

# SUPERMARKET SALES

## CANNED VEGETABLES

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**OVERVIEW** - Overall supermarket sales for **CANNED VEGETABLES** dollar sales decreased by 1.1% to \$3.3 billion as unit sales were flat at 3.2 billion for the 52-week period ending April 19, 2015 according to market research firm **IRI WORLDWIDE**.

### SUPERMARKET SALES OF CANNED/BOTTLED VEGETABLES

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Units Sales (in 1000s)	Unit Sales % Change Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>3,298,238</b>	<b>-1.10%</b>	<b>3,206,358</b>	<b>0.02%</b>
Other Beans	1,048,541	2.21%	1,016,108	1.72%
Other Vegetable	268,530	-5.57%	158,842	-5.27%
Mixed Vegetables	108,271	-5.07%	108,440	-4.13%
Carrots	51,824	-0.70%	64,369	2.25%
Corn	619,186	-2.51%	682,252	-0.39%
Green Beans	599,387	-1.60%	640,658	0.56%
Green Peas	218,578	0.03%	232,154	1.54%
Mushrooms	156,239	-2.61%	124,545	-3.99%
Sauerkraut	65,790	-3.10%	49,610	-3.20%
Spinach	33,703	-4.65%	34,069	-1.70%
Potato/Sweet Potato	128,190	-2.90%	95,910	-1.61%

**CORN** product dollar sales decreased by 2.5% to \$619.2 million as unit sales decreased 0.4% to 682.3 million. Private label topped dollar sales at \$221.2 million, down 7.3%, accounting for 35.7% of sales. **SENECA FOODS** had dollar sales growth of 19.1%, tops in the category, to \$53.6 million.

### Supermarket Sales of Canned Corn

(Source: IRI, a Chicago-based market research firm (@iriworldwide))

	Dollar Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share	Dollar Share % Change Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>619,186</b>	<b>-2.51%</b>	<b>100.0%</b>	<b>-</b>
Private Label	221,172	-7.25%	35.72%	-1.83%
Del Monte	155,339	-1.26%	25.09%	0.32%
General Mills	100,509	-4.36%	16.23%	-0.31%
Seneca Foods	53,621	19.08%	8.66%	1.57%
Juanitas Foods	25,666	4.45%	4.15%	0.28%

**GREEN BEANS** product dollar sales decreased by 1.6% to \$599.4 million as unit sales increased 0.6% to 640.7 million. Private label topped dollar sales at \$215.0 million, down 6.0%, accounting for 35.9% of sales. **DEL MONTE** is in a close second place, with 34.1% of dollar share, with dollar sales down 1.5% to \$204.3 million.

### Supermarket Sales of Canned Green Beans

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollar Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share	Dollar Share % Change Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>599,387</b>	<b>-1.60%</b>	<b>100.0%</b>	<b>-</b>
Private Label	214,962	-6.04%	35.86%	-1.70%
Del Monte	204,319	-1.51%	34.09%	0.03%
General Mills	54,196	7.89%	9.04%	0.79%
Seneca Foods	45,304	9.35%	7.56%	0.76%
Allens	26,871	-6.80%	4.48%	-0.25%

### OTHER BEANS

product dollar sales increased by 2.2% to \$1.0 billion as unit sales increased 1.7% to 1.0 billion. Private label topped dollar sales at \$293.1 million, up about 2.9%, accounting for 28.0% of sales.

**GOYA FOODS**, third in the category, had dollar sales grow 5.7% to \$130.4 million.

**GREEN PEAS** product dollar sales were flat at \$218.6 million as unit sales grew 1.5% to 232.2 million. Private label topped dollar sales at \$73.1 million, down 7.9%, accounting for 34.4% of sales. Seneca Foods had the largest percentage dollar sales increase at 14.1% to \$18.2 million.

### Supermarket Sales of Canned Green Peas

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollar Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share	Dollar Share % Change Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>218,578</b>	<b>0.03%</b>	<b>100.0%</b>	<b>-</b>
Private Label	73,093	-7.91%	34.44%	-2.89%
General Mills	52,856	-3.38%	24.18%	-0.85%
Del Monte	42,600	10.02%	19.49%	1.77%
Seneca Foods	18,172	14.05%	8.31%	1.02%
Goya Foods	16,197	9.73%	7.41%	0.66%

**OTHER VEGETABLES** product dollar sales decreased by 5.6% to \$268.5 million as unit sales decreased 5.3% to 158.8 million. Private label topped dollar sales at \$73.6 million, down 3.9%, accounting for 27.4% of sales. **GENERAL MILLS** had the largest percentage decline in the top five with dollar sales down 21.5% to \$16.1 million.

### Supermarket Sales of Other Canned Vegetables

(Source: IRI, a Chicago-based market research firm (@iriworldwide))

	Dollar Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share	Dollar Share % Change Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>268,530</b>	<b>-5.57%</b>	<b>100.0%</b>	<b>-</b>
Private Label	73,557	-3.92%	27.39%	0.47%
Glory Foods	38,471	-4.43%	14.43%	0.17%
McCall Farms	23,649	-8.01%	8.81%	-0.23%
World Finer Foods	18,627	-4.41%	6.94%	0.08%
General Mills	16,098	-21.49%	6.00%	-1.22%



## TOMATO PRODUCTS

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**TOMATO** - Overall supermarket sales for tomato products dollar sales increase by 0.1% to \$1.5 billion as unit sales decreased 2.2% to 1.5 billion for the 52-week period ending April 19, 2015 according to market research firm **IRI WORLDWIDE**.

### SUPERMARKET SALES OF TOMATO PRODUCTS

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Units Sales (in 1000s)	Unit Sales % Change Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>1,454,960</b>	<b>0.09%</b>	<b>1,487,943</b>	<b>-2.20%</b>
Canned and Bottled	908,775	0.02%	776,978	-1.05%
Paste	152,820	1.02%	162,010	-2.25%
Puree	31,692	-2.18%	21,347	-6.91%
Sauce	361,674	0.09%	527,608	-3.64%

**CANNED AND BOTTLED** products dollar sales were flat at \$908.8 million as unit sales decreased 1.1% to 777.0 million. **CONAGRA** topped dollar sales at \$349.5 million, up 0.6%, accounting for 38.5% of sales. **DEL MONTE** had the largest percentage decline for dollar sales, at 5.0%, on a total of \$75.5 million in sales.

### Supermarket Sales of Canned and Bottled Tomatoes

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share Year Ago	Dollar Share Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>908,775</b>	<b>0.02%</b>	<b>100%</b>	<b>-</b>
Conagra	349,463	0.59%	38.45%	0.22%
Private label	255,620	-0.83%	28.13%	-0.24%
Red Gold	75,803	-4.37%	8.34%	-0.38%
Del Monte Foods	72,513	-5.03%	7.98%	-0.42%
Cento Fine Foods	27,720	5.37%	3.05%	0.15%

**PASTE** products dollar sales increased by 1.0% to \$152.8 million as unit sales decreased 2.3% to 2.25 million. Conagra topped dollar sales at \$56.6 million, down 1.0%, accounting for 37.0% of sales. **CENTO FINE FOODS** had the largest percentage growth for dollar sales, at 16.5%, on a total of \$5.8 million in sales, indicating the appeal of specialty products.

