

| Geography | PRETZELS | | | | | | | | | | POTATO CHIPS | | | | | | | | | | SANDWICH CRACKERS | | | | | | | | | |
|---|---------------------------|--------------|---------------------|---------------------------|--------------|-----------------------------|---------------------------|--------------|---------|--------------|-----------------------|---------|----------------|-----------------|---------|-----------------------------|-----------------|--------------|---------|-------------------|-----------------------|--------------------|-------------------|---------|--------------------|-----------------------------|---------|---------|--------------|--|
| | Total All Products | | | | | | | | | | KETTLE PC | | | | | | | | | | Total All Products | | | | | | | | | |
| | Avg 4wk ACV Wtd Dist. | | | | | Dollar Share of SubCategory | | | | | Avg 4wk ACV Wtd Dist. | | | | | Dollar Share of SubCategory | | | | | Avg 4wk ACV Wtd Dist. | | | | | Dollar Share of SubCategory | | | | |
| | Total | | Any Display | | | Total | | | | | Total | | Any Display | | | PC S-L CAPE COD | | | | | Total | | Any Display | | | Total | | | | |
| | PZ S-L SNYDERS OF HANOVER | | PZ PPSICO ROLD GOLD | PZ S-L SNYDERS OF HANOVER | | PZ PPSICO ROLD GOLD | PZ S-L SNYDERS OF HANOVER | | | | PC S-L CAPE COD | | PC PPSICO LAYS | PC S-L CAPE COD | | PC PPSICO LAYS | PC S-L CAPE COD | | | SWC SNYDERS-LANCE | | SWC KLLGG KEEBLE R | SWC SNYDERS-LANCE | | SWC KLLGG KEEBLE R | SWC SNYDERS-LANCE | | | | |
| | Current | Change vs YA | Current | Current | Change vs YA | Current | Current | Change vs YA | Current | Change vs YA | Current | Current | Change vs YA | Current | Current | Change vs YA | Current | Change vs YA | Current | Change vs YA | Current | Current | Change vs YA | Current | Current | Change vs YA | Current | Current | Change vs YA | |
| Total US - Multi Outlet + Conv | 87 | 0 | 85 | 28 | -1 | 19 | 30.1 | 1.0 | 64 | 7 | 87 | 16 | -1 | 31 | 20.0 | 1.7 | 70 | -1 | 64 | 21 | -5 | 13 | 35.5 | -0.2 | | | | | | |
| Total US - Multi Outlet | 89 | 0 | 88 | 31 | -1 | 20 | 32.1 | 1.8 | 72 | 8 | 89 | 18 | -1 | 31 | 22.4 | 2.1 | 78 | 0 | 59 | 23 | -6 | 14 | 38.7 | 0.0 | | | | | | |
