

Nielsen Retail Sales OJ, GJ and OJ/GJ Beverages



Week Ending 09/30/17
 Report 13 of 16/17 Season

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

	4 WEEKS ENDING 09/30/17			SEASON YEAR-TO-DATE		
	GALLONS	PRICE	DOLLARS	GALLONS	PRICE	DOLLARS
Total OJ	-7.5%	2.7%	-5.1%	-7.6%	2.8%	-5.0%
Ref NFC OJ	-8.0%	1.9%	-6.3%	-6.0%	1.4%	-4.6%
Ref Recon OJ	-7.0%	5.1%	-2.2%	-10.0%	4.8%	-5.7%
Total GJ	-4.5%	3.6%	-1.1%	-3.5%	1.7%	-1.8%
Ref NFC GJ	-1.8%	1.1%	-0.7%	-2.5%	0.1%	-2.5%
Shelf Stable GJ	-6.5%	1.9%	-4.7%	-1.9%	-0.2%	-2.1%
OJ Drinks	-12.1%	6.1%	-6.8%	-8.3%	4.2%	-4.4%
OJ Blend Drinks	-8.5%	3.6%	-5.2%	-4.6%	1.1%	-3.5%
OJ Blend (100% Juice)	-8.8%	0.5%	-8.4%	-8.4%	-0.7%	-9.0%
GJ Blend (100% Juice)	-6.5%	-3.2%	-9.5%	-6.6%	1.6%	-5.1%
GJ Cocktail	-2.1%	-1.3%	-3.4%	-3.5%	1.0%	-2.6%

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: 09/30/17
Issue Date: 10/16/17
Report 13 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/01/16	04/15/17	05/13/17	06/10/17	07/08/17	08/05/17	09/02/17	09/30/17		2015-16	2016-17	% Change
<u>NFC OJ</u>												
Gallons	19.85	21.08	19.42	18.78	18.24	17.74	18.22	18.26	-8.0%	281.23	264.37	-6.0%
Price/Gal (\$)	7.74	7.65	7.66	7.72	7.73	7.75	7.75	7.88	1.9%	7.59	7.70	1.4%
Revenues (\$)	153.59	161.31	148.87	144.88	141.09	137.47	141.18	143.94	-6.3%	2,135.51	2,036.49	-4.6%
<u>RECON OJ</u>												
Gallons	11.54	11.08	10.90	10.38	10.45	10.27	10.42	10.73	-7.0%	163.52	147.14	-10.0%
Price/Gal (\$)	4.97	5.34	5.23	5.26	5.18	5.22	5.20	5.22	5.1%	4.93	5.16	4.8%
Revenues (\$)	57.28	59.19	57.02	54.61	54.12	53.68	54.19	56.02	-2.2%	805.52	759.71	-5.7%
<u>Refrigerated OJ</u>												
Gallons	31.38	32.16	30.32	29.15	28.69	28.02	28.64	28.99	-7.6%	444.74	411.51	-7.5%
Price/Gal (\$)	6.72	6.86	6.79	6.84	6.80	6.82	6.82	6.90	2.6%	6.61	6.79	2.8%
Revenues (\$)	210.88	220.51	205.89	199.49	195.21	191.15	195.37	199.96	-5.2%	2,941.03	2,796.20	-4.9%
<u>Frozen OJ</u>												
Gallons	1.30	1.32	1.27	1.24	1.27	1.20	1.16	1.23	-5.1%	19.19	17.31	-9.8%
Price/Gal (\$)	4.92	5.09	5.01	5.04	5.02	5.18	5.12	5.13	4.3%	4.91	5.04	2.7%
Revenues (\$)	6.39	6.71	6.36	6.27	6.35	6.20	5.94	6.32	-1.1%	94.21	87.34	-7.3%
<u>Shelf Stable OJ</u>												
Gallons	0.03	0.02	0.03	0.02	0.02	0.02	0.02	0.02	-20.7%	0.36	0.30	-16.7%
Price/Gal (\$)	8.83	8.58	8.07	8.95	9.16	8.04	8.38	8.53	-3.4%	8.95	8.71	-2.7%
Revenues (\$)	0.24	0.21	0.21	0.19	0.16	0.19	0.19	0.18	-23.4%	3.23	2.62	-18.9%
<u>Total Orange Juice</u>												
Gallons	32.71	33.50	31.62	30.42	29.97	29.24	29.83	30.25	-7.5%	464.29	429.13	-7.6%
Price/Gal (\$)	6.65	6.79	6.72	6.77	6.73	6.76	6.76	6.83	2.7%	6.54	6.73	2.8%
Revenues (\$)	217.51	227.43	212.46	205.94	201.72	197.54	201.50	206.47	-5.1%	3,038.47	2,886.16	-5.0%

