SNACK SHACK Custom Brand

Geography : A&P Corp-ROM - MULO
Custom Shelf Placement : Total All Products

Time : Latest 52 Weeks Ending 10-04-15
Custom Department : Total All Products

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	Avg 4wk ACV Wtd Dist, Any Display Current	Avg 4wk ACV Wtd Dist, Any Display Change vs YA
PRETZELS	Total All Products	$ 145,740,309	$ (4,619,373)	-3.1%	-3.1%	100.0	0.0	40,715,418	-3.3%	-3.3%	$ 2.85	$ 0.04	$ 2,667	$ (121.31)	$ 123,545,219	-4.3%	100	0.0	145	7.6	$ 22,195,090	4.3%	42.4	1.6	85	-1.3
PRETZELS	SNYDERS OF HANOVER	$ 43,377,454	$ (649,202)	-1.5%	-1.5%	29.8	0.5	11,333,858	0.9%	0.9%	$ 3.18	$ (0.03)	$ 894	$ 3.45	$ 36,735,694	-4.9%	86	0.1	49	10.9	$ 6,641,760	23.0%	42.8	5.3	37	2.5
PRETZELS	UTZ	$ 22,483,156	$ (564,624)	-2.4%	-2.4%	15.4	0.1	7,087,188	-0.8%	-0.8%	$ 3.36	$ 0.03	$ 430	$ (17.11)	$ 18,902,775	-3.9%	84	-0.1	17	1.9	$ 3,580,381	5.7%	42.9	2.0	35	-2.0
PRETZELS	SNACK FACTORY	$ 16,669,408	$ 94,456	0.6%	0.6%	11.4	0.4	2,754,310	-0.1%	-0.1%	$ 3.39	$ 0.09	$ 328	$ (1.85)	$ 13,100,309	0.7%	90	3.7	14	1.0	$ 3,569,099	0.1%	61.5	-1.5	56	1.2
PRETZELS	PRIVATE LABEL	$ 15,799,666	$ (853,911)	-5.1%	-5.1%	10.8	-0.2	7,276,083	-9.8%	-9.8%	$ 2.22	$ 0.13	$ 296	$ (13.63)	$ 14,562,856	-4.0%	92	0.2	12	0.6	$ 1,236,809	-16.5%	28.4	0.0	20	-0.6
PRETZELS	ROLD GOLD	$ 10,398,324	$ (2,223,532)	-17.6%	-17.6%	7.1	-1.3	3,023,851	-16.4%	-16.4%	$ 2.74	$ 0.01	$ 192	$ (37.25)	$ 8,952,958	-15.9%	86	-2.6	11	-2.6	$ 1,445,366	-26.6%	47.4	-5.6	32	-8.0
PRETZELS	HERRS	$ 8,659,475	$ (50,974)	-0.6%	-0.6%	5.9	0.1	2,679,540	-0.8%	-0.8%	$ 2.81	$ 0.11	$ 203	$ (22.93)	$ 7,080,966	0.1%	60	0.3	12	-1.7	$ 1,578,509	-3.6%	43.6	-1.3	29	0.0
PRETZELS	BACHMAN	$ 7,445,453	$ 306,335	4.3%	4.3%	5.1	0.4	1,542,697	7.9%	7.9%	$ 2.65	$ (0.02)	$ 171	$ 4.10	$ 6,703,779	2.2%	68	2.9	8	0.6	$ 741,673	27.7%	31.2	2.6	20	3.8
PRETZELS	PEPPERIDGE FARM	$ 3,631,340	$ (122,815)	-3.3%	-3.3%	2.5	0.0	904,445	-4.3%	-4.3%	$ 2.00	$ 0.03	$ 68	$ (2.51)	$ 2,521,593	0.8%	77	-2.3	2	-0.1	$ 1,109,747	-11.3%	66.1	-4.0	29	-1.0
