Product	Custom Brand	Dollar Sales Current	Dollar Sales Change vs YA	Dollar Sales %Change vs YA	Dollar Sales - ROM MULO %Change vs YA	Dollar Share of SubCategory, Unfiltered Current	Dollar Share of SubCategory, Unfiltered Change vs YA	Volume Sales Current	Volume Sales %Change vs YA	Volume Sales - ROM MULO %Change vs YA	Price per Unit Current	Price per Unit Change vs YA	Dollars per $MM ACV Current	Dollars per $MM ACV Change vs YA	Base Dollar Sales Current	Base Dollar Sales %Change vs YA	Avg 4wk ACV Wtd Dist. Current	Avg 4wk ACV Wtd Dist. Change vs YA	Avg Items per Store Selling Current	Avg Items per Store Selling Change vs YA	Incremental Dollars Current	Incremental Dollars %Change vs YA	% Dollar Sales, Any Merch Current	% Dollar Sales, Any Merch Change vs YA	% Dollar Sales, Any Merch %Change vs YA	Avg 4wk ACV Wtd Dist, Any Display Current	Avg 4wk ACV Wtd Dist, Any Display Change vs YA
SALTY SNACKS																											
PRETZELS	Total All Products	$ 83,471,713	$ (3,144,672)	-4%	-3%	100	0.0	20,413,176	-3%	-3%	$ 3.12	$ (0.00)	$ 3,228.35	$ (184.96)	$ 69,267,875	-5%	100	0.0	193	7.2	$ 14,203,838	3%	49	1	2%	98	0.5
	SNYDERS OF HANOVER	$ 31,119,062	$ 811,746	3%	-1%	37	2.3	7,743,196	5%	1%	$ 3.18	$ (0.05)	$ 1,203.56	$ 9.23	$ 25,197,856	0%	100	0.0	67	15.6	$ 5,921,206	17%	51	4	9%	62	1.9
	SNACK FACTORY	$ 11,393,943	$ (657,824)	-5%	4%	14	-0.3	1,496,919	-7%	3%	$ 4.30	$ 0.06	$ 440.67	$ (34.25)	$ 8,815,604	-6%	100	0.1	20	-1.3	$ 2,578,339	-3%	72	-1	-2%	88	5.4
	UTZ	$ 10,144,613	$ (384,421)	-4%	-3%	12	0.0	2,907,545	0%	-2%	$ 3.54	$ (0.03)	$ 394.25	$ (22.59)	$ 8,646,006	-6%	98	0.4	20	1.4	$ 1,498,607	17%	43	6	17%	45	4.8
	ROLD GOLD	$ 6,925,171	$ (1,854,531)	-21%	-16%	8	-1.8	1,964,140	-22%	-16%	$ 2.88	$ 0.10	$ 267.84	$ (78.15)	$ 6,062,204	-16%	100	0.0	16	-3.9	$ 862,966	-46%	50	-18	-27%	48	-17.6
	PRIVATE LABEL	$ 4,657,483	$ (108,689)	-2%	-3%	6	0.1	1,918,404	0%	-7%	$ 2.10	$ (0.07)	$ 180.13	$ (7.69)	$ 4,109,823	-1%	100	-0.2	12	-0.4	$ 547,659	-12%	41	-6	-13%	17	-11.4
	BACHMAN	$ 3,977,888	$ 31,004	1%	7%	5	0.2	760,380	1%	10%	$ 3.04	$ 0.03	$ 166.28	$ 6.49	$ 3,517,643	-2%	85	-8.4	7	0.0	$ 460,245	29%	39	9	31%	13	1.0
	HERRS	$ 2,052,024	$ 93,512	5%	-4%	2	0.2	596,655	1%	-4%	$ 3.57	$ 0.20	$ 176.55	$ (38.07)	$ 1,879,689	12%	27	-0.8	9	-2.1	$ 172,335	-40%	25	-20	-44%	13	1.3
	UNIQUE	$ 2,022,530	$ 144,872	8%	17%	2	0.3	588,630	27%	27%	$ 2.40	$ (0.35)	$ 261.81	$ 45.28	$ 1,802,055	-1%	29	-1.8	9	1.9	$ 220,476	284%	40	29	259%	5	2.8
	PEPPERIDGE FARM	$ 1,902,288	$ 4,173	0%	-3%	2	0.1	479,267	0%	-4%	$ 1.97	$ 0.02	$ 73.57	$ (1.23)	$ 1,243,364	4%	99	-0.1	2	-0.1	$ 658,924	-6%	70	-2	-2%	29	-5.0
	GLUTINO	$ 1,179,575	$ (528,693)	-31%	-16%	1	-0.6	129,016	-33%	-19%	$ 4.11	$ (0.37)	$ 46.86	$ (22.49)	$ 1,028,346	-36%	92	-1.8	6	0.0	$ 151,230	38%	35	12	52%	5	1.4
POTATO CHIPS	Total All Products	##########	$ 4,438,004	3%	2%	100	0.0	34,399,958	2%	1%	$ 2.51	$ 0.04	$ 6,667.61	$ 48.82	$ 131,382,879	3%	100	0.0	263	18.3	$ 41,013,773	3%	57	0	0%	98	0.2
	LAYS	$ 57,606,113	$ 3,603,740	7%	0%	33	1.3	11,543,243	4%	-3%	$ 2.78	$ 0.01	$ 2,227.97	$ 99.89	$ 38,554,633	14%	100	0.0	74	25.2	$ 19,051,481	-6%	69	-6	-8%	94	2.1
	UTZ	$ 36,123,908	$ 689,960	2%	2%	21	-0.1	7,395,922	2%	3%	$ 2.22	$ 0.11	$ 1,397.13	$ 0.77	$ 30,126,367	3%	100	0.0	43	-0.9	$ 5,997,540	-5%	56	-2	-4%	69	-5.5
	CAPE COD	$ 19,394,433	$ 3,145,959	19%	19%	11	1.6	3,159,126	19%	18%	$ 3.18	$ (0.05)	$ 750.10	$ 109.79	$ 14,253,954	15%	100	0.1	24	2.1	$ 5,140,479	33%	55	6	12%	40	5.6
	PRINGLES	$ 11,218,089	$ (1,667,082)	-13%	-1%	7	-1.2	2,339,891	-7%	-3%	$ 1.72	$ (0.14)	$ 433.87	$ (73.90)	$ 9,405,592	-16%	100	0.0	20	-4.1	$ 1,812,498	6%	47	3	7%	29	3.7
	RUFFLES	$ 8,899,747	$ (616,286)	-6%	-2%	5	-0.5	1,392,601	-6%	-3%	$ 3.26	$ (0.07)	$ 344.21	$ (30.79)	$ 7,732,605	-7%	100	0.0	17	1.4	$ 1,167,142	-5%	36	1	4%	47	-1.8
	PRIVATE LABEL	$ 7,462,165	$ (1,197,342)	-14%	-4%	4	-0.8	1,980,823	-12%	-4%	$ 2.00	$ (0.04)	$ 288.61	$ (52.64)	$ 6,300,360	-22%	100	0.1	16	-0.7	$ 1,161,805	108%	54	18	51%	31	0.6
	KETTLE	$ 6,841,143	$ 307,151	5%	9%	4	0.1	1,266,622	4%	7%	$ 2.87	$ 0.03	$ 265.37	$ 5.68	$ 4,562,346	1%	99	0.8	17	-0.9	$ 2,278,797	12%	70	5	7%	37	-4.0
	WISE	$ 6,611,212	$ (434,334)	-6%	3%	4	-0.4	1,447,746	-4%	3%	$ 2.11	$ (0.04)	$ 384.40	$ (3.00)	$ 5,559,512	-7%	64	-4.6	17	-0.7	$ 1,051,700	-1%	33	2	6%	14	-2.4
