

Nielsen Retail Sales OJ, GJ and OJ/GJ Beverages



Week Ending 09/29/18
 Report 13 of 17/18 Season

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

	4 WEEKS ENDING 09/29/18			SEASON YEAR-TO-DATE		
	GALLONS	PRICE	DOLLARS	GALLONS	PRICE	DOLLARS
Total OJ	-6.4%	2.2%	-4.4%	-4.9%	1.9%	-3.1%
Ref NFC OJ	-8.8%	4.2%	-5.0%	-6.1%	2.8%	-3.5%
Ref Recon OJ	-1.5%	-0.2%	-1.7%	-2.1%	0.8%	-1.4%
Total GJ	-12.5%	4.7%	-8.3%	-6.0%	2.9%	-3.3%
Ref NFC GJ	-9.7%	4.9%	-5.3%	-8.3%	4.1%	-4.5%
Shelf Stable GJ	-11.1%	0.3%	-10.9%	-0.1%	-1.3%	-1.4%
OJ Drinks	-8.2%	5.1%	-3.5%	-6.0%	2.8%	-3.4%
OJ Blend Drinks	-2.6%	-1.3%	-3.9%	-6.1%	0.4%	-5.7%
OJ Blend (100% Juice)	-12.9%	2.5%	-10.7%	-9.2%	1.6%	-7.8%
GJ Blend (100% Juice)	-20.3%	-7.1%	-26.0%	-18.6%	-4.8%	-22.5%
GJ Cocktail	-4.0%	-2.0%	-5.9%	-7.3%	0.5%	-6.9%

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: 09/29/18
Issue Date: 10/15/18
Report 13 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	09/30/17	04/14/18	05/12/18	06/09/18	07/07/18	08/04/18	09/01/18	09/29/18		2016-17	2017-18	% Change
<u>NFC OJ</u>												
Gallons	18.29	19.56	17.88	17.19	16.77	16.20	16.69	16.67	-8.8%	265.39	249.12	-6.1%
Price/Gal (\$)	7.85	7.94	8.01	8.04	8.05	8.15	8.12	8.19	4.2%	7.67	7.89	2.8%
Revenues (\$)	143.68	155.35	143.21	138.26	135.05	132.11	135.61	136.51	-5.0%	2,036.10	1,964.97	-3.5%
<u>RECON OJ</u>												
Gallons	10.89	11.06	10.82	10.48	10.36	10.62	10.72	10.73	-1.5%	148.66	145.51	-2.1%
Price/Gal (\$)	5.20	5.25	5.22	5.21	5.23	5.12	5.17	5.19	-0.2%	5.15	5.19	0.8%
Revenues (\$)	56.58	58.04	56.50	54.58	54.12	54.32	55.45	55.64	-1.7%	765.14	754.63	-1.4%
<u>Refrigerated OJ</u>												
Gallons	29.18	30.62	28.70	27.67	27.13	26.82	27.41	27.40	-6.1%	414.05	394.63	-4.7%
Price/Gal (\$)	6.86	6.97	6.96	6.97	6.97	6.95	6.97	7.01	2.2%	6.77	6.89	1.9%
Revenues (\$)	200.26	213.39	199.71	192.84	189.16	186.43	191.06	192.15	-4.0%	2,801.24	2,719.60	-2.9%
<u>Frozen OJ</u>												
Gallons	1.29	1.26	1.20	1.19	1.20	1.14	1.13	1.11	-13.9%	18.08	16.40	-9.3%
Price/Gal (\$)	5.00	4.99	5.00	5.02	5.00	5.04	5.02	4.99	-0.1%	4.93	5.00	1.3%
Revenues (\$)	6.45	6.31	5.97	5.96	6.02	5.74	5.66	5.54	-14.0%	89.20	82.00	-8.1%
<u>Shelf Stable OJ</u>												
Gallons	0.02	0.02	0.02	0.02	0.02	0.01	0.02	0.02	-23.5%	0.29	0.24	-18.4%
Price/Gal (\$)	8.44	8.63	8.65	8.46	9.14	9.51	8.77	8.77	3.9%	8.67	8.96	3.4%
Revenues (\$)	0.18	0.19	0.19	0.18	0.15	0.13	0.15	0.14	-20.5%	2.55	2.15	-15.6%
<u>Total Orange Juice</u>												
Gallons	30.49	31.91	29.92	28.88	28.35	27.97	28.56	28.53	-6.4%	432.43	411.27	-4.9%
Price/Gal (\$)	6.78	6.89	6.88	6.89	6.89	6.87	6.89	6.93	2.2%	6.69	6.82	1.9%
Revenues (\$)	206.89	219.89	205.87	198.97	195.33	192.30	196.86	197.84	-4.4%	2,892.99	2,803.76	-3.1%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 09/29/18
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 13 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	09/30/17	04/14/18	05/12/18	06/09/18	07/07/18	08/04/18	09/01/18	09/29/18		2016-17	2017-18	% Change
<u>NFC GJ</u>												
Gallons	0.67	0.64	0.62	0.61	0.62	0.62	0.63	0.60	-9.7%	9.20	8.44	-8.3%
Price/Gal (\$)	7.98	8.33	8.47	8.40	8.29	8.41	8.32	8.37	4.9%	7.81	8.13	4.1%
Revenues (\$)	5.32	5.34	5.23	5.09	5.16	5.21	5.21	5.04	-5.3%	71.83	68.57	-4.5%
<u>RECON GJ</u>												
Gallons	0.06	0.08	0.08	0.08	0.06	0.03	0.03	0.03	-50.1%	0.84	0.81	-4.2%
Price/Gal (\$)	9.01	8.62	8.48	8.49	9.13	12.48	12.76	12.52	38.9%	8.31	9.12	9.7%
Revenues (\$)	0.55	0.70	0.71	0.70	0.59	0.39	0.40	0.38	-30.7%	7.02	7.38	5.1%
<u>Refrigerated GJ</u>												
Gallons	0.73	0.72	0.70	0.69	0.69	0.65	0.66	0.63	-13.1%	10.04	9.25	-7.9%
Price/Gal (\$)	8.07	8.36	8.47	8.41	8.37	8.61	8.53	8.57	6.3%	7.85	8.21	4.6%
Revenues (\$)	5.87	6.05	5.95	5.79	5.75	5.60	5.61	5.42	-7.6%	78.85	75.95	-3.7%
<u>Frozen GJ</u>												
Gallons	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	-3.3%	0.12	0.09	-22.9%
Price/Gal (\$)	4.63	4.79	4.82	4.76	4.81	4.81	4.90	4.90	5.8%	4.42	4.84	9.4%
Revenues (\$)	0.04	0.03	0.03	0.03	0.03	0.03	0.04	0.04	2.2%	0.52	0.44	-15.6%
<u>Shelf Stable GJ</u>												
Gallons	0.28	0.32	0.31	0.31	0.30	0.28	0.28	0.25	-11.1%	3.77	3.77	-0.1%
Price/Gal (\$)	6.33	6.01	6.30	6.19	6.19	6.25	6.17	6.35	0.3%	6.28	6.19	-1.3%
Revenues (\$)	1.79	1.92	1.95	1.91	1.85	1.77	1.70	1.60	-10.9%	23.66	23.33	-1.4%
<u>Total Grapefruit Juice</u>												
Gallons	1.02	1.05	1.02	1.00	0.99	0.94	0.94	0.89	-12.5%	13.94	13.11	-6.0%
Price/Gal (\$)	7.56	7.62	7.78	7.70	7.69	7.87	7.81	7.91	4.7%	7.39	7.61	2.9%
Revenues (\$)	7.69	8.00	7.93	7.74	7.63	7.40	7.35	7.05	-8.3%	103.07	99.72	-3.3%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 09/29/18