Most recent four-week-period is preliminary
2016-17 STD: 10/02/16 - 09/30/17
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 13 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/01/16	04/15/17	05/13/17	06/10/17	07/08/17	08/05/17	09/02/17	09/30/17		2015-16	2016-17	% Change
<u>NFC GJ</u>												
Gallons	0.68	0.76	0.73	0.70	0.71	0.68	0.68	0.67	-1.8%	9.38	9.14	-2.5%
Price/Gal (\$)	7.91	7.70	7.72	7.93	7.90	7.97	7.92	8.00	1.1%	7.83	7.84	0.1%
Revenues (\$)	5.39	5.87	5.60	5.52	5.60	5.41	5.36	5.35	-0.7%	73.50	71.68	-2.5%
<u>RECON GJ</u>												
Gallons	0.07	0.06	0.06	0.06	0.06	0.06	0.06	0.06	-16.6%	0.98	0.84	-14.5%
Price/Gal (\$)	6.78	9.04	9.08	9.26	9.16	8.98	9.03	8.98	32.5%	6.48	8.29	28.0%
Revenues (\$)	0.49	0.54	0.52	0.54	0.52	0.52	0.53	0.54	10.4%	6.33	6.93	9.5%
<u>Refrigerated GJ</u>												
Gallons	0.75	0.82	0.78	0.75	0.77	0.74	0.74	0.73	-3.2%	10.36	9.98	-3.7%
Price/Gal (\$)	7.80	7.80	7.82	8.04	8.00	8.05	8.01	8.08	3.6%	7.71	7.88	2.2%
Revenues (\$)	5.87	6.40	6.12	6.06	6.12	5.93	5.89	5.89	0.2%	79.84	78.62	-1.5%
<u>Frozen GJ</u>												
Gallons	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	-25.2%	0.18	0.14	-19.2%
Price/Gal (\$)	4.05	4.74	4.87	4.82	4.76	4.57	4.55	4.81	18.8%	4.36	4.60	5.7%
Revenues (\$)	0.05	0.05	0.06	0.05	0.06	0.04	0.05	0.04	-11.2%	0.78	0.66	-14.6%
<u>Shelf Stable GJ</u>												
Gallons	0.28	0.31	0.30	0.29	0.29	0.30	0.28	0.26	-6.5%	3.82	3.75	-1.9%
Price/Gal (\$)	6.45	6.39	6.40	6.51	6.56	6.42	6.53	6.57	1.9%	6.41	6.40	-0.2%
Revenues (\$)	1.81	1.98	1.91	1.89	1.89	1.94	1.82	1.73	-4.7%	24.48	23.97	-2.1%
<u>Total Grapefruit Juice</u>												
Gallons	1.05	1.14	1.09	1.05	1.06	1.05	1.02	1.00	-4.5%	14.38	13.88	-3.5%
Price/Gal (\$)	7.39	7.39	7.40	7.58	7.57	7.55	7.57	7.65	3.6%	7.32	7.44	1.7%
Revenues (\$)	7.75	8.43	8.10	8.00	8.06	7.91	7.75	7.66	-1.1%	105.21	103.29	-1.8%

Most recent four-week-period is preliminary

2016-17 STD: 10/02/16 - 09/30/17
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 13 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/01/16	04/15/17	05/13/17	06/10/17	07/08/17	08/05/17	09/02/17	09/30/17		2015-16	2016-17	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	1.56	1.33	1.30	1.37	1.43	1.35	1.40	1.33	-14.7%	19.22	17.55	-8.7%
Price/Gal (\$)	4.97	5.36	5.44	5.33	5.46	5.60	5.50	5.48	10.3%	4.99	5.31	6.3%
Revenues (\$)	7.75	7.16	7.05	7.32	7.78	7.58	7.68	7.29	-5.9%	95.95	93.18	-2.9%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1.51	1.53	1.44	1.38	1.29	1.26	1.31	1.38	-8.9%	21.50	19.81	-7.8%
Price/Gal (\$)	7.67	7.77	7.73	7.81	7.87	7.84	7.68	7.84	2.2%	7.50	7.68	2.4%
Revenues (\$)	11.60	11.93	11.15	10.77	10.12	9.89	10.10	10.80	-6.9%	161.14	152.09	-5.6%
<u>OJ Drinks - % not stated</u>												
Gallons	0.17	0.15	0.15	0.15	0.15	0.13	0.13	0.14	-15.8%	2.39	2.17	-9.4%
Price/Gal (\$)	5.55	5.93	6.15	6.00	5.94	5.92	5.97	5.84	5.1%	5.21	5.69	9.2%
Revenues (\$)	0.92	0.90	0.94	0.91	0.88	0.77	0.79	0.81	-11.6%	12.45	12.32	-1.0%
<u>Total OJ Drinks</u>												
Gallons	3.24	3.02	2.89	2.90	2.86	2.74	2.84	2.85	-12.1%	43.10	39.53	-8.3%
Price/Gal (\$)	6.26	6.61	6.62	6.55	6.57	6.65	6.53	6.64	6.1%	6.25	6.52	4.2%
Revenues (\$)	20.27	21.24	19.14	19.00	18.78	18.24	18.57	18.90	-6.8%	269.54	257.60	-4.4%
<u>OJ BL Drinks</u>												
Gallons	15.77	14.86	14.66	14.70	14.82	14.78	15.28	14.43	-8.5%	201.89	192.51	-4.6%
Price/Gal (\$)	3.29	3.40	3.33	3.35	3.29	3.30	3.31	3.41	3.6%	3.30	3.34	1.1%
Revenues (\$)	51.90	50.51	48.85	49.28	48.80	48.70	50.54	49.19	-5.2%	666.47	642.82	-3.5%
<u>OJ BL (100% Juice)</u>												
Gallons	2.46	2.69	2.44	2.35	2.38	2.20	2.25	2.25	-8.8%	34.52	31.61	-8.4%
Price/Gal (\$)	7.34	7.16	7.28	7.30	7.16	7.33	7.31	7.38	0.5%	7.32	7.28	-0.7%
Revenues (\$)	18.08	19.23	17.80	17.14	17.02	16.16	16.45	16.57	-8.4%	252.88	230.01	-9.0%
<u>GJ Cocktail</u>												
Gallons	0.68	0.78	0.73	0.73	0.73	0.73	0.71	0.67	-2.1%	10.02	9.66	-3.5%
Price/Gal (\$)	6.44	6.20	6.29	6.33	6.42	6.29	6.31	6.35	-1.3%	6.04	6.10	1.0%
Revenues (\$)	4.37	4.81	4.60	4.59	4.71	4.61	4.47	4.23	-3.4%	60.53	58.97	-2.6%
<u>GJ BL (100% Juice)</u>												
Gallons	0.14	0.17	0.15	0.15	0.14	0.15	0.14	0.13	-6.5%	2.07	1.94	-6.6%
Price/Gal (\$)	6.85	6.49	6.53	6.59	6.65	6.38	6.46	6.64	-3.2%	6.39	6.49	1.6%
Revenues (\$)	0.93	1.10	0.99	0.96	0.96	0.95	0.89	0.85	-9.5%	13.25	12.57	-5.1%