	HERRS	$ 6,037,419	$ (122,049)	-2%	-3%	4	-0.2	1,294,780	-5%	-2%	$ 2.80	$ 0.12	$ 504.38	$ 42.27	$ 4,725,463	0%	31	0.5	22	-2.9	$ 1,311,956	-9%	54	-8	-13%	19	3.6
PC TRADITIONAL PC	Total All Products	##########	$ 1,919,539	2%	0%	62	-0.5	22,641,301	1%	-1%	$ 2.48	$ 0.06	$ 4,117.76	$ (2.21)	$ 79,078,828	3%	100	0.0	133	24.5	$ 27,389,191	-1%	61	-1	-1%	96	0.8
	LAYS	$ 48,122,750	$ 3,238,321	7%	-1%	28	1.2	10,035,759	4%	-4%	$ 2.74	$ 0.02	$ 1,861.20	$ 92.42	$ 30,942,138	16%	100	0.0	53	23.8	$ 17,180,611	-6%	72	-7	-9%	93	2.4
	UTZ	$ 28,719,898	$ 200,442	1%	2%	17	-0.3	6,093,059	1%	3%	$ 2.11	$ 0.12	$ 1,110.77	$ (13.10)	$ 23,433,745	0%	100	0.0	31	-0.1	$ 5,286,153	5%	61	3	4%	64	-7.4
	PRIVATE LABEL	$ 7,223,551	$ (1,202,031)	-14%	-4%	4	-0.8	1,925,250	-12%	-5%	$ 1.99	$ (0.04)	$ 279.38	$ (52.65)	$ 6,108,555	-23%	100	0.1	14	-0.9	$ 1,114,996	107%	55	18	51%	31	0.7
	RUFFLES	$ 7,038,876	$ (594,481)	-8%	-4%	4	-0.5	1,156,713	-6%	-4%	$ 3.31	$ (0.05)	$ 272.24	$ (28.57)	$ 6,122,487	-6%	100	0.0	15	3.6	$ 916,388	-16%	35	-2	-5%	45	-1.6
	WISE	$ 5,590,944	$ (343,895)	-6%	2%	3	-0.3	1,245,109	-4%	2%	$ 2.14	$ (0.05)	$ 325.08	$ (1.25)	$ 4,564,574	-7%	64	-4.6	13	-0.4	$ 1,026,370	0%	37	3	8%	13	-1.5
PC BAKED PC	Total All Products	$ 408	$ 10	3%	-23%	0	0.0	76	3%	-24%	$ 0.33	$ (0.00)	$ 21.95	$ 0.68	$ 408	3%	0	0.0	1	0.0	$ -	0%	0	0	0%	0	0.0
	HERRS	$ 408	$ (46)	-10%	-59%	0	0.0	76	-6%	-60%	$ 0.33	$ (0.03)	$ 21.95	$ 18.26	$ 408	-10%	0	0.0	1	0.0	$ -	0%	0	-1	-100%	0	0.0
PC CRISPS PC	Total All Products	$ 16,863,709	$ (1,490,091)	-8%	0%	10	-1.1	3,068,620	-5%	-3%	$ 1.98	$ (0.11)	$ 652.22	$ (71.05)	$ 14,251,822	-12%	100	0.0	31	-10.6	$ 2,611,887	21%	44	6	15%	46	8.8
	PRINGLES	$ 11,218,089	$ (1,667,082)	-13%	-1%	7	-1.2	2,339,891	-7%	-3%	$ 1.72	$ (0.14)	$ 433.87	$ (73.90)	$ 9,405,592	-16%	100	0.0	20	-4.1	$ 1,812,498	6%	47	3	7%	29	3.7
	LAYS	$ 2,651,609	$ 176,229	7%	4%	2	0.1	336,887	5%	-2%	$ 3.05	$ (0.13)	$ 102.55	$ 5.01	$ 2,217,465	-2%	100	0.0	3	-2.5	$ 434,144	112%	42	16	64%	14	8.4
	RUFFLES	$ 1,860,871	$ (21,772)	-1%	5%	1	0.0	235,889	-3%	2%	$ 3.08	$ (0.14)	$ 72.14	$ (2.31)	$ 1,610,118	-8%	98	-0.3	2	-2.2	$ 250,753	78%	39	14	59%	4	-0.2
PC KETTLE PC	Total All Products	$ 49,064,516	$ 4,008,602	9%	12%	28	1.6	8,689,960	7%	11%	$ 2.86	$ 0.05	$ 1,897.62	$ 122.09	$ 38,051,821	9%	100	0.0	99	4.4	$ 11,012,695	9%	52	0	0%	82	0.2
	CAPE COD	$ 19,394,433	$ 3,145,959	19%	19%	11	1.6	3,159,126	19%	18%	$ 3.18	$ (0.05)	$ 750.10	$ 109.79	$ 14,253,954	15%	100	0.1	24	2.1	$ 5,140,479	33%	55	6	12%	40	5.6
	UTZ	$ 7,382,893	$ 543,230	8%	7%	4	0.2	1,299,974	6%	9%	$ 2.80	$ 0.00	$ 289.30	$ 15.78	$ 6,672,272	20%	96	5.3	12	-0.3	$ 710,621	-45%	36	-21	-37%	26	2.1
	KETTLE	$ 6,841,143	$ 387,260	6%	9%	4	0.1	1,266,622	4%	7%	$ 2.87	$ 0.04	$ 265.37	$ 8.86	$ 4,562,346	3%	99	0.8	17	-0.1	$ 2,278,797	12%	70	4	6%	37	-4.0
	LAYS	$ 6,831,755	$ 189,190	3%	13%	4	0.0	1,170,597	0%	11%	$ 2.99	$ (0.02)	$ 264.22	$ 2.46	$ 5,395,029	10%	100	-0.1	18	3.9	$ 1,436,725	-18%	57	-4	-7%	33	-7.4
	MARTINS	$ 3,447,364	$ (418,300)	-11%	1%	2	-0.3	850,046	-6%	2%	$ 2.55	$ 0.17	$ 439.17	$ 4.55	$ 2,629,173	-18%	30	-3.9	15	-1.8	$ 818,190	22%	57	10	22%	13	-2.1
	HERRS	$ 1,072,092	$ (142,214)	-12%	-3%	1	-0.1	160,291	-14%	1%	$ 2.64	$ 0.04	$ 147.10	$ (13.34)	$ 902,525	-9%	25	-1.1	15	-0.9	$ 169,566	-25%	44	-13	-22%	12	1.0
TORTILLA	Total All Products	##########	$ 4,794,538	4%	2%	100	0.0	26,882,841	5%	2%	$ 3.20	$ 0.00	$ 4,802.56	$ 98.14	$ 96,428,182	4%	100	0.0	137	3.9	$ 27,746,011	3%	65	-1	-2%	97	-0.4
	TOSTITOS	$ 56,895,744	$ 567,282	1%	-2%	46	-1.4	11,923,637	4%	0%	$ 3.58	$ (0.08)	$ 2,200.50	$ (19.25)	$ 44,985,581	1%	100	0.0	20	-4.3	$ 11,910,163	0%	76	-1	-2%	93	-1.2
	DORITOS	$ 30,030,181	$ 1,416,990	5%	4%	24	0.2	6,493,489	4%	2%	$ 2.93	$ 0.05	$ 1,161.45	$ 33.88	$ 22,387,286	5%	100	0.0	26	2.7	$ 7,642,896	6%	58	-2	-3%	81	4.1
	PRIVATE LABEL	$ 5,979,917	$ 445,735	8%	8%	5	0.2	1,676,903	0%	10%	$ 2.50	$ 0.11	$ 231.28	$ 13.19	$ 4,927,095	4%	100	0.0	10	3.6	$ 1,052,822	33%	59	16	37%	38	4.7
	FOOD SHOULD TASTE GOOD	$ 5,709,750	$ 360,527	7%	2%	5	0.1	884,456	11%	-2%	$ 3.15	$ 0.29	$ 222.84	$ 9.75	$ 3,634,317	15%	98	0.1	10	0.6	$ 2,075,433	-5%	65	-11	-14%	39	-5.2
	GARDEN OF EATIN	$ 4,080,164	$ 294,568	8%	13%	3	0.1	797,329	7%	13%	$ 4.47	$ 0.24	$ 161.24	$ 8.80	$ 3,329,752	10%	96	1.6	6	-0.4	$ 750,412	-1%	46	-2	-3%	20	-1.1