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.

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

Report 13 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	09/30/17	04/14/18	05/12/18	06/09/18	07/07/18	08/04/18	09/01/18	09/29/18		2016-17	2017-18	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	1.23	1.16	1.17	1.25	1.30	1.24	1.27	1.18	-3.6%	16.19	15.15	-6.4%
Price/Gal (\$)	5.55	5.55	5.60	5.52	5.50	5.60	5.50	5.49	-1.1%	5.43	5.54	2.0%
Revenues (\$)	6.81	6.45	6.55	6.89	7.15	6.92	6.97	6.49	-4.7%	87.95	83.97	-4.5%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1.38	1.59	1.46	1.40	1.27	1.20	1.22	1.23	-10.8%	19.86	19.15	-3.6%
Price/Gal (\$)	7.82	7.64	7.71	7.69	7.91	8.38	8.49	8.49	8.5%	7.66	7.82	2.0%
Revenues (\$)	10.81	12.16	11.26	10.74	10.07	10.02	10.39	10.46	-3.2%	152.21	149.75	-1.6%
<u>OJ Drinks - % not stated</u>												
Gallons	0.15	0.12	0.11	0.12	0.13	0.12	0.13	0.11	-22.3%	2.27	1.71	-24.9%
Price/Gal (\$)	5.83	6.17	6.15	6.08	7.26	7.42	7.45	7.71	32.3%	5.64	6.24	10.7%
Revenues (\$)	0.85	0.72	0.69	0.71	0.92	0.92	0.94	0.87	2.8%	12.81	10.65	-16.9%
<u>Total OJ Drinks</u>												
Gallons	2.75	2.87	2.74	2.76	2.70	2.55	2.62	2.53	-8.2%	38.31	36.00	-6.0%
Price/Gal (\$)	6.70	6.73	6.75	6.64	6.72	6.99	6.99	7.05	5.1%	6.60	6.79	2.8%
Revenues (\$)	18.46	19.69	18.50	18.34	18.15	17.86	18.31	17.82	-3.5%	252.97	244.37	-3.4%
<u>OJ BL Drinks</u>												
Gallons	14.55	13.84	13.78	14.31	14.46	14.39	14.85	14.17	-2.6%	194.35	182.54	-6.1%
Price/Gal (\$)	3.42	3.41	3.38	3.33	3.28	3.25	3.30	3.37	-1.3%	3.34	3.35	0.4%
Revenues (\$)	49.74	47.22	46.53	47.70	47.40	46.72	49.06	47.79	-3.9%	649.60	612.36	-5.7%
<u>OJ BL (100% Juice)</u>												
Gallons	2.26	2.25	2.12	2.08	2.08	1.96	2.01	1.97	-12.9%	31.78	28.84	-9.2%
Price/Gal (\$)	7.35	7.55	7.62	7.51	7.37	7.50	7.45	7.54	2.5%	7.25	7.37	1.6%
Revenues (\$)	16.59	16.98	16.13	15.60	15.34	14.71	14.96	14.82	-10.7%	230.50	212.60	-7.8%
<u>GJ Cocktail</u>												
Gallons	0.67	0.76	0.71	0.71	0.70	0.67	0.67	0.64	-4.0%	9.71	9.00	-7.3%
Price/Gal (\$)	6.31	5.87	6.23	6.16	6.26	6.33	6.27	6.19	-2.0%	6.07	6.10	0.5%
Revenues (\$)	4.23	4.48	4.41	4.38	4.36	4.25	4.22	3.98	-5.9%	58.92	54.87	-6.9%
<u>GJ BL (100% Juice)</u>												
Gallons	0.12	0.13	0.10	0.11	0.11	0.10	0.10	0.10	-20.3%	1.84	1.50	-18.6%
Price/Gal (\$)	6.46	5.53	6.15	5.93	5.96	5.92	5.91	6.00	-7.1%	6.29	5.99	-4.8%
Revenues (\$)	0.78	0.72	0.63	0.63	0.63	0.62	0.60	0.58	-26.0%	11.57	8.97	-22.5%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 09/29/18
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.

