

FLORIDA DEPARTMENT OF CITRUS

Nielsen Retail Sales OJ, GJ, and OJ/GJ Beverages

Monthly Topline Report
Report 11 of the 2019-20 Season.
For 4 weeks ending 08/01/20



Week Ending 08/01/20
 Report 11 of the 2019-20 Season.

Expanded All Outlets Combined (xAOC) - Nielsen Retail Sales Summary

	Week Ending 08/01/20			SEASON YEAR-TO-DATE		
	GALLONS	PRICE	DOLLARS	GALLONS	PRICE	DOLLARS
Total OJ	21.2%	3.6%	25.5%	12.2%	2.0%	14.4%
Ref NFC OJ	26.6%	2.7%	30.0%	12.8%	2.9%	16.0%
Ref Recon OJ	13.1%	0.6%	13.7%	11.4%	-0.6%	10.8%
Total GJ	16.0%	6.8%	23.9%	4.3%	6.4%	11.0%
Ref NFC GJ	19.4%	4.1%	24.3%	4.1%	4.0%	8.3%
Shelf Stable GJ	9.4%	10.2%	20.6%	-2.6%	9.7%	6.9%
OJ Drinks	6.0%	4.6%	10.9%	-0.7%	6.4%	5.7%
OJ Blend Drinks	12.5%	5.2%	18.3%	1.7%	1.8%	5.7%
OJ Blend (100% Juice)	3.3%	-5.8%	-2.6%	5.1%	-1.0%	4.1%
GJ Blend (100% Juice)	18.9%	1.6%	20.8%	7.6%	5.5%	13.5%
GJ Cocktail	15.6%	0.3%	16.0%	1.6%	2.6%	4.3%

Source: Nielsen. xAOC = Expanded All Outlets Combined. xAOC data consists of POS data for U.S. grocery stores doing \$2 million and greater annual sales, drug stores doing \$1 million and greater annual sales, mass merchandisers (like Target), Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA.

Florida Department of Citrus
ORANGE JUICE SALES
Expanded All Outlets Combined (xAOC)
NIELSEN SCANTRACK
(Gallons and Revenues in Millions)

Report Ending Date: 08/01/20
Issue Date: 08/12/20
Report 11 of the 2019-20 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	8/3/2019	2/15/2020	3/14/2020	4/11/2020	5/9/2020	6/6/2020	7/4/2020	8/1/2020		2018-19	2019-20	% Change
<u>NFC OJ</u>												
Gallons	15.33	18.28	20.51	26.05	22.63	20.42	19.69	19.41	26.6%	196.18	221.26	12.8%
Price/Gal (\$)	8.56	8.47	8.48	8.70	8.80	8.78	8.77	8.79	2.7%	8.36	8.60	2.9%
Revenues (\$)	131.19	154.80	173.99	226.60	199.02	179.25	172.66	170.58	30.0%	1,639.82	1,902.45	16.0%
<u>RECON OJ</u>												
Gallons	9.64	10.46	12.08	14.51	12.94	11.78	11.35	10.89	13.1%	114.23	127.27	11.4%
Price/Gal (\$)	4.85	4.90	4.77	4.91	4.96	4.87	4.84	4.88	0.6%	4.90	4.87	-0.6%
Revenues (\$)	46.76	51.24	57.65	71.23	64.21	57.31	54.95	53.19	13.7%	559.30	619.69	10.8%
<u>Refrigerated OJ</u>												
Gallons	24.97	28.73	32.59	40.56	35.57	32.20	31.04	30.30	21.4%	310.41	348.53	12.3%
Price/Gal (\$)	7.13	7.17	7.11	7.34	7.40	7.35	7.33	7.38	3.6%	7.08	7.24	2.1%
Revenues (\$)	177.96	206.04	231.64	297.83	263.23	236.56	227.62	223.77	25.7%	2,199.12	2,522.14	14.7%
<u>Frozen OJ</u>												
Gallons	1.08	1.17	1.51	2.30	1.74	1.48	1.32	1.28	18.7%	13.11	15.56	18.7%
Price/Gal (\$)	4.99	4.92	5.03	5.32	5.19	5.10	5.13	5.11	2.3%	4.99	5.11	2.4%
Revenues (\$)	5.37	5.73	7.57	12.22	9.02	7.53	6.75	6.52	21.3%	65.34	79.46	21.6%
<u>Shelf Stable OJ</u>												
Gallons	0.88	0.88	1.09	1.17	1.07	1.01	1.06	1.06	19.9%	10.80	11.02	2.1%
Price/Gal (\$)	7.18	7.30	7.31	7.08	7.10	7.19	7.34	7.35	2.4%	7.35	7.22	-1.7%
Revenues (\$)	6.34	6.44	7.99	8.24	7.62	7.27	7.78	7.78	22.7%	79.39	79.61	0.3%
<u>Total Orange Juice</u>												
Gallons	26.93	30.78	35.19	44.02	38.38	34.69	33.41	32.64	21.2%	334.32	375.12	12.2%
Price/Gal (\$)	7.04	7.09	7.02	7.23	7.29	7.25	7.25	7.29	3.6%	7.01	7.15	2.0%
Revenues (\$)	189.67	218.22	247.20	318.30	279.87	251.36	242.15	238.07	25.5%	2,343.85	2,681.20	14.4%

Most recent four-week-period is preliminary

2019-20 STD: 09/29/19 - 08/01/20
2018-19 STD: 09/30/18 - 08/03/19

Source: Nielsen. xAOC = Expanded All Outlets Combined. xAOC data consists of POS data for U.S. grocery stores doing \$2 million and greater annual sales, drug stores doing \$1 million and greater annual sales, mass merchandisers (like Target), Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA.

GRAPEFRUIT JUICE SALES
Expanded All Outlets Combined (xAOC)
(Gallons and Revenues in Millions)

Report 11 of the 2019-20 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	8/3/2019	2/15/2020	3/14/2020	4/11/2020	5/9/2020	6/6/2020	7/4/2020	8/1/2020		2018-19	2019-20	% Change
<u>NFC GJ</u>												
Gallons	0.59	0.59	0.65	0.79	0.70	0.69	0.72	0.71	19.4%	6.94	7.22	4.1%
Price/Gal (\$)	9.12	9.04	9.05	9.27	9.53	9.40	9.49	9.49	4.1%	8.82	9.17	4.0%
Revenues (\$)	5.42	5.36	5.92	7.35	6.65	6.48	6.80	6.74	24.3%	61.17	66.22	8.3%
<u>RECON GJ</u>												
Gallons	0.01	0.02	0.02	0.03	0.02	0.02	0.02	0.02	65.4%	0.10	0.21	116.6%
Price/Gal (\$)	15.52	20.05	20.49	18.80	18.57	17.35	19.14	19.30	24.3%	13.40	18.50	38.1%
Revenues (\$)	0.17	0.45	0.51	0.47	0.46	0.35	0.37	0.35	105.6%	1.28	3.82	199.0%
<u>Refrigerated GJ</u>												
Gallons	0.61	0.62	0.68	0.82	0.72	0.71	0.74	0.73	20.2%	7.03	7.43	5.6%
Price/Gal (\$)	9.23	9.44	9.47	9.56	9.84	9.63	9.74	9.73	5.4%	8.88	9.43	6.2%
Revenues (\$)	5.59	5.81	6.43	7.82	7.11	6.82	7.17	7.09	26.7%	62.45	70.05	12.2%
<u>Frozen GJ</u>												
Gallons	0.04	0.04	0.04	0.05	0.04	0.04	0.04	0.03	-12.9%	0.31	0.41	33.4%
Price/Gal (\$)	4.71	4.48	3.51	3.53	3.59	3.42	3.38	3.47	-26.3%	4.70	3.95	-16.1%
Revenues (\$)	0.18	0.17	0.13	0.18	0.15	0.13	0.12	0.12	-35.8%	1.46	1.63	12.0%
<u>Shelf Stable GJ</u>												
Gallons	0.22	0.21	0.23	0.27	0.26	0.26	0.25	0.24	9.4%	2.59	2.53	-2.6%
Price/Gal (\$)	6.86	7.00	7.05	7.34	7.50	7.44	7.59	7.55	10.2%	6.60	7.24	9.7%
Revenues (\$)	1.52	1.45	1.60	2.01	1.96	1.90	1.89	1.83	20.6%	17.11	18.29	6.9%
<u>Total Grapefruit Juice</u>												
Gallons	0.87	0.86	0.94	1.14	1.02	1.00	1.02	1.00	16.0%	9.93	10.37	4.3%
Price/Gal (\$)	8.42	8.64	8.66	8.76	8.99	8.84	8.99	9.00	6.8%	8.16	8.68	6.4%
Revenues (\$)	7.29	7.44	8.16	10.00	9.21	8.85	9.18	9.04	23.9%	81.02	89.97	11.0%

Most recent four-week-period is preliminary

2019-20 STD: 09/29/19 - 08/01/20
2018-19 STD: 09/30/18 - 08/03/19

Source: Nielsen. xAOC = Expanded All Outlets Combined. xAOC data consists of POS data for U.S. grocery stores doing \$2 million and greater annual sales, drug stores doing \$1 million and greater annual sales, mass merchandisers (like Target), Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA.

