

# SNACK SHACK Custom Manufacturer

Geography : Ahold Corp-RMA - Food  
Custom Shelf Placement : Total All Products

Time : Latest 52 Weeks Ending 09-06-15  
Custom Department : Total All Products

Custom Manufacturer	Dollar Sales Current	Dollar Sales Change vs YA	Dollar Sales %Change vs YA	Dollar Share of Category, Unfiltered Current	Dollar Share of Category, Unfiltered Change vs YA	Volume Sales Current	Volume Sales %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
Total All Products	\$ 576,621,635	\$ 8,554,554	1.5%	100	0.0	112,218,371	0.7%	\$ 2.90	\$ 0.05	\$ 22,362	\$ (202.5)
PEPSICO	\$ 228,359,495	\$ 5,427,321	2.4%	40	0.4	45,150,213	1.4%	\$ 3.18	\$ 0.01	\$ 8,856	\$ 0.8
SNYDERS-LANCE	\$ 70,037,501	\$ 4,708,199	7.2%	12	0.6	13,866,200	7.6%	\$ 3.30	\$ (0.05)	\$ 2,716	\$ 121.2
UTZ	\$ 63,438,161	\$ 639,552	1.0%	11	-0.1	13,779,916	1.9%	\$ 2.50	\$ 0.09	\$ 2,460	\$ (34.3)
AO MFG	\$ 43,191,298	\$ 3,954,218	10.1%	7	0.6	5,792,198	3.7%	\$ 2.73	\$ 0.13	\$ 1,675	\$ 116.4
PRIVATE LABEL	\$ 36,498,882	\$ 496,314	1.4%	6	0.0	8,578,311	-2.5%	\$ 2.44	\$ 0.07	\$ 1,415	\$ (14.6)
KELLOGG	\$ 28,359,813	\$ (4,474,013)	-13.6%	5	-0.9	4,888,618	-10.1%	\$ 2.29	\$ (0.05)	\$ 1,100	\$ (204.4)
GENERAL MILLS	\$ 12,512,432	\$ (810,149)	-6.1%	2	-0.2	2,458,760	-5.7%	\$ 2.86	\$ 0.16	\$ 485	\$ (43.9)
ARCA CONTINENTAL	\$ 10,847,983	\$ (373,408)	-3.3%	2	-0.1	2,331,622	-0.4%	\$ 2.26	\$ (0.03)	\$ 631	\$ 14.2
HERRS	\$ 10,610,340	\$ 148,696	1.4%	2	0.0	2,395,883	-2.5%	\$ 2.97	\$ 0.15	\$ 448	\$ (299.8)
PEPPERIDGE FARM	\$ 9,461,528	\$ (459,112)	-4.6%	2	-0.1	2,075,971	-4.3%	\$ 2.46	\$ 0.01	\$ 367	\$ (27.1)

Custom Manufacturer	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	Avg 4wk ACV Wtd Dist, Any Display Current	Avg 4wk ACV Wtd Dist, Any Display Change vs YA
Total All Products	\$ 459,717,782	1.6%	100	0.0	1130.3	17.0	\$ 116,903,853	0.9%	55	99	0.0
PEPSICO	\$ 178,153,130	4.2%	100	0.0	237.0	4.3	\$ 50,206,364	-3.4%	61	99	0.0
SNYDERS-LANCE	\$ 54,468,828	5.0%	100	0.0	140.5	23.5	\$ 15,568,673	15.9%	56	97	2.0
UTZ	\$ 53,389,815	0.7%	100	0.0	102.8	-4.0	\$ 10,048,346	2.6%	49	86	0.1
AO MFG	\$ 35,864,575	10.0%	100	0.0	222.3	30.1	\$ 7,326,723	10.6%	43	97	1.5
PRIVATE LABEL	\$ 31,007,059	0.1%	100	0.0	81.7	13.5	\$ 5,491,824	9.0%	52	83	0.9
KELLOGG	\$ 22,233,139	-15.3%	100	0.0	75.6	-11.2	\$ 6,126,674	-7.1%	54	85	-0.8
GENERAL MILLS	\$ 9,108,986	-4.0%	100	0.0	32.9	-10.3	\$ 3,403,446	-11.3%	55	43	-17.4
ARCA CONTINENTAL	\$ 9,351,831	-3.8%	64	-5.1	29.8	-1.2	\$ 1,496,153	0.0%	31	20	-3.4
HERRS	\$ 8,720,518	4.7%	54	21.4	26.4	-18.4	\$ 1,889,822	-11.4%	45	27	7.1
PEPPERIDGE FARM	\$ 6,747,096	-4.3%	100	0.0	26.3	-1.0	\$ 2,714,432	-5.5%	60	61	-5.2