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

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

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

Report Ending Date: 09/29/18
Issue Date: 10/15/18
Report 13 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	09/30/17	04/14/18	05/12/18	06/09/18	07/07/18	08/04/18	09/01/18	09/29/18		2016-17	2017-18	% Change
<u>NFC OJ</u>												
Gallons	12.34	13.11	11.97	11.53	11.34	10.93	11.24	11.19	-9.4%	178.99	167.52	-6.4%
Price/Gal (\$)	7.96	8.08	8.16	8.20	8.18	8.30	8.24	8.32	4.6%	7.76	7.98	2.8%
Revenues (\$)	98.24	105.84	97.70	94.60	92.80	90.71	92.56	93.10	-5.2%	1,389.68	1,337.55	-3.8%
<u>RECON OJ</u>												
Gallons	6.77	6.70	6.58	6.46	6.35	6.61	6.55	6.50	-4.1%	92.68	88.91	-4.1%
Price/Gal (\$)	5.05	5.22	5.19	5.21	5.25	5.08	5.17	5.23	3.5%	5.02	5.14	2.3%
Revenues (\$)	34.21	34.98	34.15	33.67	33.36	33.60	33.90	33.94	-0.8%	465.32	456.83	-1.8%
<u>Refrigerated OJ</u>												
Gallons	19.12	19.80	18.55	18.00	17.69	17.54	17.79	17.68	-7.5%	271.67	256.43	-5.6%
Price/Gal (\$)	6.93	7.11	7.11	7.13	7.13	7.09	7.11	7.19	3.7%	6.83	7.00	2.5%
Revenues (\$)	132.45	140.82	131.86	128.27	126.15	124.31	126.46	127.04	-4.1%	1,855.00	1,794.38	-3.3%
<u>Frozen OJ</u>												
Gallons	0.93	0.91	0.86	0.85	0.87	0.82	0.81	0.79	-14.9%	12.97	11.83	-8.8%
Price/Gal (\$)	5.05	5.06	5.09	5.12	5.09	5.14	5.11	5.12	1.4%	4.99	5.07	1.6%
Revenues (\$)	4.71	4.62	4.37	4.37	4.43	4.21	4.16	4.07	-13.6%	64.75	59.99	-7.4%
<u>Shelf Stable OJ</u>												
Gallons	0.02	0.02	0.02	0.02	0.01	0.01	0.01	0.01	-20.2%	0.25	0.21	-15.0%
Price/Gal (\$)	9.14	9.23	9.32	8.97	9.52	9.94	9.19	9.25	1.2%	9.16	9.40	2.7%
Revenues (\$)	0.16	0.17	0.17	0.16	0.14	0.12	0.14	0.13	-19.2%	2.30	2.01	-12.8%
<u>Total Orange Juice</u>												
Gallons	20.07	20.74	19.43	18.87	18.58	18.37	18.62	18.49	-7.9%	284.89	268.47	-5.8%
Price/Gal (\$)	6.84	7.02	7.02	7.04	7.04	7.00	7.02	7.10	3.7%	6.75	6.91	2.5%
Revenues (\$)	137.32	145.61	136.40	132.80	130.72	128.64	130.75	131.24	-4.4%	1,922.05	1,856.38	-3.4%

Most recent four-week-period is preliminary
2017-18 STD: 10/01/17 - 09/29/18
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 13 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	09/30/17	04/14/18	05/12/18	06/09/18	07/07/18	08/04/18	09/01/18	09/29/18		2016-17	2017-18	% Change
<u>NFC GJ</u>												
Gallons	548.39	524.70	502.43	495.43	510.61	511.51	516.70	495.22	-9.7%	7,514.29	6,937.37	-7.7%
Price/Gal (\$)	8.06	8.42	8.59	8.50	8.38	8.51	8.39	8.46	4.9%	7.89	8.20	3.9%
Revenues (\$)	4,418.80	4,418.02	4,315.60	4,210.59	4,279.73	4,350.65	4,333.73	4,187.76	-5.2%	59,300.45	56,901.44	-4.0%
<u>RECON GJ</u>												
Gallons	60.75	81.45	83.94	82.30	64.40	31.14	31.61	30.30	-50.1%	844.94	809.50	-4.2%
Price/Gal (\$)	9.01	8.62	8.48	8.49	9.13	12.48	12.76	12.52	38.9%	8.31	9.12	9.7%
Revenues (\$)	547.57	702.30	711.74	698.82	587.93	388.69	403.42	379.45	-30.7%	7,022.32	7,381.51	5.1%
<u>Refrigerated GJ</u>												
Gallons	609.15	606.15	586.37	577.73	575.01	542.65	548.31	525.52	-13.7%	8,359.23	7,746.86	-7.3%
Price/Gal (\$)	8.15	8.45	8.57	8.50	8.47	8.73	8.64	8.69	6.6%	7.93	8.30	4.6%
Revenues (\$)	4,966.36	5,120.33	5,027.33	4,909.41	4,867.66	4,739.35	4,737.15	4,567.22	-8.0%	66,322.77	64,282.95	-3.1%
<u>Frozen GJ</u>												
Gallons	7.74	6.94	6.83	6.87	7.03	7.10	7.20	7.48	-3.3%	118.39	91.33	-22.9%
Price/Gal (\$)	4.63	4.79	4.82	4.76	4.81	4.81	4.90	4.90	5.8%	4.42	4.84	9.4%
Revenues (\$)	35.84	33.23	32.96	32.71	33.86	34.16	35.26	36.64	2.2%	523.32	441.78	-15.6%
<u>Shelf Stable GJ</u>												
Gallons	183.12	214.26	197.99	202.19	192.82	179.21	175.82	154.31	-15.7%	2,623.75	2,442.65	-6.9%
Price/Gal (\$)	6.77	6.35	6.94	6.72	6.77	6.92	6.78	7.13	5.3%	6.54	6.68	2.1%
Revenues (\$)	1,240.52	1,361.02	1,373.13	1,358.75	1,305.97	1,240.86	1,192.62	1,100.95	-11.3%	17,163.37	16,318.60	-4.9%
<u>Total Grapefruit Juice</u>												
Gallons	800.01	827.35	791.20	786.79	774.86	728.97	731.33	687.31	-14.1%	11,108.42	10,280.84	-7.5%
Price/Gal (\$)	7.80	7.87	8.13	8.01	8.01	8.25	8.16	8.30	6.4%	7.57	7.88	4.2%
Revenues (\$)	6,242.72	6,514.58	6,433.43	6,300.87	6,207.49	6,014.37	5,965.03	5,704.80	-8.6%	84,049.78	81,043.32	-3.6%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 09/29/18

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.

