

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



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

	4 WEEKS ENDING 01/17/15			SEASON YEAR-TO-DATE		
	GALLONS	PRICE	DOLLARS	GALLONS	PRICE	DOLLARS
Total OJ	-7.5%	5.3%	-2.6%	-8.4%	5.0%	-3.8%
Ref NFC OJ	-5.5%	5.3%	-0.5%	-7.1%	5.2%	-2.3%
Ref Recon OJ	-10.6%	3.9%	-7.0%	-10.3%	3.8%	-6.9%
Total GJ	-6.8%	3.5%	-3.5%	-5.1%	4.0%	-1.2%
Ref NFC GJ	-6.7%	5.0%	-2.1%	-5.4%	5.7%	-0.1%
Shelf Stable GJ	-4.6%	-2.0%	-6.6%	-2.5%	-1.2%	-3.7%
OJ Drinks	-2.3%	7.8%	5.4%	-5.2%	7.5%	1.9%
OJ Blend Drinks	0.4%	2.1%	2.5%	3.1%	1.6%	4.7%
GJ Cocktail	-0.6%	-1.7%	-2.2%	-6.0%	0.1%	-6.0%

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

**Florida Department of Citrus**  
**ORANGE JUICE SALES**  
**Expanded All Outlets Combined (xAOC)**  
**NIELSEN SCANTRACK**  
(Gallons and Revenues in Millions)

Report Ending Date: 01/17/15  
Issue Date: 02/02/15  
Report 4 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	01/18/14	08/02/14	08/30/14	09/27/14	10/25/14	11/22/14	12/20/14	01/17/15		2013-14	2014-15	% Change
<b><u>NFC OJ</u></b>												
Gallons	29.23	20.48	21.35	21.68	21.80	22.51	24.63	27.62	-5.5%	103.95	96.57	-7.1%
Price/Gal (\$)	7.15	7.49	7.46	7.46	7.49	7.48	7.44	7.53	5.3%	7.12	7.49	5.2%
Revenues (\$)	209.00	153.46	159.32	161.67	163.35	168.41	183.35	207.92	-0.5%	739.85	723.03	-2.3%
<b><u>RECON OJ</u></b>												
Gallons	17.23	12.93	13.01	13.32	13.69	13.94	14.26	15.41	-10.6%	63.86	57.30	-10.3%
Price/Gal (\$)	4.84	4.95	5.01	5.02	4.97	4.97	5.00	5.03	3.9%	4.81	4.99	3.8%
Revenues (\$)	83.36	63.95	65.17	66.85	68.01	69.29	71.30	77.49	-7.0%	307.18	286.08	-6.9%
<b><u>Refrigerated OJ</u></b>												
Gallons	46.46	33.41	34.35	35.00	35.49	36.45	38.89	43.03	-7.4%	167.81	153.86	-8.3%
Price/Gal (\$)	6.29	6.51	6.53	6.53	6.52	6.52	6.55	6.63	5.4%	6.24	6.56	5.1%
Revenues (\$)	292.35	217.40	224.49	228.52	231.35	237.70	254.65	285.41	-2.4%	1,047.03	1,009.12	-3.6%
<b><u>Frozen OJ</u></b>												
Gallons	2.18	1.60	1.62	1.64	1.63	1.65	1.89	1.98	-9.2%	7.94	7.15	-9.9%
Price/Gal (\$)	4.96	4.90	4.85	4.81	4.86	4.98	4.98	5.01	1.0%	4.93	4.96	0.7%
Revenues (\$)	10.81	7.84	7.87	7.88	7.90	8.24	9.41	9.91	-8.3%	39.08	35.46	-9.3%
<b><u>Shelf Stable OJ</u></b>												
Gallons	0.05	0.04	0.04	0.05	0.05	0.05	0.05	0.05	-6.9%	0.22	0.19	-13.7%
Price/Gal (\$)	8.80	9.35	9.18	8.87	9.29	9.08	9.16	8.88	0.9%	8.68	9.10	4.8%
Revenues (\$)	0.45	0.37	0.41	0.48	0.46	0.44	0.44	0.43	-6.0%	1.94	1.76	-9.5%
<b><u>Total Orange Juice</u></b>												
Gallons	48.69	35.05	36.02	36.70	37.16	38.16	40.83	45.05	-7.5%	175.97	161.20	-8.4%
Price/Gal (\$)	6.24	6.44	6.46	6.45	6.45	6.46	6.48	6.56	5.3%	6.18	6.49	5.0%
Revenues (\$)	303.62	225.62	232.77	236.88	239.71	246.38	264.49	295.75	-2.6%	1,088.05	1,046.33	-3.8%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 01/17/15  
2013-14 STD: 09/29/13 - 01/18/14

