

FLORIDA DEPARTMENT OF CITRUS

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

Monthly Topline Report
Report 07 of the 2020-21 Season.
For 4 weeks ending 04/24/21



Week Ending 04/24/21
Report 07 of the 2020-21 Season.

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

	Week Ending 04/24/21			SEASON YEAR-TO-DATE		
	GALLONS	PRICE	DOLLARS	GALLONS	PRICE	DOLLARS
Total OJ	-22.1%	1.9%	-20.6%	-0.6%	2.3%	1.6%
Ref NFC OJ	-19.7%	1.1%	-18.8%	2.7%	1.6%	4.3%
Ref Recon OJ	-26.7%	-2.0%	-28.2%	-6.3%	-0.5%	-6.8%
Total GJ	-11.3%	1.6%	-10.0%	0.3%	4.1%	4.5%
Ref NFC GJ	-12.5%	0.1%	-12.4%	0.4%	3.2%	3.6%
Shelf Stable GJ	-5.7%	1.6%	-4.1%	3.0%	4.8%	8.0%
OJ Drinks	3.3%	-0.8%	2.5%	-2.5%	0.3%	-2.1%
OJ Blend Drinks	-12.0%	3.0%	-9.3%	-3.1%	3.4%	-2.1%
OJ Blend (100% Juice)	-6.0%	2.0%	-4.1%	-1.3%	2.1%	0.7%
GJ Blend (100% Juice)	-7.8%	2.7%	-5.3%	8.5%	3.1%	11.9%
GJ Cocktail	-18.8%	-4.2%	-22.2%	-4.1%	-1.0%	-5.1%

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: 04/24/21
Issue Date: 05/04/21
Report 07 of the 2020-21 Season.

		Four Weeks Ending							% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
		4/25/2020	11/7/2020	12/5/2020	1/2/2021	1/30/2021	2/27/2021	3/27/2021		4/24/2021	2019-20	2020-21
<u>NFC OJ</u>												
Gallons	24.35	19.57	21.38	24.37	22.11	20.89	19.85	19.56	-19.7%	148.66	152.73	2.7%
Price/Gal (\$)	8.75	8.66	8.56	8.35	8.67	8.74	8.82	8.85	1.1%	8.52	8.65	1.6%
Revenues (\$)	213.21	169.51	182.96	203.48	191.73	182.68	174.96	173.15	-18.8%	1266.35	1321.38	4.3%
<u>RECON OJ</u>												
Gallons	13.63	10.68	11.37	11.96	11.72	11.38	10.25	9.99	-26.7%	85.49	80.10	-6.3%
Price/Gal (\$)	4.93	4.88	4.82	4.85	4.83	4.83	4.80	4.83	-2.0%	4.86	4.84	-0.5%
Revenues (\$)	67.21	52.09	54.76	58.00	56.58	54.95	49.23	48.26	-28.2%	415.35	387.27	-6.8%
<u>Refrigerated OJ</u>												
Gallons	37.98	30.25	32.75	36.34	33.83	32.27	30.10	29.55	-22.2%	234.15	232.83	-0.6%
Price/Gal (\$)	7.38	7.33	7.26	7.20	7.34	7.36	7.45	7.49	1.5%	7.18	7.34	2.2%
Revenues (\$)	280.42	221.60	237.73	261.48	248.32	237.63	224.19	221.40	-21.0%	1681.71	1708.65	1.6%
<u>Frozen OJ</u>												
Gallons	1.86	1.19	1.36	1.42	1.28	1.21	1.17	1.10	-40.8%	10.24	9.03	-11.8%
Price/Gal (\$)	5.24	5.10	5.15	5.16	5.07	5.15	5.01	5.16	-1.6%	5.14	5.11	-0.6%
Revenues (\$)	9.73	6.08	6.98	7.35	6.49	6.24	5.85	5.67	-41.7%	52.65	46.15	-12.3%
<u>Shelf Stable OJ</u>												
Gallons	1.06	1.08	1.05	1.06	1.10	1.08	1.17	1.20	13.7%	7.07	8.01	13.3%
Price/Gal (\$)	7.18	7.40	7.45	7.41	7.48	7.48	7.61	7.67	6.9%	7.27	7.50	3.2%
Revenues (\$)	7.58	7.97	7.83	7.83	8.27	8.06	8.87	9.22	21.5%	51.41	60.11	16.9%
<u>Total Orange Juice</u>												
Gallons	40.89	32.52	35.16	38.82	36.22	34.56	32.43	31.85	-22.1%	251.45	249.87	-0.6%
Price/Gal (\$)	7.28	7.25	7.18	7.13	7.26	7.29	7.37	7.42	1.9%	7.10	7.26	2.3%
Revenues (\$)	297.74	235.65	252.53	276.66	263.08	251.93	238.91	236.29	-20.6%	1785.77	1814.91	1.6%

Most recent four-week-period is preliminary

2020-21 STD: 10/03/20 - 04/24/21

2019-20 STD: 10/05/19 - 04/25/20

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 07 of the 2020-21 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	4/25/2020	11/7/2020	12/5/2020	1/2/2021	1/30/2021	2/27/2021	3/27/2021	4/24/2021		2019-20	2020-21	% Change
<u>NFC GJ</u>												
Gallons	0.76	0.65	0.66	0.70	0.68	0.67	0.66	0.67	-12.5%	4.84	4.86	0.4%
Price/Gal (\$)	9.42	9.42	9.33	9.12	9.46	9.55	9.45	9.43	0.1%	9.09	9.39	3.2%
Revenues (\$)	7.18	6.14	6.15	6.41	6.47	6.41	6.20	6.29	-12.4%	44.04	45.65	3.6%
<u>RECON GJ</u>												
Gallons	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	4.0%	0.08	0.10	19.5%
Price/Gal (\$)	17.51	19.02	19.10	19.37	19.29	18.76	19.43	18.17	3.8%	17.69	18.99	7.4%
Revenues (\$)	0.25	0.21	0.23	0.26	0.27	0.28	0.28	0.27	7.9%	1.44	1.85	28.3%
<u>Refrigerated GJ</u>												
Gallons	0.78	0.66	0.67	0.72	0.70	0.69	0.67	0.68	-12.2%	4.92	4.96	0.7%
Price/Gal (\$)	9.57	9.58	9.51	9.31	9.66	9.74	9.66	9.62	0.6%	9.24	9.57	3.7%
Revenues (\$)	7.44	6.35	6.38	6.67	6.74	6.69	6.47	6.57	-11.7%	45.48	47.49	4.4%
<u>Frozen GJ</u>												
Gallons	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.03	-28.6%	0.27	0.21	-22.1%
Price/Gal (\$)	3.49	3.47	3.52	3.63	3.58	3.75	4.14	4.95	41.9%	4.14	3.86	-6.7%
Revenues (\$)	0.15	0.11	0.10	0.09	0.11	0.11	0.12	0.16	1.3%	1.14	0.83	-27.3%
<u>Shelf Stable GJ</u>												
Gallons	0.25	0.21	0.21	0.21	0.24	0.24	0.24	0.24	-5.7%	1.59	1.64	3.0%
Price/Gal (\$)	7.53	7.58	7.58	7.63	7.53	7.55	7.54	7.65	1.6%	7.23	7.58	4.8%
Revenues (\$)	1.90	1.63	1.58	1.62	1.79	1.79	1.80	1.82	-4.1%	11.52	12.44	8.0%
<u>Total Grapefruit Juice</u>												
Gallons	1.07	0.91	0.91	0.95	0.97	0.95	0.94	0.95	-11.3%	6.79	6.82	0.3%
Price/Gal (\$)	8.84	8.90	8.87	8.78	8.95	9.01	8.95	8.97	1.6%	8.56	8.91	4.1%
Revenues (\$)	9.49	8.08	8.06	8.38	8.63	8.59	8.40	8.54	-10.0%	58.14	60.76	4.5%