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

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

LESS THAN 100% OJ & GJ BEVERAGES
FOOD (\$2MM+ GROCERY)
(Gallons and Revenues in Thousands)

Report 13 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	09/30/17	04/14/18	05/12/18	06/09/18	07/07/18	08/04/18	09/01/18	09/29/18		2016-17	2017-18	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	804.78	785.31	777.22	837.96	865.66	833.63	863.96	802.10	-0.3%	11,118.47	10,164.69	-8.6%
Price/Gal (\$)	5.94	5.90	6.09	6.00	6.11	6.15	5.93	5.94	0.0%	5.63	5.97	6.0%
Revenues (\$)	4,782.77	4,631.86	4,732.28	5,024.60	5,285.56	5,130.34	5,120.24	4,764.97	-0.4%	62,621.81	60,677.68	-3.1%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1,001.66	1,156.86	1,068.86	1,026.52	954.61	882.56	891.09	896.00	-10.5%	14,628.64	13,956.53	-4.6%
Price/Gal (\$)	7.82	7.72	7.82	7.79	7.99	8.43	8.58	8.59	9.8%	7.66	7.84	2.4%
Revenues (\$)	7,831.50	8,928.07	8,360.95	8,000.61	7,627.86	7,443.19	7,643.98	7,694.40	-1.8%	112,017.85	109,431.77	-2.3%
<u>OJ Drinks - % not stated</u>												
Gallons	144.49	115.56	111.58	115.74	125.95	122.70	125.80	112.08	-22.4%	2,254.43	1,694.46	-24.8%
Price/Gal (\$)	5.82	6.19	6.17	6.10	7.27	7.43	7.46	7.72	32.5%	5.61	6.25	11.4%
Revenues (\$)	841.18	715.29	688.53	705.67	915.61	911.96	938.31	864.74	2.8%	12,649.82	10,594.57	-16.2%
<u>Total OJ Drinks</u>												
Gallons	1,950.93	2,057.73	1,957.65	1,980.22	1,946.22	1,838.89	1,880.86	1,810.17	-7.2%	28,001.54	25,815.68	-7.8%
Price/Gal (\$)	6.90	6.94	7.04	6.93	7.11	7.33	7.29	7.36	6.7%	6.69	7.00	4.7%
Revenues (\$)	13,455.45	14,324.66	13,781.75	13,730.87	13,829.03	13,485.50	13,702.53	13,324.10	-1.0%	187,289.48	180,704.02	-3.5%
<u>OJ BL Drinks</u>												
Gallons	7,276.28	6,750.32	6,706.26	7,176.88	7,562.61	7,512.20	7,649.91	7,129.43	-2.0%	98,215.54	91,404.91	-6.9%
Price/Gal (\$)	3.37	3.45	3.43	3.30	3.21	3.19	3.22	3.39	0.5%	3.31	3.35	1.1%
Revenues (\$)	24,552.71	23,271.93	22,990.29	23,670.32	24,243.97	23,999.36	24,641.26	24,169.04	-1.6%	324,949.33	305,751.45	-5.9%
<u>OJ BL (100% Juice)</u>												
Gallons	1,494.58	1,475.58	1,365.72	1,390.07	1,412.29	1,319.88	1,337.32	1,305.89	-12.6%	21,231.05	19,140.27	-9.8%
Price/Gal (\$)	7.28	7.42	7.51	7.38	7.27	7.42	7.37	7.48	2.7%	7.21	7.27	0.8%
Revenues (\$)	10,886.47	10,950.79	10,259.68	10,264.13	10,273.51	9,787.68	9,850.30	9,765.04	-10.3%	153,138.93	139,193.60	-9.1%
<u>GJ Cocktail</u>												
Gallons	366.46	419.31	384.63	399.59	395.57	381.14	373.53	345.84	-5.6%	5,230.49	4,927.58	-5.8%
Price/Gal (\$)	7.06	6.31	6.95	6.78	6.99	7.09	7.02	7.01	-0.8%	6.84	6.76	-1.2%
Revenues (\$)	2,587.22	2,647.85	2,673.15	2,710.96	2,763.69	2,703.01	2,622.11	2,422.69	-6.4%	35,755.21	33,292.36	-6.9%
<u>GJ BL (100% Juice)</u>												
Gallons	69.74	78.42	47.53	54.09	54.58	52.58	50.23	45.64	-34.6%	1,100.15	835.27	-24.1%
Price/Gal (\$)	7.32	5.69	7.15	6.58	6.65	6.62	6.61	6.85	-6.4%	6.91	6.56	-5.1%
Revenues (\$)	510.52	446.17	340.01	355.66	362.96	348.01	332.07	312.54	-38.8%	7,602.35	5,479.18	-27.9%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 09/29/18
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.

