

Geography	PRETZEL S	PZ S-L SNYDERS OF HANOVER		PZ PPSICO ROLD GOLD		PZ UTZ		PZ PRIVATE LABEL	
	Category Development Index	Product Development Index	Dollar Share of SubCategory	Product Development Index	Dollar Share of SubCategory	Product Development Index	Dollar Share of SubCategory	Product Development Index	Dollar Share of SubCategory
Total US - Food	100	100	34.0	100	14.0	100	7.3	100	11.8
Albany, NY - Food	121	188	38.2	179	15.0	348	15.5	211	12.7
Atlanta, GA - Food	110	98	35.8	90	12.6	6	0.3	116	15.0
Baltimore, MD/Washington D.C. - Food	105	164	35.4	88	8.1	475	21.4	68	6.8
Birmingham/Montgomery, AL - Food	78	38	29.5	54	14.8	0	0.0	55	14.8
Boise, ID - Food	69	37	28.0	77	23.5	0	0.0	104	22.4
Boston, MA - Food	123	178	41.1	122	10.6	202	11.3	117	8.1
Buffalo/Rochester, NY - Food	127	243	37.0	197	13.5	217	7.7	161	12.4
Charlotte, NC - Food	98	123	41.5	103	14.9	103	6.5	61	9.1
Chicago, IL - Food	99	141	40.4	181	21.3	0	0.0	80	7.5
Cincinnati/Dayton, OH - Food	170	221	30.4	158	9.5	0	0.0	369	17.4
Cleveland, OH - Food	94	197	42.3	138	12.3	84	3.6	137	14.7
Columbus, OH - Food	135	149	29.9	153	13.2	0	0.0	336	23.6
Dallas/Ft. Worth, TX - Food	90	45	32.8	50	15.1	0	0.1	43	12.0
Denver, CO - Food	115	117	40.3	100	14.4	1	0.1	121	13.8
Des Moines, IA - Food	126	42	17.5	211	32.9	0	0.0	133	16.7
Detroit, MI - Food	137	156	33.5	150	13.9	0	0.0	265	17.7
Grand Rapids, MI - Food	170	175	34.1	159	13.5	0	0.0	420	24.7
Green Bay, WI - Food	101	99	29.2	202	25.9	0	0.0	166	14.2
Harrisburg/Scranton, PA - Food	127	225	29.1	109	6.0	689	18.8	165	8.0
Hartford, CT/Springfield, MA - Food	118	183	37.8	140	11.4	252	12.5	147	10.1
Houston, TX - Food	93	48	35.3	41	12.1	0	0.1	45	11.2
Indianapolis, IN - Food	116	99	28.9	123	16.2	0	0.0	206	19.6
Jacksonville, FL - Food	98	115	34.9	124	14.4	2	0.1	157	16.9
Kansas City, KS - Food	107	61	30.4	168	33.0	0	0.0	59	8.9
Knoxville, TN - Food	122	77	33.3	115	19.9	8	0.7	103	14.4
Las Vegas, NV - Food	89	70	40.4	65	15.3	0	0.1	56	11.3
Little Rock, AR - Food	98	26	19.4	67	20.6	0	0.0	82	22.3
Los Angeles, CA - Food	91	53	36.9	53	15.4	0	0.1	59	14.2
Louisville, KY - Food	137	103	26.7	164	18.3	0	0.0	260	23.1
Memphis, TN - Food	117	29	21.1	57	18.1	0	0.0	88	24.4
Miami/Ft. Lauderdale, FL - Food	78	120	45.0	79	11.0	0	0.0	70	9.0
Milwaukee, WI - Food	109	179	39.1	201	19.8	0	0.0	117	9.3
Minneapolis/St. Paul, MN - Food	86	72	29.3	87	14.8	0	0.0	22	3.3
Mississippi - Food	79	10	15.3	42	24.8	1	0.4	40	20.0
Nashville, TN - Food	109	73	28.5	93	14.6	2	0.1	131	18.9
New England - Food	158	223	44.4	162	12.7	189	8.3	200	12.2
New Orleans, LA/Mobile, AL - Food	60	26	24.6	56	20.7	14	2.3	39	11.9
New York, NY - Food	73	135	32.6	91	8.3	402	21.4	133	8.5
Oklahoma City, OK - Food	74	10	19.0	81	56.1	0	0.0	16	7.7
Omaha, NE - Food	110	27	15.3	154	32.7	0	0.0	111	18.0
Orlando, FL - Food	92	136	38.4	118	12.9	0	0.0	148	15.6
Peoria/Springfield, IL - Food	99	51	22.7	139	26.7	0	0.0	104	15.0
Philadelphia, PA - Food	124	243	28.7	97	4.7	957	22.8	169	6.1
Phoenix/Tucson, AZ - Food	110	80	34.2	91	17.6	1	0.2	114	19.4
Pittsburgh, PA - Food	112	269	37.9	101	6.2	122	3.6	174	12.4
Portland, OR - Food	108	68	27.8	132	22.7	2	0.3	81	13.8
Providence, RI - Food	96	149	43.3	95	10.3	150	11.0	55	5.3
Raleigh/Greensboro, NC - Food	96	116	39.5	99	14.3	127	8.4	63	9.5
Richmond/Norfolk, VA - Food	105	115	36.4	89	12.1	180	11.3	85	10.6
Roanoke, VA - Food	127	67	27.7	96	17.6	113	9.1	110	15.9
Sacramento, CA - Food	76	59	37.0	82	20.1	5	0.8	50	11.4
Salt Lake City, UT - Food	97	80	38.7	100	23.2	0	0.0	43	8.9
San Diego, CA - Food	93	78	33.9	86	15.3	3	0.3	72	14.2
San Francisco/Oakland, CA - Food	77	79	43.8	85	18.8	1	0.2	31	6.9
Seattle/Tacoma, WA - Food	113	72	26.8	133	21.0	2	0.3	93	15.5
South Carolina - Food	91	91	39.0	85	15.1	31	2.3	89	13.0
Spokane, WA - Food	105	72	29.5	168	29.5	0	0.0	74	12.9
St. Louis, MO - Food	118	160	40.0	218	23.2	1	0.1	88	8.2
Syracuse, NY - Food	104	159	37.0	144	14.6	154	8.5	147	13.5
Tampa/St. Petersburg, FL - Food	101	167	41.8	133	12.4	0	0.0	169	15.5
Toledo, OH - Food	126	125	32.1	109	12.5	0	0.0	219	18.0
Tulsa, OK - Food	75	43	35.2	100	36.7	0	0.0	17	5.2
West Texas/New Mexico - Food	86	28	36.7	34	18.0	0	0.0	28	13.6
Wichita, KS - Food	102	30	18.2	77	20.3	0	0.0	136	28.8