### Supermarket Sales of Tomato Paste

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share Year Ago	Dollar Share Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>152,820</b>	<b>1.02%</b>	<b>100%</b>	<b>-</b>
Conagra Foods	56,585	-1.03%	37.03%	-0.77%
Private label	41,949	2.68%	27.45%	0.44%
Contadina Foods	31,402	0.69%	20.55%	-0.07%
Cento Fine Foods	5,755	16.48%	3.78%	0.50%
Panos Brands	4,567	-7.12%	2.99%	-0.26%

**PUREE** products dollar sales decreased by 2.2% to \$31.7 million as unit sales decreased 6.9% to 21.3 million. **RED GOLD** topped dollar sales at \$8.1 million, down 2.2%, accounting for 25.7% of sales.

**SAUCE** product dollar sales increased by 0.1% to \$371.7 mil-

lion as unit sales decreased 3.6% to 527.6 million. Conagra topped dollar sales at \$157.1 million, up 1.1%, accounting for 43.4% of sales.

### Supermarket Sales of Tomato Sauce

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollar Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share Year Ago	Dollar Share Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>361,674</b>	<b>9.00%</b>	<b>100%</b>	<b>-</b>
Conagra Foods	157,051	1.96%	43.42%	0.79%
Private Label	120,161	-0.53%	33.22%	-0.21%
Contadina Foods	24,127	-7.12%	6.67%	-0.52%
Red Gold	15,669	2.22%	4.33%	0.09%
Walker Foods	11,855	-0.13%	3.28%	-0.01%

## FROZEN VEGETABLES

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**OVERVIEW** - Overall supermarket sales for **FROZEN VEGETABLES** dollar sales decreased by 0.3% to \$2.5 billion as unit sales were flat to 1.5 billion for the 52-week period ending April 19, 2015 according to market research firm **IRI WORLDWIDE**.

### SUPERMARKET SALES OF FROZEN VEGETABLES

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Units Sales (in 1000s)	Unit Sales % Change Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>2,544,217</b>	<b>-0.32%</b>	<b>1,452,062</b>	<b>0.04%</b>
Beans	341,698	3.85%	190,415	2.39%
Broccoli	387,045	0.61%	208,338	0.06%
Carrots	30,541	-1.64%	23,113	1.79%
Corn	270,272	-4.32%	173,664	-1.68%
Mixed Vegetables	791,377	-0.45%	432,573	-0.08%
Onions	17,785	1.01%	13,164	2.97%
Other Vegetables	289,703	1.19%	145,041	1.72%
Peas	262,710	-1.91%	165,070	-0.09%
Spinach	131,883	-5.42%	89,322	-4.59%
Squash/Zucchini	21,203	10.69%	11,362	4.47%

**BEANS** product dollar sales increased by 2.9% to \$341.7 million as unit sales grew 2.4% to 190.4 million. Private label topped dollar sales at \$165.2 million, up 13.4%, accounting for 48.4% of sales. **FRESHFROZEN FOODS** had double-digit sales growth at 10.4% to \$16.9 million.

### Supermarket Sales of Frozen Beans

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share Year Ago	Dollar Share Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>341,698</b>	<b>3.85%</b>	<b>100%</b>	<b>-</b>
Private Label	165,231	13.40%	48.36%	4.07%
Birds Eye Foods	56,820	-4.98%	16.63%	-1.55%
Pietsweet LLC	51,504	3.32%	15.07%	-0.08%
FreshFrozen Foods Inc.	16,907	10.36%	4.95%	0.29%
Hanover Foods Corp.	9,886	-11.92%	2.89%	-0.52%

**SQUASH/ZUCCHINI** product dollar sales increased by 10.7% to \$21.2 million as unit sales increased 4.5% to 11.4 million. Private label topped dollar sales at \$9.8 million, up 29.8%, accounting for 46.1% of sales. **EARTHBOUND FARM** had the largest percentage growth at 42.6% to \$1.6 million.

**MIXED VEGETABLES** product dollar sales decreased by 0.5% to \$791.4 million as unit sales decreased 0.1% to 432.6 million. Private label topped dollar sales at \$328.8 million, down 1.2%, accounting for 41.5% of sales. **GENERAL MILLS** saw dollar sales decline 19.1% to \$57.9 million.

## Supermarket Sales of Frozen Mixed Vegetables

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share Year Ago	Dollar Share % Change Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>791,377</b>	<b>-0.45%</b>	<b>100%</b>	<b>-</b>
Private Label	328,754	-1.20%	41.54%	-0.32%
Birds Eye Foods Inc	268,640	2.97%	33.95%	1.13%
Pictsweet LLC	60,092	-2.51%	7.59%	-0.16%
General Mills	57,918	-19.14%	7.32%	-1.69%
Norpac Foods	35,705	17.43%	4.51%	0.69%

Overall supermarket sales for **FROZEN POTATOES/ONIONS** dollar sales decreased by 0.1% to \$1.6 billion as unit sales decreased 1.2% to 575.0 million for the 52-week period ending April 19, 2015 according to market research firm IRI Worldwide.

## Supermarket Sales of Frozen Potatoes/Onions

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Units Sales (in 1000s)	Unit Sales % Change Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>1,597,368</b>	<b>-0.08%</b>	<b>575,001</b>	<b>-1.18%</b>
Onion Rings	60,421	5.96%	18,659	8.11%
Plain Potatoes/fries/hashbrowns	1,536,947	-0.31%	556,342	-1.46%

**ONION RINGS** product dollar sales increased by 6.0% to \$1.6 billion as unit sales grew 8.1% to 18.7 million. Private label topped dollar sales at \$15.3 million, up 1.8%, accounting for 25.3% of sales. **CONAGRA** had sales growth 73.6% to \$13.7 million for third in the category, just behind **ALEXIA FOODS** which had dollar sales of \$14.4 million.

**POTATOES**, including plain potatoes, French fries and hash browns, product dollar sales decreased by 0.3% to \$1.5 billion as unit sales declined 1.5% to 556.3 million. **ORE-IDA FOODS** topped dollar sales at \$651.2 million, down 4.9%, accounting for 42.4% of sales. While fourth in the category, Conagra had sales grow 50.0% to \$52.7 million.

## Supermarket Sales of Frozen Plain Potatoes, Fries & Hashbrowns

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share Year Ago	Dollar Share % Change Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>1,536,947</b>	<b>-0.31%</b>	<b>100%</b>	<b>-</b>
Ore-Ida Foods Inc.	651,179	-4.94%	42.37%	-2.06%
Private Label	557,524	3.02%	36.27%	1.17%
Alexia Foods	93,698	-2.65%	6.10%	-0.15%
Conagra Foods Inc.	52,724	50.02%	3.43%	1.15%
Lamb-Weston Inc.	43,868	0.23%	2.85%	0.02%

## CANNED FRUIT

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**OVERVIEW** - Overall canned fruit supermarket dollar sales

decreased by 0.26% to \$2.6 billion as unit sales decreased 2.56% to 1.4 billion for the 52-week period ending April 19, 2015, according to market research firm IRI Worldwide.

## SUPERMARKET SALES OF CANNED FRUIT

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Units Sales (in 1000s)	Unit Sales % Change Year Ago
<b>52 Week Ending Apr. 19, 2015</b>	<b>2,565,459</b>	<b>-0.26%</b>	<b>1,375,734</b>	<b>-2.56%</b>
Berries	7,139	-15.27%	3,264	-18.63%
Cherries	15,015	1.61%	4,441	4.78%
Citrus Fruit	296,627	-5.08%	167,848	-5.20%
Cranberry Sauce	124,553	-0.38%	89,985	-1.76%
Grapes	255	1009.09%	172,847	-3.87%
Mixed Fruit	353,651	-1.97%	105	620.87%
Peaches	423,728	-1.16%	234,093	-2.61%
Pears	129,312	-6.67%	83,579	-6.42%
Pineapples	321,752	-1.33%	241,158	-3.67%
Prunes and Plumes	7,504	15.34%	2,336	3.72%

**APRICOTS** - Canned apricot product dollar sales dropped about 4.0% during the period to \$10.7 million. **DEL MONTE FOODS INC.** continued to improve sales, with a 2.3% increase during the period. Private label products remained at the top of the category.