LESS THAN 100% OJ & GJ BEVERAGES

Expanded All Outlets Combined (xAOC)

(Gallons and Revenues in Millions)

Report 11 of the 2019-20 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	8/3/2019	2/15/2020	3/14/2020	4/11/2020	5/9/2020	6/6/2020	7/4/2020	8/1/2020		2018-19	2019-20	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	0.98	0.81	0.92	0.94	0.80	0.81	0.96	0.97	-0.9%	10.93	9.53	-12.8%
Price/Gal (\$)	7.17	8.23	8.31	7.12	6.48	6.81	7.65	7.55	5.3%	6.44	7.53	17.0%
Revenues (\$)	7.01	6.69	7.61	6.69	5.16	5.54	7.37	7.31	4.4%	70.31	71.74	2.0%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1.16	1.39	1.52	1.74	1.22	1.21	1.22	1.25	8.3%	15.05	15.14	0.6%
Price/Gal (\$)	8.58	8.30	8.41	8.80	9.06	8.96	8.90	8.89	3.5%	8.39	8.61	2.7%
Revenues (\$)	9.91	11.50	12.80	15.30	11.04	10.85	10.89	11.12	12.1%	126.20	130.28	3.2%
<u>OJ Drinks - % not stated</u>												
Gallons	0.23	0.27	0.30	0.30	0.29	0.29	0.29	0.28	23.9%	1.96	3.09	57.4%
Price/Gal (\$)	5.92	5.77	5.74	5.85	5.88	6.05	6.34	6.47	9.4%	6.17	5.96	-3.4%
Revenues (\$)	1.35	1.56	1.72	1.76	1.71	1.77	1.85	1.83	35.5%	12.10	18.39	52.0%
<u>Total OJ Drinks</u>												
Gallons	2.36	2.47	2.74	2.98	2.31	2.32	2.48	2.50	6.0%	27.94	27.75	-0.7%
Price/Gal (\$)	7.74	8.00	8.09	7.97	7.77	7.84	8.11	8.10	4.6%	7.47	7.94	6.4%
Revenues (\$)	18.28	19.75	22.13	23.75	17.92	18.16	20.11	20.27	10.9%	208.61	220.41	5.7%
<u>OJ BL Drinks</u>												
Gallons	11.61	11.38	12.25	13.75	12.56	12.15	12.69	13.06	12.5%	129.16	131.38	1.7%
Price/Gal (\$)	3.49	3.53	3.67	3.65	3.70	3.72	3.74	3.67	5.2%	3.57	3.64	1.8%
Revenues (\$)	40.48	40.24	45.00	50.25	46.47	45.17	47.53	47.90	18.3%	461.59	478.23	3.6%
<u>OJ BL (100% Juice)</u>												
Gallons	1.86	2.11	2.32	2.71	2.32	2.21	2.03	1.92	3.3%	22.70	23.87	5.1%
Price/Gal (\$)	7.76	7.57	7.53	7.68	7.74	7.67	7.19	7.31	-5.8%	7.61	7.54	-1.0%
Revenues (\$)	14.45	15.96	17.48	20.82	17.95	16.96	14.62	14.07	-2.6%	172.81	179.87	4.1%
<u>GJ Cocktail</u>												
Gallons	0.55	0.53	0.59	0.72	0.65	0.65	0.64	0.64	15.6%	6.38	6.48	1.6%
Price/Gal (\$)	6.42	6.33	6.28	6.20	6.36	6.35	6.52	6.44	0.3%	6.17	6.33	2.6%
Revenues (\$)	3.55	3.33	3.70	4.45	4.16	4.12	4.17	4.12	16.0%	39.35	41.03	4.3%
<u>GJ BL (100% Juice)</u>												
Gallons	0.09	0.09	0.10	0.12	0.12	0.11	0.11	0.10	18.9%	1.03	1.11	7.6%
Price/Gal (\$)	6.60	6.54	6.51	6.75	6.69	6.72	6.69	6.70	1.6%	6.27	6.62	5.5%
Revenues (\$)	0.58	0.58	0.65	0.83	0.82	0.76	0.73	0.70	20.8%	6.46	7.33	13.5%

Most recent four-week-period is preliminary

2019-20 STD: 09/29/19 - 08/01/20

2018-19 STD: 09/30/18 - 08/03/19

Source: Nielsen. xAOC = Expanded All Outlets Combined. xAOC data consists of POS data for U.S. grocery stores doing \$2 million and greater annual sales, drug stores doing \$1 million and greater annual sales, mass merchandisers (like Target), Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA.

Florida Department of Citrus
ORANGE JUICE SALES
FOOD (\$2MM+ GROCERY)
NIELSEN SCANTRACK
(Gallons and Revenues in Millions)

Report Ending Date: 08/01/20
Issue Date: 08/12/20
Report 11 of the 2019-20 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	8/3/2019	2/15/2020	3/14/2020	4/11/2020	5/9/2020	6/6/2020	7/4/2020	8/1/2020		2018-19	2019-20	% Change
<u>NFC OJ</u>												
Gallons	10.19	11.90	13.20	18.10	15.16	13.74	13.05	12.86	26.1%	130.88	147.37	12.6%
Price/Gal (\$)	8.80	8.74	8.76	8.98	9.19	9.12	9.14	9.17	4.2%	8.54	8.89	4.1%
Revenues (\$)	89.73	103.92	115.65	162.56	139.26	125.36	119.26	117.89	31.4%	1,117.76	1,310.12	17.2%
<u>RECON OJ</u>												
Gallons	5.92	6.23	7.09	8.91	7.66	7.02	6.89	6.74	13.8%	70.19	76.14	8.5%
Price/Gal (\$)	4.96	5.06	4.87	5.06	5.18	4.99	4.94	5.00	0.7%	5.02	5.01	-0.1%
Revenues (\$)	29.39	31.52	34.56	45.08	39.65	35.01	33.99	33.69	14.6%	352.37	381.85	8.4%
<u>Refrigerated OJ</u>												
Gallons	16.11	18.12	20.29	27.01	22.82	20.76	19.93	19.59	21.6%	201.06	223.51	11.2%
Price/Gal (\$)	7.39	7.47	7.40	7.69	7.84	7.72	7.69	7.74	4.6%	7.31	7.57	3.5%
Revenues (\$)	119.12	135.45	150.20	207.64	178.91	160.37	153.25	151.58	27.2%	1,470.13	1,691.96	15.1%
<u>Frozen OJ</u>												
Gallons	0.81	0.82	1.05	1.74	1.26	1.07	0.94	0.92	12.4%	9.85	11.23	14.0%
Price/Gal (\$)	5.18	5.17	5.32	5.58	5.48	5.36	5.44	5.40	4.3%	5.15	5.38	4.5%
Revenues (\$)	4.22	4.25	5.59	9.73	6.88	5.76	5.12	4.95	17.2%	50.72	60.44	19.2%
<u>Shelf Stable OJ</u>												
Gallons	0.34	0.32	0.35	0.47	0.40	0.38	0.37	0.37	9.1%	4.00	4.05	1.1%
Price/Gal (\$)	7.04	7.03	7.07	6.72	6.79	6.89	7.14	7.21	2.5%	7.16	6.95	-2.9%
Revenues (\$)	2.41	2.29	2.51	3.15	2.72	2.62	2.67	2.70	11.9%	28.68	28.14	-1.9%
<u>Total Orange Juice</u>												
Gallons	17.27	19.27	21.70	29.22	24.48	22.22	21.25	20.88	20.9%	214.92	238.79	11.1%
Price/Gal (\$)	7.28	7.37	7.30	7.55	7.70	7.60	7.58	7.62	4.7%	7.21	7.46	3.4%
Revenues (\$)	125.76	141.98	158.31	220.51	188.51	168.74	161.05	159.23	26.6%	1,549.53	1,780.55	14.9%

Most recent four-week-period is preliminary
2019-20 STD: 09/29/19 - 08/01/20
2018-19 STD: 09/30/18 - 08/03/19

Source: Nielsen. Food data consists of POS data for U.S. grocery stores doing \$2 million and greater annual sales.

