,802.41	-6.2%
<b><u>OJ BL Drinks</u></b>												
Gallons	8,200.42	7,356.92	7,357.57	7,531.56	7,403.22	7,584.42	7,432.97	7,746.97	-5.5%	94,629.67	89,460.78	-5.5%
Price/Gal (\$)	3.31	3.38	3.38	3.29	3.32	3.27	3.30	3.24	-2.0%	3.30	3.31	0.3%
Revenues (\$)	27,153.09	24,860.26	24,874.97	24,772.81	24,561.82	24,800.31	24,520.56	25,130.01	-7.5%	312,727.66	296,508.17	-5.2%
<b><u>OJ BL (100% Juice)</u></b>												
Gallons	1,655.72	1,703.73	1,776.82	1,614.82	1,592.26	1,616.14	1,484.56	1,485.91	-10.3%	21,454.60	19,580.06	-8.7%
Price/Gal (\$)	7.33	7.32	7.12	7.26	7.25	7.10	7.28	7.28	-0.6%	7.23	7.24	0.2%
Revenues (\$)	12,132.59	12,463.02	12,653.15	11,718.01	11,545.96	11,470.30	10,812.90	10,818.50	-10.8%	155,058.09	141,791.12	-8.6%
<b><u>GJ Cocktail</u></b>												
Gallons	425.77	412.00	419.48	397.87	394.64	405.87	408.21	388.74	-8.7%	5,013.11	4,788.18	-4.5%
Price/Gal (\$)	7.08	6.96	6.93	7.02	7.12	7.25	6.99	7.05	-0.5%	6.86	6.93	1.0%
Revenues (\$)	3,015.66	2,867.20	2,904.94	2,791.33	2,809.84	2,941.18	2,854.40	2,738.84	-9.2%	34,387.63	33,187.57	-3.5%
<b><u>GJ BL (100% Juice)</u></b>												
Gallons	81.35	96.11	92.74	84.09	82.58	82.61	86.02	77.51	-4.7%	1,165.05	1,040.30	-10.7%
Price/Gal (\$)	6.74	7.17	6.99	7.06	7.14	7.22	6.78	6.98	3.5%	6.30	6.89	9.4%
Revenues (\$)	548.63	689.03	647.98	593.30	589.72	596.75	583.52	541.21	-1.4%	7,337.61	7,169.80	-2.3%

