Retail Sales Trends

Report # 8 of the 2025-26 Season
Period Ending 05/16/2026

Florida Department of Citrus
Economic and Market Research Department

2025-26

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This EMRD report provides the retail sales trends of orange juice, orange juice blends, and grapefruit juice for the period ending 05/16/2026.

Source of data: Nielsen IQ Discover. 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 (e.g., Target, Walmart), club (e.g., Sam's and BJ's), dollar stores (e.g., Dollar General, Family Dollar and Fred's), and military/DECA.

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Quick Topline

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Total xAOC – 4 Weeks ending 05/16/26

TOTAL US - XAOC
4 WEEKS ENDING
05/16/26

	Gallons			Dollars			Price per EQ Gallon		
	4 Weeks YA	4 Weeks	% Chg	4 Weeks YA	4 Weeks	% Chg	4 Weeks YA	4 Weeks	% Chg
TL OJ	20,965,369	20,298,078	-3.18%	$238,889,725	$239,850,970	0.40%	$11.39	$11.82	3.70%
TL OJ REF NFC	13,853,383	13,708,980	-1.04%	$169,814,998	$178,161,131	4.91%	$12.26	$13.00	6.02%
NFC <11oz	243,547	238,798	-1.95%	$4,850,863	$4,987,501	2.82%	$19.92	$20.89	4.86%
NFC 11-20oz	316,344	347,457	9.84%	$7,922,147	$8,578,501	8.29%	$25.04	$24.69	-1.41%
NFC 20-40oz	167,911	98,011	-41.63%	$3,557,034	$2,753,706	-22.58%	$21.18	$28.10	32.63%
NFC 40-70oz	9,094,989	9,306,635	2.33%	$108,598,941	$116,400,324	7.18%	$11.94	$12.51	4.75%
NFC 70-110oz	3,442,020	3,133,392	-8.97%	$38,983,927	$39,157,969	0.45%	$11.33	$12.50	10.34%
NFC >110oz	588,572	584,688	-0.66%	$5,902,086	$6,283,129	6.46%	$10.03	$10.75	7.16%
TL OJ REF RECON	5,847,828	5,674,972	-2.96%	$56,835,613	$52,562,718	-7.52%	$9.72	$9.26	-4.70%
TL GJ	717,624	653,012	-9.00%	$8,619,466	$7,973,633	-7.49%	$12.01	$12.21	1.66%

Total xAOC - SYTD

TOTAL US - XAOC
Season Year to Date

	Gallons			Dollars			Price per EQ Gallon		
	SYTD 2024-25	SYTD 2025-26	% Chg	SYTD 2024-25	SYTD 2025-26	% Chg	SYTD 2024-25	SYTD 2025-26	% Chg
TL OJ	192,024,551	177,839,678	-7.39%	$2,052,465,957	$2,092,306,118	1.94%	$10.69	$11.77	10.07%
TL OJ REF NFC	127,109,995	121,552,646	-4.37%	$1,454,603,924	$1,557,295,942	7.06%	$11.44	$12.81	11.95%
NFC <11oz	2,098,347	2,068,092	-1.44%	$40,701,369	$42,330,946	4.00%	$19.40	$20.47	5.53%
NFC 11-20oz	2,548,694	2,669,156	4.73%	$62,679,016	$67,978,561	8.46%	$24.59	$25.47	3.56%
NFC 20-40oz	1,303,312	895,859	-31.26%	$27,414,157	$23,622,644	-13.83%	$21.03	$26.37	25.36%
NFC 40-70oz	87,321,594	81,650,357	-6.49%	$966,924,498	$1,014,253,102	4.89%	$11.07	$12.42	12.18%
NFC 70-110oz	28,170,216	29,379,682	4.29%	$304,923,372	$359,110,643	17.77%	$10.82	$12.22	12.92%
NFC >110oz	5,667,833	4,889,500	-13.73%	$51,961,511	$50,000,046	-3.77%	$9.17	$10.23	11.54%
TL OJ REF RECON	53,887,630	48,149,657	-10.65%	$494,418,023	$454,297,233	-8.11%	$9.17	$9.44	2.84%
TL GJ	5,971,800	5,469,644	-8.41%	$70,097,766	$67,235,307	-4.08%	$11.74	$12.29	4.72%

Orange Juice Prices

- The scanner data as reported in the Nielsen Topline Report for period ending 05/16/2026 is preliminary. The Nielsen Topline report provides year-over-year (YOY) and season-to-date (STD) data.

- Average YOY Total OJ price increased by 3.7% to $11.82 per equivalent gallon.
  - Average YOY NFC price increased by 6.0% to $13.00 per equivalent gallon.
  - Average YOY Recon price decreased by 4.7% to $9.26 per equivalent gallon.

- Average STD Total OJ price increased by 10.1% from $10.69 to $11.77 per equivalent gallon.
  - Average STD NFC price increased by 12.0 % from $ 11.44 to $ 12.81 per equivalent gallon.
  - Average STD Recon price increased by 2.8 % from $ 9.17 to $9.44 per equivalent gallon.

Orange Juice Volume

- The scanner data as reported in the Nielsen Topline Report for period ending 05/16/2026 is preliminary. The Nielsen Topline report provides year-over-year (YOY) and season-to-date (STD) data.

- Average YOY Total OJ sales decreased by 3.2% to 20.30 million equivalent gallons.
  - Average YOY NFC sales decreased by 1.0% (or by 0.14 million equivalent gallons).
  - Average YOY Recon sales decreased by 3.0% (or by 0.17 million equivalent gallons).

- Average Total OJ sales for the season since October 2025 are down by 7.4% with 177.84 million equivalent gallons.
  - Average STD NFC sales decreased by 4.4% with 121.55 million equivalent gallons sold since October 2025.
  - Average STD Recon sales decreased by 10.6% with 48.15 million equivalent gallons sold since October 2025.

Container Size Categories

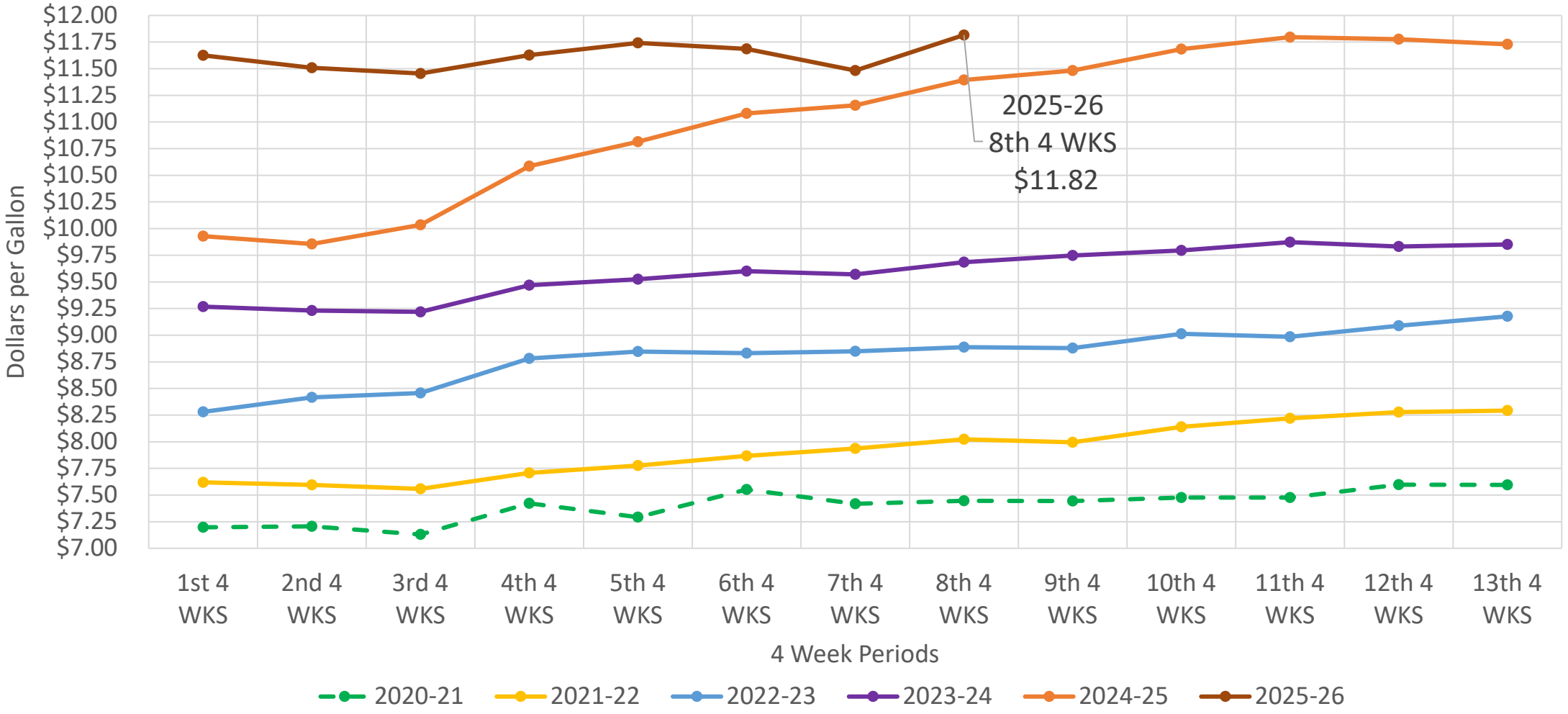
Size Ranges	Container sizes included (ounces)
<11 oz	6, 6.75, 8, 8.45, 10, 10.1, 10.5
11-20 oz	11, 11.5, 12, 12.07, 13.5, 14, 15.2, 16, 17.5
20-40 oz	20, 25.3, 25.4, 28, 32, 33.8
40-70 oz	46, 48, 52, 59, 59.15, 59.17, 63.882, 64
70-110 oz	76, 89, 92, 96
>110 oz	118, 128