Most recent four-week-period is preliminary

2020-21 STD: 10/03/20 - 04/24/21
2019-20 STD: 10/05/19 - 04/25/20

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 07 of the 2020-21 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	4/25/2020	11/7/2020	12/5/2020	1/2/2021	1/30/2021	2/27/2021	3/27/2021	4/24/2021		2019-20	2020-21	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	0.73	0.63	0.63	0.63	0.64	0.66	0.70	0.75	2.8%	5.23	4.80	-8.1%
Price/Gal (\$)	6.58	6.89	7.08	7.21	7.34	7.24	7.06	6.96	5.7%	6.40	7.09	10.8%
Revenues (\$)	4.81	4.36	4.45	4.53	4.70	4.76	4.92	5.23	8.7%	33.48	34.07	1.8%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1.01	1.07	1.23	1.31	1.16	1.08	0.96	0.97	-4.2%	8.72	8.03	-7.9%
Price/Gal (\$)	8.85	8.47	8.06	8.15	8.64	8.61	8.69	8.75	-1.1%	8.34	8.46	1.5%
Revenues (\$)	8.93	9.05	9.88	10.66	10.00	9.29	8.35	8.46	-5.2%	72.73	67.96	-6.6%
<u>OJ Drinks - % not stated</u>												
Gallons	0.66	0.66	0.64	0.80	0.81	0.86	0.77	0.76	15.5%	4.82	5.47	13.5%
Price/Gal (\$)	7.66	8.25	7.52	8.45	8.71	8.58	7.59	7.31	-4.5%	9.00	8.11	-9.9%
Revenues (\$)	5.03	5.46	4.79	6.78	7.07	7.37	5.84	5.55	10.3%	43.36	44.33	2.2%
<u>Total OJ Drinks</u>												
Gallons	2.40	2.36	2.49	2.74	2.61	2.60	2.43	2.48	3.3%	18.77	18.30	-2.5%
Price/Gal (\$)	7.83	7.98	7.68	8.02	8.34	8.25	7.87	7.77	-0.8%	7.97	8.00	0.3%
Revenues (\$)	18.77	18.87	19.13	21.97	21.77	21.42	19.11	19.23	2.5%	149.57	146.36	-2.1%
<u>OJ BL Drinks</u>												
Gallons	12.84	11.39	10.92	11.08	11.65	11.51	11.12	11.30	-12.0%	84.63	82.01	-3.1%
Price/Gal (\$)	3.69	3.71	3.73	3.73	3.67	3.72	3.78	3.81	3.0%	3.61	3.73	3.4%
Revenues (\$)	47.44	42.21	40.72	41.26	42.77	42.78	42.00	43.01	-9.3%	305.16	305.80	0.2%
<u>OJ BL (100% Juice)</u>												
Gallons	2.48	2.06	2.14	2.35	2.32	2.29	2.30	2.33	-6.0%	16.53	16.31	-1.3%
Price/Gal (\$)	7.81	7.77	7.75	7.65	7.83	7.81	7.91	7.97	2.0%	7.65	7.81	2.1%
Revenues (\$)	19.37	15.97	16.58	17.99	18.16	17.90	18.21	18.58	-4.1%	126.50	127.42	0.7%
<u>GJ Cocktail</u>												
Gallons	0.68	0.53	0.53	0.53	0.58	0.57	0.56	0.55	-18.8%	4.16	3.99	-4.1%
Price/Gal (\$)	6.29	6.45	6.37	6.40	6.35	6.44	6.29	6.03	-4.2%	6.39	6.33	-1.0%
Revenues (\$)	4.25	3.43	3.38	3.42	3.66	3.64	3.50	3.31	-22.2%	26.58	25.24	-5.1%
<u>GJ BL (100% Juice)</u>												
Gallons	0.12	0.10	0.10	0.10	0.11	0.11	0.11	0.11	-7.8%	0.71	0.77	8.5%
Price/Gal (\$)	6.68	6.70	6.80	6.81	6.80	6.80	6.81	6.86	2.7%	6.59	6.79	3.1%
Revenues (\$)	0.80	0.69	0.69	0.68	0.73	0.76	0.77	0.76	-5.3%	4.70	5.26	11.9%

Most recent four-week-period is preliminary

2020-21 STD: 10/03/20 - 04/24/21

2019-20 STD: 10/05/19 - 04/25/20

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: 04/24/21
Issue Date: 05/04/21
Report 07 of the 2020-21 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	4/25/2020	11/7/2020	12/5/2020	1/2/2021	1/30/2021	2/27/2021	3/27/2021	4/24/2021		2019-20	2020-21	% Change
<u>NFC OJ</u>												
Gallons	16.67	12.72	14.15	16.29	14.44	13.51	12.65	12.67	-24.0%	99.67	99.69	0.0%
Price/Gal (\$)	9.08	8.97	8.80	8.50	8.99	9.06	9.14	9.18	1.1%	8.77	8.93	1.8%
Revenues (\$)	151.39	114.11	124.47	138.46	129.84	122.35	115.62	116.33	-23.2%	873.88	890.12	1.9%
<u>RECON OJ</u>												
Gallons	8.11	6.38	6.82	6.94	6.86	6.69	6.07	5.92	-27.0%	50.87	47.31	-7.0%
Price/Gal (\$)	5.13	5.02	4.93	5.02	4.98	4.98	4.99	5.02	-2.2%	5.02	4.99	-0.6%
Revenues (\$)	41.65	32.00	33.67	34.85	34.17	33.32	30.25	29.72	-28.6%	255.51	236.15	-7.6%
<u>Refrigerated OJ</u>												
Gallons	24.79	19.10	20.97	23.23	21.30	20.20	18.71	18.59	-25.0%	150.54	147.00	-2.4%
Price/Gal (\$)	7.79	7.65	7.54	7.46	7.70	7.71	7.80	7.86	0.9%	7.50	7.66	2.1%
Revenues (\$)	193.04	146.12	158.14	173.30	164.01	155.67	145.87	146.06	-24.3%	1129.40	1126.27	-0.3%
<u>Frozen OJ</u>												
Gallons	1.35	0.84	0.97	1.01	0.90	0.86	0.83	0.78	-42.6%	7.36	6.39	-13.1%
Price/Gal (\$)	5.54	5.44	5.48	5.50	5.38	5.49	5.28	5.50	-0.7%	5.44	5.44	0.0%
Revenues (\$)	7.51	4.58	5.29	5.53	4.85	4.69	4.40	4.28	-43.0%	39.99	34.76	-13.1%
<u>Shelf Stable OJ</u>												
Gallons	0.37	0.34	0.34	0.35	0.35	0.35	0.34	0.35	-6.8%	2.45	2.49	1.7%
Price/Gal (\$)	7.11	7.55	7.65	7.60	7.69	7.66	7.88	7.97	12.1%	7.18	7.71	7.3%
Revenues (\$)	2.63	2.56	2.60	2.65	2.70	2.65	2.66	2.75	4.5%	17.61	19.21	9.1%
<u>Total Orange Juice</u>												
Gallons	26.51	20.28	22.27	24.58	22.55	21.40	19.88	19.72	-25.6%	160.35	155.89	-2.8%
Price/Gal (\$)	7.66	7.56	7.45	7.38	7.61	7.62	7.69	7.77	1.3%	7.40	7.57	2.3%
Revenues (\$)	203.18	153.25	166.02	181.48	171.56	163.02	152.93	153.09	-24.7%	1187.00	1180.23	-0.6%

Most recent four-week-period is preliminary
2020-21 STD: 10/03/20 - 04/24/21
2019-20 STD: 10/05/19 - 04/25/20

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 07 of the 2020-21 Season.

