

Volume Decomposition Report

HORMEL HRML SNACK TRAY PRTY TRY

Geography : Total US - Multi Outlet
Time : Latest 12 Weeks Ending 10-25-15

Total Volume	
Current	1,258,836
% Chg YAG	-15.0%
Chg YAG	(222,396)

Base Volume	
Current	1,190,366
% Chg YAG	-14.4%
Chg YAG	(200,960)

Incremental Volume	
Current	68,470
% Chg YAG	-23.8%
Chg YAG	(21,437)

New Items	
Current	279
% Chg YAG	na
Chg YAG	279

Established Items	
Current	2,694,971
% Chg YAG	15.9%
Chg YAG	369,379

Discontinued Items	
Current	0
% Chg YAG	na
Chg YAG	-814

New Items	
Current	42
% Chg YAG	na
Chg YAG	42

Established Items	
Current	224,757
% Chg YAG	27.8%
Chg YAG	48,872

Discontinued Items	
Current	0
% Chg YAG	na
Chg YAG	-65

Chg Due To Distribution	
Vol Impact	(311,975)
Ttl Pts Chg	-27
Ttl Pts %Chg	-13.4%

Chg Due To Velocity	
Vol Impact	681,354
SR Chg	3,910.7
SR %Chg	33.8%
Price Chg*	-\$0.11
Price %Chg*	-1.5%

TPR	
Vol Impact	7,294
WW Chg	0.0
WW %Chg	3.7%
Price Chg**	\$0.40
Price %Chg**	5.8%

Feature Only	
Vol Impact	(4,788)
WW Chg	0.0
WW %Chg	-12%
Price Chg**	\$1.20
Price %Chg**	17.8%

Display Only	
Vol Impact	45,060
WW Chg	0.1
WW %Chg	5%
Price Chg**	-\$0.20
Price %Chg**	-2.5%

Feat & Disp	
Vol Impact	1,306
WW Chg	0.0
WW %Chg	59%
Price Chg**	\$0.51
Price %Chg**	6.8%

* Base Price per Vol
** Merch Price per Vol