

Product	Incremental Dollars % of Total	Incremental Units % of Total	Incremental Volume % of Total
ON-THE-GO COOKIE/CRACKER	11.2%	13.7%	12.9%
AO OTG SNACKS	12.1%	14.3%	13.3%
OTG COOKIE/CRACKER	10.2%	12.4%	14.0%
SANDWICH CRACKERS	11.5%	14.1%	12.5%
SALTY SNACKS	19.0%	23.2%	24.5%
BAGEL CHIPS	27.7%	33.4%	36.1%
CHEESE SNACKS	17.9%	20.9%	24.2%
CORN SNACKS	19.7%	25.4%	26.9%
DELI CRACKERS	16.0%	19.6%	18.2%
FLATBREAD	21.6%	25.2%	24.7%
PITA CHIPS	22.4%	29.2%	26.3%
PORK RINDS	6.4%	7.1%	6.7%
POTATO CHIPS	22.4%	25.6%	28.6%
PRETZELS	13.2%	18.6%	16.8%
REMAINING SNACKS	13.0%	17.2%	18.1%
RTE POPCORN	15.1%	18.8%	18.9%
SWEET CRISPS	24.8%	28.5%	27.5%
TORTILLA	23.5%	27.8%	28.2%
VARIETY PACKS	11.8%	15.7%	15.1%
VEGGIE SNACKS	10.4%	13.9%	11.3%