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 4 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	01/18/14	08/02/14	08/30/14	09/27/14	10/25/14	11/22/14	12/20/14	01/17/15		2013-14	2014-15	% Change
<b><u>NFC GJ</u></b>												
Gallons	0.84	0.73	0.75	0.74	0.74	0.74	0.72	0.78	-6.7%	3.16	2.99	-5.4%
Price/Gal (\$)	7.39	7.78	7.77	7.79	7.89	7.78	7.79	7.76	5.0%	7.39	7.81	5.7%
Revenues (\$)	6.21	5.65	5.85	5.77	5.81	5.80	5.64	6.08	-2.1%	23.35	23.33	-0.1%
<b><u>RECON GJ</u></b>												
Gallons	0.08	0.07	0.07	0.07	0.08	0.07	0.07	0.07	-3.3%	0.29	0.29	2.7%
Price/Gal (\$)	6.21	6.25	6.20	6.16	6.09	6.07	6.31	6.38	2.7%	6.07	6.21	2.3%
Revenues (\$)	0.48	0.45	0.45	0.46	0.48	0.45	0.43	0.47	-0.7%	1.74	1.83	5.1%
<b><u>Refrigerated GJ</u></b>												
Gallons	0.92	0.80	0.83	0.82	0.81	0.82	0.79	0.86	-6.5%	3.45	3.28	-4.8%
Price/Gal (\$)	7.29	7.64	7.63	7.64	7.72	7.63	7.66	7.64	4.8%	7.28	7.66	5.3%
Revenues (\$)	6.69	6.10	6.30	6.23	6.29	6.25	6.07	6.56	-2.0%	25.09	25.16	0.3%
<b><u>Frozen GJ</u></b>												
Gallons	0.03	0.02	0.02	0.01	0.01	0.01	0.02	0.02	-42.2%	0.11	0.06	-43.6%
Price/Gal (\$)	4.54	4.78	4.87	4.99	5.12	5.16	5.27	5.15	13.5%	4.57	5.18	13.3%
Revenues (\$)	0.13	0.08	0.08	0.07	0.07	0.08	0.08	0.09	-34.5%	0.49	0.32	-36.1%
<b><u>Shelf Stable GJ</u></b>												
Gallons	0.34	0.31	0.31	0.31	0.31	0.31	0.29	0.32	-4.6%	1.26	1.23	-2.5%
Price/Gal (\$)	6.40	6.35	6.42	6.35	6.41	6.33	6.29	6.27	-2.0%	6.40	6.33	-1.2%
Revenues (\$)	2.16	1.98	1.99	1.97	1.99	1.94	1.84	2.02	-6.6%	8.09	7.79	-3.7%
<b><u>Total Grapefruit Juice</u></b>												
Gallons	1.28	1.13	1.15	1.14	1.14	1.14	1.10	1.20	-6.8%	4.82	4.58	-5.1%
Price/Gal (\$)	6.99	7.24	7.27	7.26	7.33	7.25	7.26	7.24	3.5%	6.99	7.27	4.0%
Revenues (\$)	8.98	8.16	8.37	8.27	8.35	8.27	7.99	8.66	-3.5%	33.68	33.27	-1.2%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 01/17/15  
2013-14 STD: 09/29/13 - 01/18/14

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 4 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	01/18/14	08/02/14	08/30/14	09/27/14	10/25/14	11/22/14	12/20/14	01/17/15		2013-14	2014-15	% Change
<b><u>OJ Drinks 0-39.99%</u></b>												
Gallons	1.59	1.63	1.78	1.73	1.59	1.49	1.42	1.38	-13.1%	6.48	5.88	-9.3%
Price/Gal (\$)	3.87	4.25	4.31	4.22	4.29	4.36	4.36	4.43	14.5%	3.87	4.36	12.7%
Revenues (\$)	6.13	6.93	7.68	7.31	6.84	6.52	6.18	6.10	-0.5%	25.06	25.63	2.3%
<b><u>OJ Drinks 40-99.99%</u></b>												
Gallons	1.92	1.33	1.35	1.42	1.44	1.52	1.67	2.00	4.2%	6.90	6.64	-3.8%
Price/Gal (\$)	7.21	7.67	7.66	7.52	7.55	7.35	7.20	7.34	1.7%	7.08	7.35	3.8%
Revenues (\$)	13.87	10.19	10.35	10.67	10.89	11.19	12.03	14.70	6.0%	48.86	48.81	-0.1%
<b><u>OJ Drinks - % not stated</u></b>												
Gallons	0.11	0.13	0.12	0.13	0.13	0.14	0.13	0.15	39.3%	0.41	0.55	34.4%
Price/Gal (\$)	4.92	4.40	4.92	5.10	5.07	5.06	5.30	5.48	11.3%	4.85	5.24	8.0%
Revenues (\$)	0.54	0.56	0.61	0.66	0.68	0.69	0.70	0.83	55.0%	2.00	2.90	45.1%
<b><u>Total OJ Drinks</u></b>												
Gallons	3.62	3.08	3.26	3.28	3.17	3.15	3.22	3.53	-2.3%	13.79	13.07	-5.2%
Price/Gal (\$)	5.68	5.73	5.72	5.68	5.81	5.84	5.87	6.12	7.8%	5.50	5.92	7.5%
Revenues (\$)	20.54	19.08	18.65	18.63	18.40	18.40	18.91	21.63	5.4%	75.92	77.34	1.9%
<b><u>OJ BL Drinks</u></b>												
Gallons	16.27	17.36	17.96	17.11	17.00	15.78	15.42	16.34	0.4%	62.59	64.54	3.1%
Price/Gal (\$)	2.98	2.90	2.97	3.08	3.10	3.09	3.08	3.05	2.1%	3.03	3.08	1.6%
Revenues (\$)	48.56	50.34	53.26	52.65	52.77	48.81	47.48	49.78	2.5%	189.85	198.84	4.7%
<b><u>OJ BL (100% Juice)</u></b>												
Gallons	3.44	2.95	3.09	3.11	3.00	2.94	3.00	3.30	-4.0%	12.51	12.24	-2.2%
Price/Gal (\$)	6.82	7.12	7.03	7.04	7.14	7.15	7.14	7.20	5.5%	6.82	7.16	5.0%
Revenues (\$)	23.45	20.99	21.74	21.86	21.41	21.07	21.38	23.76	1.3%	85.25	87.62	2.8%
<b><u>GJ Cocktail</u></b>												
Gallons	0.87	0.74	0.73	0.73	0.71	0.76	0.77	0.87	-0.6%	3.31	3.11	-6.0%
Price/Gal (\$)	5.58	5.94	6.01	5.92	5.93	5.54	5.49	5.49	-1.7%	5.60	5.60	0.1%
Revenues (\$)	4.86	4.41	4.40	4.33	4.19	4.22	4.26	4.75	-2.2%	18.52	17.42	-6.0%
<b><u>GJ BL (100% Juice)</u></b>												
Gallons	0.16	0.14	0.14	0.14	0.13	0.13	0.12	0.14	-12.4%	0.57	0.52	-7.8%
Price/Gal (\$)	5.95	6.21	6.25	5.82	6.10	6.01	6.01	5.95	0.0%	5.98	6.02	0.6%
Revenues (\$)	0.96	0.87	0.87	0.83	0.80	0.78	0.74	0.84	-12.4%	3.41	3.16	-7.3%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 01/17/15  
2013-14 STD: 09/29/13 - 01/18/14