## Canned Apricots

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share Year Ago	Dollar Share % Change Year Ago
<b>52 Week Ending Apr. 19, 2015</b>	<b>10,667</b>	<b>-4.00%</b>	<b>100%</b>	<b>-</b>
Private Label	6,457	-4.63%	60.53%	-0.40%
Del Monte Foods Inc	3,445	2.31%	32.30%	1.99%
Seneca Foods Corp	653	-18.60%	6.12%	-1.10%
Red Golf Inc	85	-29.87%	0.79%	-0.29%
PFC Coast Produce	19	-16.95%	0.17%	-0.03%

**BERRIES** - Canned berry dollar sales decreased by 15.3% to \$7.1 million during the time period. **OREGON FRUIT PRODUCTS CO.** topped the category with a marginal gain in dollar share despite a 13.3% decrease in dollar sales when compared year-to-year.

## Supermarket Sales of Canned Berries

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share Year Ago	Dollar Share % Change Year Ago
<b>52 Week Ending Apr. 19, 2015</b>	<b>7,139</b>	<b>-15.27%</b>	<b>100%</b>	<b>-</b>
Oregon Fruit Products Co	3,138	-13.27%	43.96%	1.01%
AB Felix	1,332	-22.50%	18.66%	-1.74%
MW Polar Foods	1,335	-7.20%	18.70%	1.63%
Transnational Foods Inc	502	-29.25%	7.03%	-1.39%
Private Label	340	-3.86%	4.76%	0.43%

**CHERRIES** - Supermarket sales of canned cherries increased by 1.61% during the 52 week period ending April 19, 2015. Oregon Fruit Products Co. remained at the top of the category with over 60% dollar share

**CITRUS - DOLE PACKAGED FOODS LLC** remained the highest-selling brand in the canned citrus fruit category despite a

2.0% decrease in dollar sales for the period. Overall, canned citrus fruit dollar sales dropped 6.0% to \$296.6 million

### CRANBERRY SAUCE - OCEAN SPRAY CRANBERRIES INC.

## Supermarket Sales of Canned Citrus Fruit

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share	Dollar Share % Change Year Ago
<b>52 Week Ending Apr. 19, 2015</b>	<b>296,627</b>	<b>-5.08%</b>	<b>100%</b>	<b>-</b>
Dole Packaged Foods LLC	119,172	-1.98%	40.18%	1.27%
Private Label	97,811	-6.76%	32.97%	-0.59%
Del Monte Foods Inc	66,533	-7.57%	22.43%	-0.60%
World Wide Food Products Inc	4,211	-11.69%	1.42%	-0.11%
MW Polar Foods	3,074	-14.72%	1.04%	-0.12%

retained over 70% of dollar share in supermarket sales during the period. Overall, the category was flat in dollar sales compared to a year ago. Private label products saw exponential dollar sale growth during the period, at a clip of 135%

## Supermarket Sales of Canned Cranberry Sauce

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share	Dollar Share % Change Year Ago
<b>52 Week Ending Apr. 19, 2015</b>	<b>124,553</b>	<b>0.38%</b>	<b>100%</b>	<b>-</b>
Ocean Spray Cranberries Inc	89,421	1.12%	71.79%	49.00%
Private Label	33,966	135.00%	27.27%	-0.36%
Clement Pappas & Co Inc	500	-8.34%	0.40%	-0.14%
Adolf Darbo LTD	143	18.20%	0.12%	0.04%
Pacific Foods of Oregon Inc	134	74.95%	0.11%	0.01%

**GRAPES** - Total canned grape dollar sales for the period increased by 1009% on very light volume, reaching about \$255,000. Private label products dominated the category for both dollar sales (\$238,000) and dollar share (93.1%)

## Supermarket Sales of Canned Grapes

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share	Dollar Share % Change Year Ago
<b>52 Week Ending Apr. 19, 2015</b>	<b>225</b>	<b>1009.00%</b>	<b>100%</b>	<b>-</b>
Private Label	238	N/A	93.12%	93.12%
Oregon Fruit Products Co	10	-32.64%	3.74%	-57.77%
MW Polar Foods	8	-9.42%	3.14%	-35.35%

**MIXED FRUIT** - Overall canned mixed fruit sales dropped 2.0% during the time frame, falling to \$353.7 million. Del Monte Foods Inc., the leader in the category, posted a 2.4% increase in dollar sales during the time period and maintained about 37% of the dollar share.

**PEACHES** - Canned peach supermarket dollar sales dropped to \$423.7 million, representing a 1.2% drop. Del Monte Foods Inc. maintained the top position in the category, garnering 4.1% more market share during the period.

**PEARS** - Private label canned pear supermarket dollar sales dropped 8.6% during the time frame, mirroring the overall 6.7% decrease across the category. Del Monte Foods Inc. posted a marginal 1.1% increase in dollar share during the period, while all other top five producers posted minor losses.

## Supermarket Sales of Canned Pears

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share	Dollar Share % Change Year Ago
<b>52 Week Ending Apr. 19, 2015</b>	<b>12,932</b>	<b>-6.67%</b>	<b>100%</b>	<b>-</b>
Private Label	56,186	-8.62%	43.45%	-0.93%
Del Monte Foods Inc	54,684	-4.22%	42.29%	1.08%
Dole Packaged Foods LLC	12,793	-7.63%	9.89%	-0.10%
MW Polar Foods	2,567	-14.94%	1.99%	-0.19%
Seneca Foods Corp	1,949	-15.28%	1.51%	-0.15%

**PINEAPPLE** - Overall canned pineapple supermarket sales dropped 1.3% during the time frame. Dole Packaged Foods LLC retained about 60.0% of the dollar share, while Del Monte Foods Inc. reported a 5.0% increase in dollar sales when compared to the same time period last year.

## Supermarket Sales of Canned Pineapple

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share	Dollar Share % Change Year Ago
<b>52 Week Ending Apr. 19, 2015</b>	<b>321,752</b>	<b>-1.33%</b>	<b>100%</b>	<b>-</b>
Dole Packaged Foods LLC	192,060	-2.65%	59.69%	-0.81%
Private Label	85,903	-0.12%	26.70%	0.32%
Del Monte Foods Inc	32,238	5.00%	10.02%	0.60%
NTC Marketing Inc	7,024	2.24%	2.18%	0.08%
Liberty Gold Fruit Co Inc	2,331	-16.01%	0.72%	-0.13%

**PRUNES/PLUMS - SUNSWEET GROWERS INC.** topped the category in both dollar sales (\$7.5 million) and dollar share (49.3%), but private label products showcased a strong 21.5% increase in dollar sales when compared to the same period last year.

## PROCESSED SEAFOOD

Analyst: James P. Hickey

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**OVERVIEW** - Overall supermarket sales for **SEAFOOD PRODUCTS** dollar sales decreased by 0.1% to \$2.3 billion as unit sales increased 0.2% to 1.4 billion for the 52-week period ending April 19, 2015 according to market research firm **IRI WORLDWIDE**.