Most recent four-week-period is preliminary

2016-17 STD: 10/02/16 - 09/02/17  
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: 09/02/17  
 Issue Date: 09/18/17  
 Report 12 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	09/03/16	03/18/17	04/15/17	05/13/17	06/10/17	07/08/17	08/05/17	09/02/17		2015-16	2016-17	% Change
<b><u>NFC OJ</u></b>												
Average Promo Price	6.89	7.03	6.83	6.97	7.04	7.11	7.08	7.09	2.9%	6.76	6.64	-1.8%
Price Reduction	95	95	94	95	94	93	94	93	-2.1%	95	94	-0.9%
Feature & Disp	31	34	37	35	28	27	23	27	-12.9%	33	29	-13.6%
Display w/o Fea	27	31	30	30	24	25	25	27	0.0%	28	23	-18.1%
Feature w/o Disp	88	92	90	91	89	85	85	86	-2.3%	90	91	1.3%
<b><u>RECON OJ</u></b>												
Average Promo Price	3.94	4.69	4.71	4.44	4.37	4.39	4.64	4.39	11.4%	4.06	3.97	-2.3%
Price Reduction	73	79	86	81	82	81	81	79	8.2%	78	73	-6.3%
Feature & Disp	10	13	7	11	7	9	8	6	-40.0%	10	5	-44.8%
Display w/o Fea	14	17	14	12	12	12	15	10	-28.6%	15	10	-30.7%
Feature w/o Disp	69	66	57	63	62	63	60	67	-2.9%	62	56	-9.1%
<b><u>Refrigerated OJ</u></b>												
Average Promo Price	5.98	6.35	6.38	6.22	6.24	6.25	6.35	6.39	6.9%	5.98	5.99	0.1%
Price Reduction	96	96	96	97	96	96	97	97	1.0%	97	95	-1.4%
Feature & Disp	35	38	39	38	31	31	28	29	-17.1%	36	31	-13.6%
Display w/o Fea	33	38	36	35	30	32	32	31	-6.1%	34	28	-18.2%
Feature w/o Disp	92	94	91	92	92	89	90	90	-2.2%	92	92	0.7%
<b><u>Frozen OJ</u></b>												
Average Promo Price	4.03	4.31	4.41	3.86	3.99	3.94	4.13	3.81	-5.5%	3.88	4.10	5.6%
Price Reduction	46	38	45	49	47	38	33	35	-23.9%	48	50	4.4%
Feature & Disp	1	1	0	0	0	0	0	0	-100.0%	0	0	-20.0%
Display w/o Fea	1	1	1	1	1	1	1	1	0.0%	1	2	84.6%
Feature w/o Disp	7	11	9	14	6	10	7	10	42.9%	11	10	-12.4%
<b><u>Shelf Stable OJ</u></b>												
Average Promo Price	8.58	7.47	7.66	6.70	7.11	7.47	6.19	7.14	-16.8%	8.14	7.88	-3.2%
Price Reduction	4	16	13	14	13	9	19	18	350.0%	7	8	4.5%
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	-100.0%
Feature w/o Disp	3	5	4	0	5	0	0	0	-100.0%	1	3	88.2%
<b><u>Total OJ</u></b>												
Average Promo Price	5.96	6.31	6.34	6.16	6.18	6.20	6.32	6.34	6.4%	5.94	5.95	0.3%
Price Reduction	97	97	97	97	96	96	97	98	1.0%	97	96	-0.6%
Feature & Disp	35	38	39	38	31	31	28	29	-17.1%	36	31	-13.8%
Display w/o Fea	34	38	36	35	31	33	33	32	-5.9%	35	30	-14.8%
Feature w/o Disp	92	94	91	92	92	89	90	90	-2.2%	92	92	0.7%

Most recent four-week-period is preliminary  
 2016-17 STD: 10/02/16 - 09/02/17  
 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 12 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	09/03/16	03/18/17	04/15/17	05/13/17	06/10/17	07/08/17	08/05/17	09/02/17		2015-16	2016-17	% Change
<b><u>NFC GJ</u></b>												
Average Promo Price	7.05	6.98	6.71	6.75	6.99	7.07	7.10	7.01	-0.6%	6.88	6.74	-2.1%
Price Reduction	72	71	71	76	71	72	68	74	2.8%	73	71	-3.7%
Feature & Disp	2	3	3	2	2	2	2	2	0.0%	2	2	-3.4%
Display w/o Fea	4	5	7	8	7	7	4	6	50.0%	6	5	-21.1%
Feature w/o Disp	42	48	38	36	45	37	35	40	-4.8%	42	45	9.0%
<b><u>RECON GJ</u></b>												
Average Promo Price	3.41	8.21	9.22	8.38	9.15	6.44	6.75	8.35	144.9%	5.05	4.95	-1.9%
Price Reduction	7	10	18	15	12	10	14	12	71.4%	8	11	39.1%
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	1	166.7%
Feature w/o Disp	0	0	1	0	0	1	1	0	0	1	0	-100.0%
<b><u>Refrigerated GJ</u></b>												
Average Promo Price	6.90	7.00	6.80	6.80	7.04	7.04	7.08	7.06	2.3%	6.79	6.59	-2.8%
Price Reduction	72	74	72	76	73	74	71	75	4.2%	74	72	-3.2%
Feature & Disp	2	3	3	2	2	2	2	2	0.0%	2	2	-3.4%
Display w/o Fea	4	5	8	8	7	8	4	7	75.0%	6	6	-10.5%
Feature w/o Disp	42	48	40	36	45	38	35	40	-4.8%	42	45	8.8%
<b><u>Frozen GJ</u></b>												
Average Promo Price	3.29	3.70	5.01	4.58	5.01	4.94	4.00	3.29	0.0%	3.62	4.35	19.9%
Price Reduction	10	1	1	4	5	7	6	4	-60.0%	7	3	-61.9%
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	1	0	-100.0%
<b><u>Shelf Stable GJ</u></b>												
Average Promo Price	5.33	6.31	5.43	5.44	6.01	6.08	5.81	5.59	4.9%	5.57	5.49	-1.5%
Price Reduction	36	38	38	43	36	44	44	36	0.0%	40	44	10.1%
Feature & Disp	1	0	0	0	0	0	0	0	-100.0%	0	0	-100.0%
Display w/o Fea	2	3	2	2	1	1	1	1	-50.0%	2	2	-23.1%
Feature w/o Disp	15	6	12	13	16	6	16	14	-6.7%	12	11	-8.1%
<b><u>TL GJ</u></b>												
Average Promo Price	6.63	6.91	6.60	6.58	6.89	6.90	6.81	6.86	3.5%	6.56	6.41	-2.4%
Price Reduction	80	80	79	84	82	81	78	80	0.0%	82	83	0.8%
Feature & Disp	3	3	3	2	3	2	2	2	-33.3%	3	2	-17.6%
Display w/o Fea	6	8	9	11	8	9	5	8	33.3%	9	7	-14.6%
Feature w/o Disp	44	53	44	43	52	40	45	46	4.5%	47	49	2.8%