GRAPEFRUIT JUICE SALES
FOOD (\$2MM+ GROCERY)
(Gallons and Revenues in Thousands)

Report 11 of the 2019-20 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	8/3/2019	2/15/2020	3/14/2020	4/11/2020	5/9/2020	6/6/2020	7/4/2020	8/1/2020		2018-19	2019-20	% Change
<u>NFC GJ</u>												
Gallons	0.49	0.49	0.54	0.68	0.60	0.59	0.61	0.60	23.1%	5.76	6.10	5.9%
Price/Gal (\$)	9.28	9.26	9.26	9.47	9.77	9.63	9.73	9.73	4.9%	8.92	9.38	5.2%
Revenues (\$)	4.56	4.55	5.02	6.45	5.85	5.65	5.93	5.88	29.1%	51.34	57.20	11.4%
<u>RECON GJ</u>												
Gallons	0.01	0.02	0.02	0.02	0.02	0.02	0.02	0.02	58.9%	0.10	0.18	85.0%
Price/Gal (\$)	15.52	18.55	19.42	17.47	17.12	17.26	19.09	19.20	23.7%	13.40	17.71	32.1%
Revenues (\$)	0.17	0.29	0.36	0.34	0.32	0.32	0.36	0.33	96.6%	1.28	3.13	144.4%
<u>Refrigerated GJ</u>												
Gallons	0.50	0.51	0.56	0.70	0.62	0.61	0.63	0.62	23.9%	5.85	6.27	7.2%
Price/Gal (\$)	9.42	9.54	9.60	9.69	9.99	9.86	10.01	9.99	6.1%	8.99	9.62	6.9%
Revenues (\$)	4.72	4.84	5.37	6.79	6.17	5.97	6.29	6.21	31.5%	52.62	60.32	14.6%
<u>Frozen GJ</u>												
Gallons	0.04	0.04	0.04	0.05	0.04	0.04	0.04	0.03	-12.9%	0.31	0.41	33.4%
Price/Gal (\$)	4.71	4.48	3.51	3.53	3.59	3.42	3.38	3.47	-26.3%	4.70	3.95	-16.1%
Revenues (\$)	0.18	0.17	0.13	0.18	0.15	0.13	0.12	0.12	-35.8%	1.46	1.63	12.0%
<u>Shelf Stable GJ</u>												
Gallons	0.13	0.12	0.13	0.18	0.17	0.16	0.16	0.16	21.3%	1.55	1.57	1.4%
Price/Gal (\$)	7.93	8.01	8.11	8.15	8.48	8.41	8.66	8.55	7.8%	7.52	8.24	9.6%
Revenues (\$)	1.02	0.99	1.08	1.50	1.44	1.39	1.35	1.34	30.8%	11.65	12.95	11.1%
<u>Total Grapefruit Juice</u>												
Gallons	0.67	0.67	0.73	0.93	0.83	0.81	0.82	0.81	21.3%	7.71	8.26	7.1%
Price/Gal (\$)	8.86	8.97	9.02	9.06	9.37	9.27	9.45	9.45	6.6%	8.52	9.07	6.4%
Revenues (\$)	5.93	6.00	6.58	8.47	7.75	7.49	7.77	7.67	29.3%	65.73	74.90	14.0%

Most recent four-week-period is preliminary

2019-20 STD: 09/29/19 - 08/01/20

2018-19 STD: 09/30/18 - 08/03/19

Source: Nielsen. Food data consists of POS data for U.S. grocery stores doing \$2 million and greater annual sales.

LESS THAN 100% OJ & GJ BEVERAGES
FOOD (\$2MM+ GROCERY)
(Gallons and Revenues in Thousands)

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	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	8/3/2019	2/15/2020	3/14/2020	4/11/2020	5/9/2020	6/6/2020	7/4/2020	8/1/2020		2018-19	2019-20	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	0.60	0.48	0.54	0.63	0.58	0.59	0.64	0.65	8.2%	7.15	6.12	-14.4%
Price/Gal (\$)	6.54	6.93	6.89	6.55	7.13	7.38	7.33	7.27	11.2%	6.26	6.94	10.9%
Revenues (\$)	3.94	3.33	3.69	4.16	4.15	4.32	4.73	4.73	20.3%	44.75	42.46	-5.1%
<u>OJ Drinks 40-99.99%</u>												
Gallons	0.85	1.04	1.13	1.38	0.93	0.93	0.94	0.95	11.9%	11.04	11.48	4.0%
Price/Gal (\$)	8.70	8.32	8.48	8.92	9.25	9.11	9.06	9.06	4.1%	8.48	8.70	2.6%
Revenues (\$)	7.40	8.64	9.60	12.31	8.58	8.47	8.48	8.62	16.5%	93.57	99.90	6.8%
<u>OJ Drinks - % not stated</u>												
Gallons	0.18	0.19	0.22	0.24	0.23	0.22	0.22	0.22	24.1%	1.62	2.32	43.7%
Price/Gal (\$)	6.27	6.17	6.09	6.11	6.17	6.40	6.80	6.93	10.4%	6.47	6.34	-2.0%
Revenues (\$)	1.10	1.19	1.33	1.45	1.40	1.44	1.50	1.51	37.1%	10.46	14.73	40.8%
<u>Total OJ Drinks</u>												
Gallons	1.63	1.71	1.89	2.25	1.74	1.74	1.80	1.82	11.9%	19.81	19.92	0.6%
Price/Gal (\$)	7.64	7.69	7.75	7.96	8.14	8.18	8.16	8.16	6.9%	7.51	7.89	5.0%
Revenues (\$)	12.44	13.16	14.62	17.92	14.14	14.23	14.71	14.87	19.5%	148.78	157.09	5.6%
<u>OJ BL Drinks</u>												
Gallons	5.78	5.52	5.78	7.16	6.25	6.36	6.62	6.75	16.8%	62.65	65.31	4.2%
Price/Gal (\$)	3.56	3.60	3.65	3.69	3.76	3.69	3.72	3.66	2.8%	3.66	3.68	0.7%
Revenues (\$)	20.58	19.86	21.11	26.40	23.50	23.45	24.65	24.73	20.1%	229.08	240.47	5.0%
<u>OJ BL (100% Juice)</u>												
Gallons	1.25	1.41	1.51	1.95	1.62	1.47	1.29	1.18	-5.5%	15.32	15.94	4.0%
Price/Gal (\$)	7.68	7.70	7.64	7.78	7.94	7.86	7.23	7.47	-2.8%	7.52	7.67	1.9%
Revenues (\$)	9.63	10.86	11.50	15.19	12.86	11.58	9.33	8.84	-8.1%	115.27	122.22	6.0%
<u>GJ Cocktail</u>												
Gallons	0.29	0.26	0.29	0.39	0.35	0.34	0.33	0.34	19.0%	3.30	3.33	1.0%
Price/Gal (\$)	7.15	7.16	7.08	6.89	7.15	7.23	7.58	7.37	3.1%	6.83	7.14	4.6%
Revenues (\$)	2.04	1.87	2.02	2.67	2.48	2.45	2.50	2.50	22.7%	22.49	23.78	5.7%
<u>GJ BL (100% Juice)</u>												
Gallons	0.04	0.04	0.04	0.06	0.06	0.05	0.05	0.05	21.5%	0.48	0.49	2.8%
Price/Gal (\$)	7.68	7.69	7.68	7.83	7.77	7.81	7.76	7.79	1.4%	7.21	7.72	7.1%
Revenues (\$)	0.30	0.28	0.30	0.46	0.44	0.41	0.40	0.37	23.3%	3.42	3.77	10.1%

Most recent four-week-period is preliminary
2019-20 STD: 09/29/19 - 08/01/20
2018-19 STD: 09/30/18 - 08/03/19

Source: Nielsen. Food data consists of POS data for U.S. grocery stores doing \$2 million and greater annual sales.

