

**Time : Latest 13 Weeks Ending 08-09-15**

**Geography : Total US - Drug**

<b>Product</b>	<b>Incremental Dollars % of Total</b>	<b>Incremental Units % of Total</b>	<b>Incremental Volume % of Total</b>
<b>ON-THE-GO COOKIE/CRACKER</b>	<b>18.5%</b>	<b>23.3%</b>	<b>24.7%</b>
AO OTG SNACKS	26.5%	32.1%	32.4%
OTG COOKIE/CRACKER	13.8%	15.2%	14.3%
SANDWICH CRACKERS	19.5%	26.0%	29.3%
<b>SALTY SNACKS</b>	<b>22.7%</b>	<b>26.3%</b>	<b>30.4%</b>
BAGEL CHIPS	9.8%	16.5%	18.2%
CHEESE SNACKS	14.9%	17.4%	16.5%
CORN SNACKS	14.1%	17.4%	19.4%
DELI CRACKERS	6.0%	9.0%	8.9%
FLATBREAD	3.2%	4.2%	4.3%
PITA CHIPS	29.7%	34.8%	35.1%
PORK RINDS	7.7%	8.0%	8.1%
POTATO CHIPS	28.1%	30.4%	37.9%
PRETZELS	16.6%	23.0%	21.2%
REMAINING SNACKS	17.5%	22.1%	25.1%
RTE POPCORN	23.8%	27.2%	30.2%
SWEET CRISPS	13.2%	19.0%	19.4%
TORTILLA	27.5%	32.3%	36.3%