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

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

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

Report Ending Date: 09/29/18
Issue Date: 10/15/18
Report 13 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	09/30/17	04/14/18	05/12/18	06/09/18	07/07/18	08/04/18	09/01/18	09/29/18		2016-17	2017-18	% Change
<u>NFC OJ</u>												
Average Promo Price	7.06	7.30	7.30	7.40	7.27	7.35	7.32	7.44	5.4%	6.90	7.14	3.6%
Price Reduction	93	97	96	92	91	90	92	93	0.0%	94	93	-0.9%
Feature & Disp	25	30	27	21	24	25	23	21	-16.0%	30	25	-16.0%
Display w/o Fea	26	32	28	26	21	25	22	24	-7.7%	27	25	-7.7%
Feature w/o Disp	86	89	88	86	87	86	87	85	-1.2%	88	87	-1.0%
<u>RECON OJ</u>												
Average Promo Price	4.32	4.49	4.51	4.77	4.91	4.39	4.57	4.62	6.9%	4.34	4.52	4.0%
Price Reduction	79	80	77	78	75	76	77	81	2.5%	79	77	-2.0%
Feature & Disp	4	7	10	5	5	5	5	4	0.0%	8	6	-25.0%
Display w/o Fea	12	13	13	12	10	11	11	11	-8.3%	13	11	-12.0%
Feature w/o Disp	42	51	51	48	52	51	55	42	0.0%	58	52	-11.7%
<u>Refrigerated OJ</u>												
Average Promo Price	6.27	6.61	6.52	6.66	6.63	6.29	6.56	6.69	6.7%	6.20	6.43	3.7%
Price Reduction	98	98	98	94	93	95	96	95	-3.1%	97	96	-0.5%
Feature & Disp	27	33	31	24	26	28	26	23	-14.8%	33	28	-14.6%
Display w/o Fea	33	37	33	30	27	30	28	30	-9.1%	33	30	-9.3%
Feature w/o Disp	90	92	90	89	90	89	91	89	-1.1%	90	90	-0.3%
<u>Frozen OJ</u>												
Average Promo Price	3.92	4.12	4.37	4.54	3.92	4.09	4.36	4.18	6.6%	3.91	4.33	10.8%
Price Reduction	40	35	36	35	36	30	29	31	-22.5%	45	37	-17.8%
Feature & Disp	1	1	0	0	0	0	0	1	0.0%	0	0	0.0%
Display w/o Fea	1	1	1	1	1	1	1	1	0.0%	1	1	-50.0%
Feature w/o Disp	5	9	7	8	7	5	10	7	40.0%	9	8	-11.6%
<u>Shelf Stable OJ</u>												
Average Promo Price	7.59	7.34	7.19	7.15	8.61	8.22	7.05	6.99	-7.9%	7.45	7.67	2.8%
Price Reduction	13	10	4	11	8	12	14	14	7.7%	12	7	-40.0%
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	1	5	0	0	0	0	0	0	-100.0%	2	1	-47.8%
<u>Total OJ</u>												
Average Promo Price	6.23	6.58	6.49	6.64	6.60	6.27	6.54	6.66	6.9%	6.14	6.40	4.2%
Price Reduction	98	98	98	95	94	96	96	97	-1.0%	97	97	-0.1%
Feature & Disp	27	33	31	24	26	28	26	23	-14.8%	33	28	-14.4%
Display w/o Fea	33	38	33	31	27	30	29	30	-9.1%	34	30	-9.4%
Feature w/o Disp	90	92	90	89	90	89	91	89	-1.1%	90	90	-0.3%

Most recent four-week-period is preliminary
2017-18 STD: 10/01/17 - 09/29/18
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 13 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	09/30/17	04/14/18	05/12/18	06/09/18	07/07/18	08/04/18	09/01/18	09/29/18		2016-17	2017-18	% Change
<u>NFC GJ</u>												
Average Promo Price	7.15	7.44	7.47	7.52	7.42	7.35	7.26	7.68	7.4%	6.90	7.19	4.3%
Price Reduction	72	71	62	69	78	67	73	70	-2.8%	73	72	-1.9%
Feature & Disp	1	3	2	2	2	1	2	2	100.0%	2	2	-13.8%
Display w/o Fea	6	8	5	5	5	5	4	4	-33.3%	6	5	-13.9%
Feature w/o Disp	46	55	43	46	59	53	57	52	13.0%	43	49	13.0%
<u>RECON GJ</u>												
Average Promo Price	7.42	8.32	6.00	6.27	6.09	10.41	11.62	10.20	37.5%	7.71	7.88	2.1%
Price Reduction	15	14	9	8	12	10	12	11	-26.7%	12	13	5.7%
Feature & Disp	0	0	0	0	0	0	0	0	0	0	0	0
Display w/o Fea	1	1	0	0	0	0	0	0	-100.0%	0	0	-50.0%
Feature w/o Disp	1	0	0	0	0	0	5	0	-100.0%	0	1	350.0%
<u>Refrigerated GJ</u>												
Average Promo Price	7.16	7.47	7.40	7.46	7.35	7.39	7.34	7.72	7.8%	6.88	7.20	4.7%
Price Reduction	75	73	69	73	81	70	74	71	-5.3%	74	74	-0.8%
Feature & Disp	1	3	2	2	2	1	2	2	100.0%	2	2	-13.8%
Display w/o Fea	7	8	5	5	5	5	4	4	-42.9%	6	6	-12.0%
Feature w/o Disp	47	55	43	46	59	53	57	52	10.6%	44	49	13.1%
<u>Frozen GJ</u>												
Average Promo Price	3.57	5.15	4.57	4.65	5.18	3.71	5.35	4.99	39.8%	3.89	4.60	18.2%
Price Reduction	3	1	0	1	1	1	1	1	-66.7%	5	1	-78.7%
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	6.48	5.21	5.92	5.35	5.43	5.65	5.43	6.04	-6.8%	5.63	5.47	-2.7%
Price Reduction	40	49	43	50	40	35	35	29	-27.5%	41	41	-0.8%
Feature & Disp	0	1	0	0	0	0	0	0	0	0	0	0
Display w/o Fea	2	2	1	1	1	1	1	1	-50.0%	2	1	-18.2%
Feature w/o Disp	6	18	6	15	12	17	14	4	-33.3%	12	12	1.3%
<u>TL GJ</u>												
Average Promo Price	7.07	6.94	7.16	7.08	7.06	7.15	7.03	7.58	7.2%	6.68	6.94	3.9%
Price Reduction	80	85	79	81	87	77	79	75	-6.3%	82	81	-1.1%
Feature & Disp	1	4	2	2	2	1	2	2	100.0%	2	2	-6.7%
Display w/o Fea	8	10	6	6	5	6	5	5	-37.5%	8	7	-18.1%
Feature w/o Disp	49	61	46	50	62	56	65	56	14.3%	49	54	9.6%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 09/29/18