PRETZELS	COMBOS	$ 2,881,735	$ (67,460)	-2.3%	-2.3%	2.0	0.0	618,167	-4.6%	-4.6%	$ 1.98	$ (0.01)	$ 63	$ (2.09)	$ 2,435,324	-5.1%	76	1.2	3	-0.5	$ 446,411	16.3%	31.0	3.6	4	0.9
POTATO CHIPS	Total All Products	$ 260,477,783	$ 4,391,226	1.7%	1.7%	100.0	0.0	54,227,829	0.2%	0.2%	$ 2.18	$ 0.04	$ 4,654	$ 4.83	$ 201,623,293	3.8%	100	0.0	193	22.2	$ 58,854,490	-4.9%	51.1	-0.7	93	1.0
POTATO CHIPS	LAYS	$ 91,578,647	$ 2,749,075	3.1%	3.1%	35.2	0.5	18,655,913	-1.3%	-1.3%	$ 2.47	$ 0.05	$ 1,607	$ 15.59	$ 63,740,597	11.5%	99	0.8	58	19.8	$ 27,838,050	-12.1%	62.6	-4.8	79	1.6
POTATO CHIPS	PRINGLES	$ 31,588,072	$ 1,007,384	3.3%	3.3%	12.1	0.2	6,254,274	3.2%	3.2%	$ 1.87	$ (0.01)	$ 518	$ 13.22	$ 27,747,266	3.1%	100	0.1	17	-0.3	$ 3,840,806	4.5%	33.8	2.2	25	7.1
POTATO CHIPS	HERRS	$ 30,427,044	$ (944,509)	-3.0%	-3.0%	11.7	-0.6	7,241,164	-1.3%	-1.3%	$ 2.06	$ 0.02	$ 736	$ (76.55)	$ 22,449,935	-1.7%	65	-0.7	29	-5.3	$ 7,977,109	-6.5%	59.7	-0.9	38	1.4
POTATO CHIPS	UTZ	$ 29,332,891	$ (64,605)	-0.2%	-0.2%	11.3	-0.2	6,268,334	0.0%	0.0%	$ 1.74	$ 0.05	$ 585	$ (24.09)	$ 23,944,950	-0.4%	84	0.5	23	-0.6	$ 5,387,942	0.8%	47.8	1.5	43	-0.3
POTATO CHIPS	WISE	$ 27,381,375	$ 751,020	2.8%	2.8%	10.5	0.1	6,397,087	3.0%	3.0%	$ 1.89	$ (0.00)	$ 630	$ 28.20	$ 20,394,729	0.5%	79	-0.3	18	2.0	$ 6,986,646	10.2%	53.6	2.1	38	1.6
POTATO CHIPS	RUFFLES	$ 14,315,105	$ (707,272)	-4.7%	-4.7%	5.5	-0.4	2,244,443	-3.6%	-3.6%	$ 2.80	$ 0.01	$ 266	$ (2.02)	$ 12,785,617	-5.0%	90	-1.9	13	2.5	$ 1,529,488	-1.9%	31.9	2.6	36	0.6
POTATO CHIPS	CAPE COD	$ 13,459,620	$ 2,354,171	21.2%	21.2%	5.2	0.8	2,253,153	22.9%	22.9%	$ 3.32	$ (0.05)	$ 309	$ 58.65	$ 11,364,020	20.6%	74	2.3	13	1.6	$ 2,095,600	24.7%	41.2	1.6	22	2.0
PC TRADITIONAL PC	Total All Products	$ 168,409,913	$ (606,099)	-0.4%	-0.4%	64.7	-1.3	37,728,529	-1.9%	-1.9%	$ 2.15	$ 0.03	$ 3,049	$ (64.37)	$ 122,817,909	2.8%	100	0.0	102	21.8	$ 45,592,004	-8.0%	58.0	-1.7	89	1.6