Most recent four-week-period is preliminary

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

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 12 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4	Season-to-Date		
	09/03/16	03/18/17	04/15/17	05/13/17	06/10/17	07/08/17	08/05/17	09/02/17		2015-16	2016-17	% Change
<b>OJ Drinks 0-39.99%</b>												
Average Promo Price	4.72	5.84	5.18	5.48	5.30	5.50	5.56	5.24	11.0%	4.83	4.96	2.8%
Price Reduction	84	83	84	85	84	83	78	84	0.0%	80	80	0.1%
Feature & Disp	14	12	15	13	17	15	16	17	21.4%	10	8	-16.5%
Display w/o Fea	40	33	32	36	35	38	37	40	0.0%	36	32	-10.4%
Feature w/o Disp	69	58	70	61	71	70	71	66	-4.3%	57	49	-13.9%
<b>OJ Drinks 40-99.99%</b>												
Average Promo Price	7.03	7.22	7.05	7.09	7.11	7.13	7.24	7.02	-0.1%	6.86	6.74	-1.7%
Price Reduction	79	79	75	75	70	70	71	72	-8.9%	76	78	2.0%
Feature & Disp	11	8	4	9	7	3	5	5	-54.5%	8	6	-28.7%
Display w/o Fea	13	13	10	10	9	7	8	11	-15.4%	10	7	-24.8%
Feature w/o Disp	54	51	37	53	51	31	45	41	-24.1%	49	44	-10.2%
<b>OJ Drinks - % not stated</b>												
Average Promo Price	5.02	5.10	4.80	5.67	5.70	5.28	5.75	5.34	6.4%	4.83	4.81	-0.5%
Price Reduction	16	10	12	21	21	14	13	13	-18.8%	16	15	-4.2%
Feature & Disp	0	0	0	0	0	1	0	0	0.0%	0	0	0.0%
Display w/o Fea	2	1	2	2	2	2	2	2	0.0%	2	1	-15.8%
Feature w/o Disp	7	5	6	4	13	18	7	18	157.1%	6	6	-4.2%
<b>Total OJ Drinks</b>												
Average Promo Price	6.00	6.71	6.22	6.46	6.26	6.21	6.44	6.12	2.0%	6.03	6.03	0.0%
Price Reduction	93	93	92	92	91	90	90	90	-3.2%	91	92	0.3%
Feature & Disp	23	19	18	21	23	17	20	21	-8.7%	17	13	-22.0%
Display w/o Fea	48	41	40	43	41	43	43	47	-2.1%	43	37	-12.2%
Feature w/o Disp	82	76	76	82	79	75	78	79	-3.7%	72	66	-8.9%
<b>OJ BL Drinks</b>												
Average Promo Price	2.85	2.76	2.76	2.62	2.79	2.75	2.92	2.71	-4.9%	2.79	2.75	-1.7%
Price Reduction	95	97	96	97	98	97	97	97	2.1%	95	95	-0.3%
Feature & Disp	38	27	29	33	33	35	36	32	-15.8%	31	23	-24.7%
Display w/o Fea	71	60	65	65	68	68	69	68	-4.2%	65	58	-10.8%
Feature w/o Disp	86	84	84	86	86	84	84	84	-2.3%	80	82	2.5%
<b>OJ BL (100% Juice)</b>												
Average Promo Price	6.52	6.51	6.28	6.37	6.35	6.30	6.33	6.46	-0.9%	6.46	6.24	-3.3%
Price Reduction	87	90	88	87	90	90	87	83	-4.6%	87	88	0.7%
Feature & Disp	8	8	14	8	6	10	5	6	-25.0%	9	7	-17.6%
Display w/o Fea	12	18	16	13	13	15	14	12	0.0%	12	12	-0.7%
Feature w/o Disp	60	69	80	67	71	75	59	68	13.3%	69	68	-2.3%
<b>GJ Cocktail</b>												
Average Promo Price	6.32	6.08	5.95	6.15	6.52	6.86	6.29	6.43	1.7%	6.06	5.95	-1.8%
Price Reduction	68	68	72	75	71	72	73	71	4.4%	71	75	5.8%
Feature & Disp	8	4	8	6	5	5	8	9	12.5%	6	6	3.0%
Display w/o Fea	26	18	17	20	19	19	20	23	-11.5%	19	18	-9.0%
Feature w/o Disp	30	30	33	24	32	27	36	32	6.7%	26	34	29.5%
<b>GJ BL (100% Juice)</b>												
Average Promo Price	5.74	7.09	6.41	6.40	6.67	7.07	6.04	6.00	4.5%	5.14	5.80	12.7%
Price Reduction	33	41	42	43	39	36	43	37	12.1%	39	47	19.7%
Feature & Disp	0	0	0	0	0	0	0	0	0.0%	0	0	0.0%
Display w/o Fea	1	2	2	2	1	1	1	1	0.0%	1	1	-20.0%
Feature w/o Disp	10	10	7	6	1	9	7	5	-50.0%	10	9	-10.4%