		Four Weeks Ending							% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date			
		4/25/2020	11/7/2020	12/5/2020	1/2/2021	1/30/2021	2/27/2021	3/27/2021		4/24/2021	2019-20	2020-21	% Change
<u>NFC GJ</u>													
	Gallons	0.66	0.56	0.57	0.61	0.59	0.58	0.56	0.57	-13.7%	4.11	4.19	1.9%
	Price/Gal (\$)	9.63	9.60	9.47	9.21	9.61	9.71	9.59	9.57	-0.5%	9.29	9.53	2.6%
	Revenues (\$)	6.35	5.40	5.41	5.63	5.68	5.63	5.37	5.45	-14.2%	38.19	39.94	4.6%
<u>RECON GJ</u>													
	Gallons	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	4.0%	0.08	0.10	19.5%
	Price/Gal (\$)	17.51	19.02	19.10	19.37	19.29	18.76	19.43	18.17	3.8%	17.69	18.99	7.4%
	Revenues (\$)	0.25	0.21	0.23	0.26	0.27	0.28	0.28	0.27	7.9%	1.44	1.85	28.3%
<u>Refrigerated GJ</u>													
	Gallons	0.67	0.57	0.58	0.62	0.60	0.59	0.57	0.58	-13.3%	4.19	4.29	2.3%
	Price/Gal (\$)	9.79	9.78	9.67	9.43	9.83	9.93	9.84	9.79	0.0%	9.45	9.75	3.1%
	Revenues (\$)	6.60	5.61	5.64	5.89	5.95	5.90	5.64	5.72	-13.3%	39.63	41.79	5.4%
<u>Frozen GJ</u>													
	Gallons	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.03	-28.6%	0.27	0.21	-22.1%
	Price/Gal (\$)	3.49	3.47	3.52	3.63	3.58	3.75	4.14	4.95	41.9%	4.14	3.86	-6.7%
	Revenues (\$)	0.15	0.11	0.10	0.09	0.11	0.11	0.12	0.16	1.3%	1.14	0.83	-27.3%
<u>Shelf Stable GJ</u>													
	Gallons	0.16	0.13	0.12	0.13	0.14	0.14	0.15	0.14	-11.4%	0.96	0.99	3.3%
	Price/Gal (\$)	8.50	8.82	8.89	8.94	8.80	8.83	8.75	8.89	4.6%	8.23	8.84	7.4%
	Revenues (\$)	1.39	1.13	1.11	1.16	1.26	1.26	1.27	1.29	-7.3%	7.91	8.78	11.0%
<u>Total Grapefruit Juice</u>													
	Gallons	0.88	0.73	0.74	0.78	0.78	0.77	0.75	0.76	-13.7%	5.43	5.50	1.2%
	Price/Gal (\$)	9.24	9.35	9.29	9.16	9.40	9.49	9.40	9.42	2.0%	8.97	9.35	4.3%
	Revenues (\$)	8.14	6.85	6.85	7.14	7.31	7.27	7.04	7.17	-12.0%	48.68	51.39	5.6%

Most recent four-week-period is preliminary

2020-21 STD: 10/03/20 - 04/24/21

2019-20 STD: 10/05/19 - 04/25/20

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)

Report 07 of the 2020-21 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	4/25/2020	11/7/2020	12/5/2020	1/2/2021	1/30/2021	2/27/2021	3/27/2021	4/24/2021		2019-20	2020-21	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	0.54	0.48	0.48	0.48	0.48	0.50	0.49	0.54	0.9%	3.70	3.56	-3.6%
Price/Gal (\$)	7.14	7.50	7.62	7.64	7.87	7.78	7.88	7.77	8.8%	6.98	7.71	10.5%
Revenues (\$)	3.83	3.57	3.62	3.64	3.80	3.86	3.86	4.21	9.8%	25.81	27.49	6.5%
<u>OJ Drinks 40-99.99%</u>												
Gallons	0.73	0.78	0.94	0.99	0.88	0.83	0.70	0.70	-4.5%	6.30	6.01	-4.5%
Price/Gal (\$)	9.07	8.69	8.09	8.20	8.83	8.70	8.85	8.97	-1.1%	8.44	8.59	1.8%
Revenues (\$)	6.61	6.75	7.62	8.12	7.79	7.23	6.19	6.24	-5.6%	53.13	51.64	-2.8%
<u>OJ Drinks - % not stated</u>												
Gallons	0.57	0.47	0.48	0.54	0.51	0.55	0.55	0.56	-1.7%	3.36	3.78	12.5%
Price/Gal (\$)	7.69	7.63	7.67	7.39	7.12	7.11	7.29	7.38	-4.1%	7.55	7.37	-2.3%
Revenues (\$)	4.36	3.58	3.70	4.02	3.63	3.93	3.98	4.11	-5.7%	25.37	27.87	9.9%
<u>Total OJ Drinks</u>												
Gallons	1.83	1.72	1.90	2.01	1.88	1.88	1.74	1.80	-2.1%	13.36	13.36	0.0%
Price/Gal (\$)	8.08	8.07	7.87	7.84	8.12	7.99	8.09	8.12	0.4%	7.81	8.01	2.5%
Revenues (\$)	14.81	13.90	14.94	15.78	15.23	15.02	14.04	14.57	-1.6%	104.32	106.99	2.6%
<u>OJ BL Drinks</u>												
Gallons	6.36	5.59	5.26	5.29	5.80	5.53	5.14	5.33	-16.2%	41.29	39.50	-4.4%
Price/Gal (\$)	3.77	3.62	3.72	3.75	3.66	3.72	3.81	3.78	0.4%	3.66	3.71	1.4%
Revenues (\$)	23.97	20.25	19.58	19.81	21.25	20.58	19.56	20.16	-15.9%	151.18	146.68	-3.0%
<u>OJ BL (100% Juice)</u>												
Gallons	1.80	1.31	1.36	1.52	1.48	1.45	1.41	1.43	-20.7%	11.38	10.29	-9.6%
Price/Gal (\$)	7.97	7.85	7.84	7.68	7.91	7.89	8.00	8.08	1.4%	7.80	7.89	1.2%
Revenues (\$)	14.37	10.27	10.69	11.65	11.70	11.41	11.27	11.55	-19.6%	88.72	81.18	-8.5%
<u>GJ Cocktail</u>												
Gallons	0.36	0.27	0.28	0.29	0.30	0.29	0.29	0.30	-17.7%	2.13	2.10	-1.4%
Price/Gal (\$)	7.06	7.39	7.19	7.24	7.10	7.32	7.15	6.79	-3.8%	7.24	7.17	-1.0%
Revenues (\$)	2.56	2.01	2.04	2.08	2.14	2.13	2.08	2.02	-20.8%	15.40	15.03	-2.4%
<u>GJ BL (100% Juice)</u>												
Gallons	0.06	0.04	0.04	0.04	0.04	0.04	0.04	0.04	-25.0%	0.32	0.30	-4.2%
Price/Gal (\$)	7.74	8.01	8.11	8.09	8.17	8.17	8.09	8.15	5.4%	7.66	8.11	5.8%
Revenues (\$)	0.44	0.32	0.33	0.34	0.34	0.36	0.35	0.35	-20.9%	2.42	2.46	1.4%

