

FLORIDA DEPARTMENT OF CITRUS

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

Monthly Topline Report
Report 05 of the 2020-21 Season.
For 4 weeks ending 02/20/21



Week Ending 02/20/21
Report 05 of the 2020-21 Season.

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

	Week Ending 02/20/21			SEASON YEAR-TO-DATE		
	GALLONS	PRICE	DOLLARS	GALLONS	PRICE	DOLLARS
Total OJ	10.8%	3.3%	14.4%	11.1%	2.5%	13.9%
Ref NFC OJ	13.9%	2.9%	17.2%	14.5%	1.8%	16.6%
Ref Recon OJ	5.1%	0.5%	5.7%	4.4%	0.2%	4.6%
Total GJ	8.7%	4.3%	13.3%	7.5%	5.4%	13.2%
Ref NFC GJ	7.4%	4.1%	11.8%	8.0%	4.4%	12.8%
Shelf Stable GJ	13.7%	4.2%	18.5%	8.3%	6.1%	14.9%
OJ Drinks	2.0%	3.7%	5.8%	0.8%	1.6%	2.4%
OJ Blend Drinks	2.3%	2.5%	4.9%	3.6%	3.3%	2.4%
OJ Blend (100% Juice)	3.9%	2.0%	6.0%	4.5%	2.2%	6.8%
GJ Blend (100% Juice)	19.2%	1.9%	21.5%	16.1%	2.2%	18.6%
GJ Cocktail	4.3%	-1.4%	2.8%	3.9%	-1.7%	2.1%

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: 02/20/21
 Issue Date: 03/02/21
 Report 05 of the 2020-21 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	2/22/2020	9/5/2020	10/3/2020	10/31/2020	11/28/2020	12/26/2020	1/23/2021	2/20/2021		2019-20	2020-21	% Change
<u>NFC OJ</u>												
Gallons	18.63	18.91	19.01	19.57	21.28	23.28	22.94	21.21	13.9%	94.55	108.28	14.5%
Price/Gal (\$)	8.49	8.77	8.70	8.64	8.60	8.39	8.60	8.74	2.9%	8.44	8.59	1.8%
Revenues (\$)	158.18	165.86	165.29	169.15	182.92	195.22	197.16	185.40	17.2%	797.72	929.85	16.6%
<u>RECON OJ</u>												
Gallons	11.19	11.55	11.04	10.90	11.65	12.01	12.26	11.76	5.1%	56.10	58.58	4.4%
Price/Gal (\$)	4.86	4.86	4.92	4.93	4.85	4.87	4.86	4.89	0.5%	4.87	4.88	0.2%
Revenues (\$)	54.36	56.10	54.34	53.71	56.52	58.47	59.58	57.45	5.7%	273.12	285.73	4.6%
<u>Refrigerated OJ</u>												
Gallons	29.82	30.47	30.05	30.48	32.92	35.29	35.19	32.97	10.6%	150.66	166.86	10.8%
Price/Gal (\$)	7.13	7.29	7.31	7.31	7.27	7.19	7.30	7.37	3.3%	7.11	7.29	2.5%
Revenues (\$)	212.55	221.96	219.63	222.86	239.43	253.69	256.74	242.85	14.3%	1070.84	1215.58	13.5%
<u>Frozen OJ</u>												
Gallons	1.19	1.26	1.23	1.21	1.40	1.46	1.36	1.25	5.2%	6.05	6.67	10.2%
Price/Gal (\$)	5.53	5.62	5.55	5.66	5.68	5.70	5.66	5.70	3.2%	5.62	5.68	1.1%
Revenues (\$)	6.55	7.10	6.82	6.86	7.96	8.31	7.68	7.11	8.5%	34.03	37.91	11.4%
<u>Shelf Stable OJ</u>												
Gallons	1.50	1.69	1.67	1.78	1.80	1.76	1.83	1.78	18.8%	7.50	8.96	19.4%
Price/Gal (\$)	8.86	8.88	8.93	8.88	8.93	8.90	8.96	8.96	1.0%	8.76	8.93	1.9%
Revenues (\$)	13.29	15.01	14.95	15.85	16.12	15.66	16.37	15.96	20.1%	65.76	79.96	21.6%
<u>Total Orange Juice</u>												
Gallons	32.50	33.42	32.95	33.48	36.13	38.51	38.38	36.00	10.8%	164.21	182.49	11.1%
Price/Gal (\$)	7.15	7.30	7.33	7.34	7.29	7.21	7.32	7.39	3.3%	7.13	7.31	2.5%
Revenues (\$)	232.38	244.07	241.40	245.58	263.51	277.66	280.79	265.92	14.4%	1170.64	1333.45	13.9%

Most recent four-week-period is preliminary

2020-21 STD: 10/03/20 - 02/20/21
 2019-20 STD: 10/05/19 - 02/22/20

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 05 of the 2020-21 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	2/22/2020	9/5/2020	10/3/2020	10/31/2020	11/28/2020	12/26/2020	1/23/2021	2/20/2021		2019-20	2020-21	% Change
<u>NFC GJ</u>												
Gallons	0.63	0.69	0.67	0.66	0.67	0.68	0.69	0.67	7.4%	3.12	3.37	8.0%
Price/Gal (\$)	9.19	9.50	9.34	9.34	9.36	9.16	9.39	9.57	4.1%	8.97	9.37	4.4%
Revenues (\$)	5.75	6.54	6.23	6.13	6.29	6.22	6.50	6.43	11.8%	27.99	31.56	12.8%
<u>RECON GJ</u>												
Gallons	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	17.5%	0.05	0.06	30.3%
Price/Gal (\$)	20.69	19.69	18.98	19.61	20.12	19.93	19.97	19.73	-4.7%	18.05	19.88	10.1%
Revenues (\$)	0.26	0.24	0.21	0.22	0.24	0.26	0.29	0.29	12.0%	0.90	1.29	43.5%
<u>Refrigerated GJ</u>												
Gallons	0.64	0.70	0.68	0.67	0.68	0.69	0.71	0.69	7.6%	3.17	3.44	8.4%
Price/Gal (\$)	9.41	9.68	9.49	9.51	9.55	9.37	9.61	9.78	3.9%	9.12	9.56	4.9%
Revenues (\$)	6.01	6.79	6.44	6.35	6.53	6.47	6.79	6.72	11.8%	28.89	32.85	13.7%
<u>Frozen GJ</u>												
Gallons	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.03	-18.2%	0.18	0.15	-17.1%
Price/Gal (\$)	4.17	3.49	3.48	3.47	3.52	3.59	3.59	3.68	-11.8%	4.49	3.57	-20.6%
Revenues (\$)	0.15	0.11	0.10	0.11	0.10	0.10	0.10	0.11	-27.9%	0.79	0.52	-34.2%
<u>Shelf Stable GJ</u>												
Gallons	0.34	0.38	0.36	0.36	0.35	0.34	0.39	0.39	13.7%	1.69	1.83	8.3%
Price/Gal (\$)	8.69	9.15	9.10	9.09	9.10	9.11	9.05	9.05	4.2%	8.56	9.08	6.1%
Revenues (\$)	2.97	3.51	3.30	3.26	3.19	3.11	3.56	3.51	18.5%	14.49	16.64	14.9%
<u>Total Grapefruit Juice</u>												
Gallons	1.02	1.12	1.07	1.06	1.06	1.06	1.13	1.10	8.7%	5.04	5.41	7.5%
Price/Gal (\$)	8.98	9.32	9.19	9.19	9.24	9.13	9.26	9.36	4.3%	8.77	9.24	5.4%
Revenues (\$)	9.12	10.41	9.84	9.72	9.83	9.69	10.44	10.34	13.3%	44.17	50.02	13.2%