	LATE JULY	$ 3,888,652	$ 1,143,810	42%	15%	3	0.8	584,088	55%	16%	$ 2.93	$ 0.14	$ 152.21	$ 41.99	$ 2,821,003	46%	97	1.5	9	1.7	$ 1,067,649	32%	60	-3	-5%	38	3.9
	ON THE BORDER	$ 3,570,565	$ 1,214,687	52%	16%	3	0.9	910,400	54%	14%	$ 2.76	$ (0.02)	$ 138.76	$ 45.29	$ 2,975,868	51%	99	38.3	6	0.4	$ 594,697	55%	51	-3	-6%	9	-2.8
	UTZ	$ 2,214,757	$ (99,397)	-4%	9%	2	-0.2	450,600	-6%	7%	$ 3.31	$ (0.05)	$ 88.85	$ (4.80)	$ 1,822,269	-5%	90	1.7	7	-0.3	$ 392,487	1%	40	1	2%	12	-0.1
RTE POPCORN	Total All Products	$ 32,252,674	$ 4,031,331	14%	20%	100	0.0	4,360,897	8%	14%	$ 2.89	$ 0.22	$ 1,247.40	$ 135.28	$ 27,308,609	16%	100	0.0	85	6.7	$ 4,944,065	6%	49	2	4%	86	-1.8
	SMARTFOOD	$ 11,381,531	$ 2,142,978	23%	21%	35	2.6	1,673,313	26%	23%	$ 3.14	$ 0.03	$ 440.19	$ 76.13	$ 9,980,605	22%	100	0.0	13	1.3	$ 1,400,926	34%	51	11	29%	65	14.4
	ANGIES	$ 4,583,697	$ 681,808	17%	28%	14	0.4	415,266	7%	24%	$ 3.46	$ 0.24	$ 178.87	$ 20.79	$ 3,664,081	27%	97	8.1	8	1.8	$ 919,617	-9%	53	-10	-16%	28	-4.1
	POPCORN INDIANA	$ 3,945,905	$ (770,111)	-16%	-9%	12	-4.5	421,900	-28%	-6%	$ 3.27	$ 0.66	$ 154.09	$ (34.00)	$ 2,979,286	-18%	98	0.1	14	0.5	$ 966,618	-9%	56	3	7%	28	-13.7
	SKINNY POP	$ 3,058,124	$ 1,564,904	105%	72%	9	4.2	205,477	106%	69%	$ 3.94	$ (0.04)	$ 118.39	$ 53.49	$ 2,843,310	102%	96	44.2	2	0.1	$ 214,814	146%	33	3	11%	2	0.5
	PRIVATE LABEL	$ 2,777,942	$ 750,439	37%	25%	9	1.4	530,173	25%	9%	$ 2.49	$ 0.07	$ 107.44	$ 27.50	$ 2,277,870	54%	99	0.6	5	0.8	$ 500,072	-8%	56	-8	-12%	27	-0.2
	UTZ	$ 1,032,275	$ (246,234)	-19%	-5%	3	-1.3	201,964	-18%	-2%	$ 2.02	$ 0.09	$ 51.77	$ (1.11)	$ 930,510	-18%	57	-10.7	4	-1.1	$ 101,765	-28%	33	2	5%	9	-4.4
	WISE	$ 988,442	$ (126,880)	-11%	0%	3	-0.9	188,865	-2%	-4%	$ 2.15	$ (0.22)	$ 58.68	$ (3.62)	$ 875,340	-11%	62	-5.3	4	-0.3	$ 113,102	-15%	39	-6	-14%	2	-4.2
	CAPE COD	$ 765,371	$ 292,496	62%	181%	2	0.7	69,780	51%	179%	$ 3.10	$ 0.20	$ 30.62	$ 10.06	$ 547,732	42%	76	9.9	3	0.6	$ 217,639	152%	59	11	22%	9	-2.9
	MARTINS	$ 637,762	$ (96,802)	-13%	7%	2	-0.6	177,027	-12%	9%	$ 2.11	$ 0.35	$ 81.26	$ (2.36)	$ 523,847	-19%	30	-3.9	4	-1.2	$ 113,915	31%	59	5	10%	16	-0.6
CHEESE SNACKS	Total All Products	$ 23,064,647	$ 1,463,186	7%	7%	100	0.0	4,155,799	5%	1%	$ 2.72	$ 0.04	$ 892.05	$ 40.79	$ 19,742,548	7%	100	0.0	41	-1.3	$ 3,322,099	4%	40	-2	-5%	86	2.0
	CHEETOS	$ 12,427,075	$ 447,440	4%	4%	54	-1.6	2,287,838	1%	-3%	$ 2.85	$ 0.03	$ 480.63	$ 8.54	$ 10,616,915	4%	100	0.0	17	-2.8	$ 1,810,160	5%	43	-1	-2%	55	1.0
	BACHMAN	$ 2,400,361	$ 160,033	7%	-1%	10	0.0	497,849	7%	0%	$ 2.34	$ (0.04)	$ 95.19	$ 4.76	$ 1,986,143	7%	86	-7.9	3	0.2	$ 414,218	10%	46	-1	-3%	35	6.7
	UTZ	$ 1,855,577	$ 16,512	1%	2%	8	-0.5	407,251	7%	4%	$ 2.54	$ 0.22	$ 73.63	$ (0.64)	$ 1,585,998	1%	81	1.7	5	0.1	$ 269,579	1%	37	0	-1%	33	2.6
	ROBERT AMERICAN GOURME	$ 1,401,336	$ (71,702)	-5%	-2%	6	-0.7	112,918	-5%	-13%	$ 4.25	$ 0.02	$ 55.91	$ (3.45)	$ 1,161,653	1%	88	-1.8	2	-0.3	$ 239,682	-26%	44	-8	-16%	18	-7.0
	WISE	$ 1,213,913	$ 2,895	0%	-2%	5	-0.3	280,902	8%	-5%	$ 2.08	$ (0.13)	$ 71.77	$ 4.39	$ 1,065,662	5%	63	-5.2	4	-0.4	$ 148,251	-24%	33	-13	-28%	4	-0.5
	CHESTERS	$ 628,694	$ 118,284	23%	7%	3	0.4	88,434	23%	7%	$ 2.00	$ (0.00)	$ 27.78	$ 4.00	$ 626,197	23%	80	8.1	1	0.0	$ 2,497	167%	2	2	187%	2	1.0
	HERRS	$ 625,988	$ 83,028	15%	22%	3	0.2	121,886	16%	20%	$ 2.74	$ 0.05	$ 54.87	$ 5.50	$ 530,823	15%	28	2.3	4	-0.5	$ 95,165	15%	47	3	6%	12	4.1
	PRIVATE LABEL	$ 529,520	$ (41,542)	-7%	6%	2	-0.3	60,807	-12%	0%	$ 2.18	$ (0.01)	$ 20.65	$ (1.98)	$ 442,967	-7%	91	-1.8	1	-0.1	$ 86,553	-11%	54	3	6%	7	-3.0
CORN SNACKS	Total All Products	$ 14,164,760	$ (937,861)	-6%	-3%	100	0.0	2,680,550	-11%	-5%	$ 2.42	$ 0.06	$ 547.84	$ (47.32)	$ 12,185,623	-3%	100	0.0	22	-7.3	$ 1,979,137	-24%	43	0	0%	67	2.6
	FRITOS	$ 7,435,574	$ (787,116)	-10%	-3%	52	-2.0	1,458,406	-13%	-5%	$ 3.13	$ (0.07)	$ 287.58	$ (36.46)	$ 6,730,145	-7%	100	0.0	6	-4.3	$ 705,429	-27%	31	-2	-7%	18	0.0
	POPCORNERS	$ 3,952,087	$ (261,940)	-6%	1%	28	0.0	674,083	-13%	-2%	$ 1.68	$ 0.13	$ 153.36	$ (13.53)	$ 3,189,719	6%	96	19.4	7	-0.2	$ 762,368	-37%	61	-3	-5%	50	7.8
	THE BETTER CHIP	$ 1,172,498	$ 375,699	47%	59%	8	3.0	132,887	58%	58%	$ 3.53	$ (0.27)	$ 48.74	$ 14.45	$ 826,221	40%	76	7.8	4	-0.5	$ 346,276	69%	71	14	25%	35	7.3
	PRIVATE LABEL	$ 710,714	$ (135,167)	-16%	-21%	5	-0.6	227,112	-15%	-21%	$ 1.86	$ (0.03)	$ 28.05	$ (5.75)	$ 660,227	-15%	89	-2.6	2	-0.1	$ 50,487	-23%	27	1	6%	8	-1.3