Most recent four-week-period is preliminary

2016-17 STD: 10/02/16 - 09/30/17
2015-16 STD: 10/04/15 - 10/01/16

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

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<http://www.fdocgrower.com>

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

Report Ending Date: 09/30/17
 Issue Date: 10/16/17
 Report 13 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/01/16	04/15/17	05/13/17	06/10/17	07/08/17	08/05/17	09/02/17	09/30/17		2015-16	2016-17	% Change
<u>NFC OJ</u>												
Gallons	13.44	14.24	13.06	12.48	12.11	11.67	12.06	12.31	-8.4%	192.83	178.11	-7.6%
Price/Gal (\$)	7.86	7.74	7.82	7.95	7.98	8.01	7.95	8.00	1.9%	7.70	7.81	1.4%
Revenues (\$)	105.59	110.32	102.11	99.28	96.65	93.56	95.95	98.50	-6.7%	1,484.53	1,390.97	-6.3%
<u>RECON OJ</u>												
Gallons	7.33	6.69	6.77	6.47	6.57	6.45	6.43	6.62	-9.7%	105.06	91.17	-13.2%
Price/Gal (\$)	4.88	5.26	5.11	5.15	5.04	5.10	5.07	5.08	4.1%	4.78	5.04	5.4%
Revenues (\$)	35.80	35.20	34.56	33.32	33.17	32.93	32.58	33.65	-6.0%	502.62	459.93	-8.5%
<u>Refrigerated OJ</u>												
Gallons	20.77	20.94	19.83	18.95	18.68	18.13	18.49	18.93	-8.9%	297.89	269.28	-9.6%
Price/Gal (\$)	6.81	6.95	6.89	7.00	6.95	6.98	6.95	6.98	2.6%	6.67	6.87	3.0%
Revenues (\$)	141.39	145.52	136.67	132.60	129.81	126.49	128.53	132.15	-6.5%	1,987.15	1,850.90	-6.9%
<u>Frozen OJ</u>												
Gallons	0.94	0.93	0.90	0.87	0.89	0.84	0.83	0.87	-7.1%	13.64	12.20	-10.5%
Price/Gal (\$)	5.04	5.20	5.10	5.15	5.13	5.21	5.17	5.24	4.0%	5.04	5.15	2.3%
Revenues (\$)	4.74	4.81	4.59	4.50	4.59	4.39	4.27	4.58	-3.4%	68.67	62.89	-8.4%
<u>Shelf Stable OJ</u>												
Gallons	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	-17.1%	0.31	0.26	-17.5%
Price/Gal (\$)	9.45	9.39	8.76	9.23	9.56	8.77	8.98	9.24	-2.2%	9.38	9.20	-2.0%
Revenues (\$)	0.21	0.19	0.18	0.17	0.15	0.16	0.17	0.17	-19.0%	2.92	2.37	-19.1%
<u>Total Orange Juice</u>												
Gallons	21.73	21.88	20.75	19.84	19.59	18.99	19.34	19.82	-8.8%	311.84	281.74	-9.7%
Price/Gal (\$)	6.73	6.88	6.82	6.92	6.87	6.90	6.88	6.91	2.6%	6.60	6.80	3.0%
Revenues (\$)	146.35	150.51	141.44	137.27	134.55	131.04	132.96	136.90	-6.5%	2,058.75	1,916.15	-6.9%

Most recent four-week-period is preliminary
 2016-17 STD: 10/02/16 - 09/30/17
 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 13 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/01/16	04/15/17	05/13/17	06/10/17	07/08/17	08/05/17	09/02/17	09/30/17		2015-16	2016-17	% Change
<u>NFC GJ</u>												
Gallons	549.95	619.80	590.22	569.29	582.97	552.48	551.38	550.47	0.1%	7,660.80	7,468.36	-2.5%
Price/Gal (\$)	8.04	7.77	7.79	8.03	7.99	8.08	8.00	8.08	0.4%	7.92	7.93	0.1%
Revenues (\$)	4,423.65	4,817.83	4,600.61	4,572.29	4,660.41	4,464.12	4,413.07	4,447.16	0.5%	60,644.29	59,207.56	-2.4%
<u>RECON GJ</u>												
Gallons	71.91	59.54	57.74	58.57	56.23	57.80	58.96	59.94	-16.6%	976.84	835.72	-14.4%
Price/Gal (\$)	6.78	9.04	9.08	9.26	9.16	8.98	9.03	8.98	32.5%	6.48	8.29	28.0%
Revenues (\$)	487.45	538.06	524.28	542.16	515.08	519.06	532.63	538.34	10.4%	6,331.55	6,932.07	9.5%
<u>Refrigerated GJ</u>												
Gallons	621.86	679.34	647.96	627.87	639.20	610.29	610.34	610.41	-1.8%	8,637.64	8,304.08	-3.9%
Price/Gal (\$)	7.90	7.88	7.91	8.15	8.10	8.17	8.10	8.17	3.4%	7.75	7.96	2.7%
Revenues (\$)	4,911.10	5,355.90	5,124.89	5,114.46	5,175.49	4,983.18	4,945.70	4,985.50	1.5%	66,975.83	66,139.63	-1.2%
<u>Frozen GJ</u>												
Gallons	12.25	10.29	11.83	11.35	11.64	9.83	10.35	9.16	-25.2%	177.97	143.89	-19.1%
Price/Gal (\$)	4.05	4.74	4.87	4.82	4.76	4.57	4.55	4.81	18.8%	4.36	4.60	5.7%
Revenues (\$)	49.61	48.77	57.62	54.75	55.43	44.95	47.04	44.08	-11.1%	775.26	662.37	-14.6%
<u>Shelf Stable GJ</u>												
Gallons	196.31	214.90	209.13	203.40	202.20	213.40	193.67	183.56	-6.5%	2,714.80	2,622.92	-3.4%
Price/Gal (\$)	6.79	6.68	6.69	6.81	6.88	6.69	6.87	6.92	2.0%	6.63	6.70	1.1%
Revenues (\$)	1,332.59	1,436.06	1,399.46	1,385.36	1,391.94	1,426.71	1,331.02	1,270.65	-4.6%	17,994.11	17,578.73	-2.3%
<u>Total Grapefruit Juice</u>												
Gallons	832.26	904.53	868.91	842.62	853.04	833.52	814.36	803.14	-3.5%	11,550.99	11,077.95	-4.1%
Price/Gal (\$)	7.57	7.56	7.57	7.78	7.76	7.74	7.77	7.84	3.6%	7.43	7.62	2.5%
Revenues (\$)	6,303.55	6,840.73	6,581.97	6,554.57	6,622.85	6,454.83	6,323.76	6,300.22	-0.1%	85,862.08	84,421.04	-1.7%