Most recent four-week-period is preliminary

2020-21 STD: 10/03/20 - 02/20/21

2019-20 STD: 10/05/19 - 02/22/20

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 05 of the 2020-21 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	2/22/2020	9/5/2020	10/3/2020	10/31/2020	11/28/2020	12/26/2020	1/23/2021	2/20/2021		2019-20	2020-21	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	0.73	0.87	0.74	0.69	0.70	0.65	0.70	0.70	-4.2%	3.76	3.44	-8.4%
Price/Gal (\$)	7.66	7.69	7.77	7.80	7.91	8.03	8.24	8.22	7.4%	7.35	8.04	9.4%
Revenues (\$)	5.56	6.66	5.77	5.41	5.54	5.26	5.75	5.72	2.9%	27.61	27.68	0.2%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1.18	1.07	1.04	1.05	1.22	1.27	1.19	1.12	-5.1%	5.85	5.85	-0.1%
Price/Gal (\$)	8.16	8.62	8.61	8.50	8.12	8.10	8.58	8.65	6.0%	8.23	8.38	1.9%
Revenues (\$)	9.62	9.23	8.94	8.96	9.91	10.30	10.18	9.68	0.6%	48.16	49.03	1.8%
<u>OJ Drinks - % not stated</u>												
Gallons	0.64	0.64	0.65	0.68	0.64	0.74	0.77	0.78	22.1%	3.19	3.61	13.3%
Price/Gal (\$)	9.49	8.71	8.89	8.52	7.57	8.20	9.00	9.06	-4.5%	9.14	8.50	-6.9%
Revenues (\$)	6.07	5.60	5.80	5.75	4.83	6.10	6.95	7.08	16.6%	29.12	30.70	5.4%
<u>Total OJ Drinks</u>												
Gallons	2.55	2.58	2.43	2.42	2.56	2.67	2.66	2.60	2.0%	12.80	12.90	0.8%
Price/Gal (\$)	8.35	8.33	8.43	8.31	7.93	8.11	8.61	8.66	3.7%	8.20	8.32	1.6%
Revenues (\$)	21.25	21.50	20.51	20.12	20.28	21.66	22.88	22.47	5.8%	104.89	107.41	2.4%
<u>OJ BL Drinks</u>												
Gallons	11.71	13.05	12.44	11.90	11.56	11.28	11.83	11.98	2.3%	56.55	58.56	3.6%
Price/Gal (\$)	3.90	4.06	4.01	4.04	4.05	4.08	3.99	4.00	2.5%	3.91	4.03	3.3%
Revenues (\$)	45.67	52.96	49.90	48.14	46.77	46.07	47.22	47.90	4.9%	220.83	236.10	6.9%
<u>OJ BL (100% Juice)</u>												
Gallons	2.46	2.45	2.35	2.37	2.50	2.57	2.76	2.56	3.9%	12.22	12.76	4.5%
Price/Gal (\$)	7.97	7.88	8.13	8.08	8.08	8.03	8.09	8.13	2.0%	7.91	8.08	2.2%
Revenues (\$)	19.62	19.33	19.10	19.19	20.18	20.63	22.37	20.80	6.0%	96.61	103.16	6.8%
<u>GJ Cocktail</u>												
Gallons	0.54	0.60	0.57	0.54	0.54	0.52	0.58	0.56	4.3%	2.64	2.74	3.9%
Price/Gal (\$)	6.55	6.46	6.43	6.48	6.43	6.41	6.34	6.45	-1.4%	6.54	6.42	-1.7%
Revenues (\$)	3.54	3.86	3.65	3.49	3.48	3.35	3.66	3.64	2.8%	17.25	17.62	2.1%
<u>GJ BL (100% Juice)</u>												
Gallons	0.15	0.17	0.16	0.17	0.17	0.16	0.18	0.18	19.2%	0.74	0.86	16.1%
Price/Gal (\$)	7.82	7.93	7.88	7.90	7.98	7.99	7.98	7.97	1.9%	7.80	7.96	2.2%
Revenues (\$)	1.20	1.34	1.30	1.33	1.39	1.28	1.41	1.45	21.5%	5.79	6.86	18.6%

Most recent four-week-period is preliminary

2020-21 STD: 10/03/20 - 02/20/21

2019-20 STD: 10/05/19 - 02/22/20

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: 02/20/21
Issue Date: 03/02/21
Report 05 of the 2020-21 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	2/22/2020	9/5/2020	10/3/2020	10/31/2020	11/28/2020	12/26/2020	1/23/2021	2/20/2021		2019-20	2020-21	% Change
<u>NFC OJ</u>												
Gallons	12.20	12.55	12.48	12.77	14.03	15.45	15.14	13.75	12.8%	63.03	71.14	12.9%
Price/Gal (\$)	8.76	9.12	9.01	8.93	8.86	8.56	8.87	9.07	3.5%	8.66	8.85	2.3%
Revenues (\$)	106.88	114.41	112.43	114.10	124.39	132.23	134.18	124.77	16.7%	545.63	629.66	15.4%
<u>RECON OJ</u>												
Gallons	6.59	7.07	6.64	6.54	7.06	7.06	7.22	6.95	5.4%	33.39	34.83	4.3%
Price/Gal (\$)	5.02	4.91	5.04	5.05	4.95	5.00	5.00	5.02	0.0%	5.03	5.00	-0.6%
Revenues (\$)	33.11	34.72	33.49	33.03	34.95	35.31	36.07	34.89	5.4%	167.96	174.24	3.7%
<u>Refrigerated OJ</u>												
Gallons	18.79	19.62	19.13	19.31	21.09	22.51	22.36	20.70	10.2%	96.43	105.98	9.9%
Price/Gal (\$)	7.45	7.60	7.63	7.62	7.55	7.44	7.62	7.71	3.5%	7.40	7.59	2.5%
Revenues (\$)	139.98	149.13	145.91	147.13	159.33	167.54	170.25	159.65	14.1%	713.59	803.91	12.7%
<u>Frozen OJ</u>												
Gallons	0.80	0.87	0.85	0.83	0.97	0.99	0.93	0.85	6.4%	4.14	4.56	10.2%
Price/Gal (\$)	5.22	5.38	5.35	5.43	5.46	5.48	5.41	5.47	4.9%	5.36	5.45	1.7%
Revenues (\$)	4.17	4.70	4.55	4.51	5.28	5.43	5.01	4.66	11.6%	22.20	24.89	12.1%
<u>Shelf Stable OJ</u>												
Gallons	0.50	0.56	0.54	0.56	0.57	0.57	0.59	0.58	15.3%	2.63	2.87	9.1%
Price/Gal (\$)	8.87	8.96	9.16	9.02	9.21	9.12	9.23	9.14	3.0%	8.66	9.14	5.6%
Revenues (\$)	4.45	5.06	4.93	5.09	5.26	5.21	5.41	5.29	18.7%	22.81	26.26	15.2%
<u>Total Orange Juice</u>												
Gallons	20.09	21.05	20.51	20.71	22.63	24.08	23.87	22.13	10.2%	103.20	113.42	9.9%
Price/Gal (\$)	7.40	7.55	7.58	7.57	7.51	7.40	7.57	7.66	3.6%	7.35	7.54	2.6%
Revenues (\$)	148.61	158.89	155.39	156.73	169.87	178.18	180.68	169.60	14.1%	758.60	855.06	12.7%