Most recent four-week-period is preliminary

2020-21 STD: 10/03/20 - 04/24/21

2019-20 STD: 10/05/19 - 04/25/20

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: 04/24/21
Issue Date: 05/04/21
Report 07 of the 2020-21 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	4/25/2020	11/7/2020	12/5/2020	1/2/2021	1/30/2021	2/27/2021	3/27/2021	4/24/2021		2019-20	2020-21	% Change
<u>NFC OJ</u>												
Average Promo Price	\$8.20	\$8.14	\$7.78	\$7.50	\$8.21	\$8.31	\$8.31	\$8.28	1.0%	\$7.85	\$8.04	2.5%
Price Reduction	50	46	48	50	49	46	48	50	-0.4%	53	48	-8.8%
Feature & Disp	0	0	0	0	5	17	17	5	-	4	6	36.1%
Display w/o Fea	0	0	0	0	25	23	25	24	-	8	13	62.2%
Feature w/o Disp	27	33	34	43	41	54	51	34	27.2%	39	41	5.2%
<u>RECON OJ</u>												
Average Promo Price	\$4.35	\$4.42	\$4.05	\$4.31	\$4.49	\$4.59	\$4.51	\$4.32	-0.6%	\$4.29	\$4.38	2.1%
Price Reduction	21	28	28	25	24	27	23	24	11.9%	29	26	-10.3%
Feature & Disp	0	0	0	0	1	1	1	1	-	0	0	-1.1%
Display w/o Fea	0	0	0	0	9	8	8	7	-	6	5	-23.1%
Feature w/o Disp	2	8	9	7	12	8	11	10	319.9%	8	9	11.7%
<u>Refrigerated OJ</u>												
Average Promo Price	\$7.39	\$7.12	\$6.68	\$6.94	\$7.27	\$7.32	\$7.27	\$7.21	-2.5%	\$6.91	\$7.11	2.9%
Price Reduction	54	51	53	53	53	50	52	53	-2.1%	59	52	-11.2%
Feature & Disp	0	0	0	0	5	18	18	5	-	5	6	33.0%
Display w/o Fea	0	0	0	0	27	26	27	27	-	12	15	20.1%
Feature w/o Disp	28	36	36	44	43	56	57	37	31.2%	41	44	5.6%
<u>Frozen OJ</u>												
Average Promo Price	\$4.97	\$4.70	\$4.83	\$4.76	\$4.55	\$5.53	\$4.13	\$4.63	-6.8%	\$4.47	\$4.61	3.1%
Price Reduction	10	11	11	10	10	9	12	10	1.5%	12	10	-11.7%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-56.5%
Display w/o Fea	0	0	0	0	0	0	0	0	-	0	0	-63.0%
Feature w/o Disp	0	1	1	0	1	1	1	1	334.6%	1	1	-35.3%
<u>Shelf Stable OJ</u>												
Average Promo Price	\$6.81	\$7.06	\$6.70	\$7.59	\$6.81	\$6.95	\$7.18	\$7.46	9.7%	\$6.81	\$7.15	5.0%
Price Reduction	9	10	7	6	8	14	14	10	15.0%	10	10	1.7%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-23.1%
Display w/o Fea	0	0	0	0	1	1	1	1	-	2	1	-62.5%
Feature w/o Disp	0	1	1	1	1	1	1	2	555.7%	1	1	-24.5%
<u>Total Orange Juice</u>												
Average Promo Price	\$7.34	\$7.10	\$6.66	\$6.92	\$7.24	\$7.30	\$7.20	\$7.18	-2.2%	\$6.87	\$7.08	3.1%
Price Reduction	59	57	57	56	57	57	55	57	-3.4%	62	57	-8.3%
Feature & Disp	0	0	0	0	5	18	18	5	-	5	6	32.5%
Display w/o Fea	0	0	0	0	28	27	28	28	-	14	15	11.7%
Feature w/o Disp	28	36	36	45	43	56	57	37	33.0%	42	44	4.6%

Most recent four-week-period is preliminary

2020-21 STD: 10/03/20 - 04/24/21

2019-20 STD: 10/05/19 - 04/25/20

Source: Nielsen

GRAPEFRUIT JUICE PROMOTIONS

Expanded All Outlets Combined (xAOC)

(Prices in dollars and Promotion in %ACV)

Report 07 of the 2020-21 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	04/25/20	11/07/20	12/05/20	01/02/21	01/30/21	02/27/21	03/27/21	04/24/21		2019-20	2020-21	% Change
<u>NFC GJ</u>												
Average Promo Price	\$8.32	\$8.40	\$8.20	\$7.91	\$8.43	\$8.56	\$8.27	\$8.35	0.4%	\$7.93	\$8.28	4.3%
Price Reduction	16	16	20	22	17	17	15	17	6.5%	19	18	-3.7%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-64.0%
Display w/o Fea	0	0	0	0	2	2	1	1	-	1	1	19.9%
Feature w/o Disp	8	8	7	7	7	6	5	6	-26.0%	10	6	-32.7%
<u>RECON GJ</u>												
Average Promo Price	\$12.52	\$14.55	\$12.02	\$15.96	\$13.50	\$12.66	\$18.01	\$12.35	-1.3%	\$14.40	\$13.19	-8.4%
Price Reduction	3	0	1	1	1	2	0	3	12.6%	1	1	44.1%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-
Display w/o Fea	0	0	0	0	0	0	0	0	-	0	0	64.3%
Feature w/o Disp	0	0	0	0	0	0	0	0	-	0	0	-
<u>Refrigerated GJ</u>												
Average Promo Price	\$8.42	\$8.41	\$8.24	\$7.97	\$8.46	\$8.66	\$8.33	\$8.48	0.7%	\$7.99	\$8.34	4.4%
Price Reduction	18	16	20	22	18	18	16	19	2.3%	19	18	-3.6%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-64.0%
Display w/o Fea	0	0	0	0	2	2	2	1	-	1	1	22.6%
Feature w/o Disp	8	8	7	7	7	6	5	6	-26.1%	10	6	-32.7%
<u>Frozen GJ</u>												
Average Promo Price	\$4.29	\$4.41	\$3.16	\$3.89	\$3.46	\$3.26	\$4.16	\$6.55	52.8%	\$5.89	\$4.59	-22.0%
Price Reduction	2	0	0	0	0	0	0	0	-89.9%	2	0	-90.4%
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	5700.0%
Feature w/o Disp	0	0	0	0	0	0	0	0	-	0	0	-100.0%
<u>Shelf Stable GJ</u>												
Average Promo Price	\$7.55	\$10.99	\$7.95	\$8.58	\$10.33	\$8.70	\$8.86	\$7.65	1.3%	\$6.99	\$9.08	29.9%
Price Reduction	4	5	5	3	6	4	7	4	-5.8%	6	5	-10.5%
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	-	0	0	-59.0%
Feature w/o Disp	0	0	0	0	0	0	0	0	50.9%	1	0	-57.8%
<u>Total GJ</u>												
Average Promo Price	\$8.30	\$8.51	\$8.22	\$7.98	\$8.57	\$8.65	\$8.35	\$8.42	1.5%	\$7.87	\$8.37	6.3%
Price Reduction	21	20	23	24	21	20	20	21	2.5%	23	21	-7.0%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-65.4%
Display w/o Fea	0	0	0	0	2	2	2	2	-	1	1	10.2%
Feature w/o Disp	8	8	7	8	7	6	5	6	-25.3%	10	7	-33.1%

Most recent four-week-period is preliminary

2020-21 STD: 10/03/20 - 04/24/21

2019-20 STD: 10/05/19 - 04/25/20

Source: Nielsen

LESS THAN 100% OJ & GJ BEVERAGES PROMOTIONS

Expanded All Outlets Combined (xAOC)

(Prices in dollars and Promotion in %ACV)