PORK RINDS	Total All Products	$ 1,287,240	$ 13,882	1%	1%	100	0.0	155,072	-1%	-3%	$ 1.37	$ (0.02)	$ 52.37	$ (1.34)	$ 1,166,572	-1%	86	2.2	8	-1.0	$ 120,668	22%	31	6	25%	23	6.3
	SMITHFIELD FARMS	$ 281,562	$ 52,462	23%	-10%	22	3.9	32,930	22%	-15%	$ 1.12	$ 0.01	$ 61.60	$ 10.75	$ 235,090	16%	17	0.9	6	0.1	$ 46,472	79%	57	15	36%	10	5.4
	MACS	$ 280,322	$ 26,421	10%	1%	22	1.8	35,576	-5%	-5%	$ 1.35	$ 0.04	$ 16.23	$ (0.07)	$ 254,057	12%	46	3.3	4	-1.3	$ 26,265	-6%	24	-5	-18%	1	-0.9
	BAKEN ETS	$ 207,448	$ 28,319	16%	14%	16	2.0	22,692	16%	16%	$ 1.99	$ 0.02	$ 17.81	$ 1.17	$ 204,465	15%	30	2.1	1	-0.2	$ 2,984	378%	4	2	151%	1	0.4
	GOYA	$ 165,076	$ 31,625	24%	15%	13	2.3	15,594	22%	12%	$ 2.39	$ (0.03)	$ 12.34	$ 1.68	$ 165,057	24%	37	4.5	2	0.0	$ 19	144%	0	0	74%	0	0.0
	JUNIOR JOHNSON	$ 127,904	$ 16,346	15%	32%	10	1.2	17,413	16%	34%	$ 1.04	$ (0.01)	$ 21.90	$ 0.26	$ 102,297	18%	20	1.7	2	0.1	$ 25,607	4%	72	1	1%	9	2.2
	SUNCREST FARMS	$ 79,967	$ 22,733	40%	8%	6	1.7	14,809	36%	15%	$ 1.05	$ 0.00	$ 12.62	$ 1.03	$ 65,276	41%	18	2.7	2	0.9	$ 14,691	33%	72	3	4%	8	3.6
	HOWARDS	$ 55,616	$ 5,162	10%	18%	4	0.4	6,650	9%	16%	$ 1.95	$ (0.05)	$ 86.71	$ 5.75	$ 55,452	10%	2	0.2	5	0.4	$ 164	-27%	1	-3	-78%	0	0.0
REMAINING SNACKS	Total All Products	$ 69,828,143	$ (3,690,369)	-5%	-1%	100	0.0	11,081,544	-6%	-1%	$ 2.82	$ 0.03	$ 2,700.67	$ (196.49)	$ 55,739,258	-5%	100	0.0	252	-18.4	$ 14,088,885	-3%	47	-1	-2%	98	0.1
	PIRATES BOOTY	$ 7,705,882	$ 342,073	5%	4%	11	1.0	613,473	7%	4%	$ 3.89	$ 0.07	$ 298.29	$ 8.00	$ 5,830,347	8%	99	0.4	7	1.4	$ 1,875,535	-6%	58	-6	-9%	50	-2.3
	PEPPERIDGE FARM	$ 7,648,377	$ (643,521)	-8%	-6%	11	-0.3	1,628,341	-8%	-3%	$ 2.59	$ 0.02	$ 295.81	$ (30.95)	$ 5,555,359	-7%	100	0.0	25	0.2	$ 2,093,019	-10%	58	-3	-4%	58	-7.1
	SUNSHINE CHEEZ IT	$ 6,941,495	$ 716,389	12%	7%	10	1.5	1,487,460	5%	2%	$ 2.86	$ 0.03	$ 268.47	$ 23.15	$ 4,763,133	7%	100	0.0	12	-0.2	$ 2,178,362	23%	68	-5	-7%	50	3.1
	CHEX MIX	$ 5,633,483	$ (475,053)	-8%	-4%	8	-0.2	1,372,979	-9%	-7%	$ 2.62	$ 0.03	$ 217.88	$ (22.84)	$ 4,483,819	-8%	100	0.0	17	-5.2	$ 1,149,664	-6%	48	4	10%	8	-16.2
	SUNCHIPS	$ 5,222,037	$ (279,416)	-5%	4%	7	0.0	755,161	-10%	0%	$ 3.05	$ (0.10)	$ 201.97	$ (14.83)	$ 4,022,204	-10%	100	0.0	8	-4.3	$ 1,199,833	14%	49	9	21%	17	5.1
	PRIVATE LABEL	$ 5,010,774	$ 331,526	7%	13%	7	0.8	1,048,904	6%	8%	$ 2.18	$ 0.00	$ 193.80	$ 9.40	$ 4,541,714	8%	100	0.0	30	11.4	$ 469,060	-4%	24	0	0%	35	0.8
	KELLOGG	$ 4,444,654	$ (2,589,362)	-37%	-39%	6	-3.2	411,310	-41%	-41%	$ 2.92	$ 0.16	$ 171.90	$ (105.29)	$ 3,245,374	-40%	100	-0.1	18	-2.5	$ 1,199,280	-26%	58	-3	-5%	37	-11.3
	POP CHIPS	$ 3,143,598	$ (228,087)	-7%	-10%	5	-0.1	253,376	5%	3%	$ 2.86	$ 0.17	$ 122.31	$ (12.04)	$ 2,312,997	-13%	98	-0.2	10	-2.7	$ 830,600	15%	57	3	6%	26	-5.7
	UTZ	$ 1,779,480	$ 274,014	18%	3%	3	0.5	414,192	20%	4%	$ 2.57	$ (0.23)	$ 69.56	$ 8.70	$ 1,551,985	21%	94	10.0	4	0.0	$ 227,496	3%	34	-2	-6%	34	6.3
	MUNCHIES	$ 1,670,048	$ (139,506)	-8%	-7%	2	-0.1	342,364	-8%	-8%	$ 3.23	$ 0.06	$ 64.68	$ (6.88)	$ 1,552,214	-8%	97	-0.1	4	0.2	$ 117,834	-6%	26	2	10%	24	7.4
	CALBEE	$ 1,605,867	$ 792,204	97%	76%	2	1.2	157,073	86%	79%	$ 2.10	$ 0.12	$ 63.19	$ 28.98	$ 1,363,450	99%	89	23.2	4	1.6	$ 242,418	86%	46	-5	-10%	28	6.2
	NABISCO	$ 1,519,962	$ (506,232)	-25%	-25%	2	-0.6	267,736	-30%	-30%	$ 2.73	$ 0.14	$ 58.79	$ (21.06)	$ 1,167,627	-22%	99	-0.4	4	-1.7	$ 352,335	-34%	72	-5	-7%	41	2.7
	FUNYUNS	$ 1,508,700	$ (58,776)	-4%	-3%	2	0.0	172,817	-10%	-10%	$ 2.59	$ 0.02	$ 59.05	$ (3.11)	$ 1,450,769	-4%	96	-0.7	3	-0.9	$ 57,931	9%	12	1	13%	10	-0.5
	SUN MAID	$ 1,473,566	$ 162,138	12%	15%	2	0.3	156,090	11%	14%	$ 3.31	$ (0.06)	$ 56.99	$ 5.27	$ 1,332,665	11%	99	0.3	7	1.5	$ 140,901	33%	31	3	13%	25	8.1
	PLANTERS	$ 1,025,171	$ (595,225)	-37%	-22%	1	-0.7	86,231	-43%	-29%	$ 6.33	$ 0.75	$ 40.36	$ (23.72)	$ 886,470	-34%	89	-7.5	4	-2.2	$ 138,701	-51%	31	-9	-22%	1	-0.2
	SIMPLY 7	$ 781,952	$ 603,677	339%	118%	1	0.9	63,879	359%	114%	$ 2.68	$ (0.13)	$ 30.95	$ 23.56	$ 638,365	304%	89	39.6	3	1.3	$ 143,586	612%	51	17	51%	6	5.1
	LUNDBERG	$ 688,971	$ 102,622	18%	-18%	1	0.2	93,737	5%	-20%	$ 2.76	$ 0.30	$ 28.94	$ 3.01	$ 583,205	13%	83	9.6	3	-0.2	$ 105,766	47%	43	0	-1%	4	2.1
	GLUTINO	$ 642,925	$ (37,840)	-6%	-1%	1	0.0	53,101	-13%	0%	$ 3.70	$ 0.26	$ 25.65	$ (2.16)	$ 588,326	-4%	85	-0.9	4	-0.1	$ 54,598	-16%	23	-8	-25%	1	-1.3