| CVS Corp Total-RMA - Drug | 6 | 1 | 69 | 3 | 1 | 12 | 5.1 | 1.7 | 2 | 1 | 74 | 0 | 0 | 23 | 3.2 | 0.7 | 1 | -1 | 0 | 0 | 0 | 0 | 0.6 | -0.2 | | | | | | |
| Walgreens-Duane Reade-RMA - Drug | 92 | 0 | 93 | 1 | -14 | 3 | 32.3 | -1.5 | 1 | 1 | 94 | 0 | 0 | 1 | 0.0 | 0.0 | 14 | 13 | 12 | 5 | 5 | 1 | 1.5 | 0.6 | | | | | | |
| Rite Aid Total Corp-RMA - Drug | 1 | -1 | 53 | 0 | 0 | 7 | 0.6 | -0.9 | 0 | 0 | 55 | 0 | 0 | 9 | 0.0 | 0.0 | 12 | -1 | 0 | 0 | 0 | 0 | 2.9 | 0.3 | | | | | | |
| Walgreens-Corp-RMA - Drug | 78 | 29 | 68 | 0 | 0 | 0 | 11.4 | 2.6 | 2 | 0 | 76 | 0 | 0 | 0 | 1.5 | 0.0 | 1 | -1 | 40 | 0 | 0 | 0 | 1.5 | -2.1 | | | | | | |
| Kmart-Total Corp-RMA - Mass | 23 | -6 | 58 | 8 | -3 | 1 | 11.2 | -2.6 | 9 | -1 | 46 | 1 | 0 | 2 | 11.1 | 2.5 | 11 | -7 | 78 | 5 | -3 | 1 | 9.3 | -2.4 | | | | | | |
| Shopko-Corp Total-RMA - Mass | 95 | 3 | 55 | 33 | -18 | 5 | 12.7 | 1.9 | 0 | 0 | 56 | 0 | 0 | 5 | 0.0 | 0.0 | 73 | -24 | 66 | 28 | -40 | 1 | 24.4 | -12.3 | | | | | | |
| Target Corp-RMA - Mass | 100 | 0 | 100 | 23 | 1 | 8 | 36.5 | 4.2 | 88 | 38 | 98 | 13 | 5 | 11 | 23.6 | 7.4 | 43 | 9 | 75 | 6 | 1 | 5 | 11.7 | 3.7 | | | | | | |
| Walmart Corp-RMA - Walmart | 97 | 1 | 100 | 30 | -8 | 14 | 34.4 | 2.0 | 86 | 21 | 99 | 12 | -5 | 31 | 17.9 | 2.8 | 99 | 2 | 25 | 36 | -27 | 4 | 35.5 | -1.4 | | | | | | |
| Family Dollar-Total U.S.-RMA - Dollar | 80 | 10 | 32 | 2 | 0 | 2 | 26.3 | 3.2 | 0 | 0 | 54 | 0 | 0 | 7 | 0.0 | 0.0 | 100 | 0 | 0 | 33 | -10 | 0 | 83.3 | -1.2 | | | | | | |
| Freds Dollar-RMA - Dollar | 3 | -15 | 23 | 0 | 0 | 0 | 0.9 | -3.7 | 0 | 0 | 18 | 0 | 0 | 0 | 0.0 | 0.0 | 98 | -2 | 0 | 0 | 0 | 0 | 71.3 | -10.7 | | | | | | |
| BJ's Corp-RMA - Club | 100 | 0 | 1 | 8 | 0 | 0 | 32.9 | -4.8 | 100 | 0 | 0 | 40 | -2 | 0 | 94.2 | 4.0 | 100 | 0 | 0 | 0 | -3 | 0 | 99.1 | -0.9 | | | | | | |
| Sam's Corp-RMA - Club | 83 | -4 | 6 | 5 | 2 | 0 | 13.8 | 3.5 | 0 | 0 | 0 | 0 | 0 | 0 | 0.0 | 0.0 | 41 | -31 | 0 | 2 | 1 | 0 | 48.4 | 0.5 | | | | | | |
| DeCA Total-RMA - Military | 98 | 0 | 99 | 0 | 0 | 0 | 52.0 | 2.0 | 86 | 4 | 97 | 0 | 0 | 0 | 37.8 | 4.1 | 95 | 1 | 100 | 0 | 0 | 0 | 39.2 | 1.1 | | | | | | |