Florida Department of Citrus
ORANGE JUICE PROMOTIONS
Expanded All Outlets Combined (xAOC)
NIELSEN SCANTRACK
(Prices in dollars and Promotion in %ACV)

Report Ending Date: 08/01/20
Issue Date: 08/12/20
Report 11 of the 2019-20 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	8/3/2019	2/15/2020	3/14/2020	4/11/2020	5/9/2020	6/6/2020	7/4/2020	8/1/2020		2018-19	2019-20	% Change
<u>NFC OJ</u>												
Average Promo Price	7.73	7.83	7.88	8.14	8.11	8.15	7.93	8.27	7.0%	7.66	7.93	3.5%
Price Reduction	64	62	76	79	66	62	65	66	3.1%	63	67	7.1%
Feature & Disp	7	18	16	3	0	0	0	0	-100.0%	10	6	-40.4%
Display w/o Fea	16	21	24	11	0	0	0	0	-100.0%	19	10	-49.3%
Feature w/o Disp	43	79	81	52	39	47	39	50	16.3%	51	54	5.7%
<u>RECON OJ</u>												
Average Promo Price	4.26	4.67	4.16	4.09	4.86	4.04	4.21	4.30	0.9%	4.41	4.31	-2.3%
Price Reduction	44	45	43	38	43	47	41	40	-9.1%	39	46	16.2%
Feature & Disp	2	2	3	1	0	0	0	0	-100.0%	2	1	-56.5%
Display w/o Fea	9	12	11	4	0	0	0	0	-100.0%	10	6	-40.4%
Feature w/o Disp	18	24	25	22	13	23	17	22	22.2%	20	20	-0.9%
<u>Refrigerated OJ</u>												
Average Promo Price	6.51	7.02	6.73	7.07	7.37	6.70	6.66	6.80	4.5%	6.72	6.87	2.3%
Price Reduction	70	68	79	82	72	72	71	71	1.4%	67	74	10.7%
Feature & Disp	8	19	17	4	0	0	0	0	-100.0%	12	7	-43.3%
Display w/o Fea	21	26	27	13	0	0	0	0	-100.0%	25	13	-48.0%
Feature w/o Disp	44	80	81	54	41	49	40	51	15.9%	53	55	5.4%
<u>Frozen OJ</u>												
Average Promo Price	4.24	4.23	4.37	4.92	5.30	4.30	4.34	4.31	1.7%	4.41	4.49	1.9%
Price Reduction	32	24	27	21	23	20	20	24	-25.0%	29	23	-18.6%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-
Display w/o Fea	0	1	1	0	0	0	0	0	-	1	0	-66.7%
Feature w/o Disp	3	5	4	3	1	1	1	1	-66.7%	3	2	-28.6%
<u>Shelf Stable OJ</u>												
Average Promo Price	6.79	6.56	7.48	6.64	6.66	6.07	6.09	6.61	-2.7%	6.55	6.48	-1.0%
Price Reduction	19	26	31	35	20	20	16	27	42.1%	22	23	6.7%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-
Display w/o Fea	4	3	3	1	0	0	0	0	-100.0%	3	2	-37.9%
Feature w/o Disp	7	4	9	2	1	5	2	2	-71.4%	4	4	-7.1%
<u>Total Orange Juice</u>												
Average Promo Price	6.47	6.97	6.70	7.02	7.34	6.65	6.61	6.74	4.2%	6.67	6.83	2.3%
Price Reduction	81	76	84	86	80	77	76	77	-4.9%	76	79	3.1%
Feature & Disp	8	19	18	4	0	0	0	0	-100.0%	12	7	-42.5%
Display w/o Fea	25	28	29	14	0	0	0	0	-100.0%	27	14	-47.0%
Feature w/o Disp	45	81	85	54	41	49	40	52	15.6%	53	56	5.5%

Most recent four-week-period is preliminary
2019-20 STD: 09/29/19 - 08/01/20
2018-19 STD: 09/30/18 - 08/03/19
Source: Nielsen

GRAPEFRUIT JUICE PROMOTIONS
Expanded All Outlets Combined (xAOC)
(Prices in dollars and Promotion in %ACV)

Report 11 of the 2019-20 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	08/03/19	02/15/20	03/14/20	04/11/20	05/09/20	06/06/20	07/04/20	08/01/20		2018-19	2019-20	% Change
<u>NFC GJ</u>												
Average Promo Price	7.93	8.00	7.86	8.17	8.33	8.04	7.79	8.43	6.3%	7.66	7.96	3.8%
Price Reduction	34	34	30	28	27	28	27	30	-11.8%	34	32	-5.8%
Feature & Disp	1	1	0	0	0	0	0	0	-100.0%	1	0	-70.0%
Display w/o Fea	2	2	2	1	0	0	0	0	-100.0%	3	1	-58.6%
Feature w/o Disp	14	14	20	20	13	15	9	9	-35.7%	19	17	-10.3%
<u>RECON GJ</u>												
Average Promo Price	21.22	20.40	21.47	15.15	14.06	13.75	16.82	18.92	-10.8%	13.95	17.22	23.4%
Price Reduction	1	5	5	8	9	12	3	2	100.0%	2	5	140.0%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-
Display w/o Fea	0	0	0	0	0	0	0	0	-	0	0	-
Feature w/o Disp	0	1	0	1	0	0	0	1	-	0	0	-
<u>Refrigerated GJ</u>												
Average Promo Price	7.96	8.15	7.94	8.28	8.43	8.15	7.85	8.47	6.4%	7.70	8.04	4.5%
Price Reduction	34	37	31	30	31	34	28	30	-11.8%	35	34	-2.3%
Feature & Disp	1	1	0	0	0	0	0	0	-100.0%	1	0	-70.0%
Display w/o Fea	2	2	2	1	0	0	0	0	-100.0%	3	1	-55.2%
Feature w/o Disp	14	14	20	20	13	15	9	10	-28.6%	19	18	-9.8%
<u>Frozen GJ</u>												
Average Promo Price	5.13	7.38	4.27	4.19	4.22	3.32	3.41	3.82	-25.5%	5.60	4.97	-11.2%
Price Reduction	5	4	3	5	2	5	5	5	0.0%	4	4	4.8%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-
Display w/o Fea	0	0	0	0	0	0	0	0	-	0	0	-
Feature w/o Disp	0	0	0	0	0	0	0	0	-	0	0	-
<u>Shelf Stable GJ</u>												
Average Promo Price	6.77	7.06	7.42	6.83	7.78	7.19	8.92	7.57	11.8%	6.56	7.26	10.7%
Price Reduction	9	8	9	11	8	13	13	13	44.4%	11	12	4.9%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-
Display w/o Fea	0	1	0	0	0	0	0	0	-	0	0	-50.0%
Feature w/o Disp	4	3	1	3	1	0	1	3	-25.0%	3	2	-40.0%
<u>Total GJ</u>												
Average Promo Price	7.65	8.07	7.87	8.06	8.36	7.88	7.68	8.25	7.8%	7.49	7.90	5.5%
Price Reduction	36	39	33	33	34	36	32	33	-8.3%	38	38	-0.7%
Feature & Disp	1	1	0	0	0	0	0	0	-100.0%	1	0	-63.6%
Display w/o Fea	3	3	2	1	0	0	0	0	-100.0%	3	1	-58.3%
Feature w/o Disp	15	14	20	20	15	16	10	11	-26.7%	21	18	-11.4%

Most recent four-week-period is preliminary

2019-20 STD: 09/29/19 - 08/01/20

2018-19 STD: 09/30/18 - 08/03/19

Source: Nielsen

LESS THAN 100% OJ & GJ BEVERAGES PROMOTIONS
Expanded All Outlets Combined (xAOC)
(Prices in dollars and Promotion in %ACV)

Report 11 of the 2019-20 Season.