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**Florida Department of Citrus**  
**ORANGE JUICE SALES**  
**Food, Drug, Mass + Walmart**  
**NIELSEN SCANTRACK**  
(Gallons and Revenues in Millions)

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Report 4 of 14/15 Season

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<b><u>NFC OJ</u></b>												
Gallons	27.19	18.99	19.77	20.10	20.18	20.83	22.80	25.62	-5.8%	96.59	89.43	-7.4%
Price/Gal (\$)	7.22	7.58	7.55	7.54	7.58	7.57	7.53	7.62	5.4%	7.19	7.58	5.4%
Revenues (\$)	196.37	144.01	149.32	151.61	153.01	157.64	171.74	195.12	-0.6%	694.59	677.50	-2.5%
<b><u>RECON OJ</u></b>												
Gallons	15.92	11.84	11.86	12.09	12.52	12.71	13.04	14.23	-10.6%	58.70	52.49	-10.6%
Price/Gal (\$)	4.77	4.87	4.92	4.94	4.87	4.88	4.91	4.95	3.7%	4.73	4.90	3.6%
Revenues (\$)	75.95	57.60	58.40	59.68	60.95	62.04	64.02	70.37	-7.4%	277.84	257.38	-7.4%
<b><u>Refrigerated OJ</u></b>												
Gallons	43.11	30.83	31.64	32.19	32.69	33.53	35.84	39.85	-7.6%	155.29	141.91	-8.6%
Price/Gal (\$)	6.32	6.54	6.57	6.56	6.54	6.55	6.58	6.66	5.5%	6.26	6.59	5.2%
Revenues (\$)	272.33	201.61	207.72	211.29	213.96	219.67	235.76	265.49	-2.5%	972.43	934.88	-3.9%
<b><u>Frozen OJ</u></b>												
Gallons	2.09	1.53	1.55	1.57	1.55	1.58	1.81	1.90	-8.9%	7.56	6.84	-9.6%
Price/Gal (\$)	5.01	4.96	4.91	4.86	4.91	5.04	5.03	5.06	1.0%	4.98	5.01	0.6%
Revenues (\$)	10.45	7.58	7.60	7.62	7.63	7.95	9.10	9.61	-8.0%	37.68	34.30	-9.0%
<b><u>Shelf Stable OJ</u></b>												
Gallons	0.05	0.04	0.04	0.05	0.05	0.04	0.05	0.05	-6.2%	0.21	0.18	-13.4%
Price/Gal (\$)	9.13	9.57	9.50	9.23	9.45	9.51	9.34	9.15	0.2%	8.95	9.36	4.6%
Revenues (\$)	0.44	0.36	0.39	0.45	0.44	0.42	0.42	0.41	-6.0%	1.87	1.69	-9.5%
<b><u>Total Orange Juice</u></b>												
Gallons	45.24	32.40	33.22	33.80	34.29	35.15	37.70	41.79	-7.6%	163.06	148.94	-8.7%
Price/Gal (\$)	6.26	6.47	6.49	6.49	6.47	6.49	6.51	6.59	5.3%	6.21	6.52	5.0%
Revenues (\$)	283.21	209.55	215.71	219.36	222.03	228.04	245.29	275.52	-2.7%	1,011.99	970.88	-4.1%

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2013-14 STD: 09/29/13 - 01/18/14

Source: Nielsen. FDM+Walmart 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), and Walmart.

## GRAPEFRUIT JUICE SALES

**Food, Drug, Mass + Walmart**

(Gallons and Revenues in Millions)

Report 4 of 14/15 Season

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<b><u>NFC GJ</u></b>												
Gallons	0.84	0.72	0.75	0.74	0.73	0.74	0.72	0.78	-6.6%	3.14	2.97	-5.4%
Price/Gal (\$)	7.40	7.79	7.78	7.80	7.91	7.80	7.80	7.77	4.9%	7.40	7.82	5.6%
Revenues (\$)	6.19	5.63	5.83	5.75	5.79	5.77	5.61	6.06	-2.0%	23.25	23.23	-0.1%
<b><u>RECON GJ</u></b>												
Gallons	0.08	0.07	0.07	0.07	0.08	0.07	0.07	0.07	-3.3%	0.29	0.29	2.7%
Price/Gal (\$)	6.21	6.25	6.20	6.16	6.09	6.07	6.31	6.38	2.7%	6.07	6.21	2.3%
Revenues (\$)	0.48	0.45	0.45	0.46	0.48	0.45	0.43	0.47	-0.7%	1.74	1.83	5.1%
<b><u>Refrigerated GJ</u></b>												
Gallons	0.91	0.79	0.82	0.81	0.81	0.82	0.79	0.85	-6.3%	3.43	3.27	-4.7%
Price/Gal (\$)	7.30	7.65	7.64	7.65	7.73	7.64	7.67	7.65	4.7%	7.29	7.67	5.2%
Revenues (\$)	6.66	6.08	6.28	6.21	6.26	6.23	6.04	6.53	-1.9%	24.99	25.06	0.3%
<b><u>Frozen GJ</u></b>												
Gallons	0.03	0.02	0.02	0.01	0.01	0.01	0.02	0.02	-41.5%	0.11	0.06	-43.1%
Price/Gal (\$)	4.54	4.79	4.88	5.00	5.12	5.16	5.27	5.15	13.4%	4.57	5.18	13.2%
Revenues (\$)	0.13	0.08	0.07	0.07	0.07	0.08	0.08	0.09	-33.7%	0.49	0.31	-35.6%
<b><u>Shelf Stable GJ</u></b>												
Gallons	0.33	0.31	0.31	0.31	0.31	0.30	0.29	0.32	-4.5%	1.25	1.21	-2.6%
Price/Gal (\$)	6.40	6.37	6.42	6.36	6.43	6.34	6.30	6.28	-1.9%	6.41	6.34	-1.1%
Revenues (\$)	2.13	1.95	1.97	1.94	1.96	1.92	1.82	1.99	-6.4%	7.98	7.69	-3.6%
<b><u>Total Grapefruit Juice</u></b>												
Gallons	1.27	1.12	1.14	1.13	1.13	1.13	1.09	1.19	-6.6%	4.78	4.54	-5.0%
Price/Gal (\$)	7.01	7.26	7.28	7.27	7.35	7.26	7.27	7.25	3.4%	7.00	7.28	4.0%
Revenues (\$)	8.92	8.11	8.32	8.23	8.29	8.22	7.94	8.61	-3.5%	33.46	33.07	-1.2%