### SUPERMARKET SALES OF SEAFOOD

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Units Sales (in 1000s)	Unit Sales % Change Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>2,260,805</b>	<b>-0.06%</b>	<b>1,376,490</b>	<b>0.18%</b>
Other Fish/Seafood	323,262	-0.06%	186,308	0.23%
Canned Salmon	222,282	-2.75%	81,606	2.35%
Canned Tuna	1,656,840	-2.97%	1,078,994	0.14%
Clam Juice	10,688	-1.24%	4,820	-1.43%
Clams	47,732	-3.44%	24,762	-4.51%

**CANNED SALMON** dollar sales decreased by 2.8% to \$222.3 million as unit sales increased 2.4% to 81.6 million. **CHICKEN**



**OF THE SEA** was the top seller with sales at \$55.0 million, up 0.4%, accounting for 24.7% of sales. Private label dollar sales had the largest percentage decline, at 8.8%, on a total of \$26.3 million in sales.

## Supermarket Sales of Canned Salmon

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share Year Ago	Dollar Share % Change Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>222,282</b>	<b>-2.75%</b>	<b>100%</b>	<b>-</b>
Chicken of the Sea	54,979	0.36%	24.73%	0.76%
Bumble Bee	41,191	-4.52%	18.53%	-0.35%
Peter Pan	39,137	-1.50%	17.61%	0.22%
Private Label	26,279	-8.83%	11.82%	-0.79%
Icicle Seafoods	18,047	-3.20%	8.12%	-0.04%

**CANNED TUNA DOLLAR** sales decreased by 3.0% to \$1.7 billion as unit sales decreased 0.1% to 1.1 billion. **STAR KIST** topped dollar sales at \$695.7 million, up 0.2%, accounting for 42.0% of sales in the sector. The fifth largest seller in the category, **WILD PLANET** had the largest percentage growth for dollar sales at 39.7% on a total of \$10.4 million, pointing to sustainable product appeal and without dollars sales would have been down more.

## Supermarket Sales of Canned Tuna

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share Year Ago	Dollar Share % Change Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>1,656,840</b>	<b>-2.97%</b>	<b>100%</b>	<b>-</b>
Dongwon Industries (Starkist)	695,680	0.20%	41.99%	1.33%
Bumble Bee	450,129	-5.63%	27.17%	-0.77%
Chicken of the Sea	241,664	0.67%	14.59%	0.53%
Private Label	224,267	-13.17%	13.54%	-1.59%
Wild Planet	10,414	39.74%	0.63%	0.19%

**CLAM JUICE** products dollar sales decreased by 1.2% to \$10.7 million as unit sales decreased 1.4% to 4.8 million. **BUMBLE BEE** topped dollar sales at \$7.0 million, down 5.7%, accounting for 65.8% of sales. **LOOKS GOURMET** continued to show strong growth as sales rose 19.3% for a total of \$1.8 million for the 52-week period. Last quarter the company had sales increase 14.7%.

## Supermarket Sales of Clam Juice

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share Year Ago	Dollar Share % Change Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>10,688</b>	<b>-1.24%</b>	<b>100%</b>	<b>-</b>
Bumble Bee	7,036	-5.65%	65.84%	-3.08%
Looks Gourmet	1,785	19.33%	16.70%	2.88%
Cento Fine Foods	605	13.97%	5.66%	0.76%
World Finer Foods	330	-2.16%	3.09%	-0.03%
Private Label	161	-15.05%	1.51%	-0.25%

**CLAMS** product dollar sales decreased by 3.4% to \$47.7 million as unit sales decreased 4.5% to 24.8 million. Bumble Bee continued to dominate the sector with its dollar share accounting for 72.2% even as sales dropped 3.2% to \$34.8 million.

**OTHER FISH AND SEAFOOD** product dollar sales decreased by 0.1% to \$323.3 million as unit sales decreased 0.2% to 186.3 million. Bumble Bee topped dollar sales at \$121.4 million, up 3.4%, accounting for 37.5% of sales. Decline was driven by **CHICKEN OF THE SEA**, second in the category, with dollar sales down 10.2% to \$38.1 million.

## DRIED VEGETABLE

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**DRIED BEANS/GRAINS** - Overall supermarket sales of dried beans and grains rose 11.0% to \$584.8 million during the 52-week period ending April 19, 2015, according to research by **IRI WORLDWIDE**. Private label offerings retained the top dollar share despite a 2.5% decrease from a year ago. **GOYA FOODS INC.** was the single biggest producer, accounting for \$61.2 million in sales.

## Supermarket Sales of Dried Beans/Grains

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share Year Ago	Dollar Share % Change Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>584,788</b>	<b>11.01%</b>	<b>100%</b>	<b>-</b>
Private Label	223,295	4.20%	38.18%	-2.49%
Goya Foods Inc.	61,220	6.85%	10.47%	-0.41%
Russel E. Womack	27,985	-1.77%	4.79%	-0.62%
Quinoa Corp.	22,494	12.78%	3.85%	0.06%
Bob's Red Mill Natural Foods	22,453	1.31%	3.84%	-0.37%

**DRIED VEGETABLES** - Supermarket sales for all dried vegetables reached \$61.2 million, a 1.1% increase when compared to last year for the 52-week period ending April 19, 2015. **MOONEY FARMS** retained the most market share at 20.0%. Private label offerings dropped nearly 10.0% in sales during the period.

## Supermarket Sales of Dried Vegetables

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share Year Ago	Dollar Share % Change Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>61,222</b>	<b>1.08%</b>	<b>100%</b>	<b>-</b>
Mooney Farms	12,112	-0.25%	19.95%	-0.27%
Private Label	10,557	-9.74%	17.28%	-2.07%
California Sun dry Foods	9,797	3.83%	16.00%	0.43%
Goya Foods Inc.	6,752	9.66%	11.03%	0.86%
NK Hurst Co.	1,828	11.03%	2.99%	0.27%

## SUPERMARKET SALES REPORT

New to our Market Info Centers are Quarterly Supermarket Sales Reports recently updated in partnership with IRI Worldwide.

Other information that can be found in the Members Only section are five years of data - Exclusive Food Institute price trends, Market trends, Imports/Exports, Consumption, and more - on all of the categories we follow in the Food Institute Report.

<http://www.foodinstitute.com/market-info-center>

## DRIED FRUITS & NUTS

Analyst: James P. Hickey

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**OVERVIEW** – Overall supermarket sales for **DRIED FRUIT** dollar sales decreased by 3.7% to \$962.1 million as unit sales decreased 6.8% to 1.5 billion for the 52-week period ending April 19, 2015 according to market research firm **IRI WORLDWIDE**.

### SUPERMARKET SALES OF DRIED FRUIT

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Units Sales (in 1000s)	Unit Sales % Change Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>962,075</b>	<b>6.31%</b>	<b>314,120</b>	<b>-6.80%</b>
Dates	64,022	6.31%	15,859	0.68%
Dried Apricots	50,754	-9.09%	12,939	-20.42%
Dried Cranberries	182,606	-7.53%	63,883	-9.39%
Dried Figs	18,500	3.93%	4,961	-8.08%
Dried Fruits Chips	55,447	7.66%	28,142	2.07%
Dried Plums	138,593	-4.35%	36,910	-12.94%
Other Dried Fruit	161,836	-1.09%	47,680	-3.13%
Raisins	290,316	-5.59%	103,746	-5.64%

**DRIED APRICOTS** product dollar sales decreased by 9.1% to \$50.8 million as unit sales dropped 20.4% to 12.9 million. Private label topped dollar sales at \$15.8 million, down 7.4%, accounting for 31.2% of sales. **MARIANI PACKAGING** was the only company in the top five to record growth with dollar sales up 5.9% to \$11.4 million.