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 13 of 17/18 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4	Season-to-Date		
	09/30/17	04/14/18	05/12/18	06/09/18	07/07/18	08/04/18	09/01/18	09/29/18		2016-17	2017-18	% Change
OJ Drinks 0-39.99%												
Average Promo Price	5.51	5.48	5.74	5.53	5.88	5.65	5.72	5.52	0.2%	5.37	5.71	6.4%
Price Reduction	79	83	82	79	79	80	79	75	-5.1%	80	79	-1.3%
Feature & Disp	8	15	11	11	14	7	17	13	62.5%	10	11	10.8%
Display w/o Fea	35	36	36	33	37	33	33	32	-8.6%	32	32	-0.5%
Feature w/o Disp	55	60	43	55	57	44	65	57	3.6%	53	55	3.7%
OJ Drinks 40-99.99%												
Average Promo Price	7.10	7.08	7.15	7.18	7.33	7.63	7.89	7.96	12.1%	6.99	7.25	3.7%
Price Reduction	74	77	79	74	73	71	72	72	-2.7%	74	74	-0.1%
Feature & Disp	3	3	6	2	2	4	2	2	-33.3%	6	4	-40.5%
Display w/o Fea	7	13	14	11	7	10	9	8	14.3%	9	9	2.5%
Feature w/o Disp	36	34	40	47	45	45	41	41	13.9%	45	41	-8.9%
OJ Drinks - % not stated												
Average Promo Price	5.20	5.18	5.46	5.53	6.50	6.23	7.00	7.27	39.8%	5.06	5.66	12.0%
Price Reduction	14	15	17	14	20	17	20	15	7.1%	16	16	-4.2%
Feature & Disp	0	0	0	1	0	0	0	0		0	0	-50.0%
Display w/o Fea	1	1	2	1	3	3	3	2	100.0%	2	2	14.3%
Feature w/o Disp	6	4	11	15	10	16	12	5	-16.7%	9	11	22.7%
Total OJ Drinks												
Average Promo Price	6.40	6.45	6.63	6.48	6.62	6.69	6.89	6.91	8.0%	6.33	6.63	4.7%
Price Reduction	91	92	90	90	89	89	91	87	-4.4%	91	90	-1.2%
Feature & Disp	12	17	16	13	16	11	19	15	25.0%	16	14	-7.4%
Display w/o Fea	40	44	44	41	42	41	39	38	-5.0%	39	38	-1.2%
Feature w/o Disp	68	72	64	70	72	73	72	70	2.9%	70	69	-0.8%
OJ BL Drinks												
Average Promo Price	2.89	2.85	2.73	2.73	2.59	2.54	2.57	2.89	0.0%	2.79	2.76	-1.0%
Price Reduction	97	94	94	97	96	96	97	96	-1.0%	97	96	-0.9%
Feature & Disp	27	18	24	26	32	32	28	25	-7.4%	29	23	-18.3%
Display w/o Fea	64	57	56	58	59	59	60	60	-6.3%	63	56	-10.2%
Feature w/o Disp	84	79	79	74	82	83	78	83	-1.2%	83	77	-7.0%
OJ BL (100% Juice)												
Average Promo Price	6.49	6.73	6.71	6.63	6.63	6.61	6.58	6.87	5.9%	6.37	6.49	1.9%
Price Reduction	87	87	89	85	88	85	82	87	0.0%	88	86	-2.4%
Feature & Disp	6	6	6	6	7	5	6	5	-16.7%	8	6	-19.2%
Display w/o Fea	11	13	10	8	9	10	8	10	-9.1%	13	9	-28.9%
Feature w/o Disp	61	62	71	60	65	60	70	59	-3.3%	69	66	-4.6%
GJ Cocktail												
Average Promo Price	6.98	5.15	6.38	5.83	6.27	6.66	6.12	5.90	-15.5%	6.12	5.85	-4.3%
Price Reduction	65	80	75	76	69	71	71	63	-3.1%	72	72	-0.1%
Feature & Disp	3	5	4	7	9	3	4	2	-33.3%	5	4	-21.4%
Display w/o Fea	21	20	19	18	22	20	18	14	-33.3%	18	17	-6.7%
Feature w/o Disp	14	30	19	42	36	28	30	23	64.3%	29	29	-0.5%
GJ BL (100% Juice)												
Average Promo Price	7.16	4.64	5.92	5.25	5.58	5.56	5.14	5.55	-22.5%	6.30	5.51	-12.6%
Price Reduction	31	41	19	29	20	24	18	16	-48.4%	41	29	-29.5%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	-100.0%
Display w/o Fea	1	1	0	1	1	1	0	1	0.0%	1	1	-35.3%
Feature w/o Disp	2	4	4	7	7	7	5	1	-50.0%	7	5	-27.7%

Most recent four-week-period is preliminary

2017-18 STD: 10/01/17 - 09/29/18

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

Source: Nielsen

Orange Juice Categories at xAOC

	Last Year 52 weeks ending 09/30/17	This Year 52 weeks ending 09/29/18
GALLONS (millions)		
Total OJ	432.43	411.27
Ref NFC OJ	265.39	249.12
Ref Recon OJ	148.66	145.51
Frozen OJ	18.08	16.40
SS OJ	0.29	0.24
DOLLARS (millions)		
Total OJ	\$2,892.99	\$2,803.76
Ref NFC OJ	\$2,036.10	\$1,964.97
Ref Recon OJ	\$765.14	\$754.63
Frozen OJ	\$89.20	\$82.00
SS OJ	\$2.55	\$2.15
AVG PRICE PER GALLON		
Total OJ	\$6.69	\$6.82
Ref NFC OJ	\$7.67	\$7.89
Ref Recon OJ	\$5.15	\$5.19
Frozen OJ	\$4.93	\$5.00
SS OJ	\$8.67	\$8.96
SHARE OF GALLONS		
Total OJ	100.0%	100.0%
Ref NFC OJ	61.4%	60.6%
Ref Recon OJ	34.4%	35.4%
Frozen OJ	4.2%	4.0%
SS OJ	0.1%	0.1%
SHARE OF DOLLARS		
Total OJ	100.0%	100.0%
Ref NFC OJ	70.4%	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 09/29/18 and 52 wks ending 09/30/17