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2014-15 STD: 09/28/14 - 01/17/15

2013-14 STD: 09/29/13 - 01/18/14

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**LESS THAN 100% OJ & GJ BEVERAGES**  
**Food, Drug, Mass + Walmart**  
(Gallons and Revenues in Millions)

Report 4 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	01/18/14	08/02/14	08/30/14	09/27/14	10/25/14	11/22/14	12/20/14	01/17/15		2013-14	2014-15	% Change
<b><u>OJ Drinks 0-39.99%</u></b>												
Gallons	1.46	1.42	1.54	1.52	1.37	1.31	1.26	1.25	-14.5%	5.94	5.18	-12.8%
Price/Gal (\$)	3.94	4.41	4.33	4.27	4.34	4.40	4.47	4.56	15.9%	3.93	4.44	13.0%
Revenues (\$)	5.74	6.27	6.66	6.49	5.95	5.75	5.61	5.69	-0.9%	23.33	22.99	-1.5%
<b><u>OJ Drinks 40-99.99%</u></b>												
Gallons	1.90	1.31	1.34	1.40	1.43	1.50	1.66	1.98	4.3%	6.82	6.57	-3.6%
Price/Gal (\$)	7.22	7.69	7.68	7.54	7.57	7.37	7.21	7.35	1.8%	7.10	7.37	3.9%
Revenues (\$)	13.74	10.09	10.25	10.57	10.79	11.09	11.94	14.59	6.2%	48.37	48.41	0.1%
<b><u>OJ Drinks - % not stated</u></b>												
Gallons	0.11	0.13	0.12	0.13	0.13	0.14	0.13	0.15	39.7%	0.41	0.55	35.0%
Price/Gal (\$)	4.93	4.41	4.93	5.11	5.08	5.06	5.30	5.48	11.2%	4.86	5.24	7.7%
Revenues (\$)	0.53	0.55	0.61	0.65	0.68	0.69	0.69	0.83	55.4%	1.99	2.89	45.5%
<b><u>Total OJ Drinks</u></b>												
Gallons	3.47	2.86	3.00	3.05	2.93	2.95	3.04	3.38	-2.5%	13.17	12.30	-6.6%
Price/Gal (\$)	5.77	5.92	5.85	5.81	5.95	5.95	6.00	6.24	8.2%	5.60	6.04	7.9%
Revenues (\$)	20.01	16.92	17.52	17.72	17.41	17.54	18.24	21.11	5.5%	73.69	74.30	0.8%
<b><u>OJ BL Drinks</u></b>												
Gallons	14.42	15.36	15.83	15.08	14.94	13.89	13.60	14.52	0.7%	55.54	56.95	2.5%
Price/Gal (\$)	2.94	2.86	2.93	3.05	3.07	3.08	3.05	3.03	3.0%	2.99	3.06	2.3%
Revenues (\$)	42.41	43.91	46.32	45.92	45.92	42.70	41.53	43.99	3.7%	165.95	174.13	4.9%
<b><u>OJ BL (100% Juice)</u></b>												
Gallons	3.27	2.80	2.91	2.93	2.80	2.75	2.80	3.10	-5.2%	11.79	11.45	-2.9%
Price/Gal (\$)	6.83	7.12	7.03	7.02	7.13	7.14	7.13	7.20	5.5%	6.82	7.15	4.9%
Revenues (\$)	22.33	19.92	20.48	20.58	19.93	19.63	20.00	22.34	0.0%	80.40	81.89	1.9%
<b><u>GJ Cocktail</u></b>												
Gallons	0.73	0.62	0.61	0.62	0.58	0.66	0.66	0.73	-0.2%	2.75	2.64	-4.2%
Price/Gal (\$)	5.83	6.28	6.33	6.21	6.26	5.72	5.69	5.71	-2.0%	5.87	5.83	-0.6%
Revenues (\$)	4.26	3.90	3.87	3.82	3.66	3.77	3.76	4.16	-2.2%	16.13	15.36	-4.8%
<b><u>GJ BL (100% Juice)</u></b>												
Gallons	0.15	0.13	0.13	0.13	0.12	0.12	0.12	0.14	-9.8%	0.53	0.50	-6.7%
Price/Gal (\$)	6.02	6.33	6.34	5.90	6.23	6.12	6.09	5.99	-0.5%	6.07	6.10	0.5%
Revenues (\$)	0.91	0.83	0.83	0.79	0.76	0.74	0.72	0.82	-10.3%	3.23	3.03	-6.2%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 01/17/15

2013-14 STD: 09/29/13 - 01/18/14

Source: Nielsen. FDM+Walmart 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), and Walmart.