### Supermarket Sales of Dried Apricots

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share Year Ago	Dollar Share % Change Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>50,754</b>	<b>-9.09%</b>	<b>100%</b>	<b>-</b>
Private Label	15,808	-7.41%	31.15%	0.56%
Mariani Packaging	11,376	5.88%	22.41%	3.17%
Sun Main Growers	6,399	-8.66%	12.61%	0.06%
Sunsweet Growers	3,806	-25.44%	7.50%	-1.64%
American Importing	2,859	-44.82%	5.63%	-3.65%

**DRIED CRANBERRIES** product dollar sales decreased by 7.5% to \$182.6 million as unit sales decreased 9.4% to 63.9 million. **OCEAN SPRAY** topped dollar sales at \$134.4 million, down 11.2%, accounting for 73.6% of sales. **DECANS CRANBERRY PRODUCT** had the largest percentage decline with dollar sales down 53.0% to \$2.7 million.

### Supermarket Sales of Dried Cranberries

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share Year Ago	Dollar Share % Change Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>182,607</b>	<b>-7.53%</b>	<b>100%</b>	<b>-</b>
Ocean Spray	134,356	-11.21%	73.58%	-3.06%
Private Label	24,768	24.40%	13.56%	3.48%
Mariani Packaging	5,838	12.28%	3.20%	0.56%
American Importing	3,341	253.16%	1.83%	1.35%
Decans Cranberry Products	2,720	-52.97%	1.49%	-1.44%

**RAISINS** product dollar sales fell 5.6% to \$290.3 million as unit sales declined 5.6% to 103.7 million. **SUN MAID** topped dollar sales at \$182.6 million, down 4.2%, accounting for 62.9% of sales. **DOLE PACKAGED FOODS** dropped 39.9% to \$1.3 million to finish fourth in the section.

Overall supermarket sales for **SNACK NUTS/SEED/CORN NUTS** dollar sales increased by 2.1% to \$4.1 billion as unit sales increased 0.2% to 1.0 billion for the 52-week period ending April 19, 2015 according to market research firm IRI Worldwide.

### SUPERMARKET SALES OF SNACK NUTS/SEED/CORN NUTS

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Units Sales (in 1000s)	Unit Sales % Change Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>4,080,764</b>	<b>2.08%</b>	<b>1,021,259</b>	<b>0.23%</b>
Snack Nuts	3,835,179	1.88%	880,413	1.47%
Sunflower/Pumpkin Seeds	229,021	5.68%	130,168	0.11%
Toasted Corn Nut Snacks	16,564	-0.28%	10,678	1.75%

**SANCK NUTS** product dollar sales increased by 1.9% to \$3.8 billion as unit sales grew 0.2% to 1.0 billion. Private label topped dollar sales at \$1.2 billion, down 0.4%, accounting for 31.0% of sales. Closing the gap in second was **KRAFT FOODS GROUP** which had dollar sales growth of 4.8% to \$1.0 billion.

### Supermarket Sales of Snack Nuts

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share Year Ago	Dollar Share % Change Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>3,835,179</b>	<b>1.88%</b>	<b>100%</b>	<b>-</b>
Private Label	1,190,219	-0.39%	31.03%	-0.71%
Kraft Foods Group	1,021,577	4.77%	26.64%	0.73%
Paramount Farms	555,795	1.85%	14.49%	0.00%
Blue Diamond Growers	419,170	11.74%	10.93%	0.96%
Diamond Foods	115,458	-1.56%	3.01%	-0.11%

**SUNFLOWER/PUMPKIN SEEDS** product dollar sales increased by 5.7% to \$229.0 million as unit sales increased 0.1% to 130.2 million. **CONAGRA** topped dollar sales at \$68.0 million, up 5.1%, accounting for 29.7% of sales. **FRITO LAY** dollar sales were down 11.8% to \$21.9 million.

### Supermarket Sales of Sunflower/Pumpkin Seeds

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share Year Ago	Dollar Share % Change Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>229,021</b>	<b>5.68%</b>	<b>100%</b>	<b>-</b>
Conagra Foods	67,987	5.07%	29.69%	-0.17%
Private Label	46,753	7.60%	20.41%	0.36%
American Importing Co.	22,348	-1.70%	9.76%	-0.73%
Frito Lay	21,861	-11.82%	9.55%	-1.89%
Waymouth Farms Inc.	12,128	9.50%	5.30%	0.17%

**TOASTED CORN NUTS SNACKS** product dollar sales decreased by 0.3% to \$16.6 million as unit sales grew 1.8% to 10.7 million. **KRAFT FOODS GROUP** topped dollar sales at \$13.8 million, down 1.2%, accounting for 81.1% of sales. **BARNARD** had the largest percentage sales decline at 16.9% to \$289,000.

## FROZEN FRUIT

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**FROZEN FRUIT** - Overall frozen fruit supermarket dollar sales increased by 11.8% to about \$1 billion for the 52-week period ending April 19, 2015, according to market research firm **IRI WORLDWIDE**. Private label offerings remained the most popular purchase, with a dollar share of 64.0%. **DOLE PACKAGED FOODS LLC** posted a 10.1% increase in dollar sales when compared to the same period last year.

### Supermarket Sales of Frozen Fruit

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share %	Dollar Change Year Ago
<b>52 Week Ending Apr. 19, 2015</b>	<b>1,018</b>	<b>11.75%</b>	<b>100%</b>	<b>-</b>
Private Label	652	10.39%	64.01%	-0.79%
Dole Packaged Food LLC	155	10.11%	15.27%	-0.23%
Jasper Wyman & Son	43	11.60%	4.21%	-0.01%
Trailblazer Fruit Prods.	36	22.13%	3.53%	0.30%
World Variety Produce Inc.	15	26.98%	1.46%	0.18%

## JUICES & CONCENTRATES

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**OVERVIEW** - Overall supermarket sales for **BOTTLED JUICE** dollar sales increase by 0.4% to \$5.4 billion as unit sales decreased 0.1% to 2.3 billion for the 52-week period ending April 19, 2015 according to market research firm **IRI WORLDWIDE**.

### SUPERMARKET SALES OF BOTTLED JUICES

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Units Sales (in 1000s)	Unit Sales % Change Year Ago
<b>52 Week Ending Jan. 25, 2015</b>	<b>5,445,174</b>	<b>0.40%</b>	<b>2,282,150</b>	<b>-0.13%</b>
Aloe Vera	3,476	-24.73%	651	-11.01%
Apple	754,743	1.47%	289,079	0.84%
Apricot	2	-77.11%	-	-79.54%
Cherry	54,247	6.52%	12,488	3.33%
Cider	117,246	4.85%	37,084	6.23%
Cranberry Cocktail/Juice Drink	872,547	0.86%	326,910	0.48%
Cranberry Juice/Cranberry Juice Blend	288,333	0.37%	84,512	-0.07%
Fruit Drinks	1,493,558	-0.55%	847,201	-2.12%
Fruit Juice Blend	290,834	-8.65%	96,580	-7.10%
Fruit Nectar	11,935	-11.88%	5,256	-13.71%
Grape	271,986	-6.44%	80,009	-0.95%
Grapefruit Cocktail	45,120	-8.31%	17,672	-9.94%
Grapefruit	36,251	-5.88%	12,198	-9.93%
Smoothies	26,283	7.46%	12,732	8.26%
Lemon/Lime Juice	176,928	5.78%	95,236	4.31%
Lemonade	167,890	13.97%	102,880	6.21%
Orange	96,107	0.04%	24,787	-0.37%
Other Fruit Juice	76,518	29.00%	25,923	29.39%
Pineapple	34,599	14.05%	10,367	12.72%
Prune/Fig	114,548	4.70%	28,097	-4.73%
Sparkling	131,265	2.37%	46,196	-2.41%
Tomato/Vegetable Juice/Cocktail	380,758	4.81%	126,196	4.37%

**APPLE JUICE** product dollar sales increased by 1.5% to \$754.7 million as unit sales decreased 0.8% to 186.3 million. Private labels dollars sales topped the category with \$329.8 million, up 0.6%, accounting for 43.7% of sales. Decline was drive by **TREE TOP INC.** had sales drop 13.1% to \$32.4 million.