Orange Juice Summary

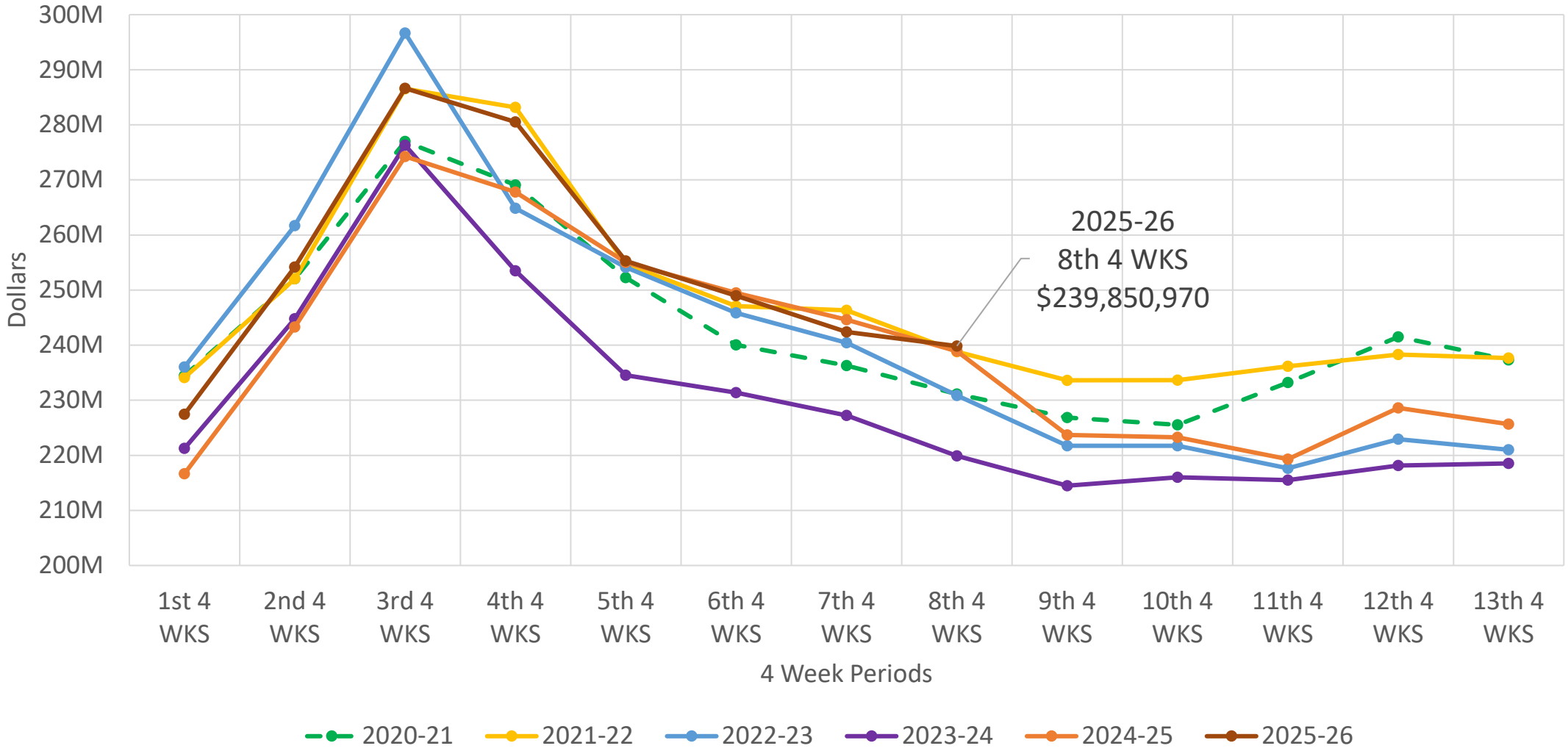
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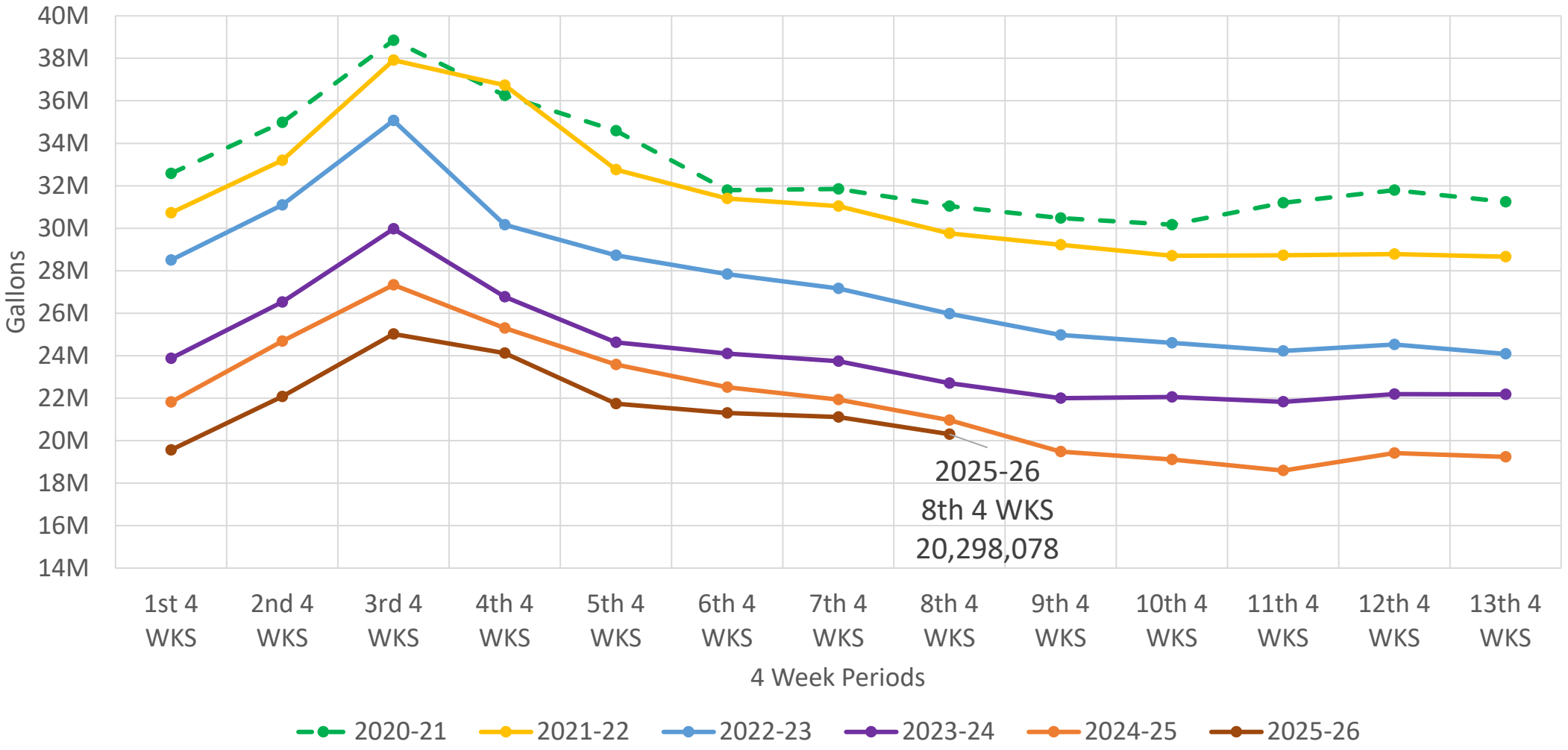
Average OJ Price (xAOC)



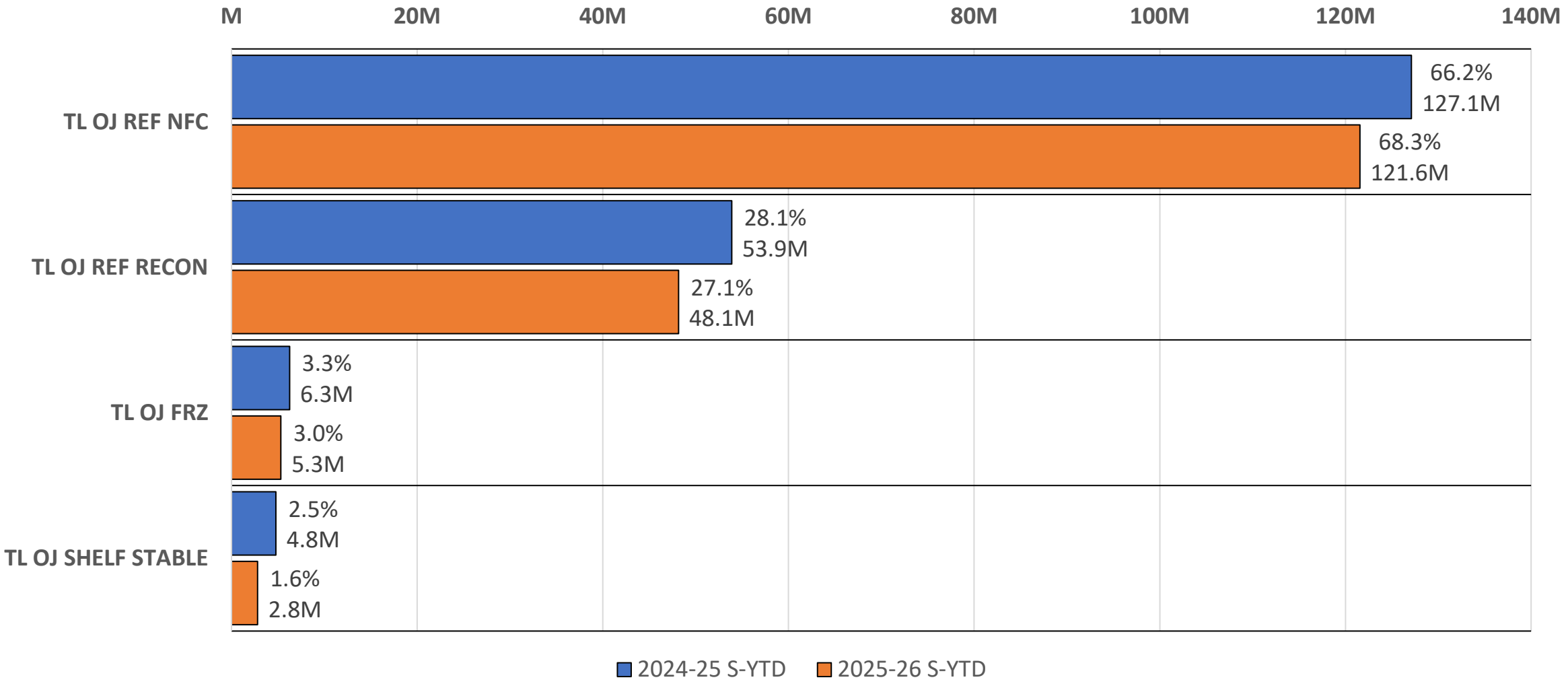
Total OJ Dollars (xAOC)