	PRINGLES	$ 629,638	$ (91,109)	-13%	-33%	1	-0.1	66,853	-36%	-33%	$ 2.87	$ 0.50	$ 24.57	$ (3.84)	$ 570,088	-9%	93	-3.1	4	-1.7	$ 59,550	-36%	19	-10	-36%	1	-0.5
	KASHI	$ 570,208	$ (357,781)	-39%	-42%	1	-0.4	88,909	-33%	-37%	$ 2.91	$ 0.05	$ 22.64	$ (14.41)	$ 430,485	-38%	91	-3.5	5	-1.9	$ 139,724	-41%	52	-6	-10%	5	-13.0
	ANDY CAPPS	$ 536,338	$ 48,796	10%	8%	1	0.1	103,024	8%	9%	$ 1.79	$ (0.04)	$ 35.25	$ (3.97)	$ 458,866	8%	49	6.3	2	-0.4	$ 77,472	20%	55	13	32%	25	4.0
	GOYA	$ 518,680	$ (13,441)	-3%	9%	1	0.0	134,944	-6%	8%	$ 3.29	$ 0.04	$ 23.09	$ (1.06)	$ 495,890	0%	65	0.2	4	-0.2	$ 22,790	-38%	10	-6	-37%	0	0.0
	BEANITOS	$ 500,889	$ (50,123)	-9%	32%	1	0.0	58,378	-9%	30%	$ 3.13	$ (0.08)	$ 22.91	$ (3.26)	$ 412,158	-14%	70	2.2	3	-0.2	$ 88,731	22%	53	16	42%	1	-2.4
	FRITOS	$ 438,870	$ 438,870	0%	0%	1	0.6	122,106	0%	0%	$ 3.57	$ 3.57	$ 23.72	$ 23.72	$ 394,722		60	59.7	1	1.3	$ 44,148	0%	28	28	0%	10	10.0
	WESTMINSTER OLDE CAPE C	$ 429,792	$ 97,763	29%	-2%	1	0.2	71,967	30%	1%	$ 2.91	$ (0.02)	$ 21.08	$ 4.54	$ 382,815	24.5%	58	3.0	2	0.2	$ 46,977	90%	37	15	67%	3	-0.4
	MEDITERRANEAN SNACKS	$ 423,985	$ (167,171)	-28%	-4%	1	-0.2	33,958	-29%	3%	$ 3.46	$ 0.00	$ 17.58	$ (7.51)	$ 383,439	-26.5%	71	-6.0	4	-0.7	$ 40,546	-42%	26	-6	-20%	1	-1.2
	WISE	$ 404,060	$ (34,304)	-8%	10%	1	0.0	63,043	-9%	8%	$ 1.97	$ 0.02	$ 26.65	$ (0.77)	$ 398,846	-7.0%	47	-3.8	2	-0.2	$ 5,214	-46%	4	-3	-39%	2	-2.2
VARIETY PACKS	Total All Products	$ 18,380,936	$ 1,581,232	9%	5%	100	0.0	3,250,919	6%	3%	$ 7.15	$ 0.22	$ 710.90	$ 48.87	$ 15,991,124	11.6%	100	0.0	13	1.9	$ 2,389,812	-3%	48	-4	-7%	63	3.5
	FRITO LAY	$ 12,834,249	$ (241,075)	-2%	-1%	70	-8.0	2,238,125	-6%	-2%	$ 7.77	$ 0.23	$ 496.38	$ (18.89)	$ 11,068,673	-0.3%	100	0.0	6	0.9	$ 1,765,576	-10%	55	-2	-4%	58	1.1
	UTZ	$ 1,976,518	$ 83,477	4%	8%	11	-0.5	386,791	3%	10%	$ 5.01	$ 0.43	$ 80.92	$ 0.84	$ 1,748,981	5.8%	85	-0.7	3	-0.5	$ 227,536	-5%	31	-1	-5%	5	0.0
	DORITOS	$ 1,848,834	$ 1,276,288	223%	310%	10	6.7	306,201	205%	301%	$ 7.41	$ 0.41	$ 74.72	$ 51.15	$ 1,642,536	233.7%	73	22.1	1	0.0	$ 206,298	157%	40	8	27%	18	8.1
NATURAL/ORGANIC SALTY SNACKS																											
SLTY + NTRL NATURAL/ORG PLACEMENT	Total All Products	$ 67,706,762	$ 4,441,395	7%	16%	0	0.0	8,550,543	6%	14%	$ 3.14	$ 0.17	$ 2,618.63	$ 125.51	$ 53,482,346	9.4%	100	0.0	190	6.2	$ 14,224,416	-1%	51	-2	-4%	94	-0.9
	PIRATES BOOTY	$ 7,705,947	$ 342,108	5%	4%	0	0.0	613,477	7%	4%	$ 3.89	$ 0.07	$ 298.29	$ 8.00	$ 5,830,412	8.5%	99	0.4	7	1.4	$ 1,875,535	-6%	58	-6	-9%	50	-2.3
	FOOD SHOULD TASTE GOOD	$ 5,751,823	$ 174,734	3%	-1%	0	0.0	887,738	9%	-3%	$ 3.15	$ 0.29	$ 224.49	$ 2.31	$ 3,668,662	10.5%	98	0.1	11	-0.5	$ 2,083,161	-8%	65	-10	-14%	39	-6.0
	ANGIES	$ 4,583,697	$ 681,808	17%	28%	0	0.0	415,266	7%	25%	$ 3.46	$ 0.24	$ 178.87	$ 20.79	$ 3,664,081	26.9%	97	8.1	8	1.8	$ 919,617	-9%	53	-10	-16%	28	-4.1
	POPCORNERS	$ 4,231,034	$ (91,736)	-2%	16%	0	0.0	722,352	-9%	15%	$ 1.68	$ 0.14	$ 164.19	$ (6.90)	$ 3,421,190	11.0%	96	19.4	8	-0.2	$ 809,844	-35%	61	-3	-5%	50	7.9
	LATE JULY	$ 4,152,995	$ 1,170,435	39%	12%	0	0.0	615,490	53%	14%	$ 2.94	$ 0.11	$ 162.48	$ 42.79	$ 3,043,805	42.0%	97	1.1	10	1.5	$ 1,109,190	32%	59	-2	-3%	38	3.8
	GARDEN OF EATIN	$ 4,080,164	$ 294,568	8%	13%	0	0.0	797,329	7%	13%	$ 4.47	$ 0.24	$ 161.24	$ 8.80	$ 3,329,752	9.9%	96	1.6	6	-0.4	$ 750,412	-1%	46	-2	-3%	20	-1.1
	POPCORN INDIANA	$ 3,945,905	$ (770,111)	-16%	-9%	0	0.0	421,900	-28%	-6%	$ 3.27	$ 0.66	$ 154.09	$ (34.00)	$ 2,979,286	-18.4%	98	0.1	14	0.5	$ 966,618	-9%	56	3	7%	28	-13.7
	SNYDERS OF HANOVER	$ 3,198,437	$ 590,675	23%	46%	0	0.0	482,868	26%	46%	$ 3.29	$ (0.08)	$ 124.87	$ 19.79	$ 2,777,155	21.3%	97	3.1	4	0.2	$ 421,282	32%	53	11	26%	20	4.9
	POP CHIPS	$ 3,189,968	$ (439,054)	-12%	-16%	0	0.0	257,698	-2%	-14%	$ 2.86	$ 0.16	$ 124.12	$ (20.49)	$ 2,348,240	-18.2%	98	-0.3	11	-4.8	$ 841,728	11%	57	4	8%	26	-7.3
	SKINNY POP	$ 3,058,124	$ 1,564,904	105%	72%	0	0.0	205,477	106%	69%	$ 3.94	$ (0.04)	$ 118.39	$ 53.49	$ 2,843,310	102.2%	96	44.2	2	0.1	$ 214,814	146%	33	3	11%	2	0.5
	TERRA	$ 2,334,748	$ 207,312	10%	26%	0	0.0	206,427	3%	25%	$ 4.58	$ 0.28	$ 92.69	$ 6.51	$ 1,976,643	21.2%	94	1.4	5	-0.1	$ 358,106	-28%	38	-16	-30%	9	-8.5
	GLUTINO	$ 2,199,131	$ (625,472)	-22%	-11%	0	0.0	214,443	-28%	-15%	$ 4.02	$ (0.08)	$ 87.11	$ (27.11)	$ 1,958,323	-24.7%	95	-0.1	11	-0.2	$ 240,807	7%	30	4	13%	6	0.0