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

Report Ending Date: 01/17/15  
Issue Date: 02/02/15  
Report 4 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	01/18/14	08/02/14	08/30/14	09/27/14	10/25/14	11/22/14	12/20/14	01/17/15		2013-14	2014-15	% Change
<b><u>NFC OJ</u></b>												
Gallons	20.56	14.58	14.94	15.09	15.20	15.66	17.07	19.21	-6.5%	73.13	67.14	-8.2%
Price/Gal (\$)	7.27	7.62	7.62	7.60	7.59	7.54	7.52	7.61	4.8%	7.22	7.57	4.8%
Revenues (\$)	149.36	111.08	113.75	114.77	115.38	118.02	128.45	146.30	-2.0%	528.01	508.16	-3.8%
<b><u>RECON OJ</u></b>												
Gallons	11.08	8.54	8.46	8.62	8.95	8.96	9.06	9.86	-11.0%	40.86	36.83	-9.9%
Price/Gal (\$)	4.77	4.78	4.85	4.89	4.79	4.82	4.87	4.92	3.2%	4.71	4.85	3.0%
Revenues (\$)	52.82	40.77	41.01	42.10	42.90	43.18	44.07	48.52	-8.2%	192.35	178.67	-7.1%
<b><u>Refrigerated OJ</u></b>												
Gallons	31.63	23.11	23.40	23.71	24.14	24.62	26.13	29.08	-8.1%	113.98	103.97	-8.8%
Price/Gal (\$)	6.39	6.57	6.61	6.62	6.56	6.55	6.60	6.70	4.8%	6.32	6.61	4.5%
Revenues (\$)	202.18	151.85	154.76	156.87	158.29	161.20	172.52	194.82	-3.6%	720.36	686.83	-4.7%
<b><u>Frozen OJ</u></b>												
Gallons	1.54	1.12	1.13	1.17	1.15	1.15	1.33	1.40	-9.0%	5.54	5.02	-9.3%
Price/Gal (\$)	5.16	5.12	5.06	4.98	5.06	5.21	5.19	5.24	1.4%	5.13	5.18	0.9%
Revenues (\$)	7.93	5.71	5.73	5.82	5.79	6.00	6.91	7.32	-7.7%	28.43	26.02	-8.5%
<b><u>Shelf Stable OJ</u></b>												
Gallons	0.05	0.04	0.04	0.05	0.05	0.04	0.04	0.04	-4.0%	0.20	0.18	-10.5%
Price/Gal (\$)	9.18	9.62	9.57	9.26	9.48	9.54	9.38	9.18	0.0%	9.03	9.39	4.0%
Revenues (\$)	0.42	0.35	0.37	0.44	0.43	0.41	0.41	0.40	-4.1%	1.77	1.65	-7.0%
<b><u>Total Orange Juice</u></b>												
Gallons	33.21	24.27	24.57	24.92	25.34	25.81	27.51	30.52	-8.1%	119.72	109.17	-8.8%
Price/Gal (\$)	6.34	6.51	6.55	6.55	6.49	6.49	6.54	6.64	4.7%	6.27	6.54	4.4%
Revenues (\$)	210.53	157.91	160.87	163.13	164.51	167.60	179.84	202.54	-3.8%	750.57	714.50	-4.8%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 01/17/15  
2013-14 STD: 09/29/13 - 01/18/14

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 4 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	01/18/14	08/02/14	08/30/14	09/27/14	10/25/14	11/22/14	12/20/14	01/17/15		2013-14	2014-15	% Change
<b><u>NFC GJ</u></b>												
Gallons	695.68	601.30	620.96	605.13	599.47	609.47	593.41	645.74	-7.2%	2,602.10	2,448.08	-5.9%
Price/Gal (\$)	7.48	7.85	7.84	7.88	7.95	7.81	7.83	7.84	4.7%	7.49	7.86	4.9%
Revenues (\$)	5,205.33	4,721.47	4,868.22	4,766.85	4,763.20	4,759.92	4,647.44	5,059.54	-2.8%	19,478.68	19,230.09	-1.3%
<b><u>RECON GJ</u></b>												
Gallons	76.61	71.83	72.02	74.68	78.02	74.90	67.77	74.06	-3.3%	286.89	294.75	2.7%
Price/Gal (\$)	6.21	6.25	6.20	6.16	6.09	6.07	6.31	6.38	2.7%	6.07	6.21	2.3%
Revenues (\$)	475.72	448.57	446.63	460.23	474.95	454.74	427.76	472.29	-0.7%	1,740.15	1,829.73	5.1%
<b><u>Refrigerated GJ</u></b>												
Gallons	772.29	673.13	692.98	679.81	677.48	684.37	661.18	719.80	-6.8%	2,888.99	2,742.83	-5.1%
Price/Gal (\$)	7.36	7.68	7.67	7.69	7.73	7.62	7.68	7.69	4.5%	7.34	7.68	4.5%
Revenues (\$)	5,681.04	5,170.04	5,314.85	5,227.08	5,238.15	5,214.67	5,075.20	5,531.82	-2.6%	21,218.83	21,059.83	-0.7%
<b><u>Frozen GJ</u></b>												
Gallons	11.74	13.08	13.27	13.53	13.20	14.37	15.17	16.31	39.0%	44.48	59.05	32.8%
Price/Gal (\$)	5.09	5.17	5.14	5.13	5.22	5.22	5.30	5.17	1.6%	5.12	5.22	2.0%
Revenues (\$)	59.73	67.63	68.20	69.37	68.91	74.95	80.35	84.29	41.1%	227.74	308.50	35.5%
<b><u>Shelf Stable GJ</u></b>												
Gallons	241.63	224.42	222.45	221.99	219.72	218.07	208.30	231.20	-4.3%	898.91	877.28	-2.4%
Price/Gal (\$)	6.78	6.75	6.84	6.75	6.87	6.74	6.69	6.64	-2.1%	6.81	6.73	-1.1%
Revenues (\$)	1,638.93	1,515.47	1,520.84	1,499.41	1,508.63	1,470.09	1,394.06	1,535.14	-6.3%	6,122.50	5,907.92	-3.5%
<b><u>Total Grapefruit Juice</u></b>												
Gallons	1,025.66	910.62	928.71	915.33	910.40	916.81	884.65	967.30	-5.7%	3,832.38	3,679.16	-4.0%
Price/Gal (\$)	7.20	7.42	7.43	7.42	7.49	7.37	7.40	7.39	2.8%	7.19	7.41	3.1%
Revenues (\$)	7,379.71	6,753.15	6,903.90	6,795.87	6,815.68	6,759.70	6,549.61	7,151.26	-3.1%	27,569.06	27,276.25	-1.1%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 01/17/15