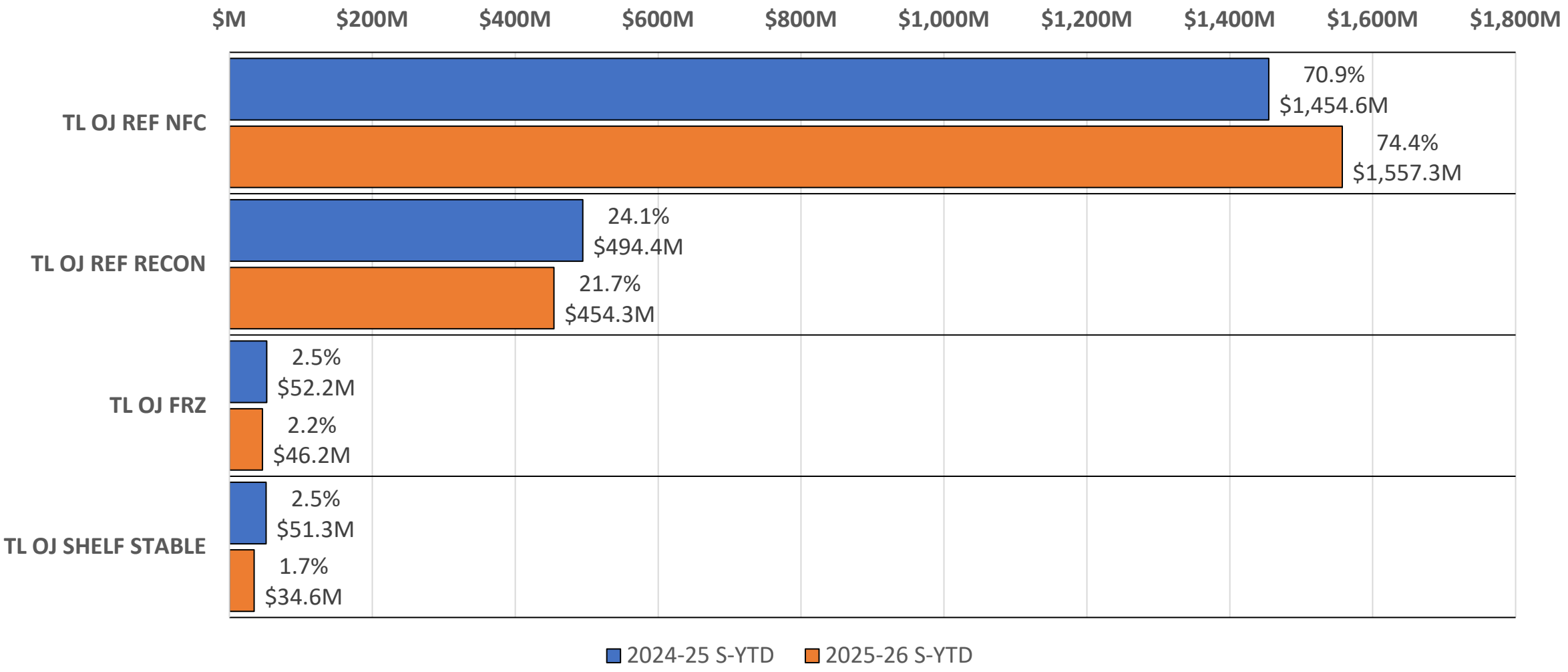
Total OJ Gallons (xAOC)



OJ Volume Share by Product



OJ Dollar Share by Product

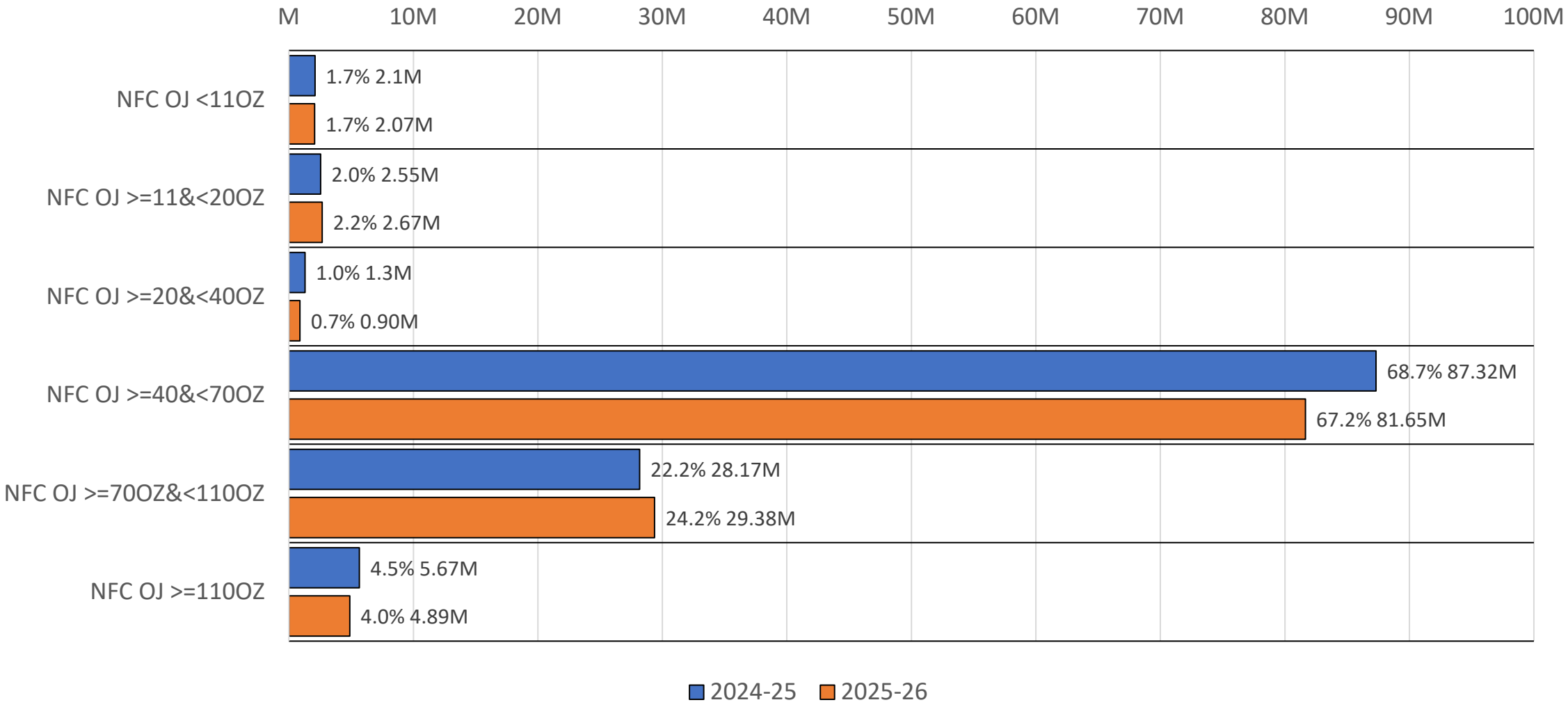


NFC Orange Juice

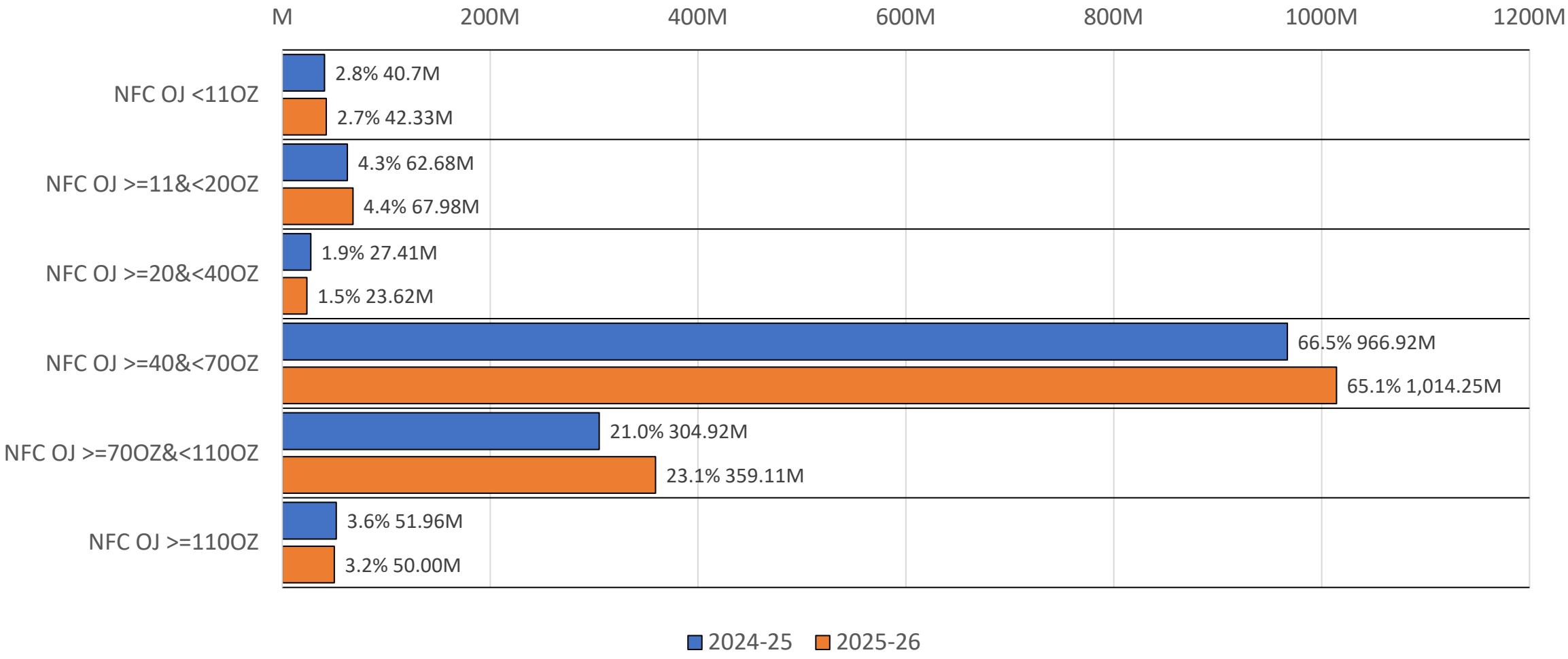
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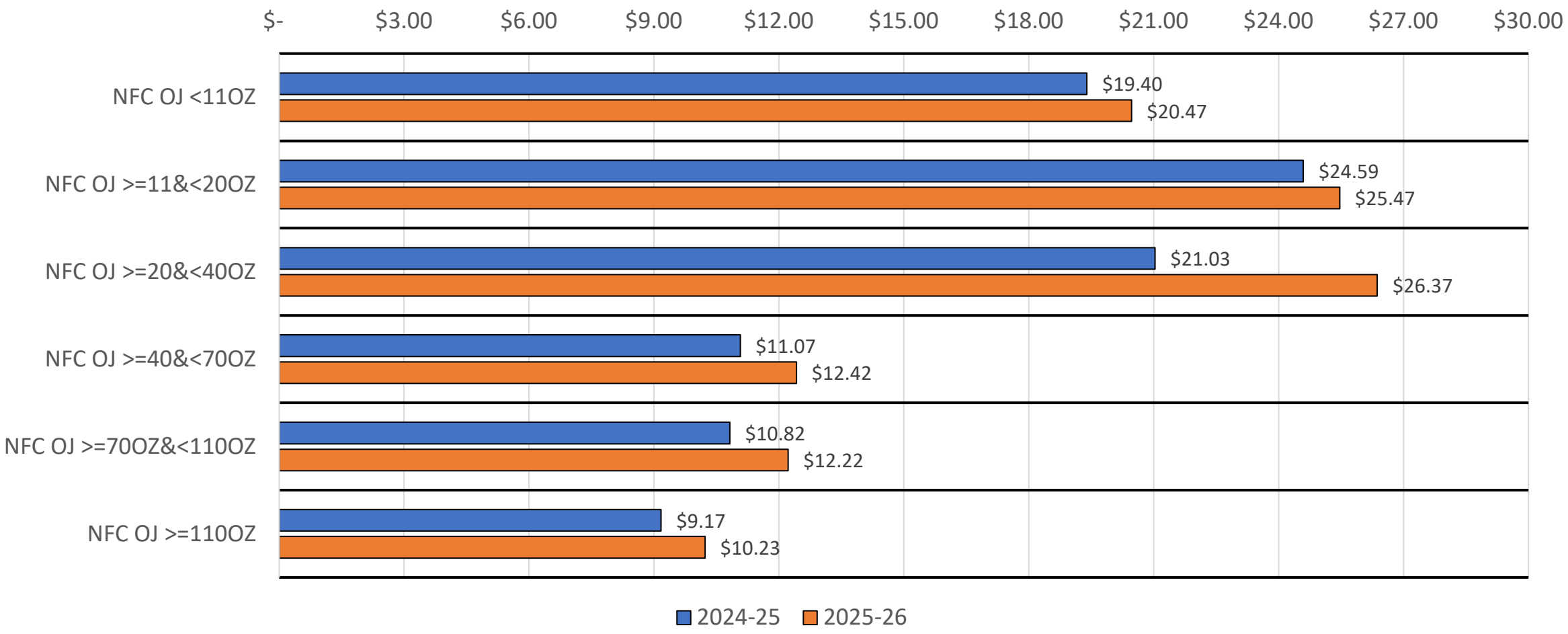
NFC OJ Gallon Sales by Size (S-YTD)