Most recent four-week-period is preliminary

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

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

Source: Nielsen

## Orange Juice Categories at xAOC

	<b>Last Year</b> 52 weeks ending 09/03/16	<b>This Year</b> 52 weeks ending 09/02/17
<b>GALLONS (millions)</b>		
Total OJ	466,948,162	431,591,022
Ref NFC OJ	282,077,006	265,959,069
Ref Recon OJ	165,139,307	147,944,159
Frozen OJ	19,354,668	17,381,623
SS OJ	377,189	306,174
<b>DOLLARS (millions)</b>		
Total OJ	\$3,053,055,664	\$2,897,201,823
Ref NFC OJ	\$2,141,797,415	\$2,046,145,134
Ref Recon OJ	\$812,841,353	\$760,977,702
Frozen OJ	\$95,041,359	\$87,404,708
SS OJ	\$3,375,538	\$2,674,286
<b>AVG PRICE PER GALLON</b>		
Total OJ	\$6.54	\$6.71
Ref NFC OJ	\$7.59	\$7.69
Ref Recon OJ	\$4.92	\$5.14
Frozen OJ	\$4.91	\$5.03
SS OJ	\$8.95	\$8.73
<b>SHARE OF GALLONS</b>		
Total OJ	100.0%	100.0%
Ref NFC OJ	60.4%	61.6%
Ref Recon OJ	35.4%	34.3%
Frozen OJ	4.1%	4.0%
SS OJ	0.1%	0.1%
<b>SHARE OF DOLLARS</b>		
Total OJ	100.0%	100.0%
Ref NFC OJ	70.2%	70.6%
Ref Recon OJ	26.6%	26.3%
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 09/02/17 and 52 wks ending 09/03/16

