

<b>\$2,642,878</b>	
6.9	
<b>\$170,412</b>	

<b>INCREMENTAL DOLLAR VOLUME</b>		
Incr. Vol. Sales	\$445,127	
% Chg.	18.0	
Chg. in \$ Vol.	\$388,922	
Incr. Vol. = Tot. Dollar Vol. - Base Vol.		

<b>PROMOTIONAL DOLLAR VOLUME</b>		
Current	% Chg.	
Promo Vol.	\$2,057,950	-23%
% of Vol.	77.0	81.1
Promo. Wks.	9.0	8.7
% of Vol.	7.0	13.0
% Lit	4.7%	(7.0)
Promo Price	\$ 2.81	(1.7)
Chg. in \$ Vol.	\$380,814	

<b>SUBSIDIZED DOLLAR VOLUME</b>		
Current	% Chg.	
Subsidized Vol.	\$1,369,814	24%
Impact on Total \$ Vol.	\$524,001	
Sub. Vol. = Promoted Vol. - Incr. Vol.		

<b>BASE VELOCITY (YOP)</b>		
Current	% Chg.	
Base Vol. Sales	\$3,001	12%

<b>Promo</b>		
Promo Vol.	\$1,725,620	28%
% of Vol.	65.3	7.4
Promo. Wks.	9.0	7.5
% of Vol.	35.0	29.3
% Lit	4.7%	(7.0)
Promo Price	\$ 2.81	(1.7)
Chg. in \$ Vol.	\$385,459	

<b>Display w/o Feature Support</b>		
Current	% Chg.	
Promo Vol.	\$133,141	(45.0)
% of Vol.	7.2	(12.0)
Promo. Wks.	0.0	(11.0)
% of Vol.	0.0	(49.7)
% Lit	0.7%	(7.0)
Promo Price	\$ 2.66	10.7
Chg. in \$ Vol.	(\$11,818)	

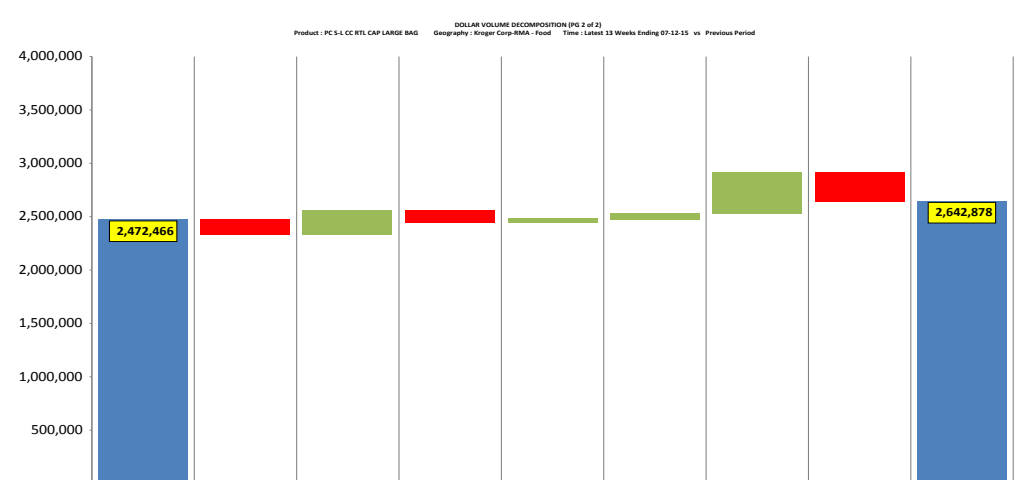
<b>Feature w/o Display Support</b>		
Current	% Chg.	
Promo Vol.	\$108,707	94.7
% of Vol.	6.3	9.0
Promo. Wks.	0.3	31.5
% of Vol.	4.1	81.0
% Lit	0.7%	(7.0)
Promo Price	\$ 2.51	11.6
Chg. in \$ Vol.	\$52,761	