**CRANBERRY COCKTAIL/JUICE** product dollar sales decreased by 0.9% to \$872.5 million as unit sales increased 0.5% to 326.9 million. **OCEAN SPRAY CRANBERRIES INC.** was the top in dollar sales at \$678.5 million, up 5.5%, accounting for 77.8% of sales. Decline was drive by sales of **PEPSICO** products dropping 12.0% to \$5.0 million.

**FRUIT DRINKS** product dollar sales increased by 0.6% to \$1.5 billion as unit sales decreased 2.1% to 847.2 million. **DR. PEPPER SNAPPLE** topped dollar sales at \$326.6 million, down 1.1%, accounting for 21.9% of sales. **KRAFT FOODS GROUP** had sales grow 13.4% to \$84.7 million for fifth in the category.

### Supermarket Sales of Bottled Fruit Drinks

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share %	Dollar Change Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>1,493,558</b>	<b>-0.55%</b>	<b>100%</b>	<b>-</b>
Dr. Pepper/Snapple Group	326,644	-1.07%	21.87%	-0.12%
Campbell Soup Co.	233,651	-0.95%	15.64%	-0.06%
Tampico Beverages	121,905	0.10%	8.16%	0.05%
Welch Foods	102,415	-10.12%	6.86%	-0.73%
Kraft Foods Group	84,663	13.45%	5.67%	0.70%

**LEMONADE** juice dollar sales increased by 14.0% to \$167.9 million as unit sales grew 6.2% to 102.9 million. **COCA COLA CO.** topped dollar sales at \$37.2 million, up 14.0 %, accounting for 22.1% of sales. **CAMPBELL SOUP** had dollar sales increase 1,247.3% to \$21.5 million for third place in the category.

### Supermarket Sales of Bottled Lemonade

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share %	Dollar Change Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>167,890</b>	<b>13.97%</b>	<b>100%</b>	<b>-</b>
Coca Cola Co.	37,228	13.96%	22.17%	0.00%
Private Label	30,747	0.86%	18.31%	-2.38%
Campbell Soup Co.	21,489	1274.28%	12.80%	11.74%
Santa Cruz Natural	13,971	6.33%	8.32%	-0.60%
King Juice	11,700	-18.52%	6.97%	-2.78%

**ORANGE JUICE** product dollar sales were flat \$96.1 million as unit sales decreased 0.4% to 24.8 million. **TROPICANA DOLE BEVERAGE** topped dollar sales at \$50.8 million, up 1.9%, accounting for 52.8% of sales. **LANGER JUICE CO.** had a 11.6% drop in dollar sales from a year ago, finishing with 3.5 million for fourth in the category.

### Supermarket Sales of Bottled Orange Juice

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share %	Dollar Change Year Ago
<b>52 Week Ending Jan. 25, 2015</b>	<b>96,107</b>	<b>0.04%</b>	<b>100%</b>	<b>-</b>
Tropicana Dole Beverages	50,776	1.88%	52.83%	0.95%
Coca Cola Co.	21,956	-7.85%	22.85%	-1.96%
Private Label	7,669	-6.13%	7.98%	-0.52%
Langer Juice Co.	3,526	-11.62%	3.67%	-0.48%
Pepsico Inc.	2,194	-7.85%	2.28%	-0.20%

**OTHER FRUIT JUICE** product dollar sales increased by 29.0% to \$76.5 million as unit sales climbed 29.4% to 25.9

million. **HARVEST HILL BEVERAGE CO.** topped dollar sales at \$23.3 million, down 0.2%, accounting for 30.4% of sales. Growth was drive by **WELCH FOODS**, third in the category, with dollar sales skyrocketing 708.9% to \$9.2 million.

Overall supermarket sales for **FROZEN JUICE** products dollar sales were flat at \$333.1 million as unit sales decreased 11.0% to 186.8 million for the 52-week period ending April 19, 2015 according to market research firm IRI Worldwide.

#### SUPERMARKET SALES OF FROZEN JUICES

(IRI, a Chicago-based market research firm (@irivorldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Units Sales (in 1000s)	Unit Sales % Change Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>333,144</b>	<b>-0.01%</b>	<b>186,751</b>	<b>-10.55%</b>
Apple	17,578	-10.36%	11,815	-9.09%
Blended Fruit Juice	18,454	-20.51%	10,959	-18.80%
Cocktail Mixes	18,620	3.00%	6,334	-11.94%
Cranberry/Cranberry Blend Juice/Drink	7,290	-27.75%	4,420	-27.38%
Drink/Cocktail Drink	87,199	-13.77%	49,913	-9.86%
Grape	16,336	-17.68%	7,607	-18.13%
Grapfruit	839	-46.75%	476	-49.58%
Lemonade/Limeade	51,912	-5.81%	35,841	-6.83%
Orange	107,686	-10.07%	55,147	-11.03%
Other Vegetable/Fruit Juice	7,231	4.30%	4,241	7.95%

**DRINK/COCKTAIL** frozen juice product dollar sales decreased by 13.8% to \$87.2 million as unit sales decreased 9.9% to 49.9 million. **DOLE PACKAGED FOODS** topped dollar sales at \$23.1 million, up 19.1%, accounting for 26.5% of sales. A close second was **INVENTURE FOODS** with dollar sales growing 18.1% to \$20.2 million.

### Supermarket Sales of Frozen Drink/Cocktails Drink Concentrate

(IRI, a Chicago-based market research firm (@irivorldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share Year Ago	Dollar Share % Change Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>87,199</b>	<b>-13.77%</b>	<b>100%</b>	<b>-</b>
Dole Packaged Foods	23,062	19.10%	26.45%	7.30%
Inventure Foods	20,244	18.12%	23.22%	6.27%
Welch Foods	10,121	-5.97%	11.61%	0.96%
Private Label	7,784	-13.11%	8.93%	0.07%
Old Orchard	6,686	4.32%	7.67%	1.33%

**LEMONADE/LIMEADE** frozen juice dollar sales decreased by 5.81% to \$323.3 million as unit sales declined 6.83% to 35.8 million. Private label topped dollar sales at \$28.4 million, down 5.65%, accounting for 54.71% of sales. **SMALL PLANET** foods had sales decline 13.95% on \$40,000 worth of sales.

### Supermarket Sales of Frozen Lemonade/Limeade Concentrate

(IRI, a Chicago-based market research firm (@irivorldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share Year Ago	Dollar Share % Change Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>51,912</b>	<b>-5.81%</b>	<b>100%</b>	<b>-</b>
Private Label	28,402	-5.65%	54.71%	0.10%
Coca Cola Co.	21,850	-5.95%	42.09%	-0.06%
Old Orchard Brands	1,618	-6.63%	3.12%	-0.03%
Small Planet Foods	40	-13.95%	0.08%	-0.01%
Hardwood Forest Ginseng Co.	2	46.70%	0.00%	0.00%

**ORANGE** frozen juice product dollar sales decreased by 10.07% to \$107.7 million as unit sales decreased 11.03% to 55.1

million. Private label topped dollar sales at \$59.7 million, down 10.66%, accounting for 55.47% of sales. The largest percentage decline was by Coca Cola with dollar sales down 14.16% to \$37.1 million.