Created: 09/18/17

## Grapefruit Juice Categories at xAOC

	<b>Last Year</b> 52 weeks ending 09/03/16	<b>This Year</b> 52 weeks ending 09/02/17
<b>GALLONS (millions)</b>		
Total GJ	14,409,680	13,926,995
Ref NFC GJ	9,413,887	9,157,361
Ref Recon GJ	979,730	847,707
Frozen GJ	177,645	146,991
SS GJ	3,818,645	3,766,054
<b>DOLLARS (millions)</b>		
Total GJ	\$105,442,731	\$103,382,054
Ref NFC GJ	\$73,687,831	\$71,722,272
Ref Recon GJ	\$6,348,981	\$6,881,468
Frozen GJ	\$785,758	\$667,924
SS GJ	\$24,507,580	\$24,059,816
<b>AVG PRICE PER GALLON</b>		
Total GJ	\$7.32	\$7.42
Ref NFC GJ	\$7.83	\$7.83
Ref Recon GJ	\$6.48	\$8.12
Frozen GJ	\$4.42	\$4.54
SS GJ	\$6.42	\$6.39
<b>SHARE OF GALLONS</b>		
Total GJ	100.0%	100.0%
Ref NFC GJ	65.3%	65.8%
Ref Recon GJ	6.8%	6.1%
Frozen GJ	1.2%	1.1%
SS GJ	26.5%	27.0%
<b>SHARE OF DOLLARS</b>		
Total GJ	100.0%	100.0%
Ref NFC GJ	69.9%	69.4%
Ref Recon GJ	6.0%	6.7%
Frozen GJ	0.7%	0.6%
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 09/02/17 and 52 wks ending 09/03/16

Created: 09/18/17

## Orange Juice Sales at xAOC - by Region

Gallons										
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 09/02/17		4 WEEKS ENDING 09/03/16			
	% of Total	% Chg	% of Total	% of Total	% of Total	% Chg	% of Total			
<b>TOTAL US - XAOC</b>										
TL OJ	431,591,022	-7.6%	466,948,162		29,827,001	-9.0%	32,782,379			
TL OJ REF NFC	265,959,069	-5.7%	282,077,006		18,222,813	-8.2%	19,841,367			
TL OJ REF RECON	147,944,159	-10.4%	165,139,307		10,420,965	-10.2%	11,604,937			
<b>NORTHEAST REGION - XAOC</b>										
TL OJ	82,921,335	19.2%	91,927,644	19.7%	5,567,105	18.7%	-14.1%	6,484,425	19.8%	
TL OJ REF NFC	66,024,654	15.3%	72,287,497	15.5%	4,409,075	14.8%	-13.9%	5,119,651	15.6%	
TL OJ REF RECON	15,021,515	3.5%	17,540,807	3.8%	1,030,437	3.5%	-15.5%	1,219,670	3.7%	
<b>SOUTH REGION - XAOC</b>										
TL OJ	169,344,211	39.2%	180,243,277	38.6%	12,011,409	40.3%	-5.5%	12,713,856	38.8%	
TL OJ REF NFC	100,177,420	23.2%	104,073,025	22.3%	7,028,050	23.6%	-5.0%	7,397,944	22.6%	
TL OJ REF RECON	63,760,977	14.8%	70,078,041	15.0%	4,629,612	15.5%	-5.4%	4,892,947	14.9%	
<b>WEST REGION - XAOC</b>										
TL OJ	88,796,110	20.6%	97,562,869	20.9%	6,164,387	20.7%	-10.2%	6,862,591	20.9%	
TL OJ REF NFC	49,279,442	11.4%	52,705,450	11.3%	3,425,782	11.5%	-7.9%	3,719,660	11.3%	
TL OJ REF RECON	34,488,756	8.0%	39,289,067	8.4%	2,382,472	8.0%	-14.0%	2,769,897	8.4%	
<b>MIDWEST REGION - XAOC</b>										
TL OJ	89,996,015	20.9%	96,996,775	20.8%	6,065,042	20.3%	-9.4%	6,697,491	20.4%	
TL OJ REF NFC	49,993,455	11.6%	52,754,545	11.3%	3,345,559	11.2%	-6.8%	3,588,042	10.9%	
TL OJ REF RECON	34,605,421	8.0%	38,254,973	8.2%	2,372,441	8.0%	-12.6%	2,714,052	8.3%	