2013-14 STD: 09/29/13 - 01/18/14

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 4 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	01/18/14	08/02/14	08/30/14	09/27/14	10/25/14	11/22/14	12/20/14	01/17/15		2013-14	2014-15	% Change
<b><u>OJ Drinks 0-39.99%</u></b>												
Gallons	1,113.67	1,117.03	1,196.63	1,192.69	1,069.02	1,019.03	985.65	984.41	-11.6%	4,489.36	4,058.11	-9.6%
Price/Gal (\$)	4.08	4.51	4.41	4.32	4.37	4.42	4.49	4.62	13.3%	4.06	4.47	10.1%
Revenues (\$)	4,543.30	5,041.10	5,272.99	5,154.70	4,674.66	4,500.33	4,429.35	4,550.60	0.2%	18,239.93	18,154.93	-0.5%
<b><u>OJ Drinks 40-99.99%</u></b>												
Gallons	1,448.59	1,009.64	1,023.71	1,084.92	1,102.19	1,102.88	1,214.60	1,467.16	1.3%	5,117.70	4,886.81	-4.5%
Price/Gal (\$)	7.23	7.67	7.67	7.52	7.53	7.54	7.39	7.52	4.0%	7.17	7.50	4.5%
Revenues (\$)	10,479.79	7,744.12	7,852.94	8,158.49	8,304.30	8,313.46	8,973.16	11,039.55	5.3%	36,707.09	36,630.46	-0.2%
<b><u>OJ Drinks - % not stated</u></b>												
Gallons	106.41	110.60	111.00	114.72	118.18	123.43	118.08	135.01	26.9%	401.89	494.69	23.1%
Price/Gal (\$)	4.94	4.33	4.90	5.09	5.07	5.00	5.27	5.48	11.1%	4.87	5.21	7.0%
Revenues (\$)	525.46	479.38	543.48	583.58	598.59	617.57	622.28	740.47	40.9%	1,957.91	2,578.90	31.7%
<b><u>Total OJ Drinks</u></b>												
Gallons	2,668.66	2,237.27	2,331.35	2,392.33	2,289.38	2,245.34	2,318.32	2,586.57	-3.1%	10,008.95	9,439.61	-5.7%
Price/Gal (\$)	5.83	5.93	5.86	5.81	5.93	5.98	6.05	6.31	8.4%	5.69	6.08	6.9%
Revenues (\$)	15,548.56	14,267.66	13,669.41	13,896.77	13,577.55	13,431.36	14,024.78	16,330.61	5.0%	56,904.93	57,364.30	0.8%
<b><u>OJ BL Drinks</u></b>												
Gallons	8,597.88	9,095.25	9,373.77	8,875.85	8,584.85	7,847.77	7,666.80	8,061.36	-6.2%	33,724.45	32,160.78	-4.6%
Price/Gal (\$)	2.94	2.82	2.91	3.08	3.09	3.15	3.15	3.16	7.4%	2.95	3.14	6.3%
Revenues (\$)	25,283.16	25,671.45	27,231.09	27,353.24	26,536.36	24,729.20	24,141.43	25,464.46	0.7%	99,474.18	100,871.44	1.4%
<b><u>OJ BL (100% Juice)</u></b>												
Gallons	2,346.36	2,006.31	2,017.70	2,015.98	1,941.10	1,989.17	2,016.42	2,251.17	-4.1%	8,615.14	8,197.86	-4.8%
Price/Gal (\$)	7.03	7.22	7.18	7.16	7.28	7.12	7.13	7.23	2.8%	6.97	7.19	3.2%
Revenues (\$)	16,495.64	14,493.78	14,484.49	14,444.14	14,130.17	14,169.99	14,383.31	16,270.75	-1.4%	60,042.86	58,954.23	-1.8%
<b><u>GJ Cocktail</u></b>												
Gallons	444.90	420.79	408.21	408.76	377.00	398.27	383.51	423.71	-4.8%	1,651.39	1,582.49	-4.2%
Price/Gal (\$)	6.52	6.72	6.82	6.66	6.79	6.41	6.51	6.54	0.3%	6.58	6.56	-0.4%
Revenues (\$)	2,900.30	2,826.49	2,782.29	2,721.45	2,561.37	2,551.94	2,496.94	2,770.22	-4.5%	10,872.44	10,380.47	-4.5%
<b><u>GJ BL (100% Juice)</u></b>												
Gallons	85.43	80.91	77.86	80.74	67.31	71.73	72.59	85.70	0.3%	296.41	297.32	0.3%
Price/Gal (\$)	6.60	6.99	7.06	6.31	6.99	6.69	6.59	6.42	-2.7%	6.70	6.66	-0.7%
Revenues (\$)	563.59	565.23	549.61	509.88	470.58	479.55	478.53	550.00	-2.4%	1,986.06	1,978.67	-0.4%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 01/17/15  
2013-14 STD: 09/29/13 - 01/18/14