	Four Weeks Ending								Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	08/03/19	02/15/20	03/14/20	04/11/20	05/09/20	06/06/20	07/04/20	08/01/20		2017-18	2018-19	% Change
<u>OJ Drinks 0-39.99%</u>												
Average Promo Price	6.69	7.41	7.20	7.20	7.56	7.47	7.29	7.14	6.7%	6.10	7.21	18.1%
Price Reduction	48	42	44	45	44	57	60	46	-4.2%	49	47	-5.9%
Feature & Disp	3	4	3	1	0	0	0	0	-100.0%	4	2	-59.5%
Display w/o Fea	21	14	14	9	0	0	0	0	-100.0%	20	9	-56.0%
Feature w/o Disp	20	22	28	22	14	17	21	25	25.0%	25	23	-9.0%
<u>OJ Drinks 40-99.99%</u>												
Average Promo Price	7.95	7.62	7.76	8.15	8.19	8.03	7.88	8.10	1.9%	7.75	7.86	1.4%
Price Reduction	37	39	41	43	33	37	40	36	-2.7%	39	39	0.5%
Feature & Disp	1	1	1	0	0	0	0	0	-100.0%	1	1	-62.5%
Display w/o Fea	5	7	6	2	0	0	0	0	-100.0%	6	3	-47.5%
Feature w/o Disp	22	18	16	9	7	18	10	7	-68.2%	18	14	-19.7%
<u>OJ Drinks - % not stated</u>												
Average Promo Price	4.72	5.14	4.82	5.17	5.88	6.88	7.40	5.82	23.3%	5.85	5.55	-5.1%
Price Reduction	14	11	16	14	11	11	11	10	-28.6%	9	12	36.0%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-100.0%
Display w/o Fea	2	1	1	1	0	0	0	0	-100.0%	1	1	-41.7%
Feature w/o Disp	4	5	5	1	3	5	4	3	-25.0%	2	4	73.9%
<u>Total OJ Drinks</u>												
Average Promo Price	7.21	7.46	7.39	7.79	7.81	7.78	7.62	7.59	5.3%	7.05	7.53	6.9%
Price Reduction	57	51	51	57	53	65	68	53	-7.0%	57	55	-2.1%
Feature & Disp	4	5	4	1	0	0	0	0	-100.0%	5	2	-61.4%
Display w/o Fea	26	19	20	12	0	0	0	0	-100.0%	24	11	-52.5%
Feature w/o Disp	36	33	34	25	19	26	24	29	-19.4%	34	30	-12.5%
<u>OJ BL Drinks</u>												
Average Promo Price	3.28	3.08	3.31	3.49	3.05	3.19	3.28	3.04	-7.3%	3.19	3.22	0.9%
Price Reduction	79	74	75	72	68	67	74	81	2.5%	73	73	0.4%
Feature & Disp	11	7	8	1	0	0	0	0	-100.0%	9	4	-61.4%
Display w/o Fea	49	37	35	21	0	0	0	0	-100.0%	43	22	-48.7%
Feature w/o Disp	42	38	42	34	53	59	34	31	-26.2%	40	39	-1.6%
<u>OJ BL (100% Juice)</u>												
Average Promo Price	6.56	7.04	6.82	6.81	6.99	7.01	5.77	6.27	-4.4%	6.79	6.78	-0.1%
Price Reduction	45	48	46	43	38	40	40	58	28.9%	45	46	2.6%
Feature & Disp	1	3	4	1	0	0	0	0	-100.0%	3	2	-40.0%
Display w/o Fea	5	9	8	2	0	0	0	0	-100.0%	6	4	-21.3%
Feature w/o Disp	22	32	57	35	20	32	25	22	0.0%	33	33	1.4%
<u>GJ Cocktail</u>												
Average Promo Price	6.45	6.25	5.92	6.00	6.62	6.02	6.74	6.20	-3.9%	5.93	6.14	3.5%
Price Reduction	50	31	34	37	36	34	37	36	-28.0%	40	35	-11.4%
Feature & Disp	1	1	0	0	0	0	0	0	-100.0%	1	0	-80.0%
Display w/o Fea	8	5	4	3	0	0	0	0	-100.0%	8	3	-63.1%
Feature w/o Disp	13	13	12	13	6	6	8	9	-30.8%	11	9	-20.7%
<u>GJ BL (100% Juice)</u>												
Average Promo Price	6.88	7.04	7.16	6.86	7.06	7.11	6.62	6.32	-8.1%	6.37	6.77	6.3%
Price Reduction	4	2	2	2	4	4	4	3	-25.0%	6	3	-44.3%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-
Display w/o Fea	0	0	0	0	0	0	0	0	-	0	0	-
Feature w/o Disp	1	0	0	0	1	0	0	1	0.0%	1	0	-50.0%

Most recent four-week-period is preliminary

2019-20 STD: 09/29/19 - 08/01/20

2018-19 STD: 09/30/18 - 08/03/19

Source: Nielsen

Florida Department of Citrus
ORANGE JUICE PROMOTIONS
FOOD (\$2MM+ GROCERY)
NIELSEN SCANTRACK
(Prices in dollars and Promotion in %ACV)

Report Ending Date: 08/01/20

Issue Date: 08/12/20

Report 11 of the 2019-20 Season.

Economic and Market Research Report

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	8/3/2019	2/15/2020	3/14/2020	4/11/2020	5/9/2020	6/6/2020	7/4/2020	8/1/2020		2018-19	2019-20	% Change
<u>NFC OJ</u>												
Average Promo Price	7.69	7.82	7.79	8.11	8.14	8.11	7.92	8.21	6.8%	7.62	7.90	3.7%
Price Reduction	90	91	90	91	87	94	90	89	-1.1%	93	91	-2.7%
Feature & Disp	17	22	20	7	0	0	0	0	-100.0%	25	11	-55.6%
Display w/o Fea	24	24	23	10	0	0	0	0	-100.0%	24	12	-50.4%
Feature w/o Disp	84	86	88	80	72	79	75	79	-6.0%	87	82	-5.6%
<u>RECON OJ</u>												
Average Promo Price	4.23	4.70	4.15	4.05	4.84	3.97	4.16	4.27	0.9%	4.45	4.31	-3.3%
Price Reduction	71	79	77	66	60	67	67	68	-4.2%	72	71	-1.3%
Feature & Disp	4	5	7	2	0	0	0	0	-100.0%	5	2	-60.0%
Display w/o Fea	10	8	10	5	0	0	0	0	-100.0%	10	4	-56.9%
Feature w/o Disp	46	60	63	54	31	42	41	54	17.4%	49	47	-3.9%
<u>Refrigerated OJ</u>												
Average Promo Price	6.49	7.00	6.61	7.00	7.44	6.68	6.57	6.70	3.2%	6.73	6.88	2.2%
Price Reduction	93	96	91	93	90	95	93	92	-1.1%	95	93	-2.4%
Feature & Disp	20	24	23	9	0	0	0	0	-100.0%	28	12	-56.1%
Display w/o Fea	27	26	28	13	0	0	0	0	-100.0%	28	14	-50.3%
Feature w/o Disp	88	89	89	85	76	81	78	83	-5.7%	90	85	-5.5%
<u>Frozen OJ</u>												
Average Promo Price	4.46	4.20	4.33	4.90	5.22	4.25	4.31	4.27	-4.3%	4.59	4.49	-2.2%
Price Reduction	32	39	44	35	28	32	33	33	3.1%	34	36	4.0%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-100.0%
Display w/o Fea	0	1	1	0	0	0	0	0	-	1	0	-50.0%
Feature w/o Disp	8	12	10	7	2	3	2	2	-75.0%	8	5	-34.8%
<u>Shelf Stable OJ</u>												
Average Promo Price	5.73	5.68	5.95	5.85	5.50	5.21	5.20	5.84	1.9%	5.35	5.47	2.2%
Price Reduction	36	37	38	40	20	23	23	40	11.1%	33	32	-2.2%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-
Display w/o Fea	3	1	2	1	0	0	0	0	-100.0%	2	1	-59.3%
Feature w/o Disp	7	10	10	4	3	5	6	5	-28.6%	7	7	2.8%
<u>Total Orange Juice</u>												
Average Promo Price	6.46	6.94	6.56	6.94	7.40	6.62	6.51	6.64	2.8%	6.69	6.82	2.0%
Price Reduction	96	97	93	95	92	96	95	93	-3.1%	96	94	-2.0%
Feature & Disp	20	24	23	9	0	0	0	0	-100.0%	28	12	-56.2%
Display w/o Fea	29	27	29	14	0	0	0	0	-100.0%	30	15	-50.8%
Feature w/o Disp	88	89	89	85	77	81	78	83	-5.7%	90	85	-5.1%

