

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 S SubCat					
	Total		Any Display				Total		Total		Any Display				Total		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 SN LANC	
	Current	Change vs YA	Current	Change vs YA	Current	Change vs YA	Current	Change vs YA	Current	Change vs YA	Current	Change vs YA	Current	Change vs YA	Current	Change vs YA	Current	Change vs YA	Current	Change vs YA	Current	Change vs YA	Current	Change vs YA	Current	Change vs YA		
Total US - Multi Outlet + Conv	87	0	84	24	0	16	29.6	0.8	65	5	87	17	0	29	20.4	1.1	69	0	65	19	-10	14	35.4					
Total US - Multi Outlet	89	0	88	27	0	16	31.8	1.6	73	7	89	20	0	28	23.1	1.5	79	1	59	20	-12	16	38.8					
CVS Corp Total-RMA - Drug	5	2	68	2	1	10	4.7	1.7	3	3	74	1	1	24	5.3	3.1	0	0	0	0	0	0	0	0.5				
Walgreens-Duane Reade-RMA - Drug	93	1	94	0	-9	0	32.1	-0.9	0	0	95	0	0	13	0.0	0.0	40	40	15	11	11	0	12.7					
Rite Aid Total Corp-RMA - Drug	1	-1	51	0	0	6	0.6	-0.9	0	0	55	0	0	8	0.0	0.0	23	7	0	0	0	0	4.7					
Walgreens-Corp-RMA - Drug	80	9	66	0	0	0	12.2	0.8	2	0	82	0	0	0	1.3	-0.1	1	-1	38	0	0	0	1.3					
Kmart-Total Corp-RMA - Mass	22	-6	61	11	-2	1	11.0	-3.1	10	-1	46	3	-1	2	12.7	2.3	11	-6	79	6	-2	1	8.9					
Shopko-Corp Total-RMA - Mass	96	0	53	29	-2	2	12.9	-1.5	0	0	52	0	0	2	0.0	0.0	19	-78	72	0	-54	11	5.3					
Target Corp-RMA - Mass	99	0	99	22	-3	7	39.4	4.4	90	14	99	18	6	9	26.6	5.7	44	5	75	9	3	11	13.3					
Walmart Corp-RMA - Walmart	98	2	100	19	-1	3	34.3	3.1	88	23	100	18	0	19	18.8	3.2	99	2	25	28	-43	4	34.4					
Family Dollar-Total U.S.-RMA - Dollar	80	2	33	2	0	1	27.3	-0.2	0	0	56	0	0	6	0.0	0.0	100	0	0	36	-11	0	84.3					
Freds Dollar-RMA - Dollar	1	-25	20	0	0	0	0.5	-8.5	0	0	16	0	0	0	0.0	0.0	100	0	0	0	0	0	75.3					
BJ's Corp-RMA - Club	100	0	1	2	-6	0	35.3	-4.6	100	0	0	32	-13	0	93.7	4.1	100	0	0	0	-8	0	81.9					
Sam's Corp-RMA - Club	85	-2	6	1	-2	0	12.9	3.1	0	-4	0	0	-1	0	0.0	-1.3	46	-2	0	3	2	0	50.9					
DeCA Total-RMA - Military	98	0	99	0	0	0	50.5	1.9	83	0	96	0	0	0	34.6	1.5	96	1	100	0	0	0	41.3					
A&P Corp-RMA - Food	100	0	99	50	-5	32	34.0	-2.1	92	2	99	46	-27	50	37.6	1.4	63	13	99	21	10	23	17.7					
A&P Pathmark Corp-RMA - Food	100	0	100	33	-1	20	28.7	-3.7	57	3	100	16	7	19	13.5	3.0	94	9	100	14	1	34	22.3					
Ahold Corp-RMA - Food	100	0	100	49	-5	43	36.8	1.2	100	0	100	52	8	33	47.0	3.4	100	0	100	28	-5	71	28.5					
Albertsons LLC Corp-RMA - Food	99	0	100	47	35	25	37.3	6.0	96	3	100	31	19	53	13.0	3.2	95	-1	99	10	-14	21	26.9					
Albertsons NAI Corp-RMA - Food	100	0	100	65	14	40	35.8	1.1	99	0	100	47	20	32	49.6	4.3	97	0	100	9	-4	43	19.1					
Bashas' Corp-RMA - Food	61	-1	72	40	22	33	44.7	-1.2	51	19	85	25	4	21	10.2	6.2	53	0	94	4	-1	46	21.4					
Bi-Lo Corp-RMA - Food	99	-1	98	32	21	23	34.0	-4.8	100	0	100	31	3	37	53.6	-1.7	100	0	95	66	26	30	71.6					
Bi-Lo Total Corp-RMA - Food	99	0	97	21	12	17	31.0	-3.1	100	0	100	24	10	34	51.3	1.3	100	0	98	44	18	22	62.6					
Bi-Lo Winn Dixie Corp-RMA - Food	99	0	98	17	9	13	29.8	-2.3	100	0	100	23	14	31	50.9	2.9	100	0	99	35	17	19	56.0					
Brookshire Grocery Corp-RMA - Food	74	8	100	41	-7	22	21.1	2.4	70	8	100	54	7	33	9.6	1.6	100	0	98	79	15	29	47.9					