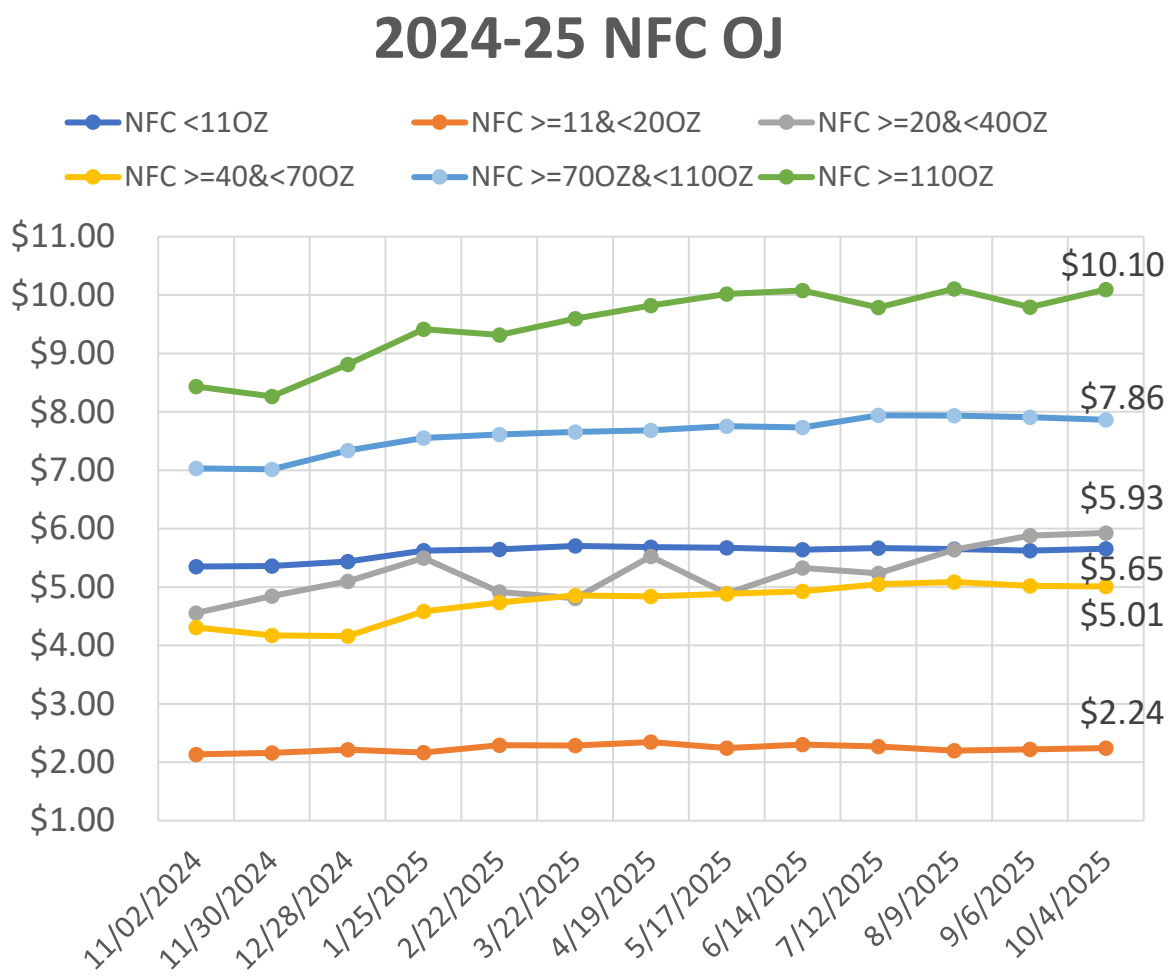
NFC OJ Dollar Sales by Size (S-YTD)

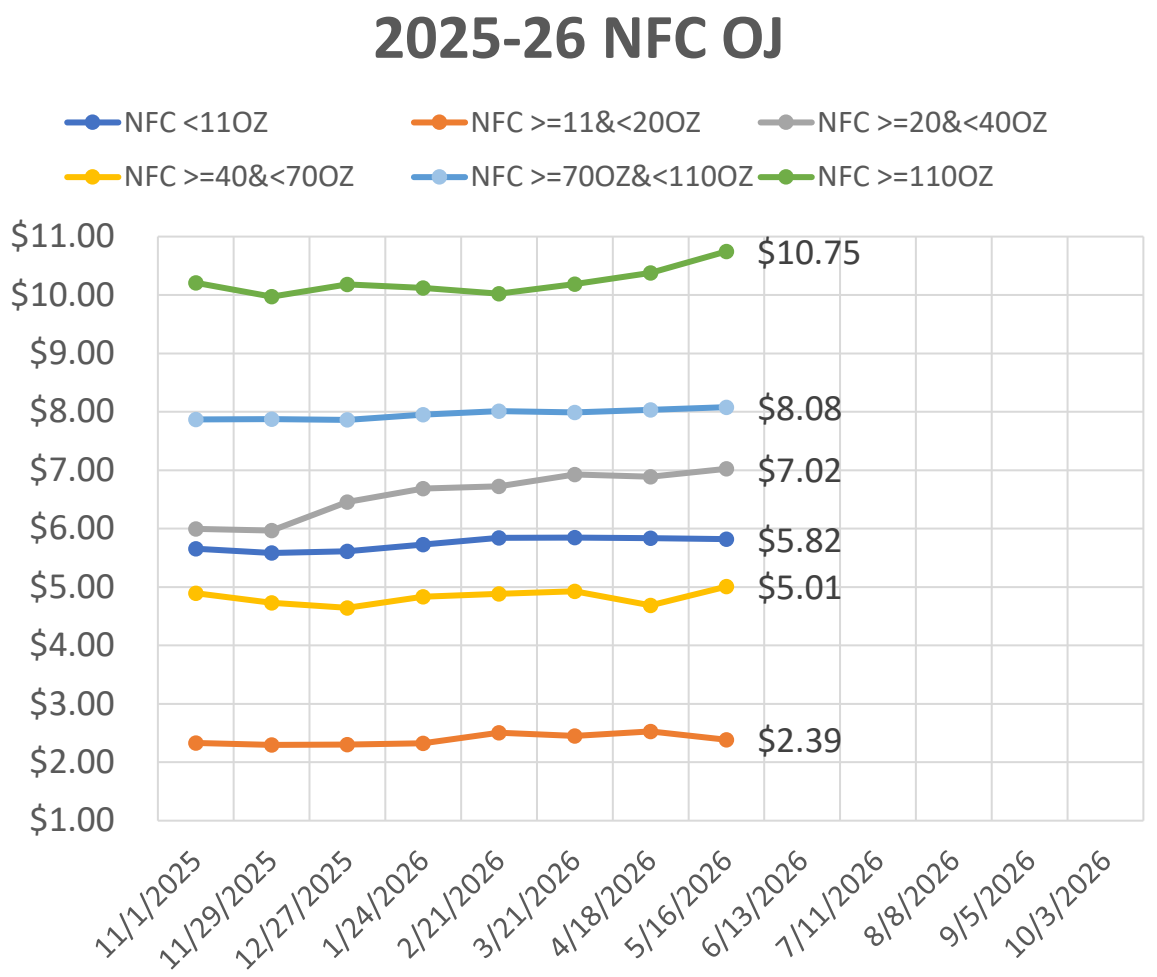


NFC OJ Dollars per Gallon by Size (S-YTD)