Most recent four-week-period is preliminary

2020-21 STD: 10/03/20 - 02/20/21

2019-20 STD: 10/05/19 - 02/22/20

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 05 of the 2020-21 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	2/22/2020	9/5/2020	10/3/2020	10/31/2020	11/28/2020	12/26/2020	1/23/2021	2/20/2021		2019-20	2020-21	% Change
<u>NFC GJ</u>												
Gallons	0.53	0.58	0.57	0.57	0.58	0.59	0.60	0.58	10.4%	2.64	2.91	10.6%
Price/Gal (\$)	9.41	9.76	9.56	9.53	9.50	9.27	9.53	9.74	3.5%	9.16	9.51	3.9%
Revenues (\$)	4.94	5.66	5.41	5.40	5.54	5.45	5.69	5.65	14.3%	24.14	27.73	14.9%
<u>RECON GJ</u>												
Gallons	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	17.5%	0.05	0.06	30.3%
Price/Gal (\$)	20.69	19.69	18.98	19.61	20.12	19.93	19.97	19.73	-4.7%	18.05	19.88	10.1%
Revenues (\$)	0.26	0.24	0.21	0.22	0.24	0.26	0.29	0.29	12.0%	0.90	1.29	43.5%
<u>Refrigerated GJ</u>												
Gallons	0.54	0.59	0.58	0.58	0.60	0.60	0.61	0.59	10.6%	2.69	2.98	11.0%
Price/Gal (\$)	9.67	9.97	9.74	9.73	9.72	9.50	9.77	9.98	3.2%	9.32	9.74	4.5%
Revenues (\$)	5.20	5.90	5.62	5.61	5.79	5.71	5.98	5.93	14.1%	25.04	29.02	15.9%
<u>Frozen GJ</u>												
Gallons	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.03	-18.2%	0.18	0.15	-17.1%
Price/Gal (\$)	4.17	3.49	3.48	3.47	3.52	3.59	3.59	3.68	-11.8%	4.49	3.57	-20.6%
Revenues (\$)	0.15	0.11	0.10	0.11	0.10	0.10	0.10	0.11	-27.9%	0.79	0.52	-34.2%
<u>Shelf Stable GJ</u>												
Gallons	0.20	0.24	0.23	0.22	0.21	0.21	0.24	0.23	20.1%	0.99	1.10	11.4%
Price/Gal (\$)	10.01	10.46	10.40	10.54	10.67	10.69	10.60	10.57	5.6%	9.79	10.61	8.4%
Revenues (\$)	1.96	2.54	2.37	2.27	2.25	2.22	2.50	2.48	26.8%	9.70	11.72	20.7%
<u>Total Grapefruit Juice</u>												
Gallons	0.77	0.86	0.83	0.82	0.84	0.84	0.88	0.86	11.6%	3.85	4.23	9.8%
Price/Gal (\$)	9.50	9.88	9.70	9.71	9.74	9.60	9.80	9.92	4.5%	9.23	9.76	5.7%
Revenues (\$)	7.31	8.54	8.10	7.99	8.13	8.02	8.58	8.53	16.7%	35.53	41.25	16.1%

Most recent four-week-period is preliminary

2020-21 STD: 10/03/20 - 02/20/21

2019-20 STD: 10/05/19 - 02/22/20

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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	2/22/2020	9/5/2020	10/3/2020	10/31/2020	11/28/2020	12/26/2020	1/23/2021	2/20/2021		2019-20	2020-21	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	0.52	0.62	0.54	0.52	0.53	0.49	0.53	0.53	2.3%	2.64	2.61	-1.3%
Price/Gal (\$)	8.12	8.42	8.40	8.37	8.45	8.45	8.74	8.68	6.9%	7.87	8.54	8.6%
Revenues (\$)	4.22	5.23	4.53	4.38	4.49	4.18	4.61	4.61	9.4%	20.78	22.27	7.2%
<u>OJ Drinks 40-99.99%</u>												
Gallons	0.85	0.77	0.76	0.77	0.93	0.97	0.91	0.85	0.5%	4.19	4.42	5.4%
Price/Gal (\$)	8.21	8.78	8.80	8.71	8.19	8.12	8.74	8.81	7.3%	8.29	8.50	2.5%
Revenues (\$)	6.94	6.76	6.65	6.67	7.61	7.84	7.95	7.48	7.8%	34.75	37.55	8.1%
<u>OJ Drinks - % not stated</u>												
Gallons	0.40	0.48	0.47	0.48	0.48	0.52	0.47	0.48	18.7%	2.14	2.43	13.2%
Price/Gal (\$)	7.59	7.76	7.74	7.61	7.68	7.45	7.53	7.63	0.5%	7.49	7.58	1.3%
Revenues (\$)	3.07	3.70	3.63	3.62	3.71	3.88	3.53	3.66	19.3%	16.04	18.39	14.7%
<u>Total OJ Drinks</u>												
Gallons	1.77	1.87	1.76	1.76	1.94	1.98	1.91	1.86	5.2%	8.98	9.45	5.3%
Price/Gal (\$)	8.04	8.40	8.40	8.31	8.14	8.03	8.44	8.47	5.3%	7.97	8.27	3.8%
Revenues (\$)	14.22	15.69	14.82	14.67	15.81	15.90	16.09	15.75	10.8%	71.57	78.22	9.3%
<u>OJ BL Drinks</u>												
Gallons	5.71	6.59	6.16	5.88	5.59	5.35	5.79	5.77	1.0%	27.08	28.38	4.8%
Price/Gal (\$)	3.83	3.95	3.91	3.89	3.95	4.04	3.97	3.95	3.1%	3.90	3.96	1.4%
Revenues (\$)	21.89	26.04	24.08	22.87	22.08	21.64	22.96	22.79	4.1%	105.69	112.34	6.3%
<u>OJ BL (100% Juice)</u>												
Gallons	1.63	1.56	1.48	1.49	1.57	1.63	1.73	1.64	0.6%	8.14	8.06	-1.0%
Price/Gal (\$)	8.05	7.91	8.21	8.11	8.09	8.02	8.08	8.17	1.5%	7.97	8.09	1.6%
Revenues (\$)	13.09	12.31	12.11	12.09	12.72	13.05	14.01	13.37	2.1%	64.89	65.23	0.5%
<u>GJ Cocktail</u>												
Gallons	0.27	0.30	0.29	0.27	0.29	0.28	0.30	0.29	7.9%	1.34	1.44	7.2%
Price/Gal (\$)	7.57	7.54	7.46	7.53	7.28	7.28	7.10	7.32	-3.3%	7.48	7.30	-2.4%
Revenues (\$)	2.05	2.30	2.14	2.05	2.11	2.03	2.15	2.14	4.3%	10.02	10.49	4.6%
<u>GJ BL (100% Juice)</u>												
Gallons	0.06	0.07	0.07	0.06	0.07	0.07	0.07	0.07	10.4%	0.32	0.34	6.2%
Price/Gal (\$)	9.13	9.24	9.18	9.39	9.44	9.43	9.51	9.48	3.9%	9.01	9.45	4.9%
Revenues (\$)	0.58	0.68	0.63	0.60	0.66	0.63	0.65	0.67	14.7%	2.88	3.21	11.3%