Most recent four-week-period is preliminary

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

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 13 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/01/16	04/15/17	05/13/17	06/10/17	07/08/17	08/05/17	09/02/17	09/30/17		2015-16	2016-17	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	1,074.62	921.52	890.26	944.35	987.81	914.48	942.94	888.05	-17.4%	13,679.26	12,217.88	-10.7%
Price/Gal (\$)	5.19	5.60	5.73	5.60	5.70	5.94	5.78	5.81	12.0%	5.20	5.53	6.3%
Revenues (\$)	5,579.40	5,159.15	5,102.76	5,292.35	5,629.16	5,428.39	5,447.95	5,163.85	-7.4%	71,098.03	67,533.59	-5.0%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1,135.71	1,117.52	1,070.39	1,017.78	936.00	917.61	955.31	998.35	-12.1%	16,103.44	14,582.24	-9.4%
Price/Gal (\$)	7.68	7.78	7.72	7.83	7.92	7.88	7.69	7.84	2.0%	7.54	7.67	1.8%
Revenues (\$)	8,724.53	8,694.18	8,261.60	7,973.49	7,409.37	7,232.74	7,349.96	7,824.49	-10.3%	121,394.81	111,894.45	-7.8%
<u>OJ Drinks - % not stated</u>												
Gallons	164.19	150.30	151.49	149.54	146.94	129.75	130.58	138.26	-15.8%	2,368.94	2,149.45	-9.3%
Price/Gal (\$)	5.55	5.87	6.12	5.97	5.92	5.89	5.95	5.83	5.1%	5.21	5.66	8.6%
Revenues (\$)	911.16	882.92	926.43	893.27	870.24	764.04	776.37	806.31	-11.5%	12,351.98	12,168.70	-1.5%
<u>Total OJ Drinks</u>												
Gallons	2,374.52	2,189.34	2,112.15	2,111.68	2,070.75	1,961.83	2,028.82	2,024.66	-14.7%	32,151.64	28,949.56	-10.0%
Price/Gal (\$)	6.41	6.73	6.77	6.71	6.72	6.84	6.69	6.81	6.3%	6.37	6.62	3.9%
Revenues (\$)	15,215.09	15,705.02	14,290.79	14,159.11	13,908.77	13,425.16	13,574.28	13,794.65	-9.3%	204,844.83	191,596.74	-6.5%
<u>OJ BL Drinks</u>												
Gallons	8,365.42	7,357.57	7,531.56	7,403.22	7,584.42	7,432.97	7,748.90	7,166.05	-14.3%	102,995.09	96,628.76	-6.2%
Price/Gal (\$)	3.24	3.38	3.29	3.32	3.27	3.30	3.24	3.37	4.1%	3.30	3.32	0.6%
Revenues (\$)	27,068.66	24,874.97	24,772.81	24,561.82	24,800.31	24,520.56	25,143.48	24,140.98	-10.8%	339,796.31	320,662.62	-5.6%
<u>OJ BL (100% Juice)</u>												
Gallons	1,641.95	1,776.82	1,614.82	1,592.26	1,616.14	1,484.56	1,489.12	1,482.38	-9.7%	23,096.54	21,065.65	-8.8%
Price/Gal (\$)	7.34	7.12	7.26	7.25	7.10	7.28	7.28	7.33	-0.1%	7.24	7.25	0.2%
Revenues (\$)	12,047.98	12,653.15	11,718.01	11,545.96	11,470.30	10,812.90	10,839.24	10,864.27	-9.8%	167,106.06	152,676.13	-8.6%
<u>GJ Cocktail</u>												
Gallons	388.58	419.48	397.87	394.64	405.87	408.21	388.74	361.83	-6.9%	5,401.69	5,150.01	-4.7%
Price/Gal (\$)	7.20	6.93	7.02	7.12	7.25	6.99	7.05	7.15	-0.6%	6.88	6.95	0.9%
Revenues (\$)	2,795.94	2,904.94	2,791.33	2,809.84	2,941.18	2,854.40	2,738.84	2,587.83	-7.4%	37,183.57	35,775.40	-3.8%
<u>GJ BL (100% Juice)</u>												
Gallons	72.04	92.74	84.09	82.58	82.61	86.02	77.51	70.62	-2.0%	1,237.09	1,110.91	-10.2%
Price/Gal (\$)	7.07	6.99	7.06	7.14	7.22	6.78	6.98	7.32	3.6%	6.34	6.92	9.1%
Revenues (\$)	509.34	647.98	593.30	589.72	596.75	583.52	541.21	517.03	1.5%	7,846.95	7,686.83	-2.0%