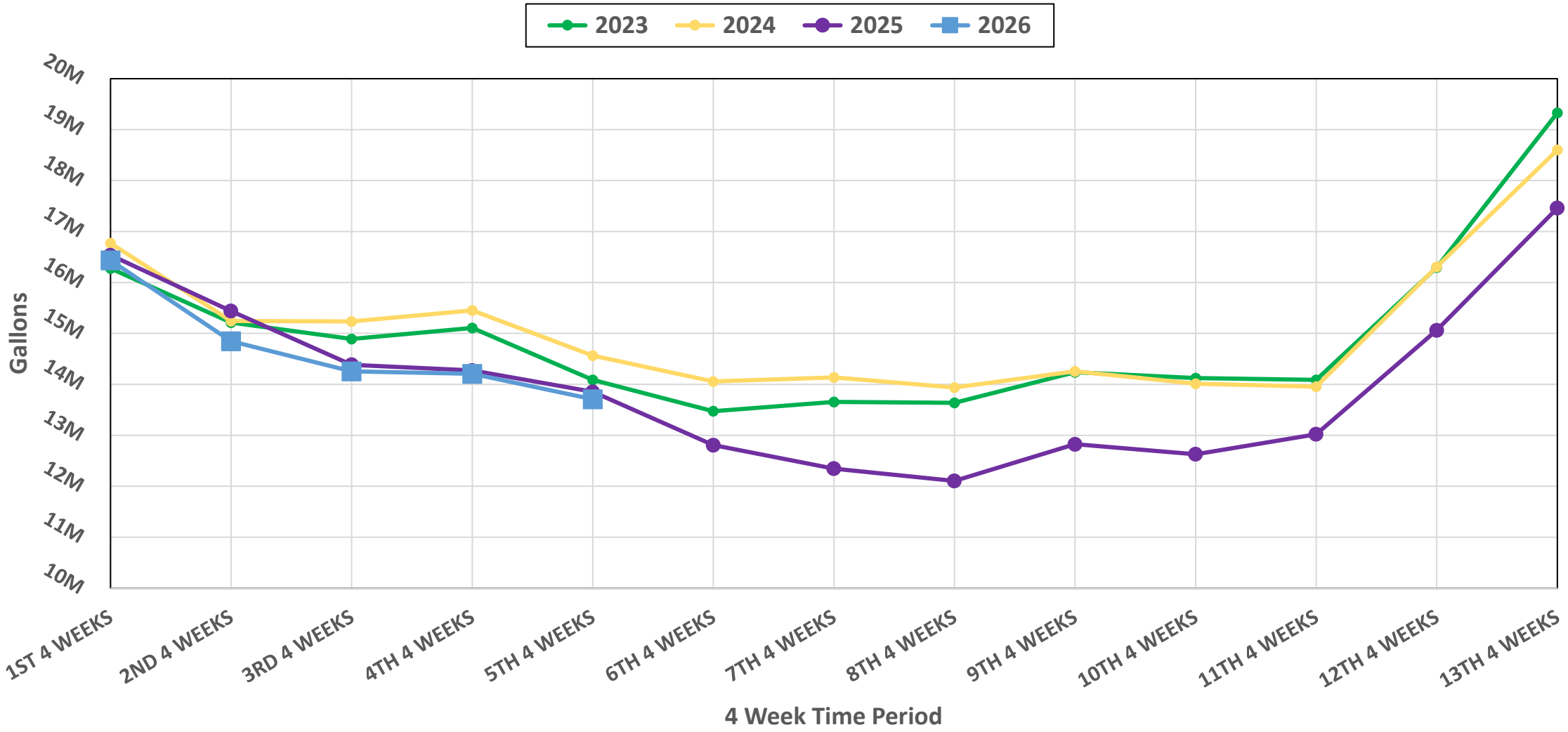


NFC OJ Average Retail Price by Size

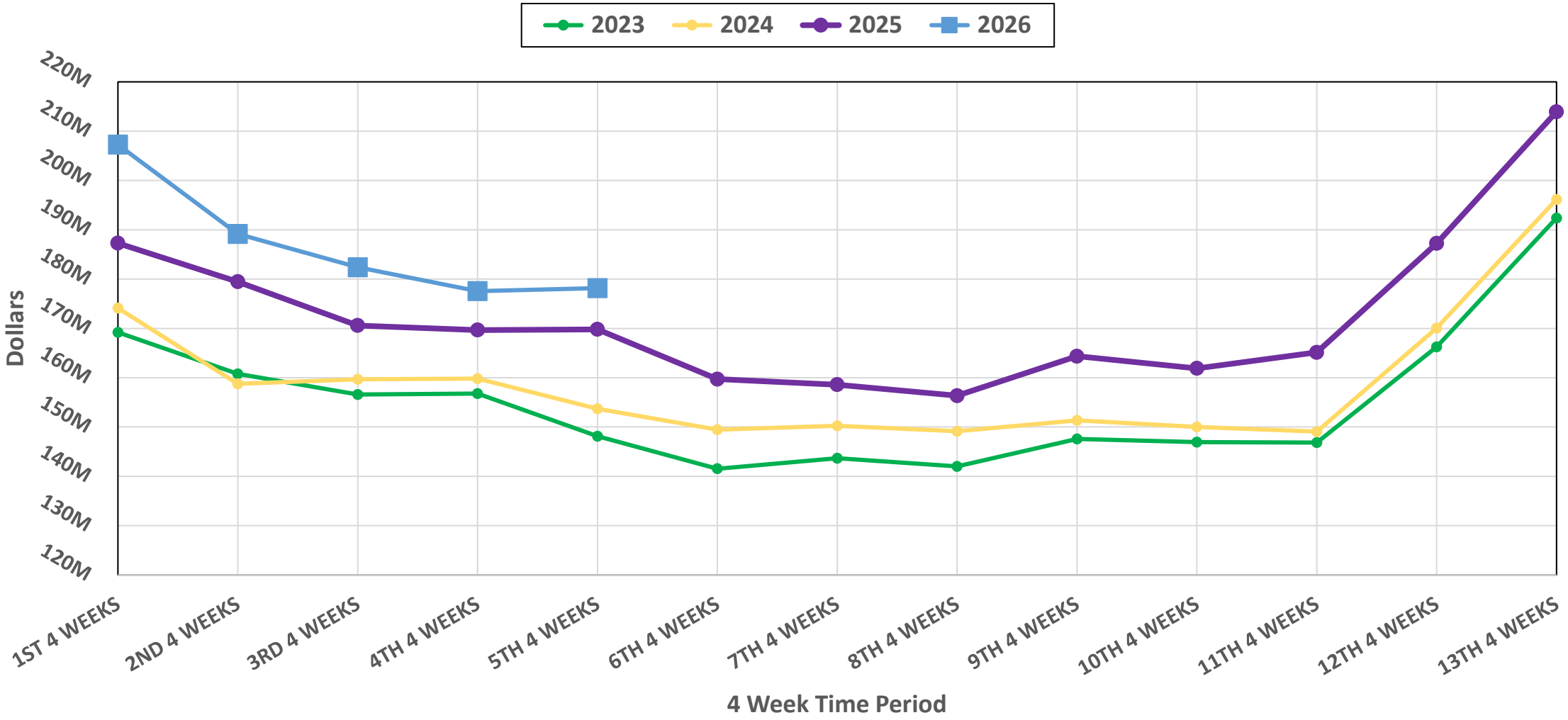




NFC OJ Gallon Sales (Year-over-Year)



NFC OJ Dollar Sales (Year-over-Year)

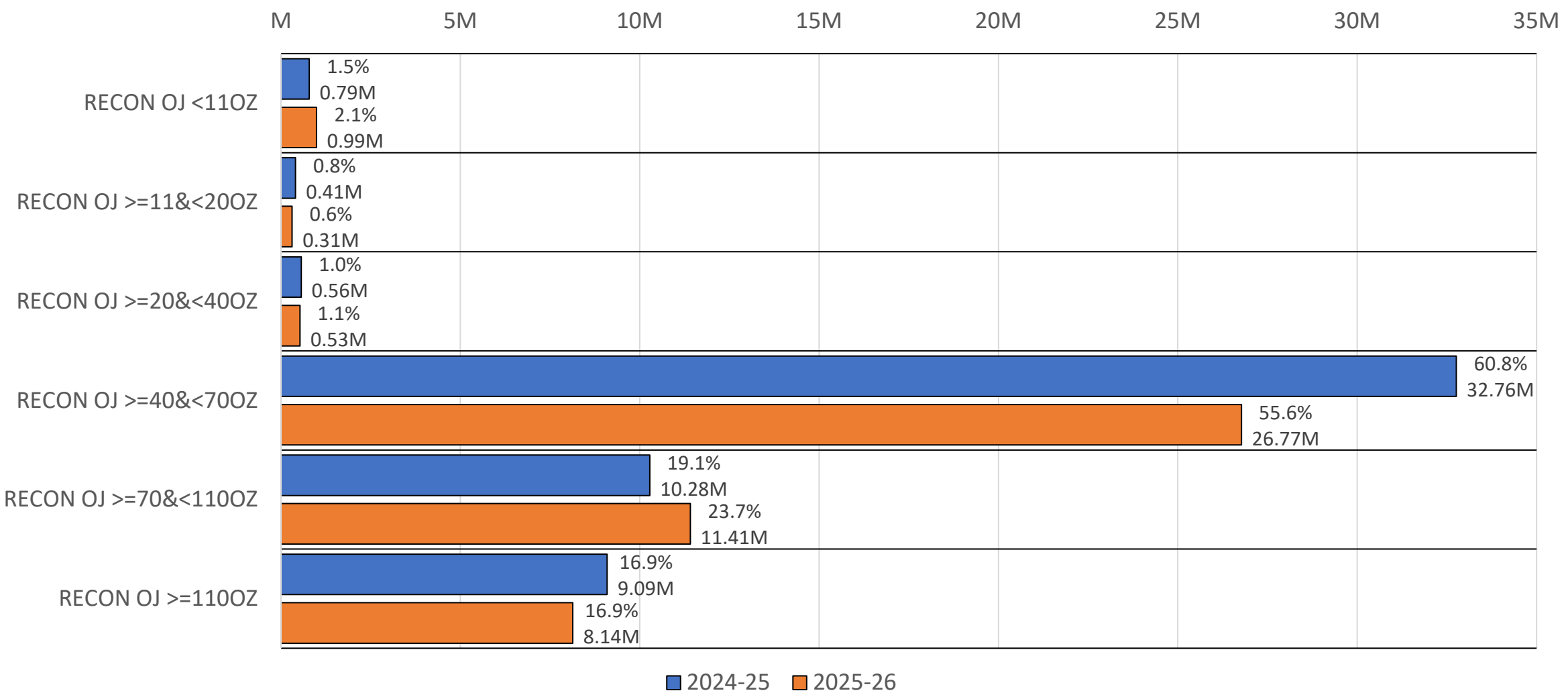


Recon Orange Juice

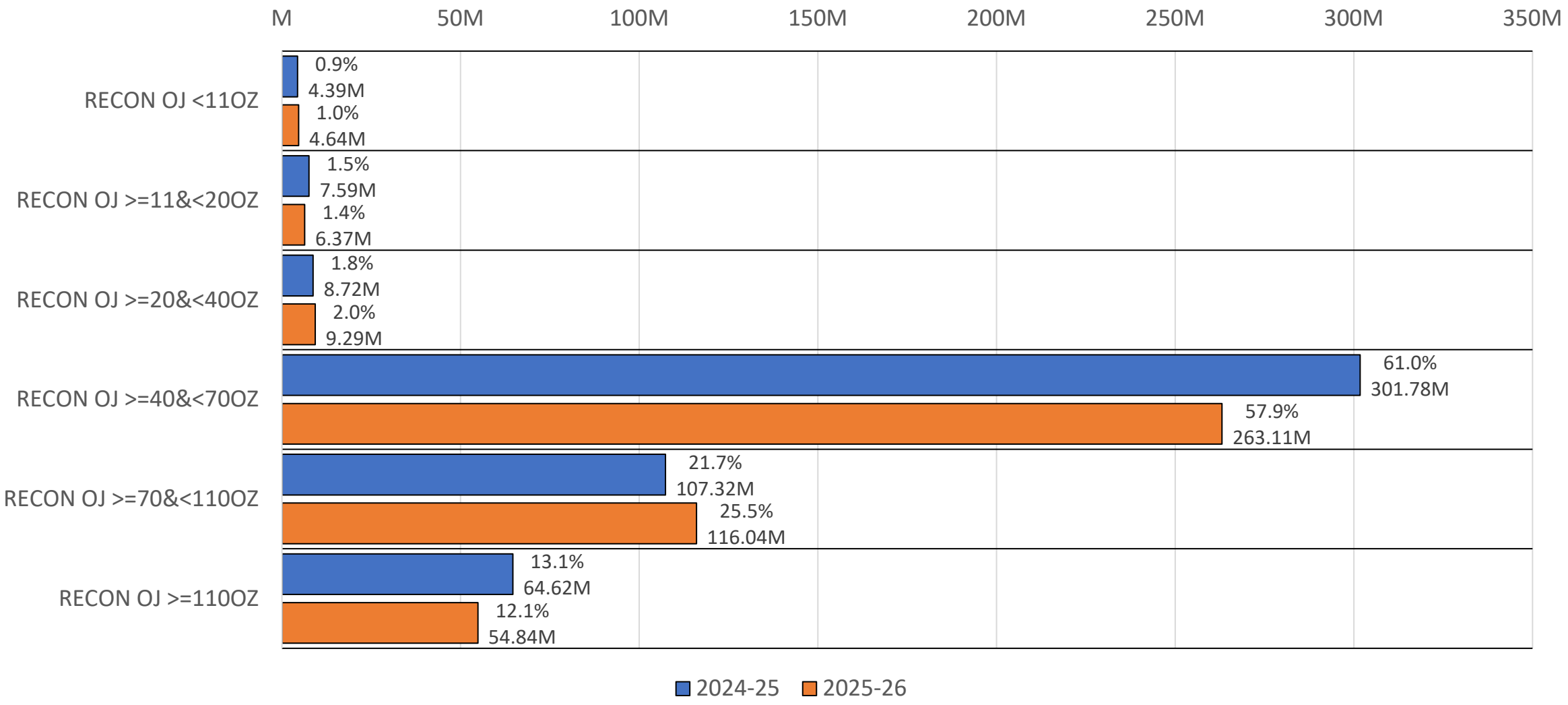
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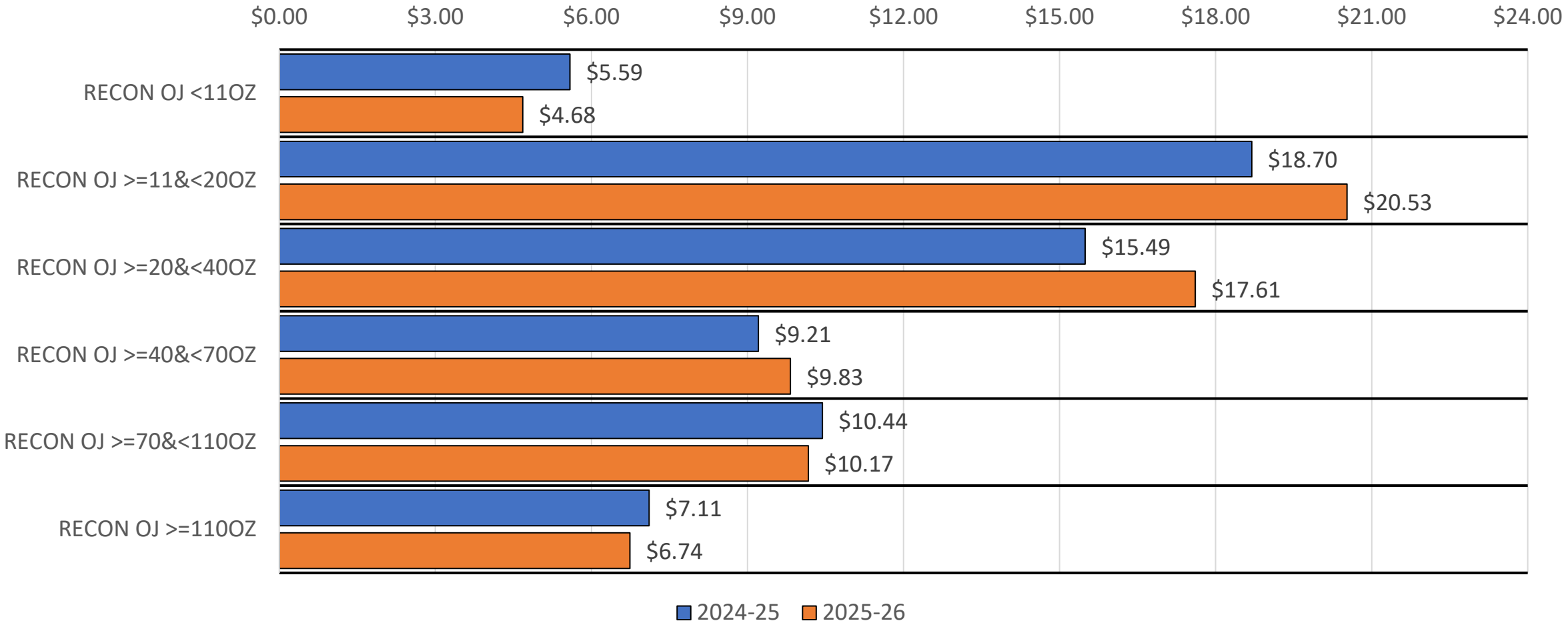
Recon OJ Gallon Sales by Size (S-YTD)