Dollars										
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 09/02/17		4 WEEKS ENDING 09/03/16			
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	% of Total	% Chg	% of Total		
<b>TOTAL US - XAOC</b>										
TL OJ	\$2,897,201,823		-5.1%	\$3,053,055,664		\$201,504,825	-6.7%	\$215,869,624		
TL OJ REF NFC	\$2,046,145,134		-4.5%	\$2,141,797,415		\$141,182,756	-7.5%	\$152,618,280		
TL OJ REF RECON	\$760,977,702		-6.4%	\$812,841,353		\$54,190,136	-4.3%	\$56,651,872		
<b>NORTHEAST REGION - XAOC</b>										
TL OJ	\$560,890,435	19.4%	-7.2%	\$604,513,468	19.8%	\$38,281,724	19.0%	-10.9%	\$42,964,130	19.9%
TL OJ REF NFC	\$472,318,359	16.3%	-6.7%	\$506,229,955	16.6%	\$32,048,528	15.9%	-11.4%	\$36,167,361	16.8%
TL OJ REF RECON	\$77,874,908	2.7%	-9.9%	\$86,395,099	2.8%	\$5,488,101	2.7%	-8.2%	\$5,978,641	2.8%
<b>SOUTH REGION - XAOC</b>										
TL OJ	\$1,121,025,206	38.7%	-3.8%	\$1,165,838,321	38.2%	\$79,157,250	39.3%	-4.7%	\$83,075,617	38.5%
TL OJ REF NFC	\$773,762,914	26.7%	-3.0%	\$797,628,372	26.1%	\$54,056,079	26.8%	-5.7%	\$57,301,282	26.5%
TL OJ REF RECON	\$320,507,687	11.1%	-5.5%	\$339,089,168	11.1%	\$23,297,541	11.6%	-2.0%	\$23,772,966	11.0%
<b>WEST REGION - XAOC</b>										
TL OJ	\$623,793,729	21.5%	-6.4%	\$666,298,361	21.8%	\$43,899,812	21.8%	-7.0%	\$47,208,343	21.9%
TL OJ REF NFC	\$412,180,988	14.2%	-5.7%	\$437,281,477	14.3%	\$28,954,127	14.4%	-7.4%	\$31,254,881	14.5%
TL OJ REF RECON	\$185,681,018	6.4%	-7.7%	\$201,260,346	6.6%	\$13,144,191	6.5%	-6.8%	\$14,109,034	6.5%
<b>MIDWEST REGION - XAOC</b>										
TL OJ	\$587,480,510	20.3%	-4.5%	\$614,986,394	20.1%	\$40,037,368	19.9%	-5.8%	\$42,504,778	19.7%
TL OJ REF NFC	\$383,997,626	13.3%	-3.7%	\$398,894,762	13.1%	\$26,010,373	12.9%	-6.4%	\$27,783,930	12.9%
TL OJ REF RECON	\$176,713,881	6.1%	-5.2%	\$186,328,532	6.1%	\$12,237,293	6.1%	-4.2%	\$12,780,261	5.9%

Source: Nielsen Scanning Data

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Created: 9/18/2017

## Grapefruit Juice Sales at xAOC - by Region

	Gallons									
	52 Weeks			52 Weeks YA		4 WEEKS ENDING 09/02/17			4 WEEKS ENDING 09/03/16	
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 WEEKS ENDING 09/02/17	% of Total	% Chg	4 WEEKS ENDING 09/03/16	% of Total
<b>TOTAL US - XAOC</b>										
TL GJ	13,926,995		-3.3%	14,409,680		1,024,061		-5.0%	1,077,798	
TL GJ REF NFC	9,157,361		-2.7%	9,413,887		676,533		-2.5%	693,618	
TL GJ REF RECON	847,707		-13.5%	979,730		58,958		-19.6%	73,341	
<b>NORTHEAST REGION - XAOC</b>										
TL GJ	2,599,124	18.7%	-5.7%	2,754,866	19.1%	189,067	18.5%	-10.7%	211,652	19.6%
TL GJ REF NFC	2,007,458	14.4%	-5.5%	2,124,479	14.7%	145,621	14.2%	-9.1%	160,159	14.9%
TL GJ REF RECON	74,949	0.5%	23.7%	60,574	0.4%	5,501	0.5%	-2.6%	5,650	0.5%
<b>SOUTH REGION - XAOC</b>										
TL GJ	5,807,630	41.7%	-2.7%	5,969,596	41.4%	429,750	42.0%	-4.1%	448,352	41.6%
TL GJ REF NFC	3,656,862	26.3%	0.6%	3,636,391	25.2%	276,060	27.0%	1.8%	271,113	25.2%
TL GJ REF RECON	485,267	3.5%	-24.7%	644,741	4.5%	30,528	3.0%	-36.4%	48,002	4.5%
<b>WEST REGION - XAOC</b>										
TL GJ	3,129,247	22.5%	-4.5%	3,278,017	22.7%	235,765	23.0%	-2.5%	241,771	22.4%
TL GJ REF NFC	2,079,594	14.9%	-6.4%	2,221,266	15.4%	155,374	15.2%	-2.5%	159,371	14.8%
TL GJ REF RECON	135,727	1.0%	0.2%	135,443	0.9%	10,664	1.0%	11.9%	9,529	0.9%
<b>MIDWEST REGION - XAOC</b>										
TL GJ	2,370,511	17.0%	-1.2%	2,400,359	16.7%	168,516	16.5%	-3.9%	175,355	16.3%
TL GJ REF NFC	1,389,269	10.0%	-2.4%	1,423,094	9.9%	98,639	9.6%	-3.6%	102,361	9.5%
TL GJ REF RECON	157,663	1.1%	13.9%	138,474	1.0%	12,234	1.2%	20.6%	10,143	0.9%