Most recent four-week-period is preliminary

2016-17 STD: 10/02/16 - 09/30/17
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: 09/30/17
Issue Date: 10/16/17
Report 13 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/01/16	04/15/17	05/13/17	06/10/17	07/08/17	08/05/17	09/02/17	09/30/17		2015-16	2016-17	% Change
<u>NFC OJ</u>												
Average Promo Price	6.94	6.83	6.97	7.04	7.11	7.08	7.09	7.09	2.2%	6.78	6.68	-1.4%
Price Reduction	95	94	95	94	93	94	93	93	-2.1%	95	94	-0.6%
Feature & Disp	27	37	35	28	27	23	27	25	-7.4%	33	30	-9.8%
Display w/o Fea	23	30	30	24	25	25	27	27	17.4%	27	25	-9.4%
Feature w/o Disp	91	90	91	89	85	85	86	86	-5.5%	90	91	1.3%
<u>RECON OJ</u>												
Average Promo Price	4.11	4.71	4.44	4.37	4.39	4.64	4.39	4.32	5.1%	4.06	4.04	-0.5%
Price Reduction	68	86	81	82	81	81	80	78	14.7%	77	73	-5.7%
Feature & Disp	8	7	11	7	9	8	6	4	-50.0%	10	6	-39.7%
Display w/o Fea	13	14	12	12	12	15	10	11	-15.4%	15	11	-23.8%
Feature w/o Disp	60	57	63	62	63	60	67	43	-28.3%	61	59	-4.8%
<u>Refrigerated OJ</u>												
Average Promo Price	6.18	6.38	6.22	6.24	6.25	6.35	6.39	6.33	2.4%	6.00	6.05	0.8%
Price Reduction	96	96	97	96	96	97	97	97	1.0%	97	96	-1.2%
Feature & Disp	31	39	38	31	31	28	29	27	-12.9%	36	32	-10.0%
Display w/o Fea	29	36	35	30	32	32	31	33	13.8%	34	30	-11.4%
Feature w/o Disp	93	91	92	92	89	90	90	91	-2.2%	92	92	0.5%
<u>Frozen OJ</u>												
Average Promo Price	3.80	4.41	3.86	3.99	3.94	4.13	3.80	4.07	7.1%	3.88	3.94	1.5%
Price Reduction	51	45	49	47	38	33	35	39	-23.5%	48	52	8.7%
Feature & Disp	1	0	0	0	0	0	0	1	0.0%	0	0	-45.8%
Display w/o Fea	1	1	1	1	1	1	1	1	0.0%	1	2	62.5%
Feature w/o Disp	11	9	14	6	10	7	10	5	-54.5%	11	10	-10.0%
<u>Shelf Stable OJ</u>												
Average Promo Price	8.37	7.66	6.70	7.11	7.47	6.19	7.22	7.63	-8.8%	8.16	7.89	-3.3%
Price Reduction	7	13	14	13	9	19	18	13	85.7%	7	7	-11.1%
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	1	4	0	5	0	0	0	1	0.0%	1	2	44.4%
<u>Total OJ</u>												
Average Promo Price	6.12	6.34	6.16	6.18	6.20	6.32	6.34	6.29	2.8%	5.95	5.99	0.7%
Price Reduction	96	97	97	96	96	97	98	97	1.0%	97	97	-0.4%
Feature & Disp	31	39	38	31	31	28	29	27	-12.9%	36	32	-10.2%
Display w/o Fea	30	36	35	31	33	33	32	33	10.0%	34	32	-8.6%
Feature w/o Disp	93	91	92	92	89	90	90	91	-2.2%	92	92	0.5%

Most recent four-week-period is preliminary
2016-17 STD: 10/02/16 - 09/30/17
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 13 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/01/16	04/15/17	05/13/17	06/10/17	07/08/17	08/05/17	09/02/17	09/30/17		2015-16	2016-17	% Change
<u>NFC GJ</u>												
Average Promo Price	7.07	6.71	6.75	6.99	7.07	7.10	7.01	7.18	1.6%	6.90	6.77	-1.8%
Price Reduction	70	71	76	71	72	68	74	73	4.3%	73	72	-1.6%
Feature & Disp	1	3	2	2	2	2	2	1	0.0%	2	3	8.3%
Display w/o Fea	4	7	8	7	7	4	6	6	50.0%	6	5	-18.8%
Feature w/o Disp	33	38	36	45	37	35	40	46	39.4%	41	47	15.5%
<u>RECON GJ</u>												
Average Promo Price	4.24	9.22	8.38	9.15	6.44	6.75	8.27	7.42	75.0%	4.98	5.73	14.9%
Price Reduction	2	18	15	12	10	14	12	15	650.0%	7	11	48.7%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	1	0	0	0	0	0	0	1	0.0%	0	1	143.8%
Feature w/o Disp	0	1	0	0	1	1	0	1		0	0	-100.0%
<u>Refrigerated GJ</u>												
Average Promo Price	7.04	6.80	6.80	7.04	7.04	7.08	7.06	7.19	2.1%	6.81	6.67	-2.0%
Price Reduction	71	72	76	73	74	71	76	75	5.6%	74	73	-1.4%
Feature & Disp	1	3	2	2	2	2	2	1	0.0%	2	3	8.3%
Display w/o Fea	5	8	8	7	8	4	7	7	40.0%	6	6	-7.7%
Feature w/o Disp	33	40	36	45	38	35	40	47	42.4%	41	47	15.2%
<u>Frozen GJ</u>												
Average Promo Price	3.15	5.01	4.58	5.01	4.94	4.00	3.42	3.61	14.6%	3.59	4.01	11.8%
Price Reduction	9	1	4	5	7	6	5	3	-66.7%	7	6	-23.1%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	0	0	0	0	0	0	0	0		0	0	
Feature w/o Disp	1	0	0	0	0	0	0	0	-100.0%	1	0	-100.0%
<u>Shelf Stable GJ</u>												
Average Promo Price	6.02	5.43	5.44	6.01	6.08	5.81	5.61	6.50	8.0%	5.61	5.36	-4.5%
Price Reduction	36	38	43	36	44	44	38	41	13.9%	40	43	8.3%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	-100.0%
Display w/o Fea	2	2	2	1	1	1	1	2	0.0%	2	2	-18.8%
Feature w/o Disp	9	12	13	16	6	16	14	6	-33.3%	12	14	13.9%
<u>TL GJ</u>												
Average Promo Price	6.83	6.60	6.58	6.89	6.90	6.81	6.86	7.10	4.0%	6.58	6.42	-2.5%
Price Reduction	78	79	84	82	81	78	81	82	5.1%	82	83	1.3%
Feature & Disp	2	3	2	3	2	2	2	1	-50.0%	3	3	-9.7%
Display w/o Fea	7	9	11	8	9	5	8	8	14.3%	8	8	-11.4%
Feature w/o Disp	42	44	43	52	40	45	46	49	16.7%	47	53	11.9%