<b>Feature &amp; Display Support</b>		
Current	% Chg.	
Promo Vol.	\$45,314	261.3
% of Vol.	1.6	100.0
Promo. Wks.	0.1	168.5
% of Vol.	1.0	238.2
% Lit	0.7%	(7.0)
Promo Price	\$ 2.43	18.6
Chg. in \$ Vol.	\$55,874	

<b>Base Price / LB</b>		
Current	% Chg.	
Price	\$ 0.86	(1.7)



	02/15	01/15	Abs. Chg.	% Chg.
\$ Vol	\$2,642,878	\$2,472,466	\$ 170,412	6.9%
Base \$	\$1,097,211	\$1,016,227	\$ 80,984	7.9%
Incr \$ Vol	\$645,167	\$556,240	\$ 88,927	16.0%
IMP	\$61,185,903	\$67,348,837	(\$6,162,934)	-9.3%
IMP Selling (Avg)	\$7,543,778	\$7,174,892	\$ 368,886	5.1%
# of Items Handled Where Sold	6,336,623	6,483,763	(\$147,140)	-2.3%
Base \$ SPP Dist	22557,29381	21705,35077	\$ 852,934	3.9%
Avg Base Price Per Unit	\$3.43	\$3.44	(\$ 0.00)	-0.1%
IMP % ZCV ANY PROMO	7.8	8.0	(\$ 0.2)	-2.5%
Any Promo \$	\$2,014,782	\$1,654,767	\$ 360,014	21.8%
% Any Promo \$	76.23	66.93	9.3	13.0%
Lift - Any Promo \$	47.11	50.64	(\$ 3.5)	-7.0%
Any Promo Price Per Unit	\$2.61	\$2.63	(\$ 0.03)	-1.0%
IMP % ZCV TPR	69	64	4.8	7.5%
TPR \$	\$1,723,600	\$1,340,362	\$ 383,238	28.6%
% TPR \$	65.22	54.20	11.0	20.3%
Lift - Price Decr Only \$	47.11	50.64	(\$ 3.5)	-7.0%
TPR Price Per Unit	\$2.61	\$2.71	(\$ 0.09)	-3.4%
IMP % ZCV DISPLAY w/o FEAT	7	8	(\$ 1.0)	-12.0%
Display Only \$	\$133,141	\$244,360	(\$ 111,219)	-45.6%
% Display \$	5.04	9.91	(\$ 4.9)	-49.2%
Lift - Disp Only \$	47.11	50.64	(\$ 3.5)	-7.0%
Display Only Price Per Unit	\$2.66	\$2.40	\$ 0.26	10.7%
IMP % ZCV FEAT w/o DISPLAY	2	2	0.0	1.8%
Feature \$	\$108,707	\$56,006	\$ 52,701	94.1%
% Feature \$	4.11	2.27	1.8	81.6%
Lift - Feat Only \$	47.11	50.64	(\$ 3.5)	-7.0%
Feature Only Price Per Unit	\$2.61	\$2.26	\$ 0.36	15.6%
IMP % ZCV FEAT & DISPLAY	1	0	0.5	102.5%
Feat & Disp \$	\$45,314	\$13,640	\$ 31,674	261.5%
% Feat & Disp \$	1.67	0.55	1.1	238.2%
Lift - Feat & Disp \$	47.11	50.64	(\$ 3.5)	-7.0%
Feat & Disp Only Price Per Unit	\$2.43	\$2.08	\$ 0.35	16.6%
Any Promo CWW	9	9	0.0	0.7
Imp Only CWW	1	1	0.0	(0.1)
Any Feat & Disp CWW	0	0	0.0	168.6%
Any Feat CWW	0	0	0.0	31.5%
Base Dist CWW	8	8	0.0	7.5%
IMP \$ Vol	\$61,185,903	\$67,348,837	(\$6,162,934)	-9.3%
Avg Base Price Per Lb	\$6.86	\$6.90	(\$ 0.04)	-0.7%