Created: 10/11/18

Grapefruit Juice Categories at xAOC

	Last Year 52 weeks ending 09/30/17	This Year 52 weeks ending 09/29/18
GALLONS (millions)		
Total GJ	13.94	13.11
Ref NFC GJ	9.20	8.44
Ref Recon GJ	0.84	0.81
Frozen GJ	0.12	0.09
SS GJ	3.77	3.77
DOLLARS (millions)		
Total GJ	\$103.07	\$99.72
Ref NFC GJ	\$71.83	\$68.57
Ref Recon GJ	\$7.02	\$7.38
Frozen GJ	\$0.52	\$0.44
SS GJ	\$23.66	\$23.33
AVG PRICE PER GALLON		
Total GJ	\$7.39	\$7.61
Ref NFC GJ	\$7.81	\$8.13
Ref Recon GJ	\$8.31	\$9.12
Frozen GJ	\$4.42	\$4.84
SS GJ	\$6.28	\$6.19
SHARE OF GALLONS		
Total GJ	100.0%	100.0%
Ref NFC GJ	66.0%	64.4%
Ref Recon GJ	6.1%	6.2%
Frozen GJ	0.8%	0.7%
SS GJ	27.0%	28.7%
SHARE OF DOLLARS		
Total GJ	100.0%	100.0%
Ref NFC GJ	69.7%	68.8%
Ref Recon GJ	6.8%	7.4%
Frozen GJ	0.5%	0.4%
SS GJ	22.9%	23.4%

Source: Nielsen FDOC Custom Database

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

Time Periods: 52 wks ending 09/29/18 and 52 wks ending 09/30/17

Created: 10/11/18

Orange Juice Sales at xAOC - by Region

	Gallons											
	52 Weeks			52 Weeks YA			4 WEEKS ENDING 09/29/18			4 WEEKS ENDING 09/30/17		
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 WEEKS ENDING 09/29/18	% of Total	% Chg	4 WEEKS ENDING 09/30/17	% of Total		
TOTAL US - XAOC												
TL OJ	411,273,094		-4.9%	432,430,515		28,530,690		-6.4%	30,493,563			
TL OJ REF NFC	249,123,092		-6.1%	265,393,922		16,674,672		-8.8%	18,293,626			
TL OJ REF RECON	145,508,225		-2.1%	148,661,064		10,728,739		-1.5%	10,888,608			
NORTHEAST REGION - XAOC												
TL OJ	76,903,608	18.7%	-6.6%	82,317,491	19.0%	5,330,132	18.7%	-6.3%	5,689,729	18.7%		
TL OJ REF NFC	60,812,474	14.8%	-7.3%	65,603,417	15.2%	4,120,779	14.4%	-7.2%	4,442,328	14.6%		
TL OJ REF RECON	14,337,441	3.5%	-3.4%	14,839,545	3.4%	1,086,373	3.8%	-2.4%	1,112,707	3.6%		
SOUTH REGION - XAOC												
TL OJ	162,104,297	39.4%	-4.2%	169,195,270	39.1%	11,277,332	39.5%	-6.5%	12,060,841	39.6%		
TL OJ REF NFC	94,241,403	22.9%	-6.0%	100,307,212	23.2%	6,223,711	21.8%	-10.8%	6,977,404	22.9%		
TL OJ REF RECON	62,944,510	15.3%	-0.8%	63,439,167	14.7%	4,716,575	16.5%	0.4%	4,695,964	15.4%		
WEST REGION - XAOC												
TL OJ	85,531,663	20.8%	-5.5%	90,520,751	20.9%	5,937,822	20.8%	-8.6%	6,496,597	21.3%		
TL OJ REF NFC	46,711,495	11.4%	-5.0%	49,176,873	11.4%	3,180,110	11.1%	-8.8%	3,485,137	11.4%		
TL OJ REF RECON	33,741,649	8.2%	-5.7%	35,789,911	8.3%	2,405,006	8.4%	-7.7%	2,605,367	8.5%		
MIDWEST REGION - XAOC												
TL OJ	86,597,658	21.1%	-3.7%	89,927,751	20.8%	5,975,731	20.9%	-4.1%	6,234,301	20.4%		
TL OJ REF NFC	47,175,069	11.5%	-5.4%	49,861,881	11.5%	3,136,293	11.0%	-7.2%	3,378,385	11.1%		
TL OJ REF RECON	34,513,543	8.4%	-0.1%	34,560,147	8.0%	2,523,668	8.8%	2.1%	2,472,070	8.1%		

	Dollars											
	52 Weeks			52 Weeks YA			4 WEEKS ENDING 09/29/18			4 WEEKS ENDING 09/30/17		
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 WEEKS ENDING 09/29/18	% of Total	% Chg	4 WEEKS ENDING 09/30/17	% of Total		
TOTAL US - XAOC												
TL OJ	\$2,803,758,002		-3.1%	\$2,892,992,171		\$197,838,282		-4.4%	\$206,887,253			
TL OJ REF NFC	\$1,964,973,920		-3.5%	\$2,036,101,203		\$136,508,586		-5.0%	\$143,682,298			
TL OJ REF RECON	\$754,630,543		-1.4%	\$765,135,505		\$55,644,389		-1.7%	\$56,579,967			
NORTHEAST REGION - XAOC												
TL OJ	\$536,467,005	19.1%	-3.6%	\$556,716,741	19.2%	\$37,881,860	19.1%	-3.5%	\$39,253,888	19.0%		
TL OJ REF NFC	\$448,385,082	16.0%	-4.3%	\$468,626,374	16.2%	\$31,251,645	15.8%	-4.3%	\$32,653,163	15.8%		
TL OJ REF RECON	\$78,040,738	2.8%	0.8%	\$77,391,735	2.7%	\$5,928,256	3.0%	1.9%	\$5,819,472	2.8%		
SOUTH REGION - XAOC												
TL OJ	\$1,090,055,677	38.9%	-2.8%	\$1,121,134,000	38.8%	\$76,671,042	38.8%	-5.0%	\$80,714,061	39.0%		
TL OJ REF NFC	\$750,059,054	26.8%	-3.2%	\$775,025,838	26.8%	\$51,563,772	26.1%	-6.3%	\$55,007,410	26.6%		
TL OJ REF RECON	\$315,646,861	11.3%	-1.1%	\$319,203,610	11.0%	\$23,461,425	11.9%	-1.3%	\$23,776,898	11.5%		
WEST REGION - XAOC												
TL OJ	\$603,788,835	21.5%	-3.2%	\$623,988,599	21.6%	\$43,045,449	21.8%	-4.9%	\$45,262,345	21.9%		
TL OJ REF NFC	\$394,082,642	14.1%	-2.8%	\$405,488,239	14.0%	\$28,014,885	14.2%	-4.3%	\$29,274,667	14.2%		
TL OJ REF RECON	\$184,664,666	6.6%	-3.6%	\$191,487,586	6.6%	\$13,311,017	6.7%	-4.9%	\$14,000,460	6.8%		
MIDWEST REGION - XAOC												
TL OJ	\$572,127,750	20.4%	-2.7%	\$587,735,737	20.3%	\$40,135,462	20.3%	-3.5%	\$41,577,418	20.1%		
TL OJ REF NFC	\$370,831,069	13.2%	-3.3%	\$383,564,460	13.3%	\$25,549,639	12.9%	-4.2%	\$26,678,584	12.9%		
TL OJ REF RECON	\$176,474,259	6.3%	-0.3%	\$177,007,203	6.1%	\$12,961,820	6.6%	0.0%	\$12,966,280	6.3%		