Most recent four-week-period is preliminary

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

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 13 of 16/17 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4	Season-to-Date		
	10/01/16	04/15/17	05/13/17	06/10/17	07/08/17	08/05/17	09/02/17	09/30/17		2015-16	2016-17	% Change
OJ Drinks 0-39.99%												
Average Promo Price	4.82	5.18	5.48	5.30	5.50	5.56	5.25	5.35	11.0%	4.83	4.99	3.3%
Price Reduction	83	84	85	84	83	78	84	82	-1.2%	80	80	-0.3%
Feature & Disp	11	15	13	17	15	16	17	10	-9.1%	10	8	-20.0%
Display w/o Fea	42	32	36	35	38	37	40	37	-11.9%	37	31	-15.8%
Feature w/o Disp	60	70	61	71	70	71	67	61	1.7%	57	51	-9.7%
OJ Drinks 40-99.99%												
Average Promo Price	7.08	7.05	7.09	7.11	7.13	7.24	7.02	7.11	0.4%	6.87	6.79	-1.3%
Price Reduction	79	75	75	70	70	71	72	74	-6.3%	76	77	1.1%
Feature & Disp	6	4	9	7	3	5	5	3	-50.0%	8	7	-18.0%
Display w/o Fea	8	10	10	9	7	8	11	7	-12.5%	10	9	-11.6%
Feature w/o Disp	52	37	53	51	31	45	41	35	-32.7%	49	45	-8.6%
OJ Drinks - % not stated												
Average Promo Price	5.08	4.80	5.67	5.70	5.28	5.75	5.34	5.45	7.3%	4.85	4.85	-0.1%
Price Reduction	17	12	21	21	14	13	12	12	-29.4%	16	16	-2.0%
Feature & Disp	0	0	0	0	1	0	0	0		0	0	
Display w/o Fea	2	2	2	2	2	2	2	1	-50.0%	2	2	-7.1%
Feature w/o Disp	7	6	4	13	18	7	18	6	-14.3%	6	7	20.8%
Total OJ Drinks												
Average Promo Price	6.06	6.22	6.46	6.26	6.21	6.44	6.12	6.31	4.1%	6.03	6.11	1.3%
Price Reduction	93	92	92	91	90	90	90	91	-2.2%	92	92	0.2%
Feature & Disp	16	18	21	23	17	20	21	13	-18.8%	17	14	-17.6%
Display w/o Fea	47	40	43	41	43	43	47	41	-12.8%	43	37	-13.6%
Feature w/o Disp	75	76	82	79	75	78	79	73	-2.7%	73	69	-5.3%
OJ BL Drinks												
Average Promo Price	2.66	2.76	2.62	2.79	2.75	2.92	2.71	2.83	6.4%	2.78	2.77	-0.6%
Price Reduction	97	96	97	98	97	97	97	96	-1.0%	95	95	-0.2%
Feature & Disp	32	29	33	33	35	36	32	27	-15.6%	31	24	-24.4%
Display w/o Fea	68	65	65	68	68	69	68	63	-7.4%	66	57	-13.5%
Feature w/o Disp	84	84	86	86	84	84	84	84	0.0%	80	82	2.8%
OJ BL (100% Juice)												
Average Promo Price	6.59	6.28	6.37	6.35	6.30	6.33	6.46	6.55	-0.6%	6.47	6.35	-1.8%
Price Reduction	90	88	87	90	90	87	83	86	-4.4%	88	88	0.4%
Feature & Disp	9	14	8	6	10	5	6	6	-33.3%	9	7	-23.9%
Display w/o Fea	13	16	13	13	15	14	12	11	-15.4%	12	12	-5.7%
Feature w/o Disp	66	80	67	71	75	59	68	61	-7.6%	69	68	-2.2%
GJ Cocktail												
Average Promo Price	7.00	5.95	6.15	6.52	6.86	6.29	6.41	6.97	-0.4%	6.13	5.77	-5.8%
Price Reduction	70	72	75	71	72	73	70	66	-5.7%	71	74	5.3%
Feature & Disp	5	8	6	5	5	8	9	3	-40.0%	5	6	0.7%
Display w/o Fea	22	17	20	19	19	20	23	21	-4.5%	20	18	-10.8%
Feature w/o Disp	35	33	24	32	27	36	32	14	-60.0%	27	33	21.8%
GJ BL (100% Juice)												
Average Promo Price	6.27	6.41	6.40	6.67	7.07	6.04	6.02	7.14	13.9%	5.23	5.68	8.6%
Price Reduction	23	42	43	39	36	43	37	31	34.8%	38	47	23.1%
Feature & Disp	1	0	0	0	0	0	0	0	-100.0%	0	0	225.0%
Display w/o Fea	1	2	2	1	1	1	1	1	0.0%	1	1	1.6%
Feature w/o Disp	6	7	6	1	9	7	5	2	-66.7%	10	11	11.6%

Most recent four-week-period is preliminary

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

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

Source: Nielsen

Orange Juice Categories at xAOC

	Last Year 52 weeks ending 10/01/16	This Year 52 weeks ending 09/30/17
GALLONS (millions)		
Total OJ	464,293,518	429,126,292
Ref NFC OJ	281,226,733	264,369,623
Ref Recon OJ	163,515,976	147,141,229
Frozen OJ	19,190,020	17,314,893
SS OJ	360,793	300,551
DOLLARS (millions)		
Total OJ	\$3,038,467,480	\$2,886,158,732
Ref NFC OJ	\$2,135,508,912	\$2,036,493,834
Ref Recon OJ	\$805,519,646	\$759,709,566
Frozen OJ	\$94,209,476	\$87,337,085
SS OJ	\$3,229,445	\$2,618,253
AVG PRICE PER GALLON		
Total OJ	\$6.54	\$6.73
Ref NFC OJ	\$7.59	\$7.70
Ref Recon OJ	\$4.93	\$5.16
Frozen OJ	\$4.91	\$5.04
SS OJ	\$8.95	\$8.71
SHARE OF GALLONS		
Total OJ	100.0%	100.0%
Ref NFC OJ	60.6%	61.6%
Ref Recon OJ	35.2%	34.3%
Frozen OJ	4.1%	4.0%
SS OJ	0.1%	0.1%
SHARE OF DOLLARS		
Total OJ	100.0%	100.0%
Ref NFC OJ	70.3%	70.6%
Ref Recon OJ	26.5%	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 09/30/17 and 52 wks ending 10/01/16