Most recent four-week-period is preliminary

2020-21 STD: 10/03/20 - 02/20/21

2019-20 STD: 10/05/19 - 02/22/20

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: 02/20/21

Issue Date: 03/02/21

Report 05 of the 2020-21 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	2/22/2020	9/5/2020	10/3/2020	10/31/2020	11/28/2020	12/26/2020	1/23/2021	2/20/2021		2019-20	2020-21	% Change
<u>NFC OJ</u>												
Average Promo Price	\$7.84	\$8.11	\$7.95	\$8.07	\$7.89	\$7.54	\$7.99	\$8.29	5.8%	\$7.72	\$7.93	2.7%
Price Reduction	52	49	48	46	47	50	50	47	-9.8%	51	48	-5.0%
Feature & Disp	12	0	0	0	0	0	0	0	-100.0%	5	0	-100.0%
Display w/o Fea	12	0	0	0	0	0	0	0	-100.0%	8	0	-100.0%
Feature w/o Disp	63	38	54	32	38	38	41	56	-11.5%	42	41	-2.2%
<u>RECON OJ</u>												
Average Promo Price	\$4.49	\$4.07	\$4.52	\$4.47	\$4.12	\$4.27	\$4.52	\$4.79	6.7%	\$4.35	\$4.40	1.2%
Price Reduction	28	25	25	29	28	25	24	26	-6.9%	30	26	-12.4%
Feature & Disp	1	0	0	0	0	0	0	0	-100.0%	0	0	-100.0%
Display w/o Fea	9	0	0	0	0	0	0	0	-100.0%	7	0	-100.0%
Feature w/o Disp	11	10	12	8	9	7	11	9	-19.7%	8	9	3.7%
<u>Refrigerated OJ</u>												
Average Promo Price	\$6.90	\$6.60	\$7.02	\$7.15	\$6.72	\$6.82	\$7.20	\$7.45	8.0%	\$6.82	\$7.05	3.3%
Price Reduction	57	53	53	52	52	54	53	51	-11.0%	57	52	-8.8%
Feature & Disp	13	0	0	0	0	0	0	0	-100.0%	6	0	-100.0%
Display w/o Fea	18	0	0	0	0	0	0	0	-100.0%	14	0	-100.0%
Feature w/o Disp	67	42	58	33	40	40	43	58	-13.3%	44	43	-3.0%
<u>Frozen OJ</u>												
Average Promo Price	\$4.13	\$4.52	\$4.23	\$4.69	\$4.68	\$4.80	\$4.48	\$5.50	33.2%	\$4.42	\$4.79	8.3%
Price Reduction	13	13	17	11	11	10	11	9	-26.2%	12	10	-15.1%
Feature & Disp	0	0	0	0	0	0	0	0	-100.0%	0	0	-100.0%
Display w/o Fea	0	0	0	0	0	0	0	0	-100.0%	0	0	-100.0%
Feature w/o Disp	2	1	1	1	0	0	1	1	-68.4%	1	1	-51.3%
<u>Shelf Stable OJ</u>												
Average Promo Price	\$8.67	\$8.71	\$9.51	\$8.73	\$7.97	\$9.05	\$7.84	\$7.99	-7.9%	\$8.16	\$8.36	2.5%
Price Reduction	9	12	8	12	6	7	6	13	43.2%	10	9	-8.0%
Feature & Disp	0	0	0	0	0	0	0	0	-100.0%	0	0	-100.0%
Display w/o Fea	2	0	0	0	0	0	0	0	-100.0%	2	0	-100.0%
Feature w/o Disp	2	1	2	1	1	1	1	1	-59.3%	1	1	-32.8%
<u>Total Orange Juice</u>												
Average Promo Price	\$6.89	\$6.60	\$7.01	\$7.15	\$6.71	\$6.82	\$7.17	\$7.44	8.1%	\$6.81	\$7.04	3.4%
Price Reduction	60	57	63	58	56	57	58	57	-5.5%	61	57	-5.6%
Feature & Disp	13	0	0	0	0	0	0	0	-100.0%	6	0	-100.0%
Display w/o Fea	20	0	0	0	0	0	0	0	-100.0%	15	0	-100.0%
Feature w/o Disp	68	42	58	34	40	40	43	58	-14.7%	45	43	-3.9%

Most recent four-week-period is preliminary

2020-21 STD: 10/03/20 - 02/20/21

2019-20 STD: 10/05/19 - 02/22/20

Source: Nielsen

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

Report 05 of the 2020-21 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	02/22/20	09/05/20	10/03/20	10/31/20	11/28/20	12/26/20	01/23/21	02/20/21		2019-20	2020-21	% Change
<u>NFC GJ</u>												
Average Promo Price	\$8.13	\$8.03	\$7.84	\$8.30	\$8.25	\$7.90	\$8.33	\$8.40	3.3%	\$7.82	\$8.22	5.1%
Price Reduction	17	19	20	17	20	20	19	17	-0.1%	19	18	-5.1%
Feature & Disp	0	0	0	0	0	0	0	0	-100.0%	0	0	-100.0%
Display w/o Fea	1	0	0	0	0	0	0	0	-100.0%	1	0	-100.0%
Feature w/o Disp	7	6	6	7	8	7	7	6	-17.5%	10	7	-32.5%
<u>RECON GJ</u>												
Average Promo Price	\$14.82	\$12.47	\$12.47	\$13.06	\$12.56	\$13.09	\$15.06	\$11.99	-19.1%	\$15.92	\$12.88	-19.1%
Price Reduction	0	2	2	1	0	2	1	2	407.0%	1	1	57.6%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-
Display w/o Fea	0	0	0	0	0	0	0	0	-100.0%	0	0	-100.0%
Feature w/o Disp	0	0	0	0	0	0	0	0	-	0	0	-
<u>Refrigerated GJ</u>												
Average Promo Price	\$8.15	\$8.09	\$7.90	\$8.33	\$8.27	\$7.96	\$8.37	\$8.47	3.9%	\$7.88	\$8.27	5.0%
Price Reduction	17	19	21	17	20	21	19	18	4.4%	20	19	-4.5%
Feature & Disp	0	0	0	0	0	0	0	0	-100.0%	0	0	-100.0%
Display w/o Fea	1	0	0	0	0	0	0	0	-100.0%	1	0	-100.0%
Feature w/o Disp	7	6	6	7	8	7	7	6	-17.4%	10	7	-32.5%
<u>Frozen GJ</u>												
Average Promo Price	\$6.89	\$4.27	\$4.98	\$4.51	\$3.73	\$3.42	\$3.75	\$3.39	-50.8%	\$6.47	\$3.97	-38.6%
Price Reduction	2	2	1	0	0	0	0	0	-93.5%	2	0	-90.9%
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	-100.0%	0	0	-100.0%
<u>Shelf Stable GJ</u>												
Average Promo Price	\$10.93	\$12.41	\$9.37	\$13.77	\$10.06	\$9.60	\$12.60	\$10.15	-7.1%	\$8.34	\$11.40	36.7%
Price Reduction	4	6	4	5	5	3	7	3	-17.6%	6	5	-17.6%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-100.0%
Display w/o Fea	0	0	0	0	0	0	0	0	-100.0%	0	0	-100.0%
Feature w/o Disp	0	0	0	0	0	0	0	0	-63.6%	1	0	-66.4%
<u>Total GJ</u>												
Average Promo Price	\$8.29	\$8.42	\$8.00	\$8.69	\$8.37	\$8.04	\$8.75	\$8.57	3.4%	\$7.89	\$8.47	7.3%
Price Reduction	20	22	22	20	23	23	22	20	-2.0%	24	22	-9.6%
Feature & Disp	0	0	0	0	0	0	0	0	-100.0%	0	0	-100.0%
Display w/o Fea	1	0	0	0	0	0	0	0	-100.0%	1	0	-100.0%
Feature w/o Disp	7	6	7	7	8	8	7	6	-18.7%	11	7	-32.8%

Most recent four-week-period is preliminary

2020-21 STD: 10/03/20 - 02/20/21

2019-20 STD: 10/05/19 - 02/22/20

Source: Nielsen

LESS THAN 100% OJ & GJ BEVERAGES PROMOTIONS

Expanded All Outlets Combined (xAOC)

(Prices in dollars and Promotion in %ACV)