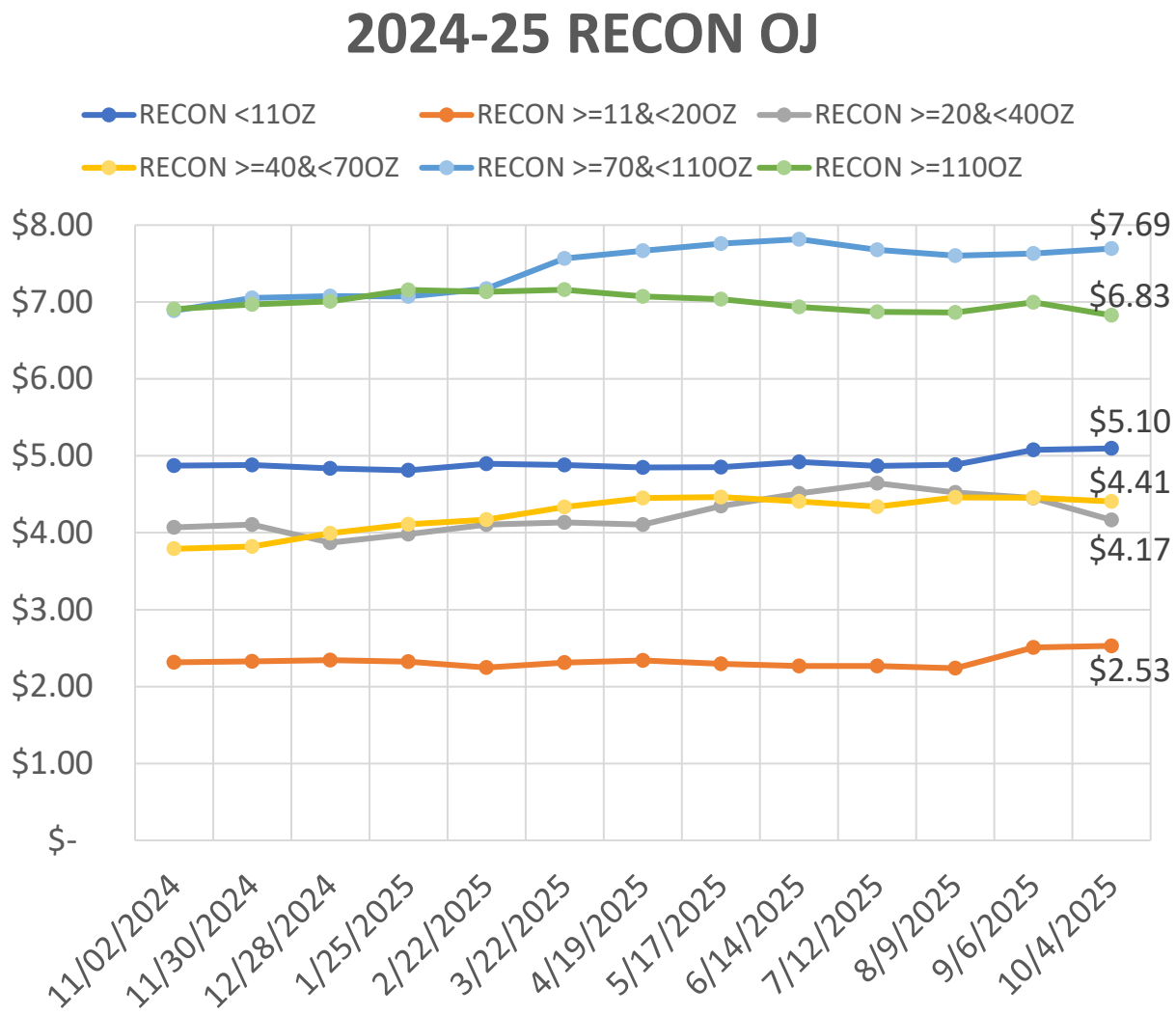
Recon OJ Dollar Sales by Size (S-YTD)

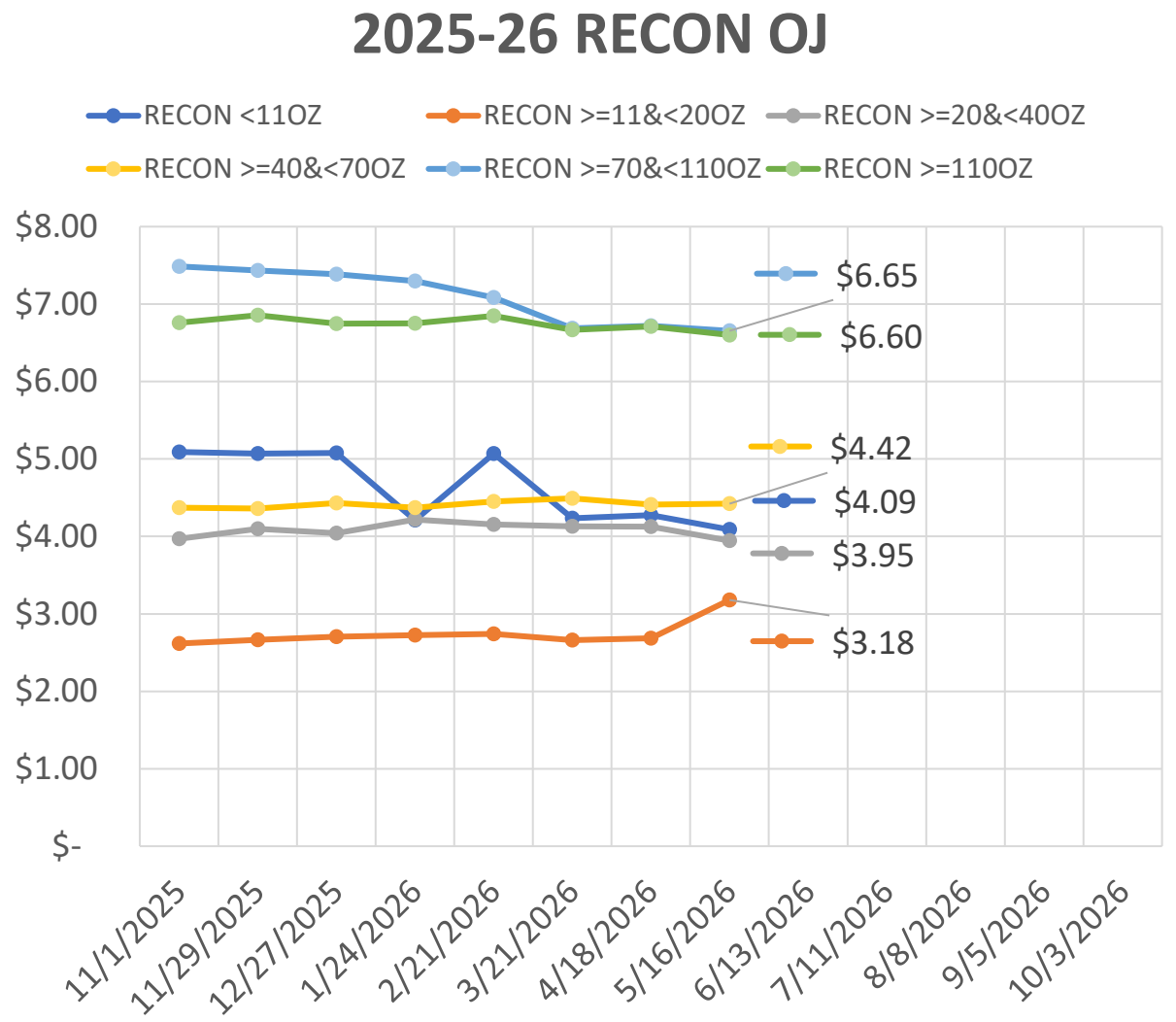


Recon OJ Dollars per Gallon by Size (S-YTD)