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

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<http://www.fdocgrower.com>

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

Report Ending Date: 01/17/15  
Issue Date: 02/02/15  
Report 4 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	01/18/14	08/02/14	08/30/14	09/27/14	10/25/14	11/22/14	12/20/14	01/17/15		2013-14	2014-15	% Change
<b><u>NFC OJ</u></b>												
Average Promo Price	6.45	6.76	6.79	6.70	6.64	6.60	6.67	6.70	3.9%	6.44	6.65	3.3%
Price Reduction	94	93	93	93	93	93	94	94	0.0%	93	94	0.8%
Feature & Disp	39	35	38	38	35	34	34	38	-2.6%	37	35	-5.4%
Display w/o Fea	30	31	30	29	29	24	24	30	0.0%	30	27	-10.1%
Feature w/o Disp	90	87	89	89	90	90	92	93	3.3%	91	91	0.8%
<b><u>RECON OJ</u></b>												
Average Promo Price	4.10	4.05	4.14	4.34	4.19	4.29	4.15	4.22	2.9%	4.06	4.21	3.9%
Price Reduction	77	81	71	75	78	74	81	81	5.2%	75	79	5.0%
Feature & Disp	11	12	11	15	17	19	6	9	-18.2%	14	13	-8.9%
Display w/o Fea	15	20	19	22	20	17	12	13	-13.3%	16	16	-1.6%
Feature w/o Disp	55	59	62	68	55	64	56	61	10.9%	64	59	-8.2%
<b><u>Refrigerated OJ</u></b>												
Average Promo Price	5.84	5.88	6.01	5.95	5.81	5.87	6.00	6.03	3.3%	5.79	5.93	2.5%
Price Reduction	97	94	95	96	95	95	95	96	-1.0%	96	95	-0.3%
Feature & Disp	42	39	41	43	40	42	36	40	-4.8%	41	40	-4.2%
Display w/o Fea	37	39	39	38	37	34	30	36	-2.7%	37	34	-7.4%
Feature w/o Disp	95	91	91	91	93	94	95	95	0.0%	94	94	0.5%
<b><u>Frozen OJ</u></b>												
Average Promo Price	4.60	4.51	4.48	3.96	4.14	4.87	4.51	4.30	-6.5%	4.49	4.46	-0.7%
Price Reduction	44	49	50	47	50	57	49	52	18.2%	48	52	9.5%
Feature & Disp	0	0	0	2	1	0	1	1		0	1	
Display w/o Fea	1	1	1	2	1	1	1	1	0.0%	1	1	0.0%
Feature w/o Disp	10	9	10	17	8	9	11	7	-30.0%	9	9	-5.4%
<b><u>Shelf Stable OJ</u></b>												
Average Promo Price	8.28	8.09	8.60	7.70	8.04	7.37	7.30	6.61	-20.2%	7.97	7.33	-8.0%
Price Reduction	5	10	11	18	7	4	8	8	60.0%	5	7	42.1%
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	1	3	2	1	1	1	1	0.0%	2	1	-33.3%
<b><u>Total OJ</u></b>												
Average Promo Price	5.83	5.86	5.99	5.91	5.77	5.86	5.97	6.01	3.1%	5.77	5.90	2.4%
Price Reduction	97	96	96	96	96	96	96	96	-1.0%	96	96	-0.3%
Feature & Disp	42	39	41	43	40	42	36	41	-2.4%	42	40	-4.2%
Display w/o Fea	37	40	39	39	38	34	30	36	-2.7%	38	35	-8.6%
Feature w/o Disp	95	91	91	91	93	94	95	95	0.0%	94	94	0.5%

Most recent four-week-period is preliminary  
2014-15 STD: 09/28/14 - 01/17/15  
2013-14 STD: 09/29/13 - 01/18/14  
Source: Nielsen

## GRAPEFRUIT JUICE PROMOTIONS

### FOOD (\$2MM+ Grocery Stores)

(Prices in dollars and Promotion in %ACV)

Report 4 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	01/18/14	08/02/14	08/30/14	09/27/14	10/25/14	11/22/14	12/20/14	01/17/15		2013-14	2014-15	% Change
<b><u>NFC GJ</u></b>												
Average Promo Price	6.52	6.98	7.00	6.82	6.76	6.79	6.82	6.91	6.0%	6.53	6.82	4.5%
Price Reduction	75	74	77	69	66	75	76	80	6.7%	72	74	3.8%
Feature & Disp	3	1	3	2	2	2	2	2	-33.3%	3	2	-38.5%
Display w/o Fea	8	7	7	8	6	6	6	7	-12.5%	7	6	-10.7%
Feature w/o Disp	46	30	35	31	39	40	34	35	-23.9%	45	37	-17.8%
<b><u>RECON GJ</u></b>												
Average Promo Price	6.78	3.61	3.57	3.46	3.42	3.33	8.27	5.24	-22.7%	6.16	5.07	-17.7%
Price Reduction	8	6	2	7	7	7	6	1	-87.5%	9	5	-43.2%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	0	0	0	0	0	0	0	0		0	0	
Feature w/o Disp	0	2	6	0	0	0	0	0		2	0	-100.0%
<b><u>Refrigerated GJ</u></b>												
Average Promo Price	6.52	6.87	6.90	6.71	6.63	6.68	6.84	6.91	6.0%	6.50	6.77	4.2%
Price Reduction	76	74	77	69	67	75	76	80	5.3%	73	75	1.7%
Feature & Disp	3	1	3	2	2	2	2	2	-33.3%	3	2	-38.5%
Display w/o Fea	8	8	8	8	6	6	6	7	-12.5%	7	6	-13.8%
Feature w/o Disp	46	30	35	31	39	40	34	35	-23.9%	45	37	-17.8%
<b><u>Frozen GJ</u></b>												
Average Promo Price	4.97	4.85	4.97	5.19	5.24	5.30	5.48	5.13	3.2%	4.90	5.29	8.0%
Price Reduction	3	3	3	2	2	2	2	2	-33.3%	4	2	-50.0%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	0	0	0	0	0	0	0	0		0	0	
Feature w/o Disp	0	0	0	0	0	0	0	0		0	0	
<b><u>Shelf Stable GJ</u></b>												
Average Promo Price	5.86	5.71	5.98	5.81	6.06	5.49	5.75	5.61	-4.3%	6.01	5.73	-4.6%
Price Reduction	38	47	44	40	48	48	51	56	47.4%	45	51	12.8%
Feature & Disp	0	0	1	0	0	0	0	0		0	0	
Display w/o Fea	2	2	3	2	2	2	2	2	0.0%	2	2	14.3%
Feature w/o Disp	12	6	11	11	13	8	3	5	-58.3%	10	7	-29.3%
<b><u>TL GJ</u></b>												
Average Promo Price	6.43	6.68	6.77	6.55	6.53	6.50	6.66	6.67	3.7%	6.43	6.59	2.5%
Price Reduction	85	81	81	79	80	83	84	86	1.2%	83	83	0.0%
Feature & Disp	3	2	4	2	2	2	2	2	-33.3%	4	2	-42.9%
Display w/o Fea	9	9	10	11	8	8	7	9	0.0%	9	8	-5.9%
Feature w/o Disp	48	34	43	42	47	44	35	39	-18.8%	49	41	-14.9%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 01/17/15