Report 05 of the 2020-21 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	02/22/20	09/05/20	10/03/20	10/31/20	11/28/20	12/26/20	01/23/21	02/20/21		2019-20	2020-21	% Change
<u>OJ Drinks 0-39.99%</u>												
Average Promo Price	\$8.08	\$8.46	\$8.63	\$8.36	\$8.67	\$8.66	\$9.40	\$9.19	13.8%	\$7.83	\$8.83	12.8%
Price Reduction	27	27	26	28	29	25	23	28	1.7%	29	27	-8.4%
Feature & Disp	1	0	0	0	0	0	0	0	-100.0%	1	0	-100.0%
Display w/o Fea	10	0	0	0	0	0	0	0	-100.0%	10	0	-100.0%
Feature w/o Disp	9	11	9	7	5	5	8	5	-42.1%	10	6	-37.4%
<u>OJ Drinks 40-99.99%</u>												
Average Promo Price	\$7.54	\$7.80	\$7.87	\$7.94	\$7.37	\$7.32	\$7.94	\$8.15	8.0%	\$7.56	\$7.68	1.6%
Price Reduction	21	19	21	19	21	19	18	17	-17.0%	21	19	-10.1%
Feature & Disp	0	0	0	0	0	0	0	0	-100.0%	0	0	-100.0%
Display w/o Fea	3	0	0	0	0	0	0	0	-100.0%	2	0	-100.0%
Feature w/o Disp	6	3	5	2	5	4	5	3	-41.4%	5	4	-27.2%
<u>OJ Drinks - % not stated</u>												
Average Promo Price	\$7.85	\$6.95	\$7.17	\$7.18	\$7.50	\$7.03	\$7.01	\$7.29	-7.2%	\$7.58	\$7.19	-5.1%
Price Reduction	19	20	18	17	15	17	16	18	-4.3%	21	17	-18.4%
Feature & Disp	0	0	0	0	0	0	0	0	-100.0%	0	0	-100.0%
Display w/o Fea	2	0	0	0	0	0	0	0	-100.0%	2	0	-100.0%
Feature w/o Disp	4	4	5	2	3	2	3	1	-65.9%	4	2	-36.2%
<u>Total OJ Drinks</u>												
Average Promo Price	\$7.74	\$7.84	\$7.92	\$7.87	\$7.69	\$7.49	\$8.04	\$8.23	6.2%	\$7.64	\$7.83	2.5%
Price Reduction	40	39	38	39	40	38	36	38	-5.7%	42	38	-8.8%
Feature & Disp	2	0	0	0	0	0	0	0	-100.0%	1	0	-100.0%
Display w/o Fea	14	0	0	0	0	0	0	0	-100.0%	13	0	-100.0%
Feature w/o Disp	15	15	15	9	11	10	13	8	-43.3%	15	10	-33.4%
<u>OJ BL Drinks</u>												
Average Promo Price	\$3.41	\$3.61	\$3.82	\$3.30	\$3.34	\$4.33	\$3.03	\$3.44	0.9%	\$3.61	\$3.45	-4.3%
Price Reduction	54	61	54	49	50	43	46	47	-12.1%	54	47	-13.5%
Feature & Disp	3	0	0	0	0	0	0	0	-100.0%	2	0	-100.0%
Display w/o Fea	30	0	0	0	0	0	0	0	-100.0%	29	0	-100.0%
Feature w/o Disp	20	18	20	17	13	15	15	21	6.9%	17	16	-5.1%
<u>OJ BL (100% Juice)</u>												
Average Promo Price	\$6.95	\$6.73	\$7.12	\$7.10	\$7.07	\$6.82	\$6.97	\$7.17	3.2%	\$7.04	\$7.03	-0.2%
Price Reduction	31	56	38	36	42	32	29	30	-3.2%	33	34	2.7%
Feature & Disp	1	0	0	0	0	0	0	0	-100.0%	1	0	-100.0%
Display w/o Fea	5	0	0	0	0	0	0	0	-100.0%	4	0	-100.0%
Feature w/o Disp	12	10	12	13	12	12	44	23	88.9%	16	21	27.1%
<u>GJ Cocktail</u>												
Average Promo Price	\$6.43	\$6.99	\$6.73	\$6.48	\$6.16	\$6.02	\$5.97	\$6.31	-1.9%	\$6.23	\$6.17	-1.0%
Price Reduction	19	16	15	14	15	14	13	13	-29.1%	21	14	-35.0%
Feature & Disp	0	0	0	0	0	0	0	0	-100.0%	0	0	-100.0%
Display w/o Fea	3	0	0	0	0	0	0	0	-100.0%	3	0	-100.0%
Feature w/o Disp	4	2	3	3	2	2	4	3	-26.7%	3	3	6.3%
<u>GJ BL (100% Juice)</u>												
Average Promo Price	\$8.66	\$7.72	\$7.77	\$8.42	\$8.64	\$8.58	\$8.38	\$8.27	-4.5%	\$8.11	\$8.46	4.3%
Price Reduction	1	2	2	2	2	2	2	3	102.9%	2	2	24.2%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-100.0%
Display w/o Fea	0	0	0	0	0	0	0	0	-100.0%	0	0	-100.0%
Feature w/o Disp	0	0	0	0	0	0	0	0	-100.0%	0	0	-39.5%

Most recent four-week-period is preliminary

2020-21 STD: 10/03/20 - 02/20/21

2019-20 STD: 10/05/19 - 02/22/20

Source: Nielsen

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

Report Ending Date: 02/20/21

Issue Date: 03/02/21

Report 05 of the 2020-21 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	2/22/2020	9/5/2020	10/3/2020	10/31/2020	11/28/2020	12/26/2020	1/23/2021	2/20/2021		2019-20	2020-21	% Change
<u>NFC OJ</u>												
Average Promo Price	\$7.83	\$8.03	\$7.90	\$8.06	\$7.90	\$7.50	\$7.95	\$8.31	6.1%	\$7.69	\$7.91	2.9%
Price Reduction	83	76	79	77	79	82	82	82	-1.9%	82	80	-2.4%
Feature & Disp	11	0	0	0	0	0	0	0	-100.0%	9	0	-100.0%
Display w/o Fea	15	0	0	0	0	0	0	0	-100.0%	10	0	-100.0%
Feature w/o Disp	68	57	61	62	68	68	70	69	1.7%	69	67	-2.2%
<u>RECON OJ</u>												
Average Promo Price	\$4.51	\$4.05	\$4.52	\$4.44	\$4.06	\$4.19	\$4.47	\$4.75	5.3%	\$4.39	\$4.35	-1.0%
Price Reduction	51	50	50	56	55	50	48	51	0.7%	49	52	6.8%
Feature & Disp	2	0	0	0	0	0	0	0	-100.0%	1	0	-100.0%
Display w/o Fea	5	0	0	0	0	0	0	0	-100.0%	4	0	-100.0%
Feature w/o Disp	27	26	24	19	21	13	20	22	-19.8%	21	19	-8.6%
<u>Refrigerated OJ</u>												
Average Promo Price	\$6.86	\$6.45	\$6.94	\$7.11	\$6.66	\$6.73	\$7.13	\$7.36	7.2%	\$6.88	\$6.97	1.3%
Price Reduction	88	81	84	84	86	87	86	86	-2.7%	87	86	-1.4%
Feature & Disp	13	0	0	0	0	0	0	0	-100.0%	10	0	-100.0%
Display w/o Fea	18	0	0	0	0	0	0	0	-100.0%	13	0	-100.0%
Feature w/o Disp	77	67	70	66	71	73	74	74	-4.0%	75	72	-3.7%
<u>Frozen OJ</u>												
Average Promo Price	\$4.07	\$4.48	\$4.28	\$4.72	\$4.62	\$4.71	\$4.35	\$5.48	34.8%	\$4.29	\$4.73	10.3%
Price Reduction	24	18	15	15	17	17	17	16	-32.7%	21	16	-20.7%
Feature & Disp	0	0	0	0	0	0	0	0	-100.0%	0	0	-100.0%
Display w/o Fea	1	0	0	0	0	0	0	0	-100.0%	0	0	-100.0%
Feature w/o Disp	5	1	2	1	1	1	1	2	-68.5%	3	1	-51.4%
<u>Shelf Stable OJ</u>												
Average Promo Price	\$7.82	\$8.15	\$7.93	\$7.89	\$7.21	\$8.09	\$7.18	\$8.08	3.4%	\$6.94	\$7.81	12.5%
Price Reduction	21	26	14	20	10	13	7	18	-14.9%	18	14	-23.2%
Feature & Disp	0	0	0	0	0	0	0	0	-100.0%	0	0	-100.0%
Display w/o Fea	1	0	0	0	0	0	0	0	-100.0%	1	0	-100.0%
Feature w/o Disp	2	2	4	2	3	1	2	2	-2.2%	2	2	-6.8%
<u>Total Orange Juice</u>												
Average Promo Price	\$6.81	\$6.45	\$6.92	\$7.10	\$6.64	\$6.73	\$7.10	\$7.35	7.9%	\$6.84	\$6.96	1.7%
Price Reduction	90	83	85	86	87	88	87	87	-2.6%	88	87	-1.5%
Feature & Disp	13	0	0	0	0	0	0	0	-100.0%	10	0	-100.0%
Display w/o Fea	19	0	0	0	0	0	0	0	-100.0%	14	0	-100.0%
Feature w/o Disp	78	67	70	67	72	73	74	75	-4.4%	75	72	-4.1%