	Dollars									
	52 Weeks			52 Weeks YA		4 WEEKS ENDING 09/02/17			4 WEEKS ENDING 09/03/16	
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 WEEKS ENDING 09/02/17	% of Total	% Chg	4 WEEKS ENDING 09/03/16	% of Total
<b>TOTAL US - XAOC</b>										
TL GJ	\$103,382,054		-2.0%	\$105,442,731		\$7,754,376		-1.9%	\$7,904,891	
TL GJ REF NFC	\$71,722,272		-2.7%	\$73,687,831		\$5,356,540		-2.4%	\$5,487,698	
TL GJ REF RECON	\$6,881,468		8.4%	\$6,348,981		\$532,656		10.2%	\$483,425	
<b>NORTHEAST REGION - XAOC</b>										
TL GJ	\$19,129,715	18.5%	-4.9%	\$20,115,199	19.1%	\$1,408,114	18.2%	-9.4%	\$1,553,657	19.7%
TL GJ REF NFC	\$15,049,723	14.6%	-6.0%	\$16,015,193	15.2%	\$1,096,590	14.1%	-9.7%	\$1,214,501	15.4%
TL GJ REF RECON	\$705,866	0.7%	44.2%	\$489,651	0.5%	\$57,727	0.7%	13.8%	\$50,714	0.6%
<b>SOUTH REGION - XAOC</b>										
TL GJ	\$41,973,904	40.6%	-0.7%	\$42,283,751	40.1%	\$3,181,864	41.0%	1.3%	\$3,141,781	39.7%
TL GJ REF NFC	\$28,191,828	27.3%	0.3%	\$28,097,242	26.6%	\$2,148,215	27.7%	2.8%	\$2,089,273	26.4%
TL GJ REF RECON	\$3,745,922	3.6%	-1.6%	\$3,805,536	3.6%	\$273,512	3.5%	-3.3%	\$282,798	3.6%
<b>WEST REGION - XAOC</b>										
TL GJ	\$25,095,841	24.3%	-3.5%	\$25,997,796	24.7%	\$1,928,885	24.9%	-0.8%	\$1,944,678	24.6%
TL GJ REF NFC	\$17,555,547	17.0%	-5.8%	\$18,635,006	17.7%	\$1,336,956	17.2%	-3.1%	\$1,379,908	17.5%
TL GJ REF RECON	\$1,343,341	1.3%	17.9%	\$1,139,121	1.1%	\$113,582	1.5%	42.0%	\$79,978	1.0%
<b>MIDWEST REGION - XAOC</b>										
TL GJ	\$16,976,798	16.4%	-0.1%	\$17,001,684	16.1%	\$1,227,724	15.8%	-2.6%	\$1,260,383	15.9%
TL GJ REF NFC	\$10,690,260	10.3%	-1.7%	\$10,879,674	10.3%	\$767,538	9.9%	-4.0%	\$799,323	10.1%
TL GJ REF RECON	\$1,128,040	1.1%	23.7%	\$911,654	0.9%	\$87,547	1.1%	24.9%	\$70,116	0.9%

Source: Nielsen Scanning Data

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