

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		
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				