Most recent four-week-period is preliminary

2020-21 STD: 10/03/20 - 02/20/21

2019-20 STD: 10/05/19 - 02/22/20

Source: Nielsen

GRAPEFRUIT JUICE PROMOTIONS

FOOD (\$2MM+ GROCERY)

(Prices in dollars and Promotion in %ACV)

Report 05 of the 2020-21 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	02/22/20	09/05/20	10/03/20	10/31/20	11/28/20	12/26/20	01/23/21	02/20/21		2019-20	2020-21	% Change
<u>NFC GJ</u>												
Average Promo Price	\$8.12	\$7.99	\$7.81	\$8.32	\$8.26	\$7.90	\$8.33	\$8.41	3.5%	\$7.83	\$8.23	5.1%
Price Reduction	42	36	44	34	45	47	46	40	-3.1%	40	42	4.7%
Feature & Disp	1	0	0	0	0	0	0	0	-100.0%	1	0	-100.0%
Display w/o Fea	2	0	0	0	0	0	0	0	-100.0%	2	0	-100.0%
Feature w/o Disp	17	15	16	18	20	18	17	14	-17.8%	25	17	-30.5%
<u>RECON GJ</u>												
Average Promo Price	\$14.82	\$12.47	\$12.47	\$13.06	\$12.56	\$13.09	\$15.06	\$11.99	-19.1%	\$15.92	\$12.88	-19.1%
Price Reduction	1	4	4	2	1	4	2	6	405.5%	2	3	57.1%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-
Display w/o Fea	0	0	0	0	0	0	0	0	-100.0%	0	0	-100.0%
Feature w/o Disp	0	0	0	0	0	0	0	0	-	0	0	-
<u>Refrigerated GJ</u>												
Average Promo Price	\$8.15	\$8.05	\$7.87	\$8.35	\$8.28	\$7.97	\$8.37	\$8.48	4.1%	\$7.88	\$8.27	5.0%
Price Reduction	42	38	44	35	45	49	47	43	1.6%	41	44	5.1%
Feature & Disp	1	0	0	0	0	0	0	0	-100.0%	1	0	-100.0%
Display w/o Fea	2	0	0	0	0	0	0	0	-100.0%	2	0	-100.0%
Feature w/o Disp	17	15	16	18	20	18	17	14	-17.7%	25	17	-30.4%
<u>Frozen GJ</u>												
Average Promo Price	\$6.89	\$4.27	\$4.98	\$4.51	\$3.73	\$3.42	\$3.75	\$3.39	-50.8%	\$6.47	\$3.97	-38.6%
Price Reduction	6	4	1	1	1	0	0	0	-93.6%	6	1	-91.0%
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	0	0	0	0	0	0	0	-100.0%	0	0	-100.0%
<u>Shelf Stable GJ</u>												
Average Promo Price	\$11.24	\$12.98	\$9.54	\$14.37	\$10.79	\$10.26	\$13.24	\$10.76	-4.3%	\$8.65	\$12.12	40.1%
Price Reduction	10	13	8	12	8	6	15	7	-26.0%	12	9	-20.1%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-100.0%
Display w/o Fea	1	0	0	0	0	0	0	0	-100.0%	0	0	-100.0%
Feature w/o Disp	0	0	1	0	0	1	1	0	-63.8%	1	1	-65.9%
<u>Total GJ</u>												
Average Promo Price	\$8.30	\$8.41	\$7.98	\$8.73	\$8.40	\$8.06	\$8.78	\$8.61	3.7%	\$7.93	\$8.50	7.3%
Price Reduction	49	42	47	42	48	51	52	46	-6.0%	50	48	-3.0%
Feature & Disp	1	0	0	0	0	0	0	0	-100.0%	1	0	-100.0%
Display w/o Fea	3	0	0	0	0	0	0	0	-100.0%	2	0	-100.0%
Feature w/o Disp	18	15	17	18	20	19	18	14	-19.0%	26	18	-30.7%

Most recent four-week-period is preliminary

2020-21 STD: 10/03/20 - 02/20/21

2019-20 STD: 10/05/19 - 02/22/20

Source: Nielsen

LESS THAN 100% OJ & GJ BEVERAGES PROMOTIONS

FOOD (\$2MM+ GROCERY)

(Prices in dollars and Promotion in %ACV)

Report 05 of the 2020-21 Season.

	Four Weeks Ending								Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	02/22/20	09/05/20	10/03/20	10/31/20	11/28/20	12/26/20	01/23/21	02/20/21		2019-20	2020-21	% Change
<u>OJ Drinks 0-39.99%</u>												
Average Promo Price	\$8.01	\$8.27	\$8.42	\$8.33	\$8.79	\$8.36	\$9.17	\$9.00	12.3%	\$7.90	\$8.72	10.3%
Price Reduction	51	53	51	52	56	47	46	57	11.6%	52	52	-1.0%
Feature & Disp	2	0	0	0	0	0	0	0	-100.0%	2	0	-100.0%
Display w/o Fea	15	0	0	0	0	0	0	0	-100.0%	15	0	-100.0%
Feature w/o Disp	17	20	21	16	11	12	17	12	-29.2%	19	14	-26.8%
<u>OJ Drinks 40-99.99%</u>												
Average Promo Price	\$7.55	\$7.78	\$7.89	\$7.96	\$7.39	\$7.32	\$7.99	\$8.20	8.6%	\$7.56	\$7.70	1.9%
Price Reduction	43	37	45	40	43	41	38	38	-13.7%	43	40	-8.3%
Feature & Disp	1	0	0	0	0	0	0	0	-100.0%	1	0	-100.0%
Display w/o Fea	4	0	0	0	0	0	0	0	-100.0%	3	0	-100.0%
Feature w/o Disp	15	8	12	4	12	10	11	8	-42.2%	13	9	-27.5%
<u>OJ Drinks - % not stated</u>												
Average Promo Price	\$7.45	\$6.87	\$7.14	\$7.16	\$7.50	\$7.07	\$7.03	\$7.30	-2.1%	\$7.20	\$7.20	0.0%
Price Reduction	40	43	41	40	34	39	35	44	9.2%	42	38	-8.9%
Feature & Disp	0	0	0	0	0	0	0	0	-100.0%	0	0	-100.0%
Display w/o Fea	3	0	0	0	0	0	0	0	-100.0%	3	0	-100.0%
Feature w/o Disp	9	9	12	5	8	5	8	3	-66.0%	9	6	-34.9%
<u>Total OJ Drinks</u>												
Average Promo Price	\$7.65	\$7.72	\$7.85	\$7.85	\$7.69	\$7.43	\$8.00	\$8.19	7.0%	\$7.58	\$7.80	3.0%
Price Reduction	77	75	75	75	75	74	72	76	-0.8%	76	75	-2.5%
Feature & Disp	4	0	0	0	0	0	0	0	-100.0%	3	0	-100.0%
Display w/o Fea	21	0	0	0	0	0	0	0	-100.0%	20	0	-100.0%
Feature w/o Disp	33	30	36	22	25	25	28	21	-37.1%	33	24	-26.5%
<u>OJ BL Drinks</u>												
Average Promo Price	\$3.15	\$3.45	\$3.13	\$3.31	\$3.14	\$3.49	\$3.06	\$3.34	5.9%	\$3.24	\$3.26	0.6%
Price Reduction	82	88	80	81	80	75	78	80	-1.9%	81	79	-2.8%
Feature & Disp	8	0	0	0	0	0	0	0	-100.0%	5	0	-100.0%
Display w/o Fea	34	0	0	0	0	0	0	0	-100.0%	32	0	-100.0%
Feature w/o Disp	42	40	37	33	28	24	28	47	10.7%	37	32	-12.9%
<u>OJ BL (100% Juice)</u>												
Average Promo Price	\$6.77	\$6.22	\$6.81	\$6.88	\$6.81	\$6.75	\$6.71	\$7.07	4.4%	\$6.93	\$6.84	-1.2%
Price Reduction	61	59	57	62	59	54	60	60	-1.1%	62	59	-5.2%
Feature & Disp	1	0	0	0	0	0	0	0	-100.0%	2	0	-100.0%
Display w/o Fea	5	0	0	0	0	0	0	0	-100.0%	4	0	-100.0%
Feature w/o Disp	27	19	17	27	20	27	26	29	8.7%	35	26	-26.0%
<u>GJ Cocktail</u>												
Average Promo Price	\$6.34	\$7.69	\$7.03	\$6.95	\$6.39	\$6.98	\$6.01	\$7.10	12.0%	\$6.25	\$6.61	5.8%
Price Reduction	34	31	30	28	30	29	28	29	-13.8%	36	29	-20.1%
Feature & Disp	0	0	0	0	0	0	0	0	-100.0%	0	0	-100.0%
Display w/o Fea	6	0	0	0	0	0	0	0	-100.0%	5	0	-100.0%
Feature w/o Disp	3	4	5	2	6	2	6	3	-3.4%	4	4	-13.5%
<u>GJ BL (100% Juice)</u>												
Average Promo Price	\$9.32	\$8.27	\$8.21	\$8.98	\$9.09	\$9.51	\$9.35	\$9.55	2.4%	\$8.54	\$9.27	8.6%
Price Reduction	3	3	3	2	3	2	2	4	37.5%	3	2	-28.2%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-100.0%
Display w/o Fea	0	0	0	0	0	0	0	0	-100.0%	0	0	-100.0%
Feature w/o Disp	0	0	1	0	0	0	0	0	-100.0%	0	0	-99.7%