Most recent four-week-period is preliminary

2019-20 STD: 09/29/19 - 08/01/20

2018-19 STD: 09/30/18 - 08/03/19

Source: Nielsen

GRAPEFRUIT JUICE PROMOTIONS
FOOD (\$2MM+ GROCERY)
(Prices in dollars and Promotion in %ACV)

Report 11 of the 2019-20 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	08/03/19	02/15/20	03/14/20	04/11/20	05/09/20	06/06/20	07/04/20	08/01/20		2018-19	2019-20	% Change
<u>NFC GJ</u>												
Average Promo Price	7.91	8.00	7.83	8.18	8.33	8.04	7.80	8.44	6.7%	7.66	7.96	3.9%
Price Reduction	68	68	72	66	65	67	65	69	1.5%	71	67	-4.6%
Feature & Disp	1	1	1	0	0	0	0	0	-100.0%	2	1	-66.7%
Display w/o Fea	5	5	4	1	0	0	0	0	-100.0%	5	2	-52.0%
Feature w/o Disp	35	35	34	49	34	39	22	23	-34.3%	49	41	-16.6%
<u>RECON GJ</u>												
Average Promo Price	21.22	20.43	21.55	15.09	13.76	13.68	16.82	18.93	-10.8%	13.95	17.19	23.2%
Price Reduction	4	11	10	19	14	14	7	5	25.0%	6	11	77.6%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-
Display w/o Fea	0	0	0	0	0	0	0	0	-	0	0	-
Feature w/o Disp	1	3	1	3	1	1	1	1	0.0%	0	1	1400.0%
<u>Refrigerated GJ</u>												
Average Promo Price	7.94	8.14	7.91	8.29	8.42	8.13	7.86	8.48	6.8%	7.70	8.04	4.5%
Price Reduction	68	74	73	70	66	68	66	70	2.9%	72	69	-3.0%
Feature & Disp	1	2	1	0	0	0	0	0	-100.0%	2	1	-61.9%
Display w/o Fea	5	5	4	1	0	0	0	0	-100.0%	5	2	-51.0%
Feature w/o Disp	35	35	34	50	34	39	22	24	-31.4%	49	41	-16.1%
<u>Frozen GJ</u>												
Average Promo Price	5.13	7.38	4.27	4.19	4.22	3.32	3.41	3.82	-25.5%	5.60	4.97	-11.2%
Price Reduction	13	10	9	11	6	13	14	13	0.0%	10	10	7.5%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-
Display w/o Fea	0	0	0	0	0	0	0	0	-	0	0	-
Feature w/o Disp	0	0	0	0	0	0	0	0	-	0	0	-100.0%
<u>Shelf Stable GJ</u>												
Average Promo Price	6.98	7.16	7.54	6.85	7.80	7.20	9.01	7.71	10.5%	6.77	7.43	9.8%
Price Reduction	20	18	22	28	17	32	30	30	50.0%	25	25	0.0%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-
Display w/o Fea	1	1	1	0	0	0	0	0	-100.0%	1	0	-50.0%
Feature w/o Disp	9	7	2	7	3	0	3	6	-33.3%	8	4	-43.5%
<u>Total GJ</u>												
Average Promo Price	7.65	8.07	7.84	8.07	8.35	7.87	7.69	8.27	8.1%	7.50	7.91	5.5%
Price Reduction	72	78	76	75	72	72	72	74	2.8%	77	75	-3.6%
Feature & Disp	1	2	1	1	0	0	0	0	-100.0%	2	1	-59.1%
Display w/o Fea	6	6	5	2	0	0	0	0	-100.0%	6	3	-49.2%
Feature w/o Disp	37	36	36	51	37	39	24	28	-24.3%	52	43	-17.2%

Most recent four-week-period is preliminary

2019-20 STD: 09/29/19 - 08/01/20

2018-19 STD: 09/30/18 - 08/03/19

Source: Nielsen

LESS THAN 100% OJ & GJ BEVERAGES PROMOTIONS

FOOD (\$2MM+ GROCERY)

(Prices in dollars and Promotion in %ACV)

Report 11 of the 2019-20 Season.

	Four Weeks Ending								Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	08/03/19	02/15/20	03/14/20	04/11/20	05/09/20	06/06/20	07/04/20	08/01/20		2017-18	2018-19	% Change
<u>OJ Drinks 0-39.99%</u>												
Average Promo Price	6.19	6.88	6.69	6.90	7.49	7.26	6.96	6.98	12.8%	5.88	6.87	16.7%
Price Reduction	79	73	73	75	72	77	75	76	-3.8%	76	74	-2.6%
Feature & Disp	6	6	8	2	0	0	0	0	-100.0%	8	3	-61.8%
Display w/o Fea	28	24	21	13	0	0	0	0	-100.0%	27	13	-53.3%
Feature w/o Disp	40	37	50	34	33	39	31	56	40.0%	46	43	-7.3%
<u>OJ Drinks 40-99.99%</u>												
Average Promo Price	7.92	7.62	7.77	8.15	8.18	8.02	7.86	8.10	2.3%	7.76	7.86	1.3%
Price Reduction	72	74	79	71	68	72	71	64	-11.1%	76	74	-2.6%
Feature & Disp	2	4	2	0	0	0	0	0	-100.0%	3	1	-60.5%
Display w/o Fea	7	11	10	4	0	0	0	0	-100.0%	9	5	-45.6%
Feature w/o Disp	42	46	40	21	17	45	17	16	-61.9%	41	35	-14.8%
<u>OJ Drinks - % not stated</u>												
Average Promo Price	4.75	5.25	4.83	5.17	5.96	6.95	7.50	5.88	23.8%	5.88	5.68	-3.5%
Price Reduction	27	24	37	34	24	25	26	23	-14.8%	22	27	26.5%
Feature & Disp	0	0	1	0	0	0	0	0	-	0	0	-50.0%
Display w/o Fea	4	2	2	1	0	0	0	0	-100.0%	2	1	-48.1%
Feature w/o Disp	10	11	12	3	6	14	10	7	-30.0%	6	9	48.4%
<u>Total OJ Drinks</u>												
Average Promo Price	7.06	7.36	7.29	7.74	7.80	7.73	7.51	7.56	7.1%	7.06	7.47	5.9%
Price Reduction	92	89	87	87	82	89	92	86	-6.5%	90	88	-2.1%
Feature & Disp	9	9	10	2	0	0	0	0	-100.0%	12	4	-62.3%
Display w/o Fea	35	31	30	17	0	0	0	0	-100.0%	34	17	-49.9%
Feature w/o Disp	68	65	65	42	47	62	40	63	-7.4%	66	60	-8.7%
<u>OJ BL Drinks</u>												
Average Promo Price	3.13	2.95	2.98	3.21	3.17	2.98	2.97	3.01	-3.8%	3.03	3.05	0.6%
Price Reduction	96	93	95	94	93	95	95	96	0.0%	95	94	-0.8%
Feature & Disp	22	15	17	3	0	0	0	0	-100.0%	20	8	-59.7%
Display w/o Fea	59	45	43	27	0	0	0	0	-100.0%	51	27	-47.0%
Feature w/o Disp	70	78	78	59	56	70	69	69	-1.4%	76	71	-7.2%
<u>OJ BL (100% Juice)</u>												
Average Promo Price	6.47	6.92	6.41	6.74	7.05	7.04	5.63	5.92	-8.5%	6.72	6.67	-0.7%
Price Reduction	77	83	83	78	72	73	78	71	-7.8%	83	79	-5.3%
Feature & Disp	4	5	4	2	0	0	0	0	-100.0%	6	3	-56.7%
Display w/o Fea	8	8	8	4	0	0	0	0	-100.0%	9	5	-43.6%
Feature w/o Disp	57	64	63	69	49	64	46	38	-33.3%	70	63	-10.6%
<u>GJ Cocktail</u>												
Average Promo Price	6.56	5.96	6.12	5.92	7.15	6.53	7.68	6.34	-3.4%	5.97	6.33	6.1%
Price Reduction	57	53	54	62	64	66	63	63	10.5%	62	60	-3.5%
Feature & Disp	2	1	1	0	0	0	0	0	-100.0%	2	1	-69.6%
Display w/o Fea	11	8	7	4	0	0	0	0	-100.0%	11	4	-59.5%
Feature w/o Disp	23	10	18	20	13	12	9	21	-8.7%	19	15	-20.1%
<u>GJ BL (100% Juice)</u>												
Average Promo Price	7.53	7.50	7.52	7.07	7.38	8.09	7.42	6.63	-12.0%	6.81	7.18	5.5%
Price Reduction	9	5	4	4	8	7	7	6	-33.3%	12	6	-50.0%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-
Display w/o Fea	1	0	0	0	0	0	0	0	-100.0%	0	0	-100.0%
Feature w/o Disp	2	0	0	0	2	1	1	3	50.0%	2	1	-40.0%