| A&P Corp-RMA - Food | 100 | 0 | 99 | 56 | 6 | 29 | 36.0 | -0.2 | 90 | 1 | 98 | 57 | -21 | 36 | 36.2 | 4.1 | 60 | 11 | 99 | 19 | 4 | 30 | 14.4 | 4.7 | | | | | | |
| A&P Pathmark Corp-RMA - Food | 100 | 0 | 100 | 56 | 30 | 22 | 31.3 | 2.7 | 51 | 3 | 100 | 14 | 4 | 19 | 11.6 | 3.4 | 93 | 5 | 100 | 23 | 8 | 37 | 21.6 | 2.6 | | | | | | |
| Ahold Corp-RMA - Food | 100 | 0 | 100 | 61 | 4 | 42 | 38.0 | 2.7 | 100 | 0 | 100 | 40 | 7 | 32 | 39.2 | 3.5 | 100 | 0 | 100 | 44 | 26 | 67 | 28.1 | 2.3 | | | | | | |
| Albertsons LLC Corp-RMA - Food | 99 | 0 | 100 | 36 | 14 | 23 | 35.4 | 2.5 | 97 | 14 | 100 | 27 | 7 | 54 | 13.8 | 3.5 | 94 | -2 | 99 | 15 | -7 | 8 | 27.1 | -1.3 | | | | | | |
| Albertsons NAI Corp-RMA - Food | 100 | 0 | 100 | 70 | 13 | 47 | 37.7 | 1.5 | 99 | 0 | 100 | 42 | 14 | 37 | 45.6 | 5.1 | 98 | 0 | 100 | 27 | 15 | 49 | 19.5 | -2.0 | | | | | | |
| Bashas' Corp-RMA - Food | 61 | 0 | 74 | 44 | 14 | 49 | 44.8 | 1.9 | 46 | 15 | 87 | 18 | -6 | 30 | 9.3 | 5.8 | 55 | 0 | 95 | 2 | -6 | 42 | 20.7 | 2.8 | | | | | | |
| Bi-Lo Corp-RMA - Food | 100 | 0 | 98 | 29 | 13 | 27 | 34.3 | -4.0 | 100 | 0 | 100 | 24 | -3 | 25 | 54.1 | 7.2 | 100 | 0 | 97 | 64 | 23 | 46 | 73.6 | 7.0 | | | | | | |
| Bi-Lo Total Corp-RMA - Food | 99 | 1 | 98 | 22 | 9 | 20 | 33.1 | -1.6 | 100 | 0 | 100 | 22 | 4 | 21 | 52.9 | 6.5 | 100 | 0 | 98 | 41 | 12 | 28 | 63.2 | 3.5 | | | | | | |
| Bi-Lo Winn Dixie Corp-RMA - Food | 99 | 1 | 98 | 19 | 9 | 17 | 32.6 | -0.6 | 100 | 0 | 100 | 23 | 9 | 19 | 52.9 | 6.7 | 100 | 0 | 99 | 32 | 12 | 23 | 55.7 | 2.8 | | | | | | |
| Brookshire Grocery Corp-RMA - Food | 69 | -2 | 100 | 43 | -11 | 39 | 19.5 | 1.7 | 66 | 3 | 99 | 47 | -3 | 42 | 8.8 | -0.1 | 100 | 0 | 99 | 67 | -1 | 17 | 46.6 | 4.2 | | | | | | |
| Delhaize Corp-RMA - Food | 100 | 0 | 100 | 55 | 8 | 55 | 40.5 | 1.3 | 100 | 1 | 100 | 47 | 8 | 61 | 40.4 | -2.5 | 100 | 0 | 83 | 57 | -1 | 31 | 69.9 | 4.0 | | | | | | |
| Delhaize Food Lion Corp-RMA - Food | 100 | 0 | 100 | 40 | 5 | 55 | 36.8 | -1.2 | 100 | 1 | 100 | 25 | 10 | 55 | 21.5 | -2.1 | 100 | 0 | 76 | 81 | 2 | 27 | 77.9 | 3.0 | | | | | | |
| Foodtown Corp-RMA - Food | 84 | -5 | 89 | 0 | 0 | 0 | 32.9 | 1.0 | 62 | -1 | 86 | 0 | 0 | 0 | 27.5 | 7.3 | 35 | 0 | 93 | 0 | 0 | 0 | 7.8 | 0.2 | | | | | | |
