# ITEM RANK - ALL OTHER

Custom Department : OTG
Geography : Total US - Multi Outlet
Custom Category : ON-THE-GO COOKIE/CRACKER
Time : Latest 52 Weeks Ending 09-06-15

Custom Manufacturer : KELLOGG
Custom Shelf Placement : TRADITIONAL PLACEMENT
Custom SubCategory : SANDWICH CRACKERS
**TOP 200 UPC'S RANKED ON CURRENT DOLLAR SALES**

| Product | Custom Brand Value | Custom SubCategory Value | UPC 12 digit | Dollar Sales | | | Dollar Sales , YA | | | Volume Sales | | | Vol Rank YA | Volume Sales, YA | Dollar Share of Category, | | Dollar Share of SubCategory, | | # of Store Selling | | Avg 4wk ACV Whd Dist. | | Dollars per 5MM ACV | | Weighted Average Base Price Per | | Price Per Unit, Any Merch | | % Dollar Sales, Any Merch | | Avg 4wk ACV Whd Dist, Any Display | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Current | Current | Current | $ Rank | Current | %Change vs YA | $ Rank YA | Current | %Change vs YA | Vol Rank | Current | %Change vs YA | Current | Current | Current | Change vs YA | Current | Change vs YA | Current | Change vs YA | Current | Change vs YA | Current | %Change vs YA | Current | Change vs. YA | Current | Change vs YA | Current | Change vs YA | Current | Change vs YA |
| 0 | | | | 0 | $ 0 | 0.0% | 0 | | | 0 | 0 | 0.0% | 0 | | 0.0 | 0.0 | 0.0 | 0.0 | - | 0 | 0.0 | 0.0 | $ - | 0% | $ - | 0.00 | $ - | 0.00 | 0.0 | 0.0 | 0 | 0.0 |
| 0 | | | | 0 | $ 0 | 0.0% | 0 | 0 | 0.0% | 0 | 0 | 0.0% | 0 | 0 