Most recent four-week-period is preliminary

2020-21 STD: 10/03/20 - 02/20/21

2019-20 STD: 10/05/19 - 02/22/20

Source: Nielsen

Orange Juice Categories at xAOC

	Last Year 52 weeks ending 02/22/20	This Year 52 weeks ending 02/20/21
Millions of Gallons		
Total Orange Juice	402.44	475.48
NFC OJ	228.39	276.61
RECON OJ	139.11	156.60
Frozen OJ	14.89	19.06
Shelf Stable OJ	20.05	23.21
Millions of Dollars		
Total Orange Juice	\$2,872.69	\$3,479.73
NFC OJ	\$1,934.73	\$2,400.29
RECON OJ	\$677.94	\$766.43
Frozen OJ	\$83.53	\$108.08
Shelf Stable OJ	\$176.49	\$204.92
Average Price per Gallon		
Total Orange Juice	\$7.14	\$7.32
NFC OJ	\$8.47	\$8.68
RECON OJ	\$4.87	\$4.89
Frozen OJ	\$5.61	\$5.67
Shelf Stable OJ	\$8.80	\$8.83
Percent Share of Gallons		
Total Orange Juice	100.0%	100.0%
NFC OJ	56.8%	58.2%
RECON OJ	34.6%	32.9%
Frozen OJ	3.7%	4.0%
Shelf Stable OJ	5.0%	4.9%
Percent Share of Dollars		
Total Orange Juice	100.0%	100.0%
NFC OJ	67.3%	69.0%
RECON OJ	23.6%	22.0%
Frozen OJ	2.9%	3.1%
Shelf Stable OJ	6.1%	5.9%

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 02/20/21 and 52 weeks ending 02/22/20.

Created: 03/02/2021

Grapefruit Juice Categories at xAOC

	Last Year 52 weeks ending 02/22/20	This Year 52 weeks ending 02/20/21
Millions of Gallons		
Total Grapefruit Juice	13.50	14.86
NFC GJ	8.25	9.15
RECON GJ	0.12	0.17
Frozen GJ	0.45	0.44
Shelf Stable GJ	4.67	5.09
Millions of Dollars		
Total Grapefruit Juice	\$118.32	\$137.06
NFC GJ	\$74.56	\$86.10
RECON GJ	\$2.21	\$3.33
Frozen GJ	\$2.08	\$1.54
Shelf Stable GJ	\$39.47	\$46.09
Average Price per Gallon		
Total Grapefruit Juice	\$8.76	\$9.23
NFC GJ	\$9.03	\$9.41
RECON GJ	\$17.78	\$19.53
Frozen GJ	\$4.64	\$3.50
Shelf Stable GJ	\$8.45	\$9.05
Percent Share of Gallons		
Total Grapefruit Juice	100.0%	100.0%
NFC GJ	61.1%	61.6%
RECON GJ	0.9%	1.1%
Frozen GJ	3.3%	3.0%
Shelf Stable GJ	34.6%	34.3%
Percent Share of Dollars		
Total Grapefruit Juice	100.0%	100.0%
NFC GJ	63.0%	62.8%
RECON GJ	1.9%	2.4%
Frozen GJ	1.8%	1.1%
Shelf Stable GJ	33.4%	33.6%

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 02/20/21 and 52 weeks ending 02/22/20.

Created: 03/02/2021

Orange Juice Sales at xAOC - by Region

Gallons										
52 Weeks			52 Weeks YA			4 Weeks Ending 02/20/21			4 Weeks Ending 02/22/20	
	% of Total	% Chg		% of Total		% of Total	% Chg		% of Total	
Total US										
Total Orange Juice	475,476,506	18.1%		402,438,393		36,001,817	10.8%		32,501,711	
NFC OJ	276,610,171	21.1%		228,388,987		21,213,283	13.9%		18,628,586	
RECON OJ	156,604,320	12.6%		139,106,296		11,760,229	5.1%		11,188,863	
Northeast Region										
Total Orange Juice	84,779,706	17.8%	15.8%	73,181,450	18.2%	6,375,376	17.7%	7.3%	5,940,493	18.3%
NFC OJ	63,555,139	23.0%	15.2%	55,187,166	24.2%	4,897,235	23.1%	8.6%	4,511,223	24.2%
RECON OJ	16,149,304	10.3%	14.7%	14,075,280	10.1%	1,101,853	9.4%	-2.2%	1,126,542	10.1%
South Region										
Total Orange Juice	196,576,202	41.3%	20.5%	163,094,895	40.5%	15,061,748	41.8%	13.9%	13,223,210	40.7%
NFC OJ	107,279,775	38.8%	24.2%	86,369,921	37.8%	8,295,081	39.1%	17.7%	7,050,350	37.8%
RECON OJ	70,787,251	45.2%	15.3%	61,373,787	44.1%	5,444,442	46.3%	8.9%	4,998,622	44.7%
West Region										
Total Orange Juice	94,403,478	19.9%	16.0%	81,369,668	20.2%	6,808,299	18.9%	7.5%	6,335,766	19.5%
NFC OJ	53,447,860	19.3%	22.3%	43,696,504	19.1%	3,895,919	18.4%	11.6%	3,490,566	18.7%
RECON OJ	31,807,038	20.3%	6.8%	29,786,326	21.4%	2,280,555	19.4%	1.0%	2,259,087	20.2%
Midwest Region										
Total Orange Juice	99,992,053	21.0%	17.5%	85,077,366	21.1%	7,761,295	21.6%	10.4%	7,027,306	21.6%
NFC OJ	52,280,355	18.9%	21.2%	43,135,531	18.9%	4,120,584	19.4%	15.2%	3,577,969	19.2%
RECON OJ	38,140,819	24.4%	11.8%	34,104,272	24.5%	2,940,942	25.0%	4.2%	2,823,494	25.2%