Delhaize Corp-RMA - Food	100	0	100	43	8	48	40.7	2.9	100	0	100	38	-1	65	44.0	-5.9	100	0	86	64	5	30	72.4					
Delhaize Food Lion Corp-RMA - Food	100	0	100	21	1	47	35.8	0.0	100	0	100	14	-2	59	22.3	-3.4	100	0	80	81	3	33	79.9					
Foodtown Corp-RMA - Food	83	-6	88	0	0	0	31.5	1.3	61	-4	87	0	0	0	23.0	3.1	35	-2	91	0	0	0	8.2					
Giant Eagle-Corp-RMA - Food	100	1	100	64	2	41	40.6	0.4	99	5	98	18	-21	30	27.6	8.3	100	1	100	52	12	37	50.7					
Kroger Harris Teeter Corp-RMA - Food	100	0	100	99	7	52	39.6	1.3	100	0	100	92	17	66	42.8	2.8	100	0	94	89	37	9	81.0					
Hy-Vee Corp-RMA - Food	96	2	100	30	-5	61	18.4	1.1	54	0	100	2	1	59	1.4	0.0	59	8	99	7	-3	19	6.2					
Kroger Corp-RMA - Food	99	0	99	19	-13	21	28.2	0.8	87	1	100	7	-9	39	7.8	-0.1	74	8	53	4	-9	4	28.1					
Kroger Dillon Corp-RMA - Food	93	0	100	7	7	31	19.8	0.6	83	-5	100	0	-17	64	2.6	-2.3	82	7	99	0	0	0	42	3.8				
Kroger Food 4 Less Corp-RMA - Food	98	1	78	1	1	0	23.5	3.6	12	-2	100	0	0	37	0.7	-0.1	52	10	99	0	0	12	6.7					
Kroger Fred Meyer Corp-RMA - Food	100	0	100	0	0	0	25.8	-1.2	1	1	100	0	0	0	0.0	0.0	1	0	99	0	0	0	0.1					
Kroger QFC Corp-RMA - Food	100	0	100	1	1	0	26.3	3.0	99	5	100	0	0	28	3.9	-0.5	0	0	99	0	0	0	0.0					
Kroger Ralphs/Food 4 Less Corp-RMA - Food	99	0	91	22	-11	4	38.7	3.3	65	4	100	9	-5	38	7.2	0.4	24	5	96	0	0	8	2.5					
Kroger Smiths Corp-RMA - Food	97	-2	100	73	-5	50	36.0	4.3	91	5	100	1	-9	85	4.8	0.2	44	44	98	0	0	5	1.4					
Lowes Corp-RMA - Food	99	0	96	76	13	0	40.4	1.1	100	0	98	76	42	8	51.6	-3.2	100	0	86	37	25	0	81.3					
Marsh Corp-RMA - Food	100	0	99	80	11	47	37.1	3.2	82	2	100	32	-1	46	23.5	3.7	100	0	100	63	27	67	25.5					
Minyard Corp-RMA - Food	87	6	57	21	-13	1	32.6	-16.3	96	9	91	34	11	3	28.5	1.3	100	0	5	67	5	0	35.1					
Price Chopper Corp-RMA - Food	100	0	100	12	-12	30	34.9	0.7	100	0	100	54	21	44	44.7	-1.9	90	1	100	0	-1	84	4.8					
Publix Corp-RMA - Food	100	0	100	48	18	18	40.5	2.0	100	0	100	22	9	41	48.4	-2.3	100	0	100	28	-10	14	59.2					
Raley's Total Corp-RMA - Food	100	0	100	26	-9	13	39.2	4.1	99	15	100	15	-19	65	3.8	1.5	91	-6	100	28	21	24	17.9					
Roundy's Corp-RMA - Food	100	0	100	58	-20	20	45.6	1.8	99	2	100	43	24	31	20.6	4.9	80	-1	99	21	-20	8	12.4					
Safeway Corp w/out AK/HI-RMA - Food	100	0	100	36	-17	20	40.5	8.9	99	2	100	31	-24	46	13.3	2.0	90	-7	100	3	-2	21	15.2					
Save Mart Corp-RMA - Food	100	0	100	34	11	14	38.1	3.2	68	1	100	32	7	53	10.1	3.2	60	-3	100	13	-11	12	7.0					
Spartan Corp-RMA - Food	100	0	98	80	2	9	38.0	-0.4	96	0	98	60	-17	43	33.4	2.9	93	-2	100	56	-10	37	13.1					
Stater Bros Corp-RMA - Food	100	0	100	22	22	10	25.3	6.7	0	0	100	0	0	0	95	0.0	0.0	0	0	100	0	0	45	0.0				
Strack & Van Til Total Corp-RMA - Food	100	0	100	49	-21	62	41.9	-1.5	100	0	100	23	12	38	29.2	4.9	97	-1	100	1	-3	35	7.7					
Wakefern Corp-RMA - Food	99	0	100	56	16	45	27.1	1.6	93	2	100	51	11	36	25.0	0.9	91	2	100	54	7	45	24.4					
Wegmans Corp-RMA - Food	100	0	100	67	8	27	35.7	1.7	99	0	100	42	24	24	31.9	7.2	100	0	100	9	3	56	26.0					
Weis Corp-RMA - Food	100	0	100	41	-20	88	26.1	-0.4	99	0	100	42	4	69	10.0	0.2	100	0	100	34	-8	58	29.5					