### Supermarket Sales of Frozen Orange Juice Concentrate

(IRI, a Chicago-based market research firm (@irivorldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share Year Ago	Dollar Share % Change Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>107,686</b>	<b>-10.07%</b>	<b>100%</b>	<b>-</b>
Private Label	59,735	-10.66%	55.47%	-0.36%
Coca Cola	37,110	-14.16%	34.46%	-1.64%
Old Orchard Brands	8,792	13.66%	8.16%	1.70%
Tropicana Dole Beverages	1,553	12.73%	1.44%	0.29%
Langer Juice Co.	361	-5.15%	0.33%	0.02%

Overall supermarket sales for **REFRIGERATED JUICES** dollar sales decreased by 1.21% to \$6.0 billion as unit sales decreased 5.37% to 22.0 billion for the 52-week period ending April 19, 2015 according to market research firm IRI Worldwide.

#### SUPERMARKET SALES OF REFRIGERATED JUICES

(IRI, a Chicago-based market research firm (@irivorldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Units Sales (in 1000s)	Unit Sales % Change Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>6,022,214</b>	<b>-1.21%</b>	<b>22,023,024</b>	<b>-5.37%</b>
Other Fruit Juice	79,124	5.91%	17,318	-5.44%
Apple	47,276	-1.15%	15,741	-3.17%
Blended Fruit Juice	353,506	-2.53%	110,944	-4.74%
Cider	77,918	-0.68%	20,676	2.84%
Cocktail Mixes	264	3.70%	76	0.29%
Cranberry Cocktail/Drink	36,636	-4.69%	12,005	-7.64%
Cranberry Juice/Cranberry Juice Blend	2,064	4.88%	520	2.08%
Fruit Drink	988,695	-4.69%	473,827	-12.11%
Fruit Nectar	14,208	-3.00%	5,171	-4.46%
Grape	1,818	-67.86%	977	-59.84%
Grapfruit Cocktail/Drink	16	30.55%	7	26.02%
Grapefruit	82,010	-0.10%	24,183	-2.26%
Smoothies	622,669	6.11%	175,714	5.11%
Juice/Drink Concentrate/Syrup	7,168	-6.27%	473	-6.40%
Lemon/Lime	3,299	-30.90%	1,598	-34.07%
Lemonade	530,899	7.60%	245,152	6.14%
Orange	3,057,351	3.51%	888,079	-7.14%
Pineapple	10,490	-3.54%	3,449	-4.99%
Vegetable Juice/Cocktail	106,773	33.91%	27,114	33.80%

**BLENDED FRUIT JUICE** dollar sales decreased by 2.53% to \$353.5 million as unit sales decreased 4.74% to 110.9 million. Tropicana Dole Beverage topped dollar sales at \$155.2 million, down 4.34%, accounting for 48.88% of sales. Coca Cola had the highest percentage of sales decline, off 41.63% for the 52-week period to finish with \$13.0 million in sales.

### Supermarket Sales of Refrigerated Blended Fruit Juice

(IRI, a Chicago-based market research firm (@irivorldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share Year Ago	Dollar Share % Change Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>353,506</b>	<b>-2.53%</b>	<b>100%</b>	<b>-</b>
Tropicana Dole Beverages	155,180	-4.34%	43.88%	-0.83%
Simply Orange Juice Co.	99,827	-0.44%	28.24%	0.59%
Pomwonderful LLC	19,802	-1.15%	5.60%	0.08%
Coca Cola Co.	12,991	-41.63%	3.67%	-2.46%
Wm. Bolthouse Farms Inc.	11,295	-16.91%	3.20%	-0.55%

**FRUIT DRINK** dollar sales decreased by 4.7% to \$988.7 million as unit sales decreased 12.1% to 473.8 million. Coca Cola



topped dollar sales at \$277.6 million, down 15.9%, accounting for 28.1% of sales. Just behind was **SUNNY DELIGHT BEVERAGES CO.** with sales of \$268.3 million for a 27.1% share of the sector.

## Supermarket Sales of Refrigerated Fruit Drink

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share Year Ago	Dollar Share % Change Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>988,695</b>	<b>-4.69%</b>	<b>100%</b>	<b>-</b>
Coca Cola Co.	277,586	-15.90%	28.08%	-3.70%
Sunny Delight Beverages Co.	268,318	-7.19%	27.14%	-0.73%
Tropicana Dole Beverages	209,079	-0.82%	21.15%	0.83%
Welch Foods	92,544	4.11%	9.36%	0.79%
Millennium Products	36,681	61.23%	3.71%	1.52%

**GRAPE** juice product dollar sales fell off by 67.9% to \$1.8 million as unit sales decreased 59.8% to 977,000. Tropicana Dole Beverages took over the top spot with dollar sales at \$1.0 million, down 44.4%, accounting for 56.8% of sales. Now second in the category, Welch Foods had sales drop 81.8% to \$673,000.

## Supermarket Sales of Refrigerated Grape Juice

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share Year Ago	Dollar Share % Change Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>1,818</b>	<b>-67.86%</b>	<b>100%</b>	<b>-</b>
Tropicana Dole Beverages	1,032	-44.35%	56.79%	2399.00%
Welch Foods	673	-81.83%	37.03%	-28.46%
Venture Vineyards	82	18.49%	4.52%	3.29%
Hays Orchard	24	-6.77%	1.31%	0.86%
Kedem Food Products	6	315.89%	0.34%	0.34%

**SMOOTHIE** dollar sales increased by 6.11% to \$622.7 million as unit sales increased 5.1% to 175.7 million. **THE NAKED JUICE CO.** topped dollar sales at \$351.6 million, up 7.6%, accounting for 56.6% of sales.

## Supermarket Sales of Refrigerated Juice and Drink Smoothies

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share Year Ago	Dollar Share % Change Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>622,669</b>	<b>6.11%</b>	<b>100%</b>	<b>-</b>
The Naked Juice Co.	351,552	7.55%	56.56%	0.76%
WM. Bolthouse Farms Inc.	197,182	14.94%	31.67%	2.43%
Odwalla Inc.	49,592	-34.29%	7.96%	-4.90%
Suja Juice	10,176	9795.95%	1.63%	1.62%
Citrus World Inc.	3,788	32.05%	0.61%	0.12%

**LEMON/LIME** product dollar sales decreased by 30.9% to \$3.3 million as unit sales decreased 34.1% to 1.6 million. Coca Cola topped dollar sales at \$3.0 million, down 32.1%, as it dominated the market with 92.4% of sales.

**ORANGE** refrigerated juice product dollar sales increased by 3.5% to \$3.1 billion as unit sales decreased 7.1% to 888.1million. Tropicana Dole Beverage had dollar sales of \$889.9 million to top the market accounting for 29.1% of sales. **SIMPLY ORANGE JUICE CO.** was the only company to have positive growth, with sales rising 1.2% to \$679.7 million.