Dollars										
52 Weeks			52 Weeks YA			4 Weeks Ending 02/20/21			4 Weeks Ending 02/22/20	
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total		% of Total	% Chg		% of Total
Total US										
Total Orange Juice	\$3,479,728,822		21.1%	\$2,872,691,895		\$265,917,161		14.4%	\$232,383,349	
NFC OJ	\$2,400,294,291		24.1%	\$1,934,725,002		\$185,403,748		17.2%	\$158,182,246	
RECON OJ	\$766,425,326		13.1%	\$677,941,106		\$57,448,353		5.7%	\$54,364,658	
Northeast Region										
Total Orange Juice	\$649,250,152	18.7%	19.4%	\$543,796,994	18.9%	\$49,347,961	18.6%	12.5%	\$43,854,061	18.9%
NFC OJ	\$528,630,392	22.0%	19.8%	\$441,302,077	22.8%	\$40,762,354	22.0%	13.7%	\$35,842,219	22.7%
RECON OJ	\$81,959,339	10.7%	14.6%	\$71,534,098	10.6%	\$5,695,443	9.9%	0.2%	\$5,684,785	10.5%
South Region										
Total Orange Juice	\$1,400,051,371	40.2%	23.4%	\$1,134,460,848	39.5%	\$108,322,907	40.7%	17.3%	\$92,385,292	39.8%
NFC OJ	\$926,806,859	38.6%	26.5%	\$732,521,584	37.9%	\$72,459,466	39.1%	20.3%	\$60,211,070	38.1%
RECON OJ	\$332,526,986	43.4%	16.4%	\$285,686,549	42.1%	\$25,568,017	44.5%	10.1%	\$23,229,875	42.7%
West Region										
Total Orange Juice	\$730,475,970	21.0%	19.3%	\$612,278,570	21.3%	\$53,236,668	20.0%	10.1%	\$48,336,982	20.8%
NFC OJ	\$495,259,302	20.6%	24.6%	\$397,536,675	20.5%	\$36,491,428	19.7%	14.0%	\$32,022,783	20.2%
RECON OJ	\$168,780,013	22.0%	7.4%	\$157,106,913	23.2%	\$11,979,137	20.9%	-0.4%	\$12,024,658	22.1%
Midwest Region										
Total Orange Juice	\$701,067,187	20.1%	20.2%	\$583,457,450	20.3%	\$55,039,101	20.7%	14.8%	\$47,955,198	20.6%
NFC OJ	\$449,151,925	18.7%	23.6%	\$363,342,897	18.8%	\$35,663,173	19.2%	18.3%	\$30,152,387	19.1%
RECON OJ	\$184,604,012	24.1%	12.0%	\$164,768,591	24.3%	\$14,256,140	24.8%	5.5%	\$13,513,507	24.9%

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.

Grapefruit Juice Sales at xAOC - by Region

Gallons									
52 Weeks			52 Weeks YA			4 Weeks Ending 02/20/21		4 Weeks Ending 02/22/20	
	% of Total	% Chg		% of Total		% of Total	% Chg		% of Total
Total US									
Total Grapefruit Juice	14,855,897	10.1%		13,498,848		1,104,674	8.7%	1,016,161	
NFC GJ	9,150,385	10.9%		8,253,567		671,941	7.4%	625,609	
RECON GJ	170,326	37.0%		124,322		14,620	17.5%	12,441	
Northeast Region									
Total Grapefruit Juice	2,672,467	18.0%	9.2%	2,447,282	18.1%	203,485	18.4%	192,326	18.9%
NFC GJ	1,958,334	21.4%	8.0%	1,813,825	22.0%	149,942	22.3%	143,938	23.0%
RECON GJ	42,730	25.1%	75.7%	24,318	19.6%	3,780	25.9%	3,599	28.9%
South Region									
Total Grapefruit Juice	6,141,516	41.3%	8.9%	5,638,333	41.8%	458,250	41.5%	417,463	41.1%
NFC GJ	3,596,505	39.3%	10.9%	3,243,430	39.3%	263,093	39.2%	241,508	38.6%
RECON GJ	51,503	30.2%	42.8%	36,058	29.0%	4,665	31.9%	3,562	28.6%
West Region									
Total Grapefruit Juice	3,472,909	23.4%	13.7%	3,054,082	22.6%	248,727	22.5%	225,291	22.2%
NFC GJ	2,143,329	23.4%	13.4%	1,890,208	22.9%	152,569	22.7%	138,040	22.1%
RECON GJ	54,569	32.0%	20.7%	45,201	36.4%	4,230	28.9%	3,638	29.2%
Midwest Region									
Total Grapefruit Juice	2,548,029	17.2%	8.7%	2,343,468	17.4%	192,848	17.5%	179,969	17.7%
NFC GJ	1,436,422	15.7%	10.9%	1,295,790	15.7%	105,458	15.7%	101,484	16.2%
RECON GJ	21,436	12.6%	14.8%	18,664	15.0%	1,943	13.3%	1,637	13.2%

Dollars									
52 Weeks			52 Weeks YA			4 Weeks Ending 02/20/21		4 Weeks Ending 02/22/20	
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	% of Total	% Chg	% of Total	
Total US									
Total Grapefruit Juice	\$137,061,803		15.8%	\$118,316,013		\$10,341,980	13.3%	\$9,124,870	
NFC GJ	\$86,098,571		15.5%	\$74,556,775		\$6,428,888	11.8%	\$5,748,674	
RECON GJ	\$3,326,817		50.5%	\$2,209,966		\$288,451	12.0%	\$257,447	
Northeast Region									
Total Grapefruit Juice	\$26,427,157	19.3%	19.0%	\$22,215,566	18.8%	\$2,031,717	19.6%	\$1,807,025	19.8%
NFC GJ	\$19,230,196	22.3%	18.0%	\$16,303,445	21.9%	\$1,471,519	22.9%	\$1,310,379	22.8%
RECON GJ	\$1,240,980	37.3%	72.5%	\$719,280	32.5%	\$111,861	38.8%	\$106,233	41.3%
South Region									
Total Grapefruit Juice	\$53,392,573	39.0%	13.3%	\$47,117,933	39.8%	\$4,051,495	39.2%	\$3,580,380	39.2%
NFC GJ	\$32,329,986	37.5%	13.2%	\$28,552,767	38.3%	\$2,414,224	37.6%	\$2,171,572	37.8%
RECON GJ	\$837,093	25.2%	72.0%	\$486,667	22.0%	\$75,830	26.3%	\$62,423	24.2%
West Region									
Total Grapefruit Juice	\$34,810,318	25.4%	19.9%	\$29,038,791	24.5%	\$2,543,036	24.6%	\$2,200,178	24.1%
NFC GJ	\$21,458,753	24.9%	17.8%	\$18,215,927	24.4%	\$1,571,097	24.4%	\$1,367,896	23.8%
RECON GJ	\$949,484	28.5%	26.1%	\$753,035	34.1%	\$74,036	25.7%	\$66,225	25.7%
Midwest Region									
Total Grapefruit Juice	\$22,214,619	16.2%	12.1%	\$19,810,174	16.7%	\$1,702,518	16.5%	\$1,529,664	16.8%
NFC GJ	\$12,913,336	15.0%	13.3%	\$11,401,423	15.3%	\$963,672	15.0%	\$895,618	15.6%
RECON GJ	\$297,357	8.9%	19.1%	\$249,641	11.3%	\$26,684	9.3%	\$22,472	8.7%

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.