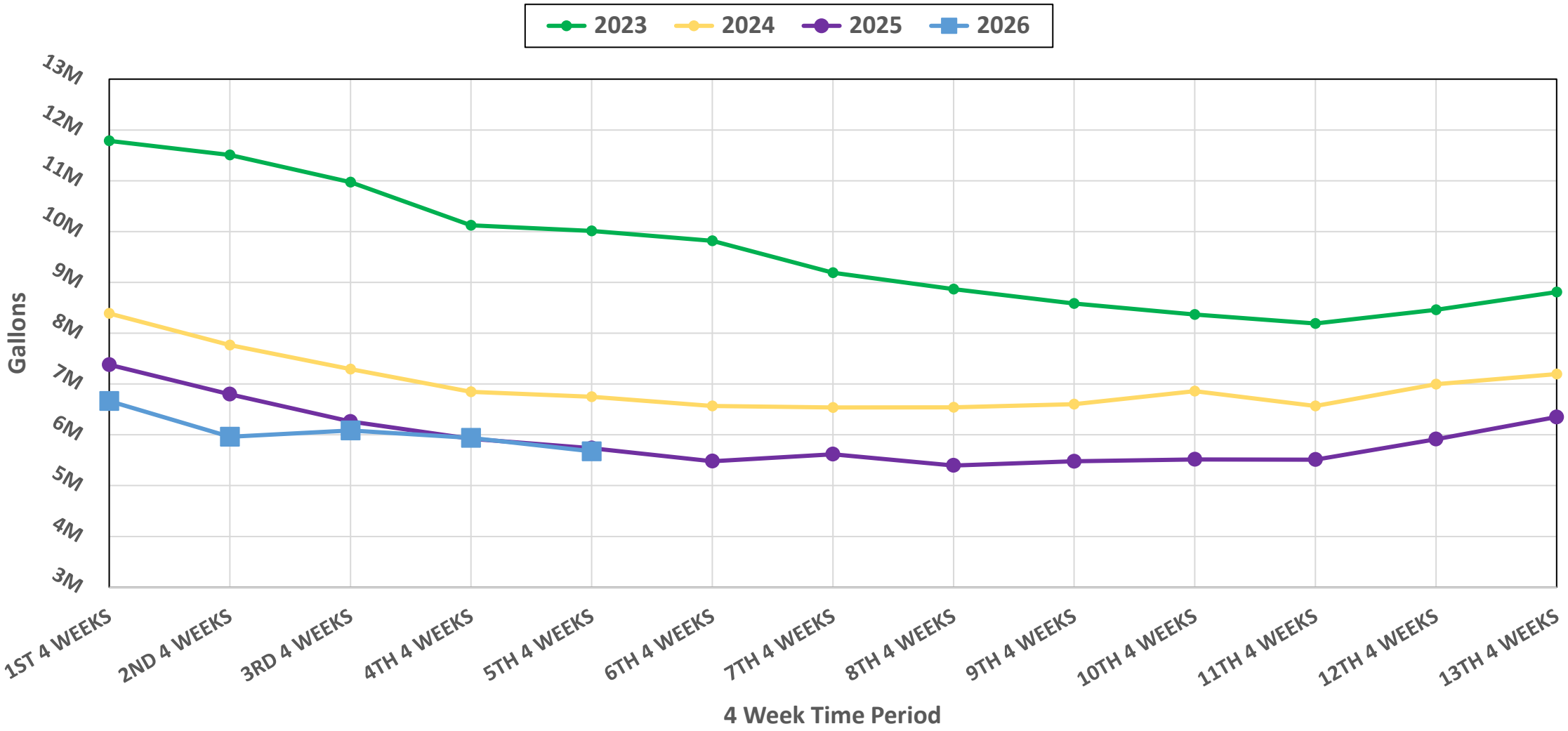


Recon OJ Average Retail Price by Size

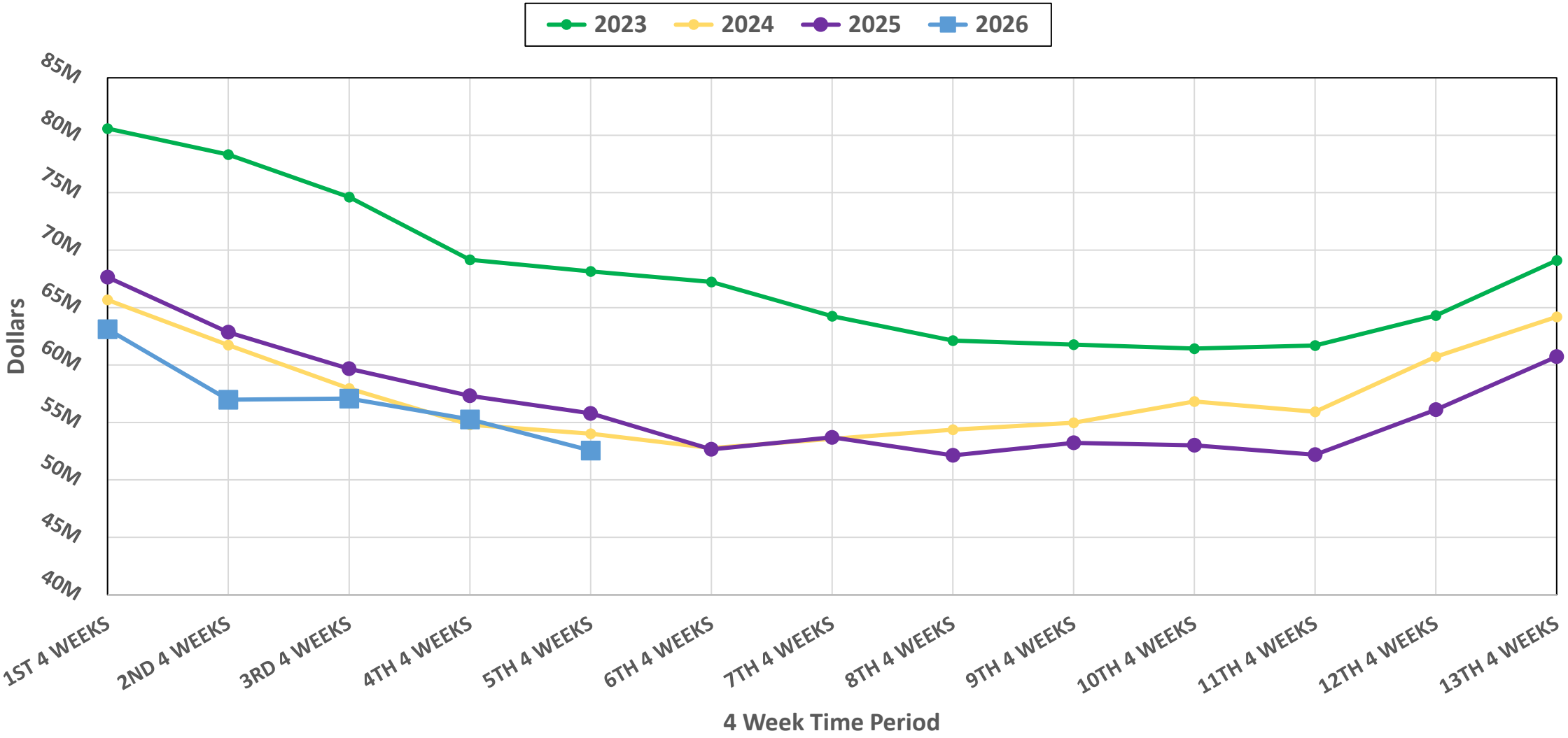




Recon OJ Gallon Sales (Year-over-Year)



Recon OJ Dollar Sales (Year-over-Year)



Orange Juice
Measures of Distribution

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Percent ACV Distribution

- All-commodity volume (ACV) is a weighted measure of product availability, or distribution, based on total store sales.
- Percent ACV is a percentage of stores where product is available (based on Nielsen data).
- Allows for equalization across different sized markets:
  - A large share of sales in a smaller market may or may not be a numerical driver compared to having a lesser share in a larger market.

NFC OJ Percent ACV Distribution

NFC% ACV Distribution by Container Size

- Percentage of retail stores where product is available

% ACV (% Stores Selling)	2025-26*	2024-25	2023-24
<11 oz	56.0	55.4	57.3
11-20 oz	81.9	80.1	83.0
20-40 oz.	14.6	17.3	15.1
40-70 oz	95.0	94.5	94.6
70-110 oz	73.4	72.2	72.5
>110 oz	35.8	38.6	42.6
Total NFC	96.1	96.0	95.9

*Season YTD from
Nielsen IQ Discover

Recon OJ Percent ACV Distribution

Recon % ACV Distribution by Container Size

- Percentage of retail stores where product is available

% ACV (% Stores Selling)	2025-26*	2024-25	2023-24
<11 oz	4.1	4.4	4.2
11-20 oz	17.5	19.7	19.1
20-40 oz.	11.9	11.8	13.1
40-70 oz	79.2	76.8	75.7
70-110 oz	50.3	50.3	52.3
>110 oz	28.2	35.4	61.3
Total Recon	85.3	84.2	83.7

*Season YTD from
Nielsen IQ Discover

Percent Change in Total Distribution Points (TDP)

- **TDP is a measure that summarizes both span and depth of distribution.**
- **Summarizes percent ACV (span) and the Average Number of Items/ UPCs (depth) available.**
- **Sometimes, TDP and Average Items Carried will be redundant. If percent ACV is high (95% or more), then TDPs are essentially equivalent to Avg Items Carried.**

NFC OJ Percent Change in TDP

% Chg in TDP	% Chg from 2024-25 to 2025-26*	% Chg from 2023-24 to 2024-25	% Chg from 2022-23 to 2023-24
<11 oz	-1.88%	-6.63%	2.72%
11-20 oz	7.86%	-5.11%	1.94%
20-40 oz.	-34.88%	29.36%	10.43%
40-70 oz	1.57%	-4.07%	1.57%
70-110 oz	-3.70%	-9.32%	-3.42%
>110 oz	-7.62%	-13.40%	-4.98%
Total NFC	-0.14%	-5.21%	0.39%

*Season YTD from Nielsen IQ Discover

Recon OJ Percent Change in TDP

% Chg in TDP	% Chg from 2024-25 to 2025-26*	% Chg from 2023-24 to 2024-25	% Chg from 2022-23 to 2023-24
<11 oz	-6.76%	1.62%	-35.00%
11-20 oz	-15.55%	5.46%	15.16%
20-40 oz.	-1.42%	-3.10%	-1.64%
40-70 oz	-11.48%	-8.17%	-11.40%
70-110 oz	6.97%	35.66%	-6.40%
>110 oz	-26.35%	-51.23%	-5.20%
Total Recon	-8.88%	-7.85%	-9.14%

*Season YTD from Nielsen IQ Discover

Percent Change in Average Number of Items per Store

- **The number of items, on average, that a retailer carries of a category, segment, or brand.**
- **Measured by number of UPCs.**
- **It can be calculated by taking the sum of percent ACV Distribution of all the items divided by the percent ACV Distribution of the brand/ category.**

NFC OJ Average Number of Items per Store Percent Change

% Chg in Items per Store	% Chg from 2024-25 to 2025-26*	% Chg from 2023-24 to 2024-25	% Chg from 2022-23 to 2023-24
<11 oz	-3.03%	-3.56%	-2.53%
11-20 oz	5.43%	-1.98%	3.28%
20-40 oz.	-22.91%	14.32%	8.83%
40-70 oz	1.10%	-3.94%	1.95%
70-110 oz	-5.22%	-9.41%	-2.41%
>110 oz	-0.31%	-0.23%	4.62%
Total NFC	-0.22%	-5.19%	0.81%