2013-14 STD: 09/29/13 - 01/18/14

Source: Nielsen

## LESS THAN 100% OJ & GJ BEVERAGES PROMOTIONS

**FOOD (\$2MM+ Grocery Stores)**  
(Prices in dollars and Promotion in %ACV)

Report 4 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4	Season-to-Date		
	01/18/14	08/02/14	08/30/14	09/27/14	10/25/14	11/22/14	12/20/14	01/17/15		2013-14	2014-15	% Change
<b>OJ Drinks 0-39.99%</b>												
Average Promo Price	3.54	4.12	4.08	3.87	4.08	4.20	4.38	4.60	29.9%	3.72	4.32	16.0%
Price Reduction	73	76	72	77	74	73	66	70	-4.1%	77	71	-8.1%
Feature & Disp	6	16	17	20	12	10	6	8	33.3%	8	9	9.1%
Display w/o Fea	26	41	37	39	34	30	25	31	19.2%	28	30	6.2%
Feature w/o Disp	49	65	66	67	62	63	48	51	4.1%	51	56	9.3%
<b>OJ Drinks 40-99.99%</b>												
Average Promo Price	6.59	6.81	6.92	6.82	6.81	6.80	6.81	6.91	4.9%	6.53	6.83	4.7%
Price Reduction	75	62	64	80	77	78	81	80	6.7%	76	79	3.9%
Feature & Disp	12	5	11	7	9	8	12	12	0.0%	9	10	10.8%
Display w/o Fea	10	11	9	11	15	8	8	11	10.0%	10	11	5.0%
Feature w/o Disp	50	42	52	40	55	46	61	53	6.0%	48	54	12.0%
<b>OJ Drinks - % not stated</b>												
Average Promo Price	3.56	3.98	4.05	4.29	4.11	4.23	4.59	4.65	30.6%	3.80	4.40	15.8%
Price Reduction	2	4	4	4	4	4	5	5	150.0%	3	5	50.0%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	1	1	1	1	1	1	1	1	0.0%	1	1	0.0%
Feature w/o Disp	0	0	1	0	1	1	1	0		1	1	50.0%
<b>Total OJ Drinks</b>												
Average Promo Price	5.58	5.35	5.41	5.36	5.65	5.75	6.10	6.27	12.4%	5.46	5.94	8.9%
Price Reduction	92	90	88	92	89	90	90	90	-2.2%	91	90	-1.4%
Feature & Disp	18	21	26	26	20	16	18	19	5.6%	17	18	7.4%
Display w/o Fea	33	48	43	45	44	35	31	38	15.2%	36	37	2.8%
Feature w/o Disp	72	72	76	73	74	72	73	75	4.2%	70	74	5.8%
<b>OJ BL Drinks</b>												
Average Promo Price	2.34	2.19	2.41	2.56	2.60	2.65	2.58	2.70	15.4%	2.41	2.63	9.2%
Price Reduction	95	95	95	96	95	94	93	94	-1.1%	95	94	-0.8%
Feature & Disp	23	42	38	30	31	21	16	18	-21.7%	22	22	-2.3%
Display w/o Fea	65	75	78	73	67	59	52	56	-13.8%	64	59	-8.9%
Feature w/o Disp	65	81	79	75	79	71	67	69	6.2%	68	72	5.5%
<b>OJ BL (100% Juice)</b>												
Average Promo Price	6.48	6.56	6.57	6.52	6.69	6.51	6.47	6.71	3.5%	6.33	6.60	4.2%
Price Reduction	90	91	90	89	87	89	90	89	-1.1%	88	89	0.6%
Feature & Disp	11	14	15	13	12	11	13	12	9.1%	13	12	-4.0%
Display w/o Fea	13	20	19	16	18	15	13	16	23.1%	14	16	10.7%
Feature w/o Disp	76	76	82	76	69	81	78	79	3.9%	76	77	1.3%
<b>GJ Cocktail</b>												
Average Promo Price	5.79	5.57	6.12	5.85	6.20	5.40	5.57	5.64	-2.6%	5.87	5.70	-2.9%
Price Reduction	61	68	66	61	65	69	62	68	11.5%	63	66	5.2%
Feature & Disp	2	4	4	4	5	2	2	2	0.0%	2	3	37.5%
Display w/o Fea	13	17	14	14	11	10	9	11	-15.4%	13	10	-22.6%
Feature w/o Disp	22	24	21	35	17	24	27	24	9.1%	21	23	12.2%
<b>GJ BL (100% Juice)</b>												
Average Promo Price	5.63	5.24	5.74	5.26	5.96	5.40	5.41	5.18	-8.0%	5.88	5.49	-6.7%
Price Reduction	22	36	35	27	26	33	27	33	50.0%	27	30	9.2%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	1	0	0	0	0	0	1	1	0.0%	1	1	-33.3%
Feature w/o Disp	10	4	9	11	11	4	1	3	-70.0%	8	5	-36.7%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 01/17/15

2013-14 STD: 09/29/13 - 01/18/14

Source: Nielsen