Most recent four-week-period is preliminary

2019-20 STD: 09/29/19 - 08/01/20

2018-19 STD: 09/30/18 - 08/03/19

Source: Nielsen

Orange Juice Categories at xAOC

	Last Year 52 weeks ending 08/03/19	This Year 52 weeks ending 08/01/20
Millions of Gallons		
Total Orange Juice	391.51	430.58
NFC OJ	229.65	252.74
RECON OJ	133.65	147.32
Frozen OJ	15.35	17.64
Shelf Stable OJ	12.85	12.88
Millions of Dollars		
Total Orange Juice	\$2,739.30	\$3,070.15
NFC OJ	\$1,913.05	\$2,171.66
RECON OJ	\$655.54	\$715.93
Frozen OJ	\$76.62	\$89.72
Shelf Stable OJ	\$94.09	\$92.84
Average Price per Gallon		
Total Orange Juice	\$7.00	\$7.13
NFC OJ	\$8.33	\$8.59
RECON OJ	\$4.90	\$4.86
Frozen OJ	\$4.99	\$5.09
Shelf Stable OJ	\$7.32	\$7.21
Percent Share of Gallons		
Total Orange Juice	100.0%	100.0%
NFC OJ	58.7%	58.7%
RECON OJ	34.1%	34.2%
Frozen OJ	3.9%	4.1%
Shelf Stable OJ	3.3%	3.0%
Percent Share of Dollars		
Total Orange Juice	100.0%	100.0%
NFC OJ	69.8%	70.7%
RECON OJ	23.9%	23.3%
Frozen OJ	2.8%	2.9%
Shelf Stable OJ	3.4%	3.0%

Source: Nielsen FDOC Custom Database

Universe: Expanded All Outlets Combined (xAOC) is a Nielsen-defined retail universe. xAOC data are for U.S. grocery stores doing \$2 million and greater annual sales, drug stores doing \$1 million and greater annual sales, mass merchandisers, Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA. Beginning with June 2012 reports, Walmart data is point-of sale (POS) data; previously, it was panel data.

Time Periods: 52 weeks ending 08/01/20 and 52 weeks ending 08/03/19.

Created: 08/12/2020

Grapefruit Juice Categories at xAOC

	Last Year 52 weeks ending 08/03/19	This Year 52 weeks ending 08/01/20
Millions of Gallons		
Total Grapefruit Juice	11.77	12.06
NFC GJ	8.21	8.39
RECON GJ	0.11	0.23
Frozen GJ	0.32	0.49
Shelf Stable GJ	3.12	2.95
Millions of Dollars		
Total Grapefruit Juice	\$95.44	\$104.24
NFC GJ	\$72.07	\$76.84
RECON GJ	\$1.43	\$4.17
Frozen GJ	\$1.53	\$2.00
Shelf Stable GJ	\$20.41	\$21.23
Average Price per Gallon		
Total Grapefruit Juice	\$8.11	\$8.64
NFC GJ	\$8.77	\$9.16
RECON GJ	\$13.15	\$18.19
Frozen GJ	\$4.71	\$4.09
Shelf Stable GJ	\$6.54	\$7.19
Percent Share of Gallons		
Total Grapefruit Juice	100.0%	100.0%
NFC GJ	69.8%	69.6%
RECON GJ	0.9%	1.9%
Frozen GJ	2.8%	4.0%
Shelf Stable GJ	26.5%	24.5%
Percent Share of Dollars		
Total Grapefruit Juice	100.0%	100.0%
NFC GJ	75.5%	73.7%
RECON GJ	1.5%	4.0%
Frozen GJ	1.6%	1.9%
Shelf Stable GJ	21.4%	20.4%

Source: Nielsen FDOC Custom Database

Universe: Expanded All Outlets Combined (xAOC) is a Nielsen-defined retail universe. xAOC data are for U.S. grocery stores doing \$2 million and greater annual sales, drug stores doing \$1 million and greater annual sales, mass merchandisers, Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA. Beginning with June 2012 reports, Walmart data is point-of sale (POS) data; previously, it was panel data.

Time Periods: 52 weeks ending 08/01/20 and 52 weeks ending 08/03/19.

Created: 08/12/2020

Orange Juice Sales at xAOC - by Region

Gallons										
	52 Weeks			52 Weeks YA		4 Weeks Ending 08/01/20			4 Weeks Ending 08/03/19	
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	% of Total	% Chg	% of Total	% Chg	% of Total
Total US										
Total Orange Juice	430,583,430		10.0%	391,509,772		32,636,799		21.2%	26,927,415	
NFC OJ	252,742,915		10.1%	229,654,393		19,407,314		26.6%	15,332,127	
RECON OJ	147,323,046		10.2%	133,652,990		10,894,653		13.1%	9,636,692	
Northeast Region										
Total Orange Juice	78,371,420	18.2%	8.2%	72,426,824	18.5%	5,798,840	17.8%	17.5%	4,936,293	18.3%
NFC OJ	59,845,427	23.7%	6.9%	55,995,558	24.4%	4,416,246	22.8%	18.6%	3,723,632	24.3%
RECON OJ	15,058,909	10.2%	14.1%	13,203,170	9.9%	1,119,506	10.3%	13.4%	986,888	10.2%
South Region										
Total Orange Juice	173,633,543	40.3%	11.8%	155,251,065	39.7%	13,862,268	42.5%	27.9%	10,835,278	40.2%
NFC OJ	96,890,738	38.3%	12.1%	86,456,423	37.6%	7,798,934	40.2%	32.6%	5,880,643	38.4%
RECON OJ	64,541,197	43.8%	12.2%	57,516,432	43.0%	5,067,617	46.5%	21.1%	4,184,343	43.4%
West Region										
Total Orange Juice	86,597,289	20.1%	8.5%	79,845,011	20.4%	6,522,011	20.0%	16.6%	5,593,533	20.8%
NFC OJ	47,851,250	18.9%	10.9%	43,150,348	18.8%	3,756,649	19.4%	28.2%	2,930,033	19.1%
RECON OJ	31,134,393	21.1%	5.2%	29,606,657	22.2%	2,223,451	20.4%	3.1%	2,156,695	22.4%
Midwest Region										
Total Orange Juice	91,784,753	21.3%	9.5%	83,837,116	21.4%	6,482,083	19.9%	16.9%	5,542,674	20.6%
NFC OJ	47,956,285	19.0%	9.4%	43,848,231	19.1%	3,436,265	17.7%	23.5%	2,781,551	18.1%
RECON OJ	36,546,375	24.8%	9.6%	33,336,569	24.9%	2,510,224	23.0%	9.1%	2,301,223	23.9%