## Supermarket Sales of Refrigerated Orange Juice

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share Year Ago	Dollar Share % Change Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>3,057,351</b>	<b>-3.51%</b>	<b>100%</b>	<b>-</b>
Tropicana Dole Beverages	889,913	-6.03%	29.11%	-0.78%
Simply Orange Juice Co.	679,661	1.16%	22.23%	1.03%
Private Label	524,213	-3.23%	17.15%	0.05%
Citrus World Inc.	395,943	-3.59%	12.95%	-0.01%
Coca Cola Co.	364,885	-5.35%	11.93%	-0.23%

Overall supermarket sales for **JUICE DRINK CONCENTRATES** dollar sales dropped by 18.9% to \$42.5 million as unit sales decreased 23.9% to 9.5 million for the 52-week period ending April 19, 2015 according to market research firm IRI Worldwide.

## Supermarket Sales of Juice Drink Concentrate

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Units Sales (in 1000s)	Unit Sales % Change Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>42,483</b>	<b>-18.86%</b>	<b>9,473</b>	<b>-23.88%</b>
Drink Liquid Concentrate	36,670	-20.84%	8,453	-23.66%
Fruit Juice Liquid Concentrate	5,814	-3.71%	1,020	-25.70%

**DRINK LIQUID CONCENTRATE** product dollar sales decreased by 20.8% to \$36.7 million as unit sales decreased 23.7% to 8.5 million. **SODA STREAM** topped dollar sales at \$24.7 million, down 21.9%, accounting for 67.3% of sales. Decline was drive by **SUNBEAM**, third in the category, with dollar sales down 56.9% to \$2.2 million.

## Supermarket Sales of Drinks Liquid Concentrate

(IRI, a Chicago-based market research firm (@iriworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share Year Ago	Dollar Share % Change Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>36,570</b>	<b>-20.84%</b>	<b>100%</b>	<b>-</b>
Soda Stream	24,670	-21.90%	67.28%	-0.91%
Jelly Belly Candy Co.	3,149	29.92%	8.59%	3.36%
Sunbeam Products	2,206	-56.91%	6.02%	-5.05%
Private Label	1,575	38.84%	4.29%	1.85%
Davinci Gourmet	1,327	-10.86%	3.62%	0.41%

**FRUIT JUICE LIQUID CONCENTRATE** product dollar sales decreased by 3.7% to \$5.8 million as unit sales decreased 25.7% to 1.0 million. **SHORELINE FRUIT** topped dollar sales at \$2.4 million, up 33.1%, accounting for 41.1% of sales. **STANTON ORCHARDS** was the only other top-five company to have growth, with sales rising 18.3% to \$652,000.

Overall supermarket sales for **ASEPTIC JUICES** dollar sales decreased by 2.2% to \$1.4 billion as unit sales decreased 3.8% to 535.2 billion for the 52-week period ending April 19, 2015 according to market research firm IRI Worldwide.

## SUPERMARKET SALES OF ASEPTIC JUICES

(IRI, a Chicago-based market research firm (@irirworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Units Sales (in 1000s)	Unit Sales % Change Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>1,424,576</b>	<b>-2.17%</b>	<b>535,227</b>	<b>-3.84%</b>
Aseptic Juice Drinks	998,015	-6.07%	404,334	-6.09%
Aseptic Juices	426,561	8.36%	130,894	3.85%

**ASEPTIC JUICE DRINKS** product dollar sales decreased by 6.1% to \$998.0 million as unit sales decreased 6.1% to 535.2 million. **KRAFT FOODS GROUP** topped dollar sales at \$751.7 million, down 6.1%, accounting for 75.3% of sales. Decline was drive by Coca Cola, second in the category, with dollar sales down 18.6% to \$74.0 million.

## Supermarket Sales of Aseptic Juice Drinks

(IRI, a Chicago-based market research firm (@irirworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share Change Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>998,015</b>	<b>-6.07%</b>	<b>100%</b>
Kraft Foods Group	751,687	-6.13%	75.32%
Coca Cola Co.	74,039	-18.61%	7.42%
Honest Tea	41,125	18.10%	4.12%
Apple & Eve	30,350	-9.38%	3.04%
Empacadora de Frutas	18,890	16.25%	1.89%

**ASEPTIC JUICE** dollar sales increased by 8.4% to \$426.6 million as unit sales increased 3.9% to 130.9 million. **ALL MARKET** topped dollar sales at \$113.9 million, up 22.1%, accounting for 26.2% of sales. Kraft Foods Group had the largest percentage growth at 32.0% to \$45.9 million for fourth in sales for the sector.

Overall supermarket sales for **CANNED JUICES** dollar sales increased by 0.7% to \$858.2 million as unit sales increased 1.51% to 510.8 million for the 52-week period ending April 19, 2015 according to market research firm IRI Worldwide.

## SUPERMARKET SALES OF CANNED JUICES

(IRI, a Chicago-based market research firm (@irirworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Units Sales (in 1000s)	Unit Sales % Change Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>858,241</b>	<b>0.70%</b>	<b>510,787</b>	<b>1.51%</b>
Fruit Juice	164,287	-1.91%	62,823	0.21%
Juice Drinks	496,480	6.55%	378,468	4.04%
Vegetable Juice/Cocktail	197,474	-9.75%	69,497	-9.45%

**CANNED FRUIT JUICE** product dollar sales decreased by 1.9% to \$164.3 million as unit sales increased 0.2% to 62.8 million. Dole Packaged Foods topped dollar sales at \$85.3 million, up 1.7%, accounting for 51.9% of sales. Decline was drive by a dropoff of Campbell Soup Co. sales, down 31.5% to \$21.5 million.

## Supermarket Sales of Canned Fruit Juice

(IRI, a Chicago-based market research firm (@irirworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share Change Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>164,287</b>	<b>-1.91%</b>	<b>100%</b>
Dole Packaged Foods	85,284	1.71%	51.91%
Campbell Soup Co.	21,540	-31.46%	13.11%
Sunsweet Growers Inc.	9,249	13.66%	5.63%
C2O Pure Coconut Water LLC	6,484	90.24%	3.95%
Private Label	5,065	-7.30%	3.08%

**CANNED JUICE DRINKS** dollar sales increased by 6.6% to \$496.5 million as unit sales decreased 4.0% to 378.5 million. Pepsico topped dollar sales at \$95.8 million, up 39.6%, accounting for 19.3% of sales. **NESTLE WATERS NORTH AMERICA** keys growth with dollar sales rising 25.6% to \$56.4 million.

## Supermarket Sales of Canned Juice

(IRI, a Chicago-based market research firm (@irirworldwide))

	Dollars Sales (in 1,000s)	Dollar Sales % Change Year Ago	Dollar Share Change Year Ago
<b>52 Week Ending April 19, 2015</b>	<b>496,480</b>	<b>6.55%</b>	<b>100%</b>
Pepsico Inc.	95,778	39.55%	19.29%
Coca Cola Co.	59,488	-3.30%	11.98%
Arizona Beverages	57,750	9.36%	11.63%
Nestle Waters North America	56,398	25.63%	11.38%
Campbell Soup Co.	48,319	-10.25%	9.73%

**VEGETABLE JUICE/COCKTAIL** product dollar sales decreased by 9.8% to \$197.5 million as unit sales decreased 9.5% to 69.5 million. Campbell Soup Co. topped dollar sales at \$160.6 million, down 11.8%, accounting for 81.4% of sales.

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Membership Dues: \$795 annually, \$320 for Schools annually, which includes a year's subscription to THE FOOD INSTITUTE REPORT. Additional copies may be purchased by MEMBERS for only \$250 annually.

Printed in U.S.A. Periodicals postage paid at Upper Saddle River, NJ, and at additional offices.

POSTMASTER: Send address changes to:  
 THE FOOD INSTITUTE REPORT, 10 Mountainview Road, Suite S125, Upper Saddle River, NJ 07458