Created: 10/12/17

Grapefruit Juice Categories at xAOC

	Last Year 52 weeks ending 10/01/16	This Year 52 weeks ending 09/30/17
GALLONS (millions)		
Total GJ	14,380,112	13,879,468
Ref NFC GJ	9,383,852	9,144,947
Ref Recon GJ	976,949	835,744
Frozen GJ	178,039	143,899
SS GJ	3,820,694	3,747,827
DOLLARS (millions)		
Total GJ	\$105,207,864	\$103,293,467
Ref NFC GJ	\$73,503,509	\$71,683,407
Ref Recon GJ	\$6,332,816	\$6,932,357
Frozen GJ	\$775,515	\$662,385
SS GJ	\$24,479,153	\$23,974,997
AVG PRICE PER GALLON		
Total GJ	\$7.32	\$7.44
Ref NFC GJ	\$7.83	\$7.84
Ref Recon GJ	\$6.48	\$8.29
Frozen GJ	\$4.36	\$4.60
SS GJ	\$6.41	\$6.40
SHARE OF GALLONS		
Total GJ	100.0%	100.0%
Ref NFC GJ	65.3%	65.9%
Ref Recon GJ	6.8%	6.0%
Frozen GJ	1.2%	1.0%
SS GJ	26.6%	27.0%
SHARE OF DOLLARS		
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	23.3%	23.2%

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 09/30/17 and 52 wks ending 10/01/16

Created: 10/12/17

Orange Juice Sales at xAOC - by Region

Gallons										
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 09/30/17		4 WEEKS ENDING 10/01/16			
	% of Total	% Chg	% of Total	% of Total	% of Total	% Chg	% of Total			
TOTAL US - XAOC										
TL OJ	429,126,292	-7.6%	464,293,518		30,245,244	-7.5%	32,709,940			
TL OJ REF NFC	264,369,623	-6.0%	281,226,733		18,257,171	-8.0%	19,846,617			
TL OJ REF RECON	147,141,229	-10.0%	163,515,976		10,734,698	-7.0%	11,537,594			
NORTHEAST REGION - XAOC										
TL OJ	82,209,037	19.2% -10.1%	91,423,033	19.7%	5,691,486	18.8% -11.1%	6,403,784 19.6%			
TL OJ REF NFC	65,480,207	15.3% -9.1%	72,040,751	15.5%	4,444,899	14.7% -10.9%	4,989,346 15.3%			
TL OJ REF RECON	14,858,737	3.5% -14.2%	17,311,652	3.7%	1,111,679	3.7% -12.8%	1,274,457 3.9%			
SOUTH REGION - XAOC										
TL OJ	168,686,030	39.3% -5.9%	179,339,121	38.6%	12,022,777	39.8% -5.2%	12,680,955 38.8%			
TL OJ REF NFC	99,742,087	23.2% -3.9%	103,777,013	22.4%	6,935,882	22.9% -5.9%	7,371,215 22.5%			
TL OJ REF RECON	63,568,535	14.8% -8.6%	69,521,164	15.0%	4,706,072	15.6% -3.9%	4,898,512 15.0%			
WEST REGION - XAOC										
TL OJ	88,186,737	20.6% -9.0%	96,936,260	20.9%	6,310,991	20.9% -8.8%	6,920,339 21.2%			
TL OJ REF NFC	49,029,089	11.4% -6.6%	52,521,103	11.3%	3,492,894	11.5% -6.7%	3,743,247 11.4%			
TL OJ REF RECON	34,146,931	8.0% -12.2%	38,898,304	8.4%	2,451,575	8.1% -12.2%	2,793,375 8.5%			
MIDWEST REGION - XAOC										
TL OJ	89,515,285	20.9% -7.1%	96,383,921	20.8%	6,207,779	20.5% -7.2%	6,688,502 20.4%			
TL OJ REF NFC	49,636,622	11.6% -5.7%	52,640,141	11.3%	3,369,823	11.1% -9.6%	3,726,656 11.4%			
TL OJ REF RECON	34,504,750	8.0% -8.7%	37,802,835	8.1%	2,467,084	8.2% -3.9%	2,567,748 7.9%			

Dollars										
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 09/30/17		4 WEEKS ENDING 10/01/16			
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	% of Total	% Chg	% of Total		
TOTAL US - XAOC										
TL OJ	\$2,886,158,732	-5.0%	\$3,038,467,480		\$206,465,178	-5.1%	\$217,505,235			
TL OJ REF NFC	\$2,036,493,834	-4.6%	\$2,135,508,912		\$143,944,731	-6.3%	\$153,594,270			
TL OJ REF RECON	\$759,709,566	-5.7%	\$805,519,646		\$56,017,377	-2.2%	\$57,284,772			
NORTHEAST REGION - XAOC										
TL OJ	\$557,686,232	19.3% -7.3%	\$601,341,096	19.8%	\$39,416,969	19.1% -7.5%	\$42,620,450 19.6%			
TL OJ REF NFC	\$469,498,955	16.3% -6.9%	\$504,324,427	16.6%	\$32,819,004	15.9% -7.9%	\$35,637,704 16.4%			
TL OJ REF RECON	\$77,492,654	2.7% -9.2%	\$85,315,820	2.8%	\$5,812,743	2.8% -6.2%	\$6,194,980 2.8%			
SOUTH REGION - XAOC										
TL OJ	\$1,118,152,608	38.7% -3.7%	\$1,160,956,616	38.2%	\$80,468,095	39.0% -3.4%	\$83,339,773 38.3%			
TL OJ REF NFC	\$771,047,989	26.7% -3.1%	\$795,535,729	26.2%	\$54,701,431	26.5% -4.7%	\$57,416,003 26.4%			
TL OJ REF RECON	\$320,424,528	11.1% -4.8%	\$336,546,626	11.1%	\$23,856,259	11.6% -0.3%	\$23,938,852 11.0%			
WEST REGION - XAOC										
TL OJ	\$620,717,289	21.5% -6.4%	\$663,121,309	21.8%	\$45,037,560	21.8% -6.4%	\$48,113,342 22.1%			
TL OJ REF NFC	\$410,127,351	14.2% -6.0%	\$436,083,352	14.4%	\$29,708,238	14.4% -6.5%	\$31,761,856 14.6%			
TL OJ REF RECON	\$184,685,361	6.4% -7.4%	\$199,513,702	6.6%	\$13,412,397	6.5% -6.9%	\$14,407,953 6.6%			
MIDWEST REGION - XAOC										
TL OJ	\$585,622,772	20.3% -4.3%	\$611,657,217	20.1%	\$41,435,698	20.1% -4.3%	\$43,292,692 19.9%			
TL OJ REF NFC	\$381,973,271	13.2% -4.0%	\$397,840,812	13.1%	\$26,613,603	12.9% -7.1%	\$28,637,273 13.2%			
TL OJ REF RECON	\$176,914,581	6.1% -4.0%	\$184,354,151	6.1%	\$12,931,292	6.3% 1.6%	\$12,730,533 5.9%			