Report 07 of the 2020-21 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	04/25/20	11/07/20	12/05/20	01/02/21	01/30/21	02/27/21	03/27/21	04/24/21		2019-20	2020-21	% Change
<u>OJ Drinks 0-39.99%</u>												
Average Promo Price	\$7.88	\$7.43	\$7.57	\$7.63	\$7.32	\$7.19	\$6.95	\$7.04	-10.7%	\$6.83	\$7.25	6.1%
Price Reduction	26	29	29	25	22	28	26	36	38.3%	29	28	-5.0%
Feature & Disp	0	0	0	0	0	1	1	0	-	1	0	-63.8%
Display w/o Fea	0	0	0	0	6	7	7	9	-	8	4	-52.6%
Feature w/o Disp	5	5	5	6	8	5	7	10	93.1%	9	7	-29.2%
<u>OJ Drinks 40-99.99%</u>												
Average Promo Price	\$8.36	\$8.01	\$7.21	\$7.35	\$8.05	\$8.12	\$8.08	\$8.13	-2.8%	\$7.69	\$7.77	1.1%
Price Reduction	15	20	20	18	19	15	15	14	-0.5%	20	17	-14.4%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-27.9%
Display w/o Fea	0	0	0	0	3	2	2	2	-	2	1	-16.9%
Feature w/o Disp	2	2	5	4	5	6	1	2	-12.2%	4	3	-25.2%
<u>OJ Drinks - % not stated</u>												
Average Promo Price	\$7.60	\$7.15	\$7.67	\$6.88	\$8.27	\$7.64	\$7.40	\$7.44	-2.1%	\$7.56	\$7.45	-1.5%
Price Reduction	14	16	15	19	14	19	16	17	16.5%	20	17	-15.7%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-14.9%
Display w/o Fea	0	0	0	0	7	5	7	7	-	1	4	168.0%
Feature w/o Disp	2	2	3	2	3	1	1	1	-65.6%	3	2	-47.5%
<u>Total OJ Drinks</u>												
Average Promo Price	\$8.00	\$7.66	\$7.37	\$7.27	\$7.94	\$7.75	\$7.53	\$7.53	-5.8%	\$7.43	\$7.56	1.8%
Price Reduction	35	40	40	38	35	37	37	44	24.9%	41	39	-5.8%
Feature & Disp	0	0	0	0	1	1	1	1	-	1	0	-55.2%
Display w/o Fea	0	0	0	0	15	13	15	16	-	11	8	-24.5%
Feature w/o Disp	8	8	10	11	12	10	8	11	35.3%	14	10	-29.2%
<u>OJ BL Drinks</u>												
Average Promo Price	\$3.46	\$2.99	\$3.26	\$3.35	\$2.88	\$3.18	\$3.40	\$3.13	-9.5%	\$3.24	\$3.15	-2.8%
Price Reduction	46	49	48	44	45	47	50	45	-3.3%	53	47	-12.4%
Feature & Disp	0	0	0	0	2	2	2	2	-	2	1	-45.5%
Display w/o Fea	0	0	0	0	23	21	21	26	-	24	13	-47.1%
Feature w/o Disp	11	18	10	16	15	19	15	18	65.1%	17	16	-4.2%
<u>OJ BL (100% Juice)</u>												
Average Promo Price	\$6.93	\$7.00	\$6.98	\$6.84	\$7.19	\$7.08	\$7.19	\$7.31	5.4%	\$6.96	\$7.09	1.8%
Price Reduction	25	38	42	29	28	32	33	32	29.5%	32	33	4.9%
Feature & Disp	0	0	0	0	3	1	1	1	-	1	1	8.8%
Display w/o Fea	0	0	0	0	3	7	5	5	-	4	3	-22.6%
Feature w/o Disp	9	12	11	23	41	15	14	15	75.3%	18	19	3.7%
<u>GJ Cocktail</u>												
Average Promo Price	\$6.18	\$6.60	\$6.25	\$5.90	\$5.96	\$6.12	\$5.66	\$5.41	-12.5%	\$6.15	\$5.92	-3.9%
Price Reduction	20	13	15	14	12	14	14	18	-12.6%	21	14	-32.9%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-69.9%
Display w/o Fea	0	0	0	0	1	1	1	2	-	3	1	-70.3%
Feature w/o Disp	3	2	2	2	4	3	1	4	6.3%	3	3	-10.4%
<u>GJ BL (100% Juice)</u>												
Average Promo Price	\$7.34	\$7.70	\$7.66	\$7.69	\$7.79	\$8.10	\$7.37	\$7.47	1.8%	\$7.05	\$7.63	8.3%
Price Reduction	1	2	2	1	2	3	4	4	190.2%	1	3	85.0%
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	-	0	0	32.5%
Feature w/o Disp	0	0	0	0	0	0	0	0	146.8%	0	0	-15.4%

Most recent four-week-period is preliminary

2020-21 STD: 10/03/20 - 04/24/21

2019-20 STD: 10/05/19 - 04/25/20

Source: Nielsen

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

Report Ending Date: 04/24/21
Issue Date: 05/04/21
Report 07 of the 2020-21 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	4/25/2020	11/7/2020	12/5/2020	1/2/2021	1/30/2021	2/27/2021	3/27/2021	4/24/2021		2019-20	2020-21	% Change
<u>NFC OJ</u>												
Average Promo Price	\$8.21	\$8.14	\$7.79	\$7.45	\$8.21	\$8.29	\$8.22	\$8.29	1.0%	\$7.81	\$8.00	2.5%
Price Reduction	75	78	79	83	81	81	76	80	7.5%	81	80	-1.6%
Feature & Disp	0	0	0	0	11	10	9	10	-	8	6	-25.6%
Display w/o Fea	0	0	0	0	18	17	17	16	-	9	9	4.2%
Feature w/o Disp	54	61	65	71	69	67	55	59	10.7%	66	64	-2.7%
<u>RECON OJ</u>												
Average Promo Price	\$4.27	\$4.38	\$3.98	\$4.23	\$4.56	\$4.66	\$4.56	\$4.33	1.5%	\$4.29	\$4.37	1.7%
Price Reduction	39	56	55	50	48	53	44	50	29.5%	49	51	4.6%
Feature & Disp	0	0	0	0	1	2	2	1	-	1	1	-12.7%
Display w/o Fea	0	0	0	0	5	6	7	6	-	3	3	0.5%
Feature w/o Disp	5	20	20	13	21	19	26	19	271.3%	20	20	-0.4%
<u>Refrigerated OJ</u>												
Average Promo Price	\$7.39	\$7.07	\$6.64	\$6.84	\$7.31	\$7.29	\$7.17	\$7.18	-2.7%	\$6.93	\$7.05	1.7%
Price Reduction	79	85	86	86	85	85	82	85	7.2%	85	85	-0.5%
Feature & Disp	0	0	0	0	12	12	11	12	-	8	6	-23.8%
Display w/o Fea	0	0	0	0	22	21	21	19	-	11	11	3.4%
Feature w/o Disp	56	66	69	75	74	72	67	65	17.8%	71	70	-1.7%
<u>Frozen OJ</u>												
Average Promo Price	\$4.92	\$4.71	\$4.77	\$4.67	\$4.45	\$5.52	\$4.09	\$4.62	-6.2%	\$4.48	\$4.56	1.9%
Price Reduction	17	16	17	17	16	16	23	18	7.6%	21	18	-14.3%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-57.1%
Display w/o Fea	0	0	0	0	1	0	0	0	-	0	0	-36.0%
Feature w/o Disp	0	1	1	1	2	2	3	2	335.0%	3	2	-35.5%
<u>Shelf Stable OJ</u>												
Average Promo Price	\$6.01	\$6.38	\$6.18	\$6.62	\$6.44	\$6.94	\$7.14	\$6.47	7.7%	\$5.88	\$6.66	13.3%
Price Reduction	14	16	13	11	11	18	18	13	-5.2%	18	15	-21.4%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	31.3%
Display w/o Fea	0	0	0	0	1	1	1	1	-	1	1	-46.3%
Feature w/o Disp	1	3	2	2	2	2	2	3	275.5%	2	2	0.2%
<u>Total Orange Juice</u>												
Average Promo Price	\$7.32	\$7.03	\$6.62	\$6.82	\$7.27	\$7.27	\$7.08	\$7.14	-2.6%	\$6.88	\$7.01	1.9%
Price Reduction	82	86	87	87	86	87	84	87	6.0%	87	86	-0.8%
Feature & Disp	0	0	0	0	12	12	11	12	-	8	6	-23.9%
Display w/o Fea	0	0	0	0	23	22	22	20	-	12	12	-0.2%
Feature w/o Disp	56	67	69	75	75	72	68	66	17.8%	72	70	-2.0%