| Giant Eagle-Corp-RMA - Food | 100 | 1 | 100 | 68 | -7 | 49 | 39.7 | 0.0 | 97 | 3 | 98 | 38 | -14 | 27 | 24.1 | 7.1 | 100 | 1 | 100 | 38 | 1 | 21 | 48.6 | 1.9 | | | | | | |
| Kroger Harris Teeter Corp-RMA - Food | 100 | 0 | 100 | 98 | 5 | 59 | 43.0 | 0.8 | 100 | 0 | 100 | 87 | 17 | 37 | 44.1 | 5.7 | 100 | 0 | 96 | 63 | 1 | 10 | 80.1 | 2.2 | | | | | | |
| Hy-Vee Corp-RMA - Food | 97 | 2 | 100 | 39 | 10 | 63 | 18.9 | 1.6 | 53 | 1 | 100 | 1 | 1 | 55 | 1.5 | 0.1 | 52 | 5 | 99 | 6 | 0 | 14 | 4.4 | 0.4 | | | | | | |
| Kroger Corp-RMA - Food | 99 | 0 | 99 | 18 | -11 | 15 | 29.5 | 2.4 | 87 | 4 | 100 | 8 | -6 | 50 | 8.4 | 1.0 | 71 | 5 | 52 | 6 | -3 | 2 | 28.4 | 4.1 | | | | | | |
| Kroger Dillon Corp-RMA - Food | 93 | 0 | 100 | 8 | -1 | 26 | 21.2 | 3.8 | 83 | -4 | 100 | 0 | -17 | 58 | 3.4 | -1.5 | 82 | 5 | 99 | 0 | 0 | 16 | 3.5 | 0.3 | | | | | | |
| Kroger Food 4 Less Corp-RMA - Food | 98 | 0 | 83 | 0 | -1 | 0 | 22.6 | 2.6 | 12 | -2 | 100 | 0 | 0 | 25 | 0.7 | 0.0 | 46 | 10 | 99 | 0 | 0 | 5 | 4.8 | 3.4 | | | | | | |
| Kroger Fred Meyer Corp-RMA - Food | 100 | 0 | 100 | 0 | 0 | 0 | 26.4 | 0.3 | 1 | 1 | 100 | 0 | 0 | 0 | 0.0 | 0.0 | 1 | -1 | 99 | 0 | 0 | 0 | 0.0 | -0.1 | | | | | | |
| Kroger QFC Corp-RMA - Food | 100 | 0 | 100 | 5 | 5 | 8 | 27.9 | 1.8 | 99 | 11 | 100 | 0 | 0 | 23 | 5.0 | 2.0 | 0 | 0 | 98 | 0 | 0 | 0 | 0.0 | 0.0 | | | | | | |
| Kroger Ralphs/Food 4 Less Corp-RMA - Food | 99 | 0 | 93 | 17 | -8 | 7 | 40.4 | 3.9 | 65 | 23 | 100 | 11 | -2 | 36 | 8.3 | 3.7 | 18 | 1 | 96 | 0 | 0 | 3 | 1.5 | 0.9 | | | | | | |
| Kroger Smiths Corp-RMA - Food | 97 | -1 | 100 | 66 | -6 | 58 | 35.3 | 5.1 | 91 | 5 | 100 | 4 | -4 | 83 | 5.1 | 1.0 | 39 | 37 | 97 | 0 | 0 | 4 | 0.6 | 0.6 | | | | | | |
| Lowes Corp-RMA - Food | 99 | 0 | 96 | 77 | 16 | 4 | 42.5 | 3.0 | 99 | 0 | 98 | 67 | 13 | 3 | 52.3 | 0.2 | 100 | 0 | 87 | 56 | 34 | 0 | 83.0 | 0.0 | | | | | | |
| Marsh Corp-RMA - Food | 100 | 0 | 99 | 82 | 3 | 57 | 35.5 | 0.3 | 82 | -2 | 100 | 44 | -9 | 49 | 21.7 | 1.7 | 99 | 0 | 99 | 56 | 21 | 61 | 23.1 | -4.6 | | | | | | |
