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 Wtd Dist		Dollars per 5MM ACV		Weighted Average Base Price Per		Price Per Unit, Any Merch		% Dollar Sales, Any Merch		Avg 4wk ACV Wtd Dist, Any Display	
	Current	Current	Current	$ Rank	Current	%Change vs YA	Current	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%	$ -	0.00	$ -	0.00	0.0	0.0	0	0.0