	UTZ	$ 2,020,432	$ (77,550)	-4%	5%	0	0.0	345,213	0%	12%	$ 3.14	$ (0.02)	$ 79.23	$ (5.45)	$ 1,688,706	-1.2%	95	8.6	6	0.2	$ 331,726	-15%	47	-7	-13%	15	-0.1
	CALBEE	$ 1,605,867	$ 792,204	97%	73%	0	0.0	157,073	86%	75%	$ 2.10	$ 0.12	$ 63.19	$ 28.98	$ 1,363,450	99.5%	89	23.2	4	1.6	$ 242,418	86%	46	-5	-10%	28	6.2
	ROBERT AMERICAN GOURME	$ 1,518,995	$ (214,807)	-12%	-5%	0	0.0	129,170	-17%	-15%	$ 4.07	$ 0.18	$ 60.60	$ (9.26)	$ 1,255,670	-7.3%	88	-2.4	3	-0.4	$ 263,325	-30%	44	-8	-16%	19	-8.4
	XOCHITL	$ 1,485,016	$ 17,611	1%	4%	0	0.0	280,566	-1%	3%	$ 4.07	$ 0.01	$ 62.41	$ (1.25)	$ 1,266,093	6.1%	68	-0.5	3	0.1	$ 218,923	-20%	43	-4	-9%	15	1.3
	R W GARCIA	$ 1,174,494	$ (271,814)	-19%	-23%	0	0.0	313,585	-5%	-24%	$ 3.43	$ (0.33)	$ 49.04	$ (12.09)	$ 807,579	-25.6%	83	-0.3	5	-1.2	$ 366,915	2%	55	5	9%	10	-3.9
	THE BETTER CHIP	$ 1,172,498	$ 375,699	47%	54%	0	0.0	132,887	58%	52%	$ 3.53	$ (0.27)	$ 48.74	$ 14.45	$ 826,221	39.7%	76	7.8	4	-0.5	$ 346,276	69%	71	14	25%	35	7.3
	TOSTITOS	$ 1,075,088	$ 8,107	1%	1%	0	0.0	174,961	5%	3%	$ 3.46	$ (0.13)	$ 41.85	$ (0.41)	$ 852,811	5.4%	94	1.5	1	0.0	$ 222,278	-14%	63	-4	-5%	11	-2.5
	EATSMART	$ 1,030,704	$ 646,892	169%	5%	0	0.0	123,464	185%	5%	$ 3.60	$ 0.10	$ 60.51	$ 44.96	$ 921,376	174.5%	53	-3.6	4	1.0	$ 109,328	127%	32	4	16%	2	-2.5
	GOOD HEALTH	$ 947,734	$ 800,521	544%	162%	0	0.0	103,196	536%	208%	$ 2.59	$ 0.09	$ 37.54	$ 31.58	$ 778,369	584.7%	79	61.5	9	1.0	$ 169,365	405%	33	-4	-10%	10	7.0
	KASHI	$ 892,659	$ (499,407)	-36%	-39%	0	0.0	141,012	-32%	-37%	$ 2.96	$ 0.04	$ 35.37	$ (20.13)	$ 664,052	-35.0%	94	-1.9	7	-2.5	$ 228,606	-38%	53	-5	-9%	6	-14.1
ON THE GO & SANDWICH CRACKERS																											
ON-THE-GO COOKIE/CRACKER	Total All Products	$ 48,981,299	$ (1,401,319)	-3%	-2%	0	0.0	10,318,707	-1%	-4%	$ 2.48	$ (0.07)	$ 1,894.40	$ (91.04)	$ 39,772,853	-1.4%	100	0.0	141	-11.5	$ 9,208,446	-8%	54	0	-1%	97	6.0
	NABISCO	$ 14,972,806	$ (555,597)	-4%	1%	0	0.0	3,226,060	1%	3%	$ 2.34	$ (0.03)	$ 579.09	$ (32.84)	$ 11,693,957	-2.7%	100	0.0	37	0.1	$ 3,278,849	-7%	59	-2	-3%	72	1.5
	KEEBLER	$ 11,052,632	$ 204,791	2%	-10%	0	0.0	2,943,707	8%	-9%	$ 2.42	$ (0.10)	$ 427.47	$ (0.01)	$ 9,168,929	1.0%	100	0.0	15	-5.4	$ 1,883,702	6%	64	10	18%	75	20.3
	LANCE	$ 6,221,213	$ 10,854	0%	-5%	0	0.0	1,613,757	-1%	-6%	$ 2.71	$ (0.02)	$ 241.01	$ (3.72)	$ 4,889,052	1.9%	99	-0.3	29	-3.2	$ 1,332,160	-6%	49	-7	-12%	31	8.5
	PEPPERIDGE FARM	$ 3,574,452	$ 109,213	3%	23%	0	0.0	413,888	4%	28%	$ 5.50	$ 0.33	$ 138.47	$ 1.65	$ 3,308,472	9.4%	98	-0.6	6	-0.4	$ 265,980	-40%	23	-12	-35%	26	4.0
	SUNSHINE CHEEZ IT	$ 3,299,010	$ 178,471	6%	4%	0	0.0	469,713	-11%	-9%	$ 1.91	$ 0.02	$ 127.59	$ 4.62	$ 2,633,557	6.6%	100	0.0	8	-1.3	$ 665,454	3%	59	8	16%	65	25.6
	HANDI SNACKS	$ 2,669,252	$ (331,094)	-11%	-28%	0	0.0	409,987	-10%	-35%	$ 2.95	$ (0.05)	$ 103.33	$ (14.91)	$ 2,265,017	-5.6%	100	0.1	5	0.0	$ 404,235	-33%	45	-7	-14%	25	-5.3
	NABISCO RITZ BITS	$ 1,617,483	$ (83,053)	-5%	0%	0	0.0	310,190	-4%	0%	$ 2.00	$ (0.15)	$ 62.56	$ (4.46)	$ 1,292,618	0.9%	100	0.0	6	-0.9	$ 324,865	-23%	69	-5	-7%	38	5.9
	NUTELLA	$ 1,226,706	$ 429,636	54%	34%	0	0.0	90,231	78%	47%	$ 1.72	$ (0.05)	$ 47.68	$ 15.88	$ 1,085,090	42.1%	95	19.2	3	1.9	$ 141,616	320%	34	17	93%	7	2.4
SANDWICH CRACKERS	Total All Products	$ 23,553,184	$ 74,347	0%	-2%	100	0.0	6,134,501	6%	-2%	$ 2.55	$ (0.06)	$ 910.94	$ (14.29)	$ 18,830,432	-0.2%	100	0.0	69	-8.2	$ 4,722,752	2%	63	2	4%	87	15.0
	KEEBLER	$ 9,143,233	$ 971,325	12%	2%	39	4.0	2,671,371	18%	1%	$ 2.35	$ (0.12)	$ 353.62	$ 31.59	$ 7,633,734	7.3%	100	0.0	7	-0.9	$ 1,509,498	42%	68	14	26%	63	25.2
	LANCE	$ 5,780,300	$ (72,744)	-1%	-5%	25	-0.4	1,503,756	-3%	-6%	$ 2.69	$ (0.02)	$ 223.93	$ (6.72)	$ 4,505,212	0.4%	99	-0.3	28	-3.7	$ 1,275,089	-7%	50	-7	-12%	31	8.7
	NABISCO	$ 3,790,966	$ 212,956	6%	26%	16	0.9	1,013,156	8%	21%	$ 2.78	$ 0.14	$ 146.62	$ 5.62	$ 2,916,340	6.8%	100	0.1	5	1.0	$ 874,626	3%	76	-7	-8%	26	4.2
	NABISCO RITZ BITS	$ 1,260,896	$ (55,041)	-4%	7%	5	-0.3	244,016	-4%	6%	$ 2.77	$ (0.17)	$ 48.79	$ (3.08)	$ 985,545	0.8%	99	0.0	5	-0.4	$ 275,350	-19%	75	-4	-6%	15	0.9
	MUNCHIES	$ 852,254	$ 211,599	33%	37%	4	0.9	291,180	30%	37%	$ 2.05	$ 0.05	$ 33.51	$ 7.42	$ 723,175	31.9%	84	19.9	3	-0.1	$ 129,079	40%	51	16	46%	33	9.4