| Minyard Corp-RMA - Food | 90 | 8 | 55 | 36 | 5 | 0 | 39.6 | -10.5 | 96 | 10 | 89 | 48 | 25 | 3 | 33.7 | 10.8 | 100 | 0 | 5 | 69 | 5 | 0 | 37.0 | 2.3 | | | | | | |
| Price Chopper Corp-RMA - Food | 100 | 0 | 100 | 35 | 13 | 53 | 37.4 | 2.5 | 100 | 0 | 100 | 48 | 27 | 41 | 41.7 | -2.7 | 87 | -4 | 100 | 4 | 2 | 80 | 4.8 | -1.6 | | | | | | |
| Publix Corp-RMA - Food | 100 | 0 | 100 | 48 | 12 | 15 | 41.3 | 1.3 | 100 | 0 | 100 | 30 | 3 | 41 | 51.1 | -2.1 | 100 | 0 | 100 | 23 | -9 | 8 | 56.2 | 2.1 | | | | | | |
| Raley's Total Corp-RMA - Food | 100 | 0 | 100 | 29 | -17 | 19 | 39.3 | 5.0 | 92 | 9 | 100 | 25 | -24 | 61 | 3.3 | 0.3 | 96 | -1 | 100 | 19 | 14 | 19 | 16.7 | 2.5 | | | | | | |
| Roundy's Corp-RMA - Food | 100 | 0 | 100 | 58 | -24 | 20 | 42.8 | 1.6 | 98 | 0 | 100 | 36 | -1 | 30 | 19.8 | 6.8 | 74 | -6 | 99 | 17 | -15 | 0 | 9.2 | 1.5 | | | | | | |
| Safeway Corp w/out AK/HI-RMA - Food | 100 | 0 | 100 | 40 | -9 | 23 | 38.2 | 5.6 | 99 | 7 | 100 | 39 | -12 | 53 | 13.8 | 3.5 | 96 | -1 | 100 | 7 | -5 | 25 | 16.7 | 1.0 | | | | | | |
| Save Mart Corp-RMA - Food | 100 | 0 | 100 | 43 | 13 | 25 | 39.0 | 4.3 | 68 | 6 | 100 | 28 | -6 | 52 | 10.6 | 4.9 | 59 | -3 | 100 | 13 | -6 | 13 | 6.0 | -1.7 | | | | | | |
| Spartan Corp-RMA - Food | 100 | 0 | 99 | 87 | 3 | 29 | 37.9 | 0.6 | 96 | 0 | 97 | 62 | 12 | 18 | 30.3 | 4.1 | 91 | 1 | 100 | 63 | 18 | 49 | 11.4 | 0.3 | | | | | | |
| Stater Bros Corp-RMA - Food | 100 | 0 | 100 | 13 | 5 | 9 | 22.3 | 4.0 | 0 | 0 | 100 | 0 | 0 | 90 | 0.0 | 0.0 | 0 | 0 | 100 | 0 | 0 | 0 | 47 | 0.0 | 0.0 | | | | | |
| Strack & Van Til Total Corp-RMA - Food | 100 | 0 | 100 | 62 | -14 | 60 | 45.8 | 1.8 | 100 | 0 | 100 | 22 | 6 | 28 | 28.7 | 7.7 | 97 | -2 | 100 | 7 | -5 | 30 | 7.4 | -3.3 | | | | | | |
| Wakefern Corp-RMA - Food | 99 | 0 | 100 | 55 | 17 | 52 | 28.6 | 3.1 | 93 | 5 | 99 | 46 | 13 | 33 | 24.3 | 2.9 | 89 | 0 | 100 | 49 | 7 | 47 | 22.9 | 1.8 | | | | | | |
| Wegmans Corp-RMA - Food | 100 | 0 | 100 | 79 | 21 | 24 | 36.4 | 2.9 | 99 | 0 | 99 | 29 | 7 | 17 | 28.6 | 5.6 | 100 | 0 | 100 | 10 | 5 | 55 | 25.3 | -1.1 | | | | | | |
| Weis Corp-RMA - Food | 100 | 0 | 100 | 65 | 4 | 84 | 27.5 | 0.4 | 99 | 0 | 100 | 41 | 0 | 62 | 9.6 | 1.0 | 100 | 0 | 100 | 51 | 9 | 61 | 32.6 | 0.2 | | | | | | |