Dollars										
	52 Weeks			52 Weeks YA		4 Weeks Ending 08/01/20			4 Weeks Ending 08/03/19	
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	% of Total	% Chg	% of Total	% Chg	% of Total
Total US										
Total Orange Juice	\$3,070,145,785		12.1%	\$2,739,303,650		\$238,067,833		25.5%	\$189,665,442	
NFC OJ	\$2,171,659,983		13.5%	\$1,913,053,037		\$170,582,455		30.0%	\$131,193,898	
RECON OJ	\$715,925,222		9.2%	\$655,543,716		\$53,188,374		13.7%	\$46,762,116	
Northeast Region										
Total Orange Juice	\$587,521,835	19.1%	11.2%	\$528,310,265	19.3%	\$44,276,560	18.6%	20.7%	\$36,683,964	19.3%
NFC OJ	\$488,228,320	22.5%	11.3%	\$438,809,293	22.9%	\$36,869,548	21.6%	22.4%	\$30,129,675	23.0%
RECON OJ	\$76,728,660	10.7%	13.2%	\$67,754,077	10.3%	\$5,697,124	10.7%	12.6%	\$5,060,831	10.8%
South Region										
Total Orange Juice	\$1,202,875,161	39.2%	13.1%	\$1,063,161,789	38.8%	\$97,736,257	41.1%	31.7%	\$74,231,933	39.1%
NFC OJ	\$829,063,796	38.2%	14.5%	\$724,215,106	37.9%	\$67,920,540	39.8%	35.3%	\$50,202,850	38.3%
RECON OJ	\$299,688,780	41.9%	11.2%	\$269,532,087	41.1%	\$23,658,442	44.5%	22.2%	\$19,355,886	41.4%
West Region										
Total Orange Juice	\$650,736,582	21.2%	12.0%	\$581,254,647	21.2%	\$50,601,802	21.3%	23.2%	\$41,087,634	21.7%
NFC OJ	\$443,158,390	20.4%	15.0%	\$385,339,618	20.1%	\$35,651,888	20.9%	32.3%	\$26,957,267	20.5%
RECON OJ	\$163,800,036	22.9%	5.6%	\$155,135,989	23.7%	\$11,661,250	21.9%	3.7%	\$11,243,060	24.0%
Midwest Region										
Total Orange Juice	\$626,720,793	20.4%	11.0%	\$564,755,920	20.6%	\$45,580,256	19.1%	21.7%	\$37,465,562	19.8%
NFC OJ	\$408,836,910	18.8%	12.8%	\$362,593,914	19.0%	\$30,131,147	17.7%	27.0%	\$23,722,253	18.1%
RECON OJ	\$175,509,626	24.5%	7.6%	\$163,169,946	24.9%	\$12,302,451	23.1%	11.3%	\$11,057,444	23.6%

Source: Nielsen Scanning Data

Universe: Expanded All Outlets Combined (xAOC) is a Nielsen-defined retail universe. xAOC data are for U.S. grocery stores doing \$2 million and greater annual sales, drug stores doing \$1 million and greater annual sales, mass merchandisers, Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA. Beginning with June 2012 reports, Walmart data is point-of sale (POS) data; previously, it was panel data.

Created: 08/12/20

Grapefruit Juice Sales at xAOC - by Region

		Gallons									
		52 Weeks		52 Weeks YA		4 Weeks Ending 08/01/20		4 Weeks Ending 08/03/19			
		% of Total	% Chg	% of Total	% of Total	% of Total	% Chg	% of Total	% Chg	% of Total	% of Total
Total US											
	Total Grapefruit Juice	12,060,126	2.5%	11,767,270		1,004,132	16.0%	865,739			
	NFC GJ	8,389,461	2.1%	8,214,073		710,032	19.4%	594,629			
	RECON GJ	229,385	110.4%	109,032		17,939	65.4%	10,847			
Northeast Region											
	Total Grapefruit Juice	2,301,539	19.1%	2,181,151	18.5%	188,679	18.8%	164,734	14.5%	19.0%	
	NFC GJ	1,833,962	21.9%	1,749,286	21.3%	150,779	21.2%	129,861	16.1%	21.8%	
	RECON GJ	62,222	27.1%	23,118	21.2%	5,713	31.8%	3,128	82.6%	28.8%	
South Region											
	Total Grapefruit Juice	4,932,369	40.9%	4,882,675	41.5%	411,947	41.0%	355,309	15.9%	41.0%	
	NFC GJ	3,342,185	39.8%	3,339,224	40.7%	283,265	39.9%	236,939	19.6%	39.8%	
	RECON GJ	73,141	31.9%	33,493	30.7%	4,937	27.5%	2,862	72.5%	26.4%	
West Region											
	Total Grapefruit Juice	2,747,649	22.8%	2,661,737	22.6%	237,559	23.7%	197,805	20.1%	22.8%	
	NFC GJ	1,866,419	22.2%	1,810,569	22.0%	166,213	23.4%	134,092	24.0%	22.6%	
	RECON GJ	57,649	25.1%	35,514	32.6%	5,106	28.5%	3,310	54.3%	30.5%	
Midwest Region											
	Total Grapefruit Juice	2,059,497	17.1%	2,028,907	17.2%	164,375	16.4%	146,347	12.3%	16.9%	
	NFC GJ	1,325,280	15.8%	1,298,510	15.8%	108,341	15.3%	92,010	17.7%	15.5%	
	RECON GJ	36,331	15.8%	18,164	16.7%	2,175	12.1%	1,542	41.1%	14.2%	

		Dollars									
		52 Weeks		52 Weeks YA		4 Weeks Ending 08/01/20		4 Weeks Ending 08/03/19			
		% of Total	% Chg	% of Total	% of Total	% of Total	% Chg	% of Total	% Chg	% of Total	% of Total
Total US											
	Total Grapefruit Juice	\$104,243,210	9.2%	\$95,439,049		\$9,035,151	23.9%	\$7,293,007			
	NFC GJ	\$76,843,799	6.6%	\$72,065,650		\$6,739,551	24.3%	\$5,423,004			
	RECON GJ	\$4,173,406	191.1%	\$1,433,749		\$346,135	105.6%	\$168,336			
Northeast Region											
	Total Grapefruit Juice	\$21,189,576	20.3%	\$18,124,810	19.0%	\$1,863,541	20.6%	\$1,445,463	19.8%	19.8%	
	NFC GJ	\$17,122,037	22.3%	\$15,030,021	20.9%	\$1,506,067	22.3%	\$1,170,674	28.6%	21.6%	
	RECON GJ	\$1,180,938	28.3%	\$299,323	20.9%	\$117,167	33.9%	\$51,133	129.1%	30.4%	
South Region											
	Total Grapefruit Juice	\$40,635,281	39.0%	\$38,630,826	40.5%	\$3,458,585	38.3%	\$2,866,650	20.6%	39.3%	
	NFC GJ	\$29,574,679	38.5%	\$28,956,395	40.2%	\$2,554,543	37.9%	\$2,111,976	21.0%	38.9%	
	RECON GJ	\$1,302,603	31.2%	\$432,444	30.2%	\$84,875	24.5%	\$41,832	102.9%	24.9%	
West Region											
	Total Grapefruit Juice	\$25,310,365	24.3%	\$22,835,604	23.9%	\$2,294,860	25.4%	\$1,782,784	28.7%	24.4%	
	NFC GJ	\$18,243,509	23.7%	\$16,896,079	23.4%	\$1,664,858	24.7%	\$1,303,530	27.7%	24.0%	
	RECON GJ	\$987,440	23.7%	\$471,337	32.9%	\$100,657	29.1%	\$50,152	100.7%	29.8%	
Midwest Region											
	Total Grapefruit Juice	\$16,875,301	16.2%	\$15,722,972	16.5%	\$1,400,144	15.5%	\$1,180,812	18.6%	16.2%	
	NFC GJ	\$11,652,100	15.2%	\$11,008,350	15.3%	\$997,179	14.8%	\$818,117	21.9%	15.1%	
	RECON GJ	\$701,151	16.8%	\$257,261	17.9%	\$43,383	12.5%	\$25,121	72.7%	14.9%	

Source: Nielsen Scanning Data

Universe: Expanded All Outlets Combined (xAOC) is a Nielsen-defined retail universe. xAOC data are for U.S. grocery stores doing \$2 million and greater annual sales, drug stores doing \$1 million and greater annual sales, mass merchandisers, Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA. Beginning with June 2012 reports, Walmart data is point-of sale (POS) data; previously, it was panel data.

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