	RITZ CRACKERFULS	$ 728,610	$ (858,773)	-54%	-50%	3	-3.7	92,447	-55%	-53%	$ 2.96	$ 0.07	$ 28.18	$ (34.37)	$ 502,847	-55.6%	93	-5.3	5	-2.2	$ 225,763	-50%	72	-5	-6%	8	-14.6
AO OTG SNACKS	Total All Products	$ 8,329,434	$ (308,820)	-4%	-6%	100	0.0	1,423,155	-2%	-8%	$ 1.34	$ (0.02)	$ 322.15	$ (18.26)	$ 7,199,698	0.4%	100	0.0	18	0.1	$ 1,129,736	-23%	47	-1	-2%	86	11.1
	NABISCO	$ 3,444,671	$ (170,565)	-5%	-13%	41	-0.5	639,662	-3%	-14%	$ 1.07	$ (0.02)	$ 133.23	$ (9.24)	$ 3,059,858	-1.0%	100	0.0	9	-0.2	$ 384,813	-27%	44	-3	-6%	57	0.5
	HANDI SNACKS	$ 2,454,396	$ (217,118)	-8%	-4%	29	-1.5	368,578	-8%	-3%	$ 2.85	$ 0.01	$ 95.01	$ (10.27)	$ 2,090,266	-1.9%	100	0.1	4	0.0	$ 364,130	-33%	45	-8	-15%	24	-5.3
	SUNSHINE CHEEZ IT	$ 1,303,518	$ 138,399	12%	28%	16	2.2	179,296	10%	28%	$ 1.00	$ 0.02	$ 50.48	$ 4.56	$ 1,072,606	13.4%	99	1.2	2	0.0	$ 230,911	5%	61	17	38%	60	30.1
	LANCE	$ 440,912	$ 83,598	23%	7%	5	1.2	110,001	28%	8%	$ 2.86	$ (0.03)	$ 18.68	$ (14.48)	$ 383,841	24.0%	61	20.2	1	-0.6	$ 57,072	20%	42	-6	-12%	0	-0.2
OTG COOKIE/CRACKER	Total All Products	$ 17,098,682	$ (1,166,846)	-6%	0%	100	0.0	2,761,051	-12%	-6%	$ 3.96	$ (0.17)	$ 661.31	$ (58.49)	$ 13,742,724	-4.0%	100	0.0	53	-3.4	$ 3,355,958	-15%	46	-4	-8%	68	7.9
	NABISCO	$ 7,737,169	$ (597,988)	-7%	2%	45	-0.4	1,573,243	-2%	4%	$ 4.28	$ (0.15)	$ 299.24	$ (29.22)	$ 5,717,758	-7.7%	100	0.0	23	-0.7	$ 2,019,411	-6%	57	0	-1%	34	-5.8
	PEPPERIDGE FARM	$ 3,566,826	$ 163,735	5%	24%	21	2.2	413,255	5%	29%	$ 5.51	$ 0.28	$ 138.18	$ 3.81	$ 3,301,342	11.4%	98	-0.6	6	-0.3	$ 265,484	-40%	23	-12	-36%	26	4.0
	SUNSHINE CHEEZ IT	$ 1,995,492	$ 40,072	2%	-6%	12	1.0	290,417	-20%	-20%	$ 4.67	$ 0.44	$ 77.21	$ 0.15	$ 1,560,950	2.3%	99	-0.2	6	-1.3	$ 434,542	1%	58	3	5%	18	1.5
	KEEBLER	$ 1,618,038	$ (682,367)	-30%	-30%	9	-3.1	221,137	-43%	-38%	$ 4.12	$ 0.46	$ 62.68	$ (27.99)	$ 1,279,843	-22.5%	97	-1.8	7	-4.5	$ 338,195	-48%	45	-11	-20%	18	-2.5
	NUTELLA	$ 1,226,706	$ 429,636	54%	34%	7	2.8	90,231	78%	47%	$ 1.72	$ (0.05)	$ 47.68	$ 15.88	$ 1,085,090	42.1%	95	19.2	3	1.9	$ 141,616	320%	34	17	93%	7	2.4
SWC MAINSTREAM FULL SIZE	Total All Products	$ 20,208,928	$ 1,378,950	7%	1%	86	5.6	5,635,808	10%	-1%	$ 2.49	$ (0.05)	$ 781.60	$ 39.56	$ 16,320,943	5.6%	100	0.0	48	-3.2	$ 3,887,985	15%	63	4	8%	85	21.3
	KEEBLER	$ 9,143,233	$ 971,325	12%	2%	39	4.0	2,671,371	18%	1%	$ 2.35	$ (0.12)	$ 353.62	$ 31.59	$ 7,633,734	7.3%	100	0.0	7	-0.9	$ 1,509,498	42%	68	14	26%	63	25.2
	LANCE	$ 5,600,752	$ (252,286)	-4%	-5%	24	-1.1	1,489,985	-3%	-6%	$ 2.66	$ (0.06)	$ 216.97	$ (13.68)	$ 4,344,379	-3.2%	99	-0.3	26	-5.3	$ 1,256,373	-8%	51	-6	-10%	31	7.9
	NABISCO	$ 3,790,966	$ 212,956	6%	26%	16	0.9	1,013,156	8%	21%	$ 2.78	$ 0.14	$ 146.62	$ 5.62	$ 2,916,340	6.8%	100	0.1	5	1.0	$ 874,626	3%	76	-7	-8%	26	4.2
SWC MAINSTREAM MINI	Total All Products	$ 1,295,611	$ (20,333)	-2%	6%	6	-0.1	251,471	-1%	5%	$ 2.77	$ (0.17)	$ 50.11	$ (1.76)	$ 1,011,811	3.5%	99	0.0	7	1.5	$ 283,801	-16%	74	-5	-7%	15	1.8
	NABISCO RITZ BITS	$ 1,260,896	$ (55,041)	-4%	7%	5	-0.3	244,016	-4%	6%	$ 2.77	$ (0.17)	$ 48.79	$ (3.08)	$ 985,545	0.8%	99	0.0	5	-0.4	$ 275,350	-19%	75	-4	-6%	15	0.9
SWC PREMIUM FULL SIZE	Total All Products	$ 1,308,333	$ (1,675,462)	-56%	-46%	6	-7.2	172,869	-58%	-46%	$ 3.05	$ 0.07	$ 50.60	$ (66.98)	$ 898,140	-58.1%	98	-1.7	9	-8.2	$ 410,193	-51%	72	-1	-1%	10	-17.8
	RITZ CRACKERFULS	$ 728,610	$ (858,773)	-54%	-50%	3	-3.7	92,447	-55%	-53%	$ 2.96	$ 0.07	$ 28.18	$ (34.37)	$ 502,847	-55.6%	93	-5.3	5	-2.2	$ 225,763	-50%	72	-5	-6%	8	-14.6
	HONEYMAID GRAHAMFULS	$ 574,897	$ (558,972)	-49%	-34%	2	-2.4	79,766	-51%	-32%	$ 3.17	$ 0.09	$ 22.46	$ (22.24)	$ 390,483	-51.3%	89	-8.0	4	-2.0	$ 184,414	-45%	73	-1	-2%	5	-3.5
SWC PREMIUM MINI	Total All Products	$ 740,312	$ 391,191	112%	120%	3	1.7	74,354	114%	170%	$ 3.70	$ 0.14	$ 29.81	$ 12.70	$ 599,538	105.7%	76	15.7	5	1.2	$ 140,774	144%	43	5	14%	5	4.6
	LATE JULY	$ 431,345	$ 98,475	30%	-4%	2	0.4	42,903	31%	-5%	$ 3.42	$ (0.14)	$ 21.45	$ 4.79	$ 343,838	23.9%	66	6.5	3	-0.2	$ 87,507	58%	47	10	27%	1	-0.3
	LANCE	$ 179,548	$ 179,548	0%	0%	1	0.8	13,771	0%	0%	$ 4.93	$ 4.93	$ 8.82	$ 8.82	$ 160,833		45	45.2	2	2.0	$ 18,716	0%	24	24	0%	10	9.8
	HORIZON	$ 128,588	$ 112,343	692%	747%	1	0.5	17,637	722%	768%	$ 3.42	$ (0.13)	$ 6.46	$ 5.11	$ 94,037	575.6%	36	11.2	1	0.0	$ 34,551	1386%	54	7	14%	1	1.0