Most recent four-week-period is preliminary

2020-21 STD: 10/03/20 - 04/24/21

2019-20 STD: 10/05/19 - 04/25/20

Source: Nielsen

GRAPEFRUIT JUICE PROMOTIONS

FOOD (\$2MM+ GROCERY)

(Prices in dollars and Promotion in %ACV)

Report 07 of the 2020-21 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	04/25/20	11/07/20	12/05/20	01/02/21	01/30/21	02/27/21	03/27/21	04/24/21		2019-20	2020-21	% Change
<u>NFC GJ</u>												
Average Promo Price	\$8.33	\$8.43	\$8.21	\$7.91	\$8.42	\$8.58	\$8.27	\$8.36	0.4%	\$7.94	\$8.29	4.4%
Price Reduction	39	33	44	51	42	41	37	42	5.7%	40	41	3.0%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-63.9%
Display w/o Fea	0	0	0	0	3	2	2	3	-	2	1	-12.0%
Feature w/o Disp	19	19	18	19	16	14	12	14	-26.3%	23	16	-29.7%
<u>RECON GJ</u>												
Average Promo Price	\$12.52	\$14.55	\$12.02	\$15.96	\$13.50	\$12.66	\$18.01	\$12.35	-1.3%	\$14.40	\$13.19	-8.4%
Price Reduction	7	1	3	2	2	6	1	8	12.3%	2	3	43.6%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-
Display w/o Fea	0	0	0	0	0	0	0	0	-	0	0	65.7%
Feature w/o Disp	0	0	0	0	0	0	0	0	-	0	0	-
<u>Refrigerated GJ</u>												
Average Promo Price	\$8.43	\$8.44	\$8.25	\$7.97	\$8.46	\$8.67	\$8.33	\$8.48	0.7%	\$7.99	\$8.35	4.4%
Price Reduction	44	33	46	52	43	43	38	44	1.4%	42	43	2.9%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-63.9%
Display w/o Fea	0	0	0	0	3	2	3	3	-	2	2	-7.9%
Feature w/o Disp	19	19	18	19	17	14	12	14	-26.3%	23	16	-29.6%
<u>Frozen GJ</u>												
Average Promo Price	\$4.29	\$4.41	\$3.16	\$3.89	\$3.46	\$3.26	\$4.16	\$6.55	52.8%	\$5.89	\$4.59	-22.0%
Price Reduction	6	1	0	0	0	0	0	1	-89.9%	6	1	-90.5%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-
Display w/o Fea	0	0	0	0	0	0	0	1	-	0	0	7050.0%
Feature w/o Disp	0	0	0	0	0	0	0	0	-	0	0	-100.0%
<u>Shelf Stable GJ</u>												
Average Promo Price	\$7.58	\$11.67	\$8.46	\$9.19	\$10.86	\$9.35	\$10.00	\$8.55	12.8%	\$7.18	\$9.87	37.3%
Price Reduction	10	11	7	6	15	8	14	7	-28.4%	12	10	-17.1%
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	-	0	0	-63.7%
Feature w/o Disp	1	0	0	1	1	0	1	1	50.7%	1	1	-57.3%
<u>Total GJ</u>												
Average Promo Price	\$8.30	\$8.56	\$8.25	\$7.99	\$8.59	\$8.69	\$8.41	\$8.48	2.1%	\$7.89	\$8.40	6.5%
Price Reduction	50	41	49	55	49	46	45	48	-2.9%	49	47	-3.7%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-65.7%
Display w/o Fea	0	0	0	0	3	3	3	4	-	2	2	-11.1%
Feature w/o Disp	19	19	18	20	18	14	13	14	-25.5%	24	17	-30.2%

Most recent four-week-period is preliminary

2020-21 STD: 10/03/20 - 04/24/21

2019-20 STD: 10/05/19 - 04/25/20

Source: Nielsen

LESS THAN 100% OJ & GJ BEVERAGES PROMOTIONS
FOOD (\$2MM+ GROCERY)
(Prices in dollars and Promotion in %ACV)

Report 07 of the 2020-21 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4	Season-to-Date		
	04/25/20	11/07/20	12/05/20	01/02/21	01/30/21	02/27/21	03/27/21	04/24/21		2019-20	2020-21	% Change
<u>OJ Drinks 0-39.99%</u>												
Average Promo Price	\$7.75	\$7.52	\$7.54	\$7.31	\$7.59	\$7.32	\$7.28	\$6.79	-12.4%	\$6.88	\$7.27	5.7%
Price Reduction	51	54	55	46	46	57	50	59	16.4%	52	52	0.1%
Feature & Disp	0	0	0	0	1	1	2	1	-	2	1	-56.1%
Display w/o Fea	0	0	0	0	10	12	11	11	-	13	6	-51.4%
Feature w/o Disp	12	12	9	14	17	12	16	20	72.2%	18	15	-18.8%
<u>OJ Drinks 40-99.99%</u>												
Average Promo Price	\$8.35	\$8.05	\$7.22	\$7.36	\$8.12	\$8.12	\$8.07	\$8.10	-2.9%	\$7.69	\$7.78	1.2%
Price Reduction	30	40	42	39	38	34	32	30	-1.5%	42	37	-11.5%
Feature & Disp	0	0	0	0	1	1	0	0	-	1	0	-27.9%
Display w/o Fea	0	0	0	0	3	3	3	2	-	3	1	-44.6%
Feature w/o Disp	4	5	12	10	12	14	2	4	-15.1%	11	8	-25.7%
<u>OJ Drinks - % not stated</u>												
Average Promo Price	\$7.61	\$7.14	\$7.69	\$6.91	\$7.32	\$7.12	\$6.90	\$7.25	-4.7%	\$7.26	\$7.17	-1.3%
Price Reduction	34	36	35	43	31	45	33	37	7.0%	42	37	-10.1%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-14.7%
Display w/o Fea	0	0	0	0	3	3	3	3	-	2	1	-35.9%
Feature w/o Disp	6	5	7	6	8	2	2	2	-65.7%	8	5	-46.7%
<u>Total OJ Drinks</u>												
Average Promo Price	\$7.96	\$7.70	\$7.36	\$7.23	\$7.85	\$7.69	\$7.56	\$7.41	-6.9%	\$7.41	\$7.52	1.5%
Price Reduction	69	75	75	75	71	76	72	74	7.2%	75	74	-1.8%
Feature & Disp	0	0	0	0	2	2	2	2	-	2	1	-48.0%
Display w/o Fea	0	0	0	0	15	16	15	15	-	16	8	-48.6%
Feature w/o Disp	20	19	22	26	28	25	20	24	19.9%	31	24	-22.9%
<u>OJ BL Drinks</u>												
Average Promo Price	\$3.32	\$2.91	\$2.96	\$3.01	\$2.82	\$3.04	\$3.00	\$2.90	-12.8%	\$3.01	\$2.94	-2.4%
Price Reduction	79	80	79	75	78	79	79	77	-3.2%	81	78	-3.6%
Feature & Disp	0	0	0	0	4	5	3	4	-	4	2	-46.1%
Display w/o Fea	0	0	0	0	25	24	23	23	-	27	13	-50.8%
Feature w/o Disp	21	35	21	27	29	41	26	34	59.4%	34	31	-9.3%
<u>OJ BL (100% Juice)</u>												
Average Promo Price	\$6.93	\$6.71	\$6.76	\$6.70	\$6.92	\$6.99	\$6.93	\$7.12	2.7%	\$6.84	\$6.88	0.7%
Price Reduction	53	60	59	55	59	63	63	62	17.3%	61	60	-0.8%
Feature & Disp	0	0	0	0	1	2	2	1	-	1	1	-37.4%
Display w/o Fea	0	0	0	0	4	4	4	4	-	4	2	-40.7%
Feature w/o Disp	21	24	17	33	25	26	27	28	32.9%	33	26	-20.4%
<u>GJ Cocktail</u>												
Average Promo Price	\$6.18	\$6.85	\$6.51	\$6.76	\$6.05	\$6.88	\$5.96	\$5.63	-9.0%	\$6.18	\$6.30	1.9%
Price Reduction	38	27	31	29	26	29	25	27	-29.2%	37	28	-24.0%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-68.3%
Display w/o Fea	0	0	0	0	2	2	2	3	-	4	1	-69.7%
Feature w/o Disp	6	3	4	2	6	3	4	4	-28.4%	5	4	-21.2%
<u>GJ BL (100% Juice)</u>												
Average Promo Price	\$7.59	\$7.57	\$7.87	\$8.60	\$8.14	\$9.23	\$8.73	\$8.23	8.4%	\$7.41	\$8.33	12.4%
Price Reduction	3	2	3	2	2	5	4	5	78.7%	3	3	9.2%
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	-	0	0	-92.2%
Feature w/o Disp	0	0	0	0	0	0	0	0	-90.7%	0	0	-91.5%