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: 10/15/2018

Grapefruit Juice Sales at xAOC - by Region

	Gallons									
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 09/29/18		4 WEEKS ENDING 09/30/17			
	% of Total	% Chg	% of Total	% of Total	% of Total	% Chg	% of Total	% of Total	% of Total	% of Total
TOTAL US - XAOC										
TL GJ	13,106,262	-6.0%	13,939,470		890,834	-12.5%	1,017,653			
TL GJ REF NFC	8,437,963	-8.3%	9,199,423		601,712	-9.7%	666,458			
TL GJ REF RECON	809,531	-4.2%	844,964		30,303	-50.1%	60,756			
NORTHEAST REGION - XAOC										
TL GJ	2,390,209	18.2%	2,584,456	18.5%	160,213	18.0%	180,276	17.7%		
TL GJ REF NFC	1,826,588	13.9%	1,997,346	14.3%	124,025	13.9%	138,593	13.6%		
TL GJ REF RECON	78,406	0.6%	77,144	0.6%	4,683	0.5%	5,987	0.6%		
SOUTH REGION - XAOC										
TL GJ	5,516,029	42.1%	5,859,226	42.0%	378,219	42.5%	434,449	42.7%		
TL GJ REF NFC	3,460,364	26.4%	3,739,578	26.8%	244,398	27.4%	278,598	27.4%		
TL GJ REF RECON	397,380	3.0%	477,273	3.4%	17,454	2.0%	31,124	3.1%		
WEST REGION - XAOC										
TL GJ	2,942,690	22.5%	3,113,015	22.3%	205,207	23.0%	230,382	22.6%		
TL GJ REF NFC	1,845,664	14.1%	2,039,263	14.6%	137,790	15.5%	149,112	14.7%		
TL GJ REF RECON	179,424	1.4%	136,262	1.0%	5,629	0.6%	10,877	1.1%		
MIDWEST REGION - XAOC										
TL GJ	2,245,483	17.1%	2,363,735	17.0%	146,382	16.4%	171,691	16.9%		
TL GJ REF NFC	1,293,555	9.9%	1,401,307	10.1%	94,616	10.6%	99,690	9.8%		
TL GJ REF RECON	153,180	1.2%	160,406	1.2%	2,470	0.3%	12,631	1.2%		

	Dollars									
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 09/29/18		4 WEEKS ENDING 09/30/17			
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	% of Total	% Chg	% of Total	% of Total	% of Total
TOTAL US - XAOC										
TL GJ	\$99,719,550	-3.3%	\$103,072,918		\$7,050,243	-8.3%	\$7,692,548			
TL GJ REF NFC	\$68,570,763	-4.5%	\$71,831,516		\$5,038,749	-5.3%	\$5,319,114			
TL GJ REF RECON	\$7,381,987	5.1%	\$7,022,606		\$379,452	-30.7%	\$547,597			
NORTHEAST REGION - XAOC										
TL GJ	\$18,431,328	18.5%	\$18,963,481	18.4%	\$1,303,911	18.5%	\$1,369,003	17.8%		
TL GJ REF NFC	\$14,271,311	14.3%	\$14,864,172	14.4%	\$1,024,468	14.5%	\$1,065,108	13.8%		
TL GJ REF RECON	\$950,833	1.0%	\$752,088	0.7%	\$67,211	1.0%	\$66,166	0.9%		
SOUTH REGION - XAOC										
TL GJ	\$41,076,230	41.2%	\$42,483,634	41.2%	\$2,907,304	41.2%	\$3,215,453	41.8%		
TL GJ REF NFC	\$27,641,362	27.7%	\$28,810,761	28.0%	\$2,006,029	28.5%	\$2,176,003	28.3%		
TL GJ REF RECON	\$3,578,405	3.6%	\$3,805,768	3.7%	\$200,672	2.8%	\$281,501	3.7%		
WEST REGION - XAOC										
TL GJ	\$23,710,478	23.8%	\$24,468,751	23.7%	\$1,715,500	24.3%	\$1,856,707	24.1%		
TL GJ REF NFC	\$16,197,452	16.2%	\$17,167,741	16.7%	\$1,223,650	17.4%	\$1,295,790	16.8%		
TL GJ REF RECON	\$1,730,213	1.7%	\$1,354,452	1.3%	\$82,200	1.2%	\$108,439	1.4%		
MIDWEST REGION - XAOC										
TL GJ	\$16,390,653	16.4%	\$16,983,901	16.5%	\$1,115,959	15.8%	\$1,246,528	16.2%		
TL GJ REF NFC	\$10,357,060	10.4%	\$10,790,792	10.5%	\$776,650	11.0%	\$779,262	10.1%		
TL GJ REF RECON	\$1,102,086	1.1%	\$1,154,378	1.1%	\$28,280	0.4%	\$90,957	1.2%		

Source: Nielsen Scanning Data

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

Created: 10/11/2018