PC TRADITIONAL PC	LAYS	$ 75,633,473	$ 1,134,225	1.5%	1.5%	29.0	-0.1	15,943,437	-2.8%	-2.8%	$ 2.51	$ 0.05	$ 1,354	$ 9.54	$ 50,519,339	11.7%	99	0.6	42	19.0	$ 25,114,135	-14.2%	66.5	-6.1	76	1.8
PC TRADITIONAL PC	HERRS	$ 24,317,558	$ (436,370)	-1.8%	-1.8%	9.3	-0.3	6,240,118	-0.9%	-0.9%	$ 2.03	$ 0.03	$ 600	$ (44.48)	$ 17,319,912	0.4%	65	-0.3	17	-1.1	$ 6,997,646	-6.7%	63.9	-1.5	35	2.2
PC TRADITIONAL PC	UTZ	$ 24,192,607	$ (56,807)	-0.2%	-0.2%	9.3	-0.2	5,396,944	-0.1%	-0.1%	$ 1.62	$ 0.05	$ 487	$ (27.17)	$ 19,471,486	-0.6%	84	1.2	17	-0.4	$ 4,721,121	1.4%	50.6	1.6	40	-0.5
PC TRADITIONAL PC	WISE	$ 23,759,771	$ 594,218	2.6%	2.6%	9.1	0.1	5,680,634	2.7%	2.7%	$ 1.88	$ (0.00)	$ 545	$ 22.49	$ 17,256,003	0.0%	79	-0.3	12	0.0	$ 6,503,768	10.1%	55.8	2.0	34	1.3
PC TRADITIONAL PC	RUFFLES	$ 11,720,977	$ (884,013)	-7.0%	-7.0%	4.5	-0.4	1,906,099	-5.5%	-5.5%	$ 2.76	$ 0.02	$ 219	$ (5.02)	$ 10,446,503	-7.0%	89	-1.9	11	3.7	$ 1,274,473	-7.5%	30.5	0.9	32	-2.1
PC BAKED PC	Total All Products	$ 7,866,179	$ 224,054	2.9%	2.9%	3.0	0.0	1,041,535	2.5%	2.5%	$ 2.75	$ (0.02)	$ 145	$ 4.42	$ 6,974,011	1.3%	83	-2.1	8	-3.6	$ 892,169	18.2%	39.7	9.1	20	6.1
PC BAKED PC	LAYS	$ 4,389,813	$ 456,430	11.6%	11.6%	1.7	0.1	562,279	12.7%	12.7%	$ 2.71	$ 0.02	$ 82	$ 9.50	$ 3,907,919	8.6%	80	-1.3	3	-1.2	$ 481,895	43.8%	40.0	11.0	14	7.2
PC BAKED PC	RUFFLES	$ 2,594,121	$ 176,737	7.3%	7.3%	1.0	0.1	338,343	8.7%	8.7%	$ 2.99	$ (0.08)	$ 55	$ 4.64	$ 2,339,107	4.6%	72	-0.6	2	-1.4	$ 255,015	40.5%	37.9	10.6	9	5.4
PC BAKED PC	HERRS	$ 790,107	$ (210,549)	-21.0%	-21.0%	0.3	-0.1	125,501	-20.7%	-20.7%	$ 2.32	$ (0.13)	$ 38	$ (2.44)	$ 645,587	-20.3%	29	-2.9	6	-0.8	$ 144,520	-24.4%	45.8	1.7	4	-1.4
PC CRISPS PC	Total All Products	$ 35,343,184	$ 1,053,626	3.1%	3.1%	13.6	0.2	7,030,347	2.7%	2.7%	$ 1.81	$ 0.01	$ 573	$ 14.75	$ 30,800,953	3.0%	100	0.0	21	-0.9	$ 4,542,232	3.5%	33.6	1.8	31	6.2
PC CRISPS PC	PRINGLES	$ 31,588,072	$ 1,007,564	3.3%	3.3%	12.1	0.2	6,254,274	3.2%	3.2%	$ 1.87	$ (0.01)	$ 518	$ 13.22	$ 27,747,266	3.1%	100	0.1	17	-0.3	$ 3,840,806	4.5%	33.8	2.2	25	7.1