Source: Nielsen Scanning Data

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

Created: 10/12/2017

Grapefruit Juice Sales at xAOC - by Region

	Gallons									
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 09/30/17		4 WEEKS ENDING 10/01/16			
	% of Total	% Chg	% of Total	% of Total	% of Total	% Chg	% of Total	% of Total	% of Total	% of Total
TOTAL US - XAOC										
TL GJ	13,879,468	-3.5%	14,380,112		1,000,538	-4.5%	1,048,065			
TL GJ REF NFC	9,144,947	-2.5%	9,383,852		668,535	-1.8%	680,949			
TL GJ REF RECON	835,744	-14.5%	976,949		59,946	-16.6%	71,909			
NORTHEAST REGION - XAOC										
TL GJ	2,581,818	18.6%	2,747,649	19.1%	178,947	17.9%	196,253	18.7%		
TL GJ REF NFC	1,997,993	14.4%	2,116,604	14.7%	139,233	13.9%	148,698	14.2%		
TL GJ REF RECON	74,239	0.5%	62,543	0.4%	5,691	0.6%	6,401	0.6%		
SOUTH REGION - XAOC										
TL GJ	5,791,918	41.7%	5,959,735	41.4%	422,416	42.2%	438,128	41.8%		
TL GJ REF NFC	3,665,460	26.4%	3,624,794	25.2%	275,291	27.5%	266,693	25.4%		
TL GJ REF RECON	470,329	3.4%	643,317	4.5%	30,697	3.1%	45,635	4.4%		
WEST REGION - XAOC										
TL GJ	3,119,949	22.5%	3,271,064	22.7%	230,213	23.0%	239,511	22.9%		
TL GJ REF NFC	2,071,278	14.9%	2,215,903	15.4%	153,847	15.4%	162,163	15.5%		
TL GJ REF RECON	137,093	1.0%	132,941	0.9%	10,950	1.1%	9,584	0.9%		
MIDWEST REGION - XAOC										
TL GJ	2,365,104	17.0%	2,395,095	16.7%	168,007	16.8%	173,414	16.5%		
TL GJ REF NFC	1,386,000	10.0%	1,418,307	9.9%	99,329	9.9%	102,598	9.8%		
TL GJ REF RECON	159,966	1.2%	137,688	1.0%	12,578	1.3%	10,275	1.0%		

	Dollars									
	52 Weeks		52 Weeks YA		4 WEEKS ENDING 09/30/17		4 WEEKS ENDING 10/01/16			
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	% of Total	% Chg	% of Total	% of Total	% of Total
TOTAL US - XAOC										
TL GJ	\$103,293,467	-1.8%	\$105,207,864		\$7,657,915	-1.1%	\$7,746,502			
TL GJ REF NFC	\$71,683,407	-2.5%	\$73,503,509		\$5,347,477	-0.7%	\$5,386,342			
TL GJ REF RECON	\$6,932,357	9.5%	\$6,332,816		\$538,364	10.4%	\$487,475			
NORTHEAST REGION - XAOC										
TL GJ	\$19,053,073	18.4%	\$20,073,498	19.1%	\$1,372,497	17.9%	\$1,449,139	18.7%		
TL GJ REF NFC	\$15,000,001	14.5%	\$15,961,402	15.2%	\$1,081,640	14.1%	\$1,131,362	14.6%		
TL GJ REF RECON	\$711,294	0.7%	\$509,693	0.5%	\$61,329	0.8%	\$55,901	0.7%		
SOUTH REGION - XAOC										
TL GJ	\$42,013,629	40.7%	\$42,175,473	40.1%	\$3,152,550	41.2%	\$3,112,825	40.2%		
TL GJ REF NFC	\$28,263,919	27.4%	\$28,017,542	26.6%	\$2,149,515	28.1%	\$2,077,424	26.8%		
TL GJ REF RECON	\$3,742,466	3.6%	\$3,802,732	3.6%	\$276,509	3.6%	\$279,965	3.6%		
WEST REGION - XAOC										
TL GJ	\$25,059,627	24.3%	\$25,941,320	24.7%	\$1,897,157	24.8%	\$1,933,371	25.0%		
TL GJ REF NFC	\$17,508,041	16.9%	\$18,613,998	17.7%	\$1,334,109	17.4%	\$1,381,615	17.8%		
TL GJ REF RECON	\$1,374,523	1.3%	\$1,106,727	1.1%	\$110,356	1.4%	\$79,174	1.0%		
MIDWEST REGION - XAOC										
TL GJ	\$16,961,496	16.4%	\$16,973,784	16.1%	\$1,228,257	16.0%	\$1,243,559	16.1%		
TL GJ REF NFC	\$10,677,984	10.3%	\$10,851,646	10.3%	\$775,875	10.1%	\$788,151	10.2%		
TL GJ REF RECON	\$1,145,323	1.1%	\$911,137	0.9%	\$89,897	1.2%	\$72,614	0.9%		

Source: Nielsen Scanning Data

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

Created: 10/12/2017