SNACK NUTS/SEEDS/CORN NUTS	LANCE	$ 172,971	$ 11,431	7%	3%	0	0.0	36,085	9%	3%	$ 2.70	$ (0.06)	$ 15.97	$ 0.30	$ 144,362	6.4%	35	0.4	1	0.0	$ 28,609	11%	47	-8	-15%	0	-0.1
	Total All Products	$ 172,971	$ 11,431	7%	3%	0	0.0	36,085	9%	3%	$ 2.70	$ (0.06)	$ 15.97	$ 0.30	$ 144,362	6.4%	35	0.4	1	0.0	$ 28,609	11%	47	-8	-15%	0	-0.1
COOKIES & CRACKERS SYNDICATED CATEGORIES																											
COOKIES	Total All Products	$ 13,704,399	$ (1,807,551)	-12%	-10%	0	0.0	2,656,561	-11%	-11%	$ 2.30	$ (0.17)	$ 530.03	$ (81.25)	$ 11,038,594	-9.1%	100	0.0	43	-1.0	$ 2,665,805	-21%	49	-3	-6%	82	10.6
	NABISCO	$ 10,265,145	$ (924,110)	-8%	-9%	0	0.0	2,074,004	-3%	-7%	$ 2.13	$ (0.17)	$ 397.01	$ (43.92)	$ 8,189,536	-6.4%	100	0.0	24	0.2	$ 2,075,609	-15%	52	-1	-3%	65	2.1
	KEEBLER	$ 1,898,068	$ (530,160)	-22%	-31%	0	0.0	270,631	-35%	-39%	$ 2.78	$ 0.24	$ 73.49	$ (22.22)	$ 1,524,520	-15.3%	99	-0.7	8	-3.2	$ 373,547	-41%	45	-9	-17%	42	6.3
	PEPPERIDGE FARM	$ 534,755	$ (44,880)	-8%	21%	0	0.0	65,665	-16%	21%	$ 4.90	$ (0.16)	$ 25.28	$ 0.30	$ 502,424	0.0%	60	-9.3	2	0.0	$ 32,331	-58%	16	-14	-47%	4	-0.9
CRACKERS	Total All Products	$ 92,577,660	$ (4,011,346)	-4%	-3%	0	0.0	16,755,358	-3%	-2%	$ 2.87	$ (0.00)	$ 3,580.53	$ (225.77)	$ 72,370,450	-5.1%	100	0.0	271	-21.9	$ 20,207,210	0%	58	0	0%	99	0.1
	PEPPERIDGE FARM	$ 12,590,363	$ (485,254)	-4%	0%	0	0.0	2,455,831	-4%	1%	$ 2.82	$ 0.07	$ 486.94	$ (28.33)	$ 9,604,771	-0.8%	100	0.0	31	-0.2	$ 2,985,592	-12%	51	-5	-9%	65	-3.8
	SNACK FACTORY	$ 11,012,754	$ (869,180)	-7%	5%	0	0.0	1,451,813	-9%	3%	$ 4.42	$ 0.16	$ 425.93	$ (42.31)	$ 8,548,433	-7.6%	100	0.1	15	-3.0	$ 2,464,321	-6%	72	-1	-2%	86	3.9
	STACYS	$ 9,923,684	$ 162,716	2%	-3%	0	0.0	1,887,354	1%	2%	$ 3.09	$ 0.00	$ 383.81	$ (1.41)	$ 6,973,275	-6.0%	99	0.2	15	-0.1	$ 2,950,408	26%	71	3	5%	61	4.7
	KEEBLER	$ 9,154,564	$ 734,952	9%	14%	0	0.0	2,673,076	16%	12%	$ 2.35	$ (0.16)	$ 354.06	$ 22.27	$ 7,644,409	5.0%	100	0.0	7	-2.2	$ 1,510,155	32%	68	14	25%	63	23.0
	SUNSHINE CHEEZ IT	$ 7,482,179	$ 745,496	11%	7%	0	0.0	1,373,334	0%	-2%	$ 2.33	$ 0.02	$ 289.38	$ 23.91	$ 5,483,061	7.9%	100	0.0	17	-1.5	$ 1,999,118	21%	65	1	2%	77	20.3
	NABISCO	$ 5,919,448	$ (101,240)	-2%	26%	0	0.0	1,378,761	-1%	24%	$ 2.91	$ 0.36	$ 228.94	$ (8.32)	$ 4,452,872	-1.6%	100	0.0	15	-1.8	$ 1,466,576	-2%	74	-5	-7%	55	-3.9
	LANCE	$ 5,362,797	$ (106,613)	-2%	-6%	0	0.0	1,369,883	-3%	-7%	$ 2.70	$ (0.02)	$ 207.75	$ (7.78)	$ 4,164,782	-0.3%	99	-0.3	25	-4.4	$ 1,198,015	-7%	50	-7	-12%	28	6.4
	CARRS	$ 3,535,568	$ 22,872	1%	-1%	0	0.0	308,042	3%	0%	$ 3.50	$ (0.06)	$ 136.81	$ (1.76)	$ 2,883,374	0.2%	99	0.4	6	0.1	$ 652,195	3%	52	1	1%	31	0.8
	KELLOGG	$ 3,199,063	$ (1,843,051)	-37%	-40%	0	0.0	297,308	-40%	-41%	$ 2.88	$ 0.11	$ 123.73	$ (74.97)	$ 2,275,463	-39.6%	100	-0.3	9	-1.5	$ 923,601	-27%	63	-3	-5%	32	-8.8
	NEW YORK	$ 3,085,807	$ (223,758)	-7%	-21%	0	0.0	502,129	-3%	-23%	$ 2.83	$ (0.10)	$ 119.90	$ (11.14)	$ 2,356,752	-10.2%	97	-1.2	15	0.4	$ 729,055	6%	54	-1	-3%	44	-2.2
	HANDI SNACKS	$ 2,669,252	$ (331,094)	-11%	-28%	0	0.0	409,987	-10%	-35%	$ 2.95	$ (0.05)	$ 103.33	$ (14.91)	$ 2,265,017	-5.6%	100	0.1	5	0.0	$ 404,235	-33%	45	-7	-14%	25	-5.3
	DARE	$ 1,835,256	$ 145,119	9%	14%	0	0.0	263,387	10%	7%	$ 3.21	$ (0.08)	$ 71.11	$ 4.35	$ 1,499,551	4.8%	98	0.0	12	0.7	$ 335,705	29%	44	7	18%	28	1.1
	NABISCO RITZ BITS	$ 1,617,483	$ (83,053)	-5%	0%	0	0.0	310,190	-4%	0%	$ 2.00	$ (0.15)	$ 62.56	$ (4.46)	$ 1,292,618	0.9%	100	0.0	6	-0.9	$ 324,865	-23%	69	-5	-7%	38	5.9
	CRUNCHMASTER	$ 1,319,949	$ 98,687	8%	-21%	0	0.0	120,236	12%	-25%	$ 3.07	$ (0.06)	$ 52.33	$ 2.73	$ 1,104,004	-0.3%	93	1.6	6	0.8	$ 215,946	90%	42	17	69%	13	-1.2
	OLD LONDON	$ 1,173,879	$ (251,595)	-18%	-17%	0	0.0	157,239	-17%	-19%	$ 2.39	$ (0.02)	$ 45.51	$ (10.88)	$ 1,028,002	-21.2%	96	-1.4	11	1.3	$ 145,876	20%	29	5	21%	11	1.1
	GLUTINO	$ 1,019,552	$ (96,777)	-9%	-2%	0	0.0	85,426	-16%	-2%	$ 3.92	$ 0.29	$ 40.60	$ (4.90)	$ 929,975	-7.0%	91	0.7	6	-0.2	$ 89,578	-23%	24	-8	-24%	1	-1.7
	NUTELLA	$ 1,007,775	$ 210,705	26%	-1%	0	0.0	73,557	45%	2%	$ 1.54	$ (0.22)	$ 39.25	$ 7.44	$ 887,997	16.3%	92	16.9	1	0.0	$ 119,778	255%	35	17	94%	6	2.1
	KAME	$ 943,781	$ (65,460)	-6%	-8%	0	0.0	64,713	-7%	-8%	$ 3.19	$ 0.03	$ 36.93	$ (3.17)	$ 884,252	-8.9%	82	-2.0	4	-0.2	$ 59,529	53%	15	6	62%	6	-2.1
	MUNCHIES	$ 852,254	$ 211,599	33%	37%	0	0.0	291,180	30%	37%	$ 2.05	$ 0.05	$ 33.51	$ 7.42	$ 723,175	31.9%	84	19.9	3	-0.1	$ 129,079	40%	51	16	46%	33	9.4