Most recent four-week-period is preliminary

2020-21 STD: 10/03/20 - 04/24/21

2019-20 STD: 10/05/19 - 04/25/20

Source: Nielsen

Orange Juice Categories at xAOC

	Last Year 52 weeks ending 04/25/20	This Year 52 weeks ending 04/24/21
Millions of Gallons		
Total Orange Juice	412.81	442.83
NFC OJ	241.41	266.76
RECON OJ	142.82	145.42
Frozen OJ	16.25	16.66
Shelf Stable OJ	12.33	13.99
Millions of Dollars		
Total Orange Juice	\$2,923.82	\$3,214.37
NFC OJ	\$2,057.80	\$2,319.97
RECON OJ	\$693.00	\$705.20
Frozen OJ	\$83.19	\$85.14
Shelf Stable OJ	\$89.82	\$104.06
Average Price per Gallon		
Total Orange Juice	\$7.08	\$7.26
NFC OJ	\$8.52	\$8.70
RECON OJ	\$4.85	\$4.85
Frozen OJ	\$5.12	\$5.11
Shelf Stable OJ	\$7.28	\$7.44
Percent Share of Gallons		
Total Orange Juice	100.0%	100.0%
NFC OJ	58.5%	60.2%
RECON OJ	34.6%	32.8%
Frozen OJ	3.9%	3.8%
Shelf Stable OJ	3.0%	3.2%
Percent Share of Dollars		
Total Orange Juice	100.0%	100.0%
NFC OJ	70.4%	72.2%
RECON OJ	23.7%	21.9%
Frozen OJ	2.8%	2.6%
Shelf Stable OJ	3.1%	3.2%

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 04/24/21 and 52 weeks ending 04/25/20.

Created: 05/04/2021

Grapefruit Juice Categories at xAOC

	Last Year 52 weeks ending 04/25/20	This Year 52 weeks ending 04/24/21
Millions of Gallons		
Total Grapefruit Juice	11.94	12.53
NFC GJ	8.47	8.92
RECON GJ	0.13	0.17
Frozen GJ	0.48	0.41
Shelf Stable GJ	2.86	3.03
Millions of Dollars		
Total Grapefruit Juice	\$101.98	\$111.71
NFC GJ	\$77.15	\$84.05
RECON GJ	\$2.33	\$3.19
Frozen GJ	\$2.11	\$1.50
Shelf Stable GJ	\$20.39	\$22.97
Average Price per Gallon		
Total Grapefruit Juice	\$8.54	\$8.92
NFC GJ	\$9.11	\$9.42
RECON GJ	\$17.26	\$18.82
Frozen GJ	\$4.40	\$3.66
Shelf Stable GJ	\$7.13	\$7.58
Percent Share of Gallons		
Total Grapefruit Juice	100.0%	100.0%
NFC GJ	70.9%	71.2%
RECON GJ	1.1%	1.4%
Frozen GJ	4.0%	3.3%
Shelf Stable GJ	23.9%	24.2%
Percent Share of Dollars		
Total Grapefruit Juice	100.0%	100.0%
NFC GJ	75.7%	75.2%
RECON GJ	2.3%	2.9%
Frozen GJ	2.1%	1.3%
Shelf Stable GJ	20.0%	20.6%

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 04/24/21 and 52 weeks ending 04/25/20.

Created: 05/04/2021

Orange Juice Sales at xAOC - by Region

Gallons											
52 Weeks				52 Weeks YA		4 Weeks Ending 04/24/21			4 Weeks Ending 04/25/20		
		% of Total	% Chg			% of Total	% Chg				
Total US											
Total Orange Juice		442,832,397	7.3%	412,809,334		31,850,498		-22.1%	40,894,071		
NFC OJ		266,755,456	10.5%	241,414,206		19,563,285		-19.7%	24,354,892		
RECON OJ		145,424,158	1.8%	142,815,336		9,987,513		-26.7%	13,627,397		
Northeast Region											
Total Orange Juice		79,550,832	18.0%	4.3%	76,266,521	18.5%	5,727,094	18.0%	-24.4%	7,578,142	18.5%
NFC OJ		60,599,729	22.7%	4.2%	58,136,230	24.1%	4,358,956	22.3%	-23.5%	5,694,374	23.4%
RECON OJ		15,270,036	10.5%	3.0%	14,820,642	10.4%	1,089,406	10.9%	-27.8%	1,509,897	11.1%
South Region											
Total Orange Juice		182,996,410	41.3%	9.8%	166,701,395	40.4%	13,213,111	41.5%	-20.6%	16,642,950	40.7%
NFC OJ		103,795,794	38.9%	13.2%	91,669,614	38.0%	7,637,754	39.0%	-19.0%	9,431,721	38.7%
RECON OJ		66,372,128	45.6%	4.7%	63,382,509	44.4%	4,588,908	45.9%	-24.3%	6,058,194	44.5%
West Region											
Total Orange Juice		87,685,976	19.8%	6.2%	82,576,739	20.0%	6,187,860	19.4%	-21.8%	7,909,077	19.3%
NFC OJ		51,958,566	19.5%	13.1%	45,934,061	19.0%	3,797,391	19.4%	-16.2%	4,531,081	18.6%
RECON OJ		28,889,835	19.9%	-3.4%	29,915,023	20.9%	1,907,328	19.1%	-29.9%	2,719,137	20.0%
Midwest Region											
Total Orange Juice		92,805,073	21.0%	6.0%	87,549,834	21.2%	6,726,120	21.1%	-23.5%	8,797,189	21.5%
NFC OJ		50,348,825	18.9%	10.3%	45,660,985	18.9%	3,766,128	19.3%	-19.8%	4,697,362	19.3%
RECON OJ		35,118,865	24.1%	0.5%	34,949,068	24.5%	2,407,270	24.1%	-28.6%	3,370,952	24.7%

Dollars											
52 Weeks				52 Weeks YA		4 Weeks Ending 04/24/21			4 Weeks Ending 04/25/20		
		52 Weeks	% of Total	% Chg	52 Weeks YA		% of Total	% Chg			
Total US											
Total Orange Juice		\$3,214,374,245		9.9%	\$2,923,820,376		\$236,285,902		-20.6%	\$297,737,103	
NFC OJ		\$2,319,974,617		12.7%	\$2,057,803,735		\$173,145,231		-18.8%	\$213,213,219	
RECON OJ		\$705,197,788		1.8%	\$693,002,404		\$48,256,654		-28.2%	\$67,211,691	
Northeast Region											
Total Orange Juice		\$604,471,806	18.8%	7.0%	\$565,094,872	19.3%	\$43,917,523	18.6%	-24.8%	\$58,405,383	19.6%
NFC OJ		\$503,486,573	21.7%	7.4%	\$468,855,010	22.8%	\$36,471,747	21.1%	-24.8%	\$48,479,990	22.7%
RECON OJ		\$77,199,956	10.9%	3.4%	\$74,677,714	10.8%	\$5,589,517	11.6%	-25.9%	\$7,544,108	11.2%
South Region											
Total Orange Juice		\$1,288,156,689	40.1%	12.6%	\$1,144,315,220	39.1%	\$95,282,582	40.3%	-18.4%	\$116,718,688	39.2%
NFC OJ		\$900,520,484	38.8%	15.4%	\$780,205,477	37.9%	\$67,815,959	39.2%	-16.6%	\$81,342,731	38.2%
RECON OJ		\$307,849,012	43.7%	4.9%	\$293,528,138	42.4%	\$20,999,258	43.5%	-26.5%	\$28,557,830	42.5%
West Region											
Total Orange Juice		\$676,344,548	21.0%	9.0%	\$620,276,133	21.2%	\$49,143,114	20.8%	-19.9%	\$61,390,119	20.6%
NFC OJ		\$481,944,258	20.8%	14.4%	\$421,343,085	20.5%	\$35,902,497	20.7%	-15.8%	\$42,633,713	20.0%
RECON OJ		\$152,215,037	21.6%	-3.8%	\$158,233,201	22.8%	\$10,148,783	21.0%	-31.6%	\$14,836,495	22.1%
Midwest Region											
Total Orange Juice		\$646,193,435	20.1%	8.5%	\$595,425,793	20.4%	\$47,966,000	20.3%	-21.9%	\$61,383,660	20.6%
NFC OJ		\$433,506,848	18.7%	11.9%	\$387,321,152	18.8%	\$32,931,942	19.0%	-19.2%	\$40,759,532	19.1%
RECON OJ		\$169,142,379	24.0%	0.8%	\$167,794,741	24.2%	\$11,557,297	23.9%	-29.6%	\$16,426,742	24.4%

Source: Nielsen Scanning Data

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

Created: 05/04/21

Grapefruit Juice Sales at xAOC - by Region

	Gallons										
	52 Weeks				52 Weeks YA		4 Weeks Ending 04/24/21			4 Weeks Ending 04/25/20	
	%		%		%		%		%	%	
	% of Total	% Chg		% of Total		% of Total	% Chg		% of Total		
Total US											
Total Grapefruit Juice	12,526,262		4.9%	11,937,713		951,874	-11.3%		1,073,734		
NFC GJ	8,917,883		5.3%	8,465,532		667,503	-12.5%		762,940		
RECON GJ	169,406		25.7%	134,733		14,963	4.0%		14,389		
Northeast Region											
Total Grapefruit Juice	2,326,985	18.6%	1.6%	2,290,131	19.2%	172,569	18.1%	-15.2%	203,454	18.9%	
NFC GJ	1,891,267	21.2%	0.7%	1,877,248	22.2%	139,064	20.8%	-15.2%	163,987	21.5%	
RECON GJ	41,306	24.4%	52.4%	27,109	20.1%	3,412	22.8%	11.1%	3,072	21.3%	
South Region											
Total Grapefruit Juice	5,096,651	40.7%	4.6%	4,870,953	40.8%	392,543	41.2%	-9.9%	435,443	40.6%	
NFC GJ	3,515,291	39.4%	5.7%	3,326,457	39.3%	267,855	40.1%	-11.4%	302,364	39.6%	
RECON GJ	51,983	30.7%	30.3%	39,905	29.6%	4,846	32.4%	10.0%	4,404	30.6%	
West Region											
Total Grapefruit Juice	2,964,558	23.7%	8.6%	2,730,217	22.9%	224,272	23.6%	-9.6%	248,035	23.1%	
NFC GJ	2,101,885	23.6%	9.2%	1,924,944	22.7%	155,769	23.3%	-9.9%	172,978	22.7%	
RECON GJ	54,499	32.2%	13.6%	47,967	35.6%	4,547	30.4%	-4.7%	4,772	33.2%	
Midwest Region											
Total Grapefruit Juice	2,119,901	16.9%	4.4%	2,031,236	17.0%	161,171	16.9%	-13.1%	185,437	17.3%	
NFC GJ	1,394,546	15.6%	5.3%	1,324,815	15.6%	103,864	15.6%	-15.2%	122,419	16.0%	
RECON GJ	21,533	12.7%	9.5%	19,670	14.6%	2,151	14.4%	0.7%	2,136	14.8%	

		Dollars									
		52 Weeks			52 Weeks YA		4 Weeks Ending 04/24/21			4 Weeks Ending 04/25/20	
		52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	% of Total		% Chg	% of Total	
Total US											
	Total Grapefruit Juice	\$111,708,713		9.5%	\$101,976,114		\$8,541,087		-10.0%	\$9,487,780	
	NFC GJ	\$84,050,627		8.9%	\$77,152,468		\$6,293,613		-12.4%	\$7,183,689	
	RECON GJ	\$3,187,710		37.0%	\$2,326,027		\$271,900		7.9%	\$251,992	
Northeast Region											
	Total Grapefruit Juice	\$22,689,954	20.3%	10.2%	\$20,598,814	20.2%	\$1,694,713	19.8%	-13.8%	\$1,965,379	20.7%
	NFC GJ	\$18,647,049	22.2%	8.6%	\$17,169,855	22.3%	\$1,371,729	21.8%	-15.6%	\$1,624,705	22.6%
	RECON GJ	\$1,096,906	34.4%	60.0%	\$685,434	29.5%	\$92,469	34.0%	17.8%	\$78,527	31.2%
South Region											
	Total Grapefruit Juice	\$42,842,478	38.4%	8.3%	\$39,570,858	38.8%	\$3,353,885	39.3%	-7.3%	\$3,616,401	38.1%
	NFC GJ	\$31,716,415	37.7%	7.9%	\$29,391,142	38.1%	\$2,445,643	38.9%	-9.4%	\$2,697,942	37.6%
	RECON GJ	\$842,800	26.4%	47.9%	\$569,892	24.5%	\$75,718	27.8%	13.4%	\$66,777	26.5%
West Region											
	Total Grapefruit Juice	\$28,434,003	25.5%	12.8%	\$25,213,892	24.7%	\$2,158,514	25.3%	-8.9%	\$2,368,307	25.0%
	NFC GJ	\$20,999,083	25.0%	12.0%	\$18,745,188	24.3%	\$1,559,427	24.8%	-10.9%	\$1,749,439	24.4%
	RECON GJ	\$946,541	29.7%	17.6%	\$805,104	34.6%	\$75,050	27.6%	-4.5%	\$78,561	31.2%
Midwest Region											
	Total Grapefruit Juice	\$17,549,508	15.7%	6.6%	\$16,470,490	16.2%	\$1,320,516	15.5%	-13.4%	\$1,524,284	16.1%
	NFC GJ	\$12,522,938	14.9%	6.6%	\$11,748,661	15.2%	\$906,099	14.4%	-17.6%	\$1,099,286	15.3%
	RECON GJ	\$299,641	9.4%	13.4%	\$264,200	11.4%	\$28,514	10.5%	1.8%	\$28,021	11.1%

Source: Nielsen Scanning Data

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

Created: 05/04/21