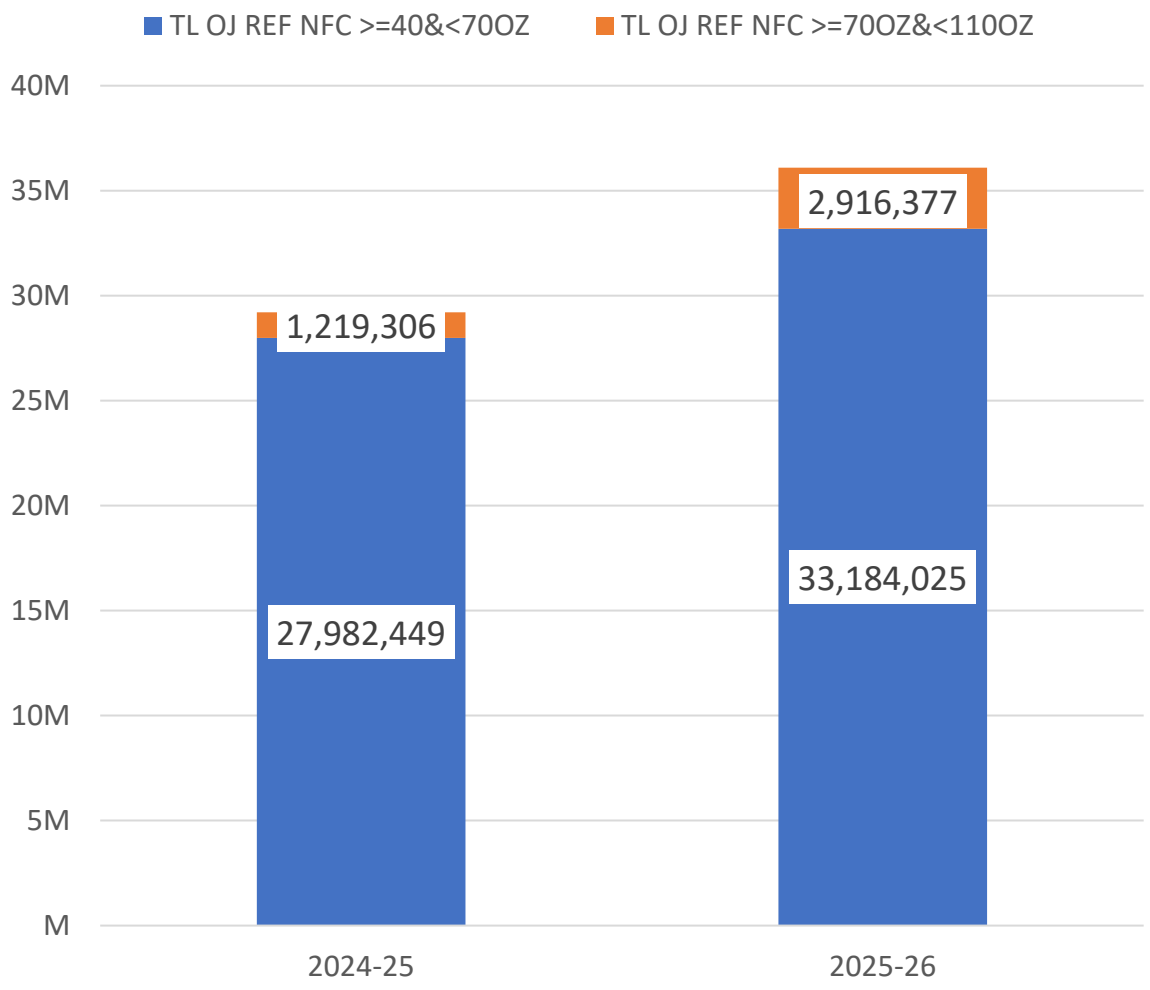
*Season YTD from Nielsen IQ Discover

Recon OJ Average Number of Items per Store Percent Change

% Chg in Items per Store	% Chg from 2024-25 to 2025-26*	% Chg from 2023-24 to 2024-25	% Chg from 2022-23 to 2023-24
<11 oz	0.00%	-0.05%	-3.66%
11-20 oz	-5.24%	6.37%	6.83%
20-40 oz.	-2.36%	-0.18%	0.97%
40-70 oz	-14.08%	-8.03%	-11.29%
70-110 oz	7.05%	41.35%	2.39%
>110 oz	-7.28%	-10.76%	-4.25%
Total Recon	-10.02%	-7.31%	-9.03%

*Season YTD from Nielsen IQ Discover

NFC OJ Gallons Sold on Promotion



Product	NO PROMO		ANY PROMO	
	2024-25	2025-26	2024-25	2025-26
TL OJ REF NFC <11OZ	1,921,108	1,928,253	177,239	139,838
TL OJ REF NFC >=11&<20OZ	1,993,128	2,040,091	555,566	629,065
TL OJ REF NFC >=20&<40OZ	908,887	755,758	394,425	140,101
TL OJ REF NFC >=40&<70OZ	59,339,144	48,466,332	27,982,449	33,184,025
TL OJ REF NFC >=70OZ&<110OZ	26,950,910	26,463,305	1,219,306	2,916,377
TL OJ REF NFC >=110OZ	4,829,704	4,046,613	838,129	842,887
TL OJ REF NFC	**95,942,882**	**83,700,353**	**31,167,114**	**37,852,293**

Product	NO PROMO		ANY PROMO	
	2024-25	2025-26	2024-25	2025-26
TL OJ REF NFC <11OZ	1.5%	1.6%	0.1%	0.1%
TL OJ REF NFC >=11&<20OZ	1.6%	1.7%	0.4%	0.5%
TL OJ REF NFC >=20&<40OZ	0.7%	0.6%	0.3%	0.1%
TL OJ REF NFC >=40&<70OZ	46.7%	39.9%	22.0%	27.3%
TL OJ REF NFC >=70OZ&<110OZ	21.2%	21.8%	1.0%	2.4%
TL OJ REF NFC >=110OZ	3.8%	3.3%	0.7%	0.7%
TL OJ REF NFC	**75.5%**	**68.9%**	**24.5%**	**31.1%**

NFC OJ Gallons Sold on Promotion

	NO PROMO GALLONS		ANY PROMO GALLONS		ANY FEAT W/O DISP GALLONS		ANY DISP W/O FEAT GALLONS		ANY FEAT AND DISP GALLONS		PRICE DECR GALLONS	
Size	**2024-25**	**2025-26**	**2024-25**	**2025-26**	**2024-25**	**2025-26**	**2024-25**	**2025-26**	**2024-25**	**2025-26**	**2024-25**	**2025-26**
NFC <11OZ	1,921,108	1,928,253	177,239	139,838	22,164	8,079	4,585	5,433	37	9	170,027	134,507
NFC >=11&<20OZ	1,993,128	2,040,091	555,566	629,065	141,720	73,286	23,164	40,447	13,019	1,805	521,789	593,683
NFC >=20&<40OZ	908,887	755,758	394,425	140,101	92,702	12,783	4,308	6,597	2,209	82	389,658	132,214
NFC >=40&<70OZ	59,339,144	48,466,332	27,982,449	33,184,025	12,271,620	12,810,127	2,949,686	2,832,794	961,377	793,180	23,806,826	30,709,503
NFC >=70OZ&<110OZ	26,950,910	26,463,305	1,219,306	2,916,377	323,588	533,683	141,288	215,666	5,428	17,548	856,809	2,667,861
NFC >=110OZ	4,829,704	4,046,613	838,129	842,887	613,714	140,057	24,845	47,819	10,511	6,003	675,266	795,633
NFC TOTAL	**95,942,882**	**83,700,353**	**31,167,114**	**37,852,293**	**13,465,508**	**13,578,015**	**3,147,875**	**3,148,757**	**992,582**	**818,627**	**26,420,376**	**35,033,400**

Recon OJ Gallons Sold on Promotion

	NO PROMO GALLONS		ANY PROMO GALLONS		ANY FEAT W/O DISP GALLONS		ANY DISP W/O FEAT GALLONS		ANY FEAT AND DISP GALLONS		PRICE DECR GALLONS	
Size	**2024-25**	**2025-26**	**2024-25**	**2025-26**	**2024-25**	**2025-26**	**2024-25**	**2025-26**	**2024-25**	**2025-26**	**2024-25**	**2025-26**
RECON <11OZ	781,271	718,246	4,109	273,515	65	0	1,654	3,157	0	0	2,454	270,358
RECON >=11&<20OZ	356,214	282,026	49,659	28,157	6,535	2,419	7,756	1,938	170	0	37,074	25,669
RECON >=20&<40OZ	365,791	354,478	196,900	173,210	942	690	2,676	3,249	0	15	194,445	169,909
RECON >=40&<70OZ	24,053,703	17,725,598	8,710,827	9,048,387	2,893,369	2,050,675	329,297	266,863	239,290	73,930	8,148,609	8,666,814
RECON >=70OZ&<110OZ	9,300,646	6,644,896	976,745	4,765,715	198,069	221,636	66,246	78,929	12,104	7,917	896,285	4,692,750
RECON >=110OZ	7,832,943	6,204,817	1,258,822	1,930,612	364,810	174,683	66,167	116,711	1,070	918	909,913	1,684,301
RECON TOTAL	**42,690,568**	**31,930,061**	**11,197,063**	**16,219,596**	**3,463,789**	**2,450,103**	**473,797**	**470,848**	**252,634**	**82,781**	**10,188,780**	**15,509,801**

NFC + Recon OJ Gallons Sold on Promotion

	NO PROMO GALLONS		ANY PROMO GALLONS		ANY FEAT W/O DISP GALLONS		ANY DISP W/O FEAT GALLONS		ANY FEAT AND DISP GALLONS		PRICE DECR GALLONS	
Size	**2024-25**	**2025-26**	**2024-25**	**2025-26**	**2024-25**	**2025-26**	**2024-25**	**2025-26**	**2024-25**	**2025-26**	**2024-25**	**2025-26**
REF OJ <11OZ	2,702,379	2,646,499	181,348	413,353	22,229	8,079	6,239	8,590	37	9	172,481	404,865
REF OJ >=11&<20OZ	2,349,342	2,322,117	605,225	657,222	148,255	75,705	30,920	42,385	13,189	1,805	558,863	619,351
REF OJ >=20&<40OZ	1,274,677	1,110,236	591,325	313,311	93,643	13,473	6,984	9,846	2,209	97	584,103	302,122
REF OJ >=40&<70OZ	83,392,847	66,191,930	36,693,276	42,232,412	15,164,989	14,860,802	3,278,983	3,099,657	1,200,667	867,110	31,955,435	39,376,317
REF OJ >=70OZ&<110OZ	36,251,555	33,108,201	2,196,051	7,682,092	521,657	755,319	207,534	294,596	17,532	25,465	1,753,094	7,360,611
REF OJ >=110OZ	12,662,647	10,251,430	2,096,951	2,773,499	978,524	314,740	91,012	164,530	11,581	6,921	1,585,179	2,479,934
REF OJ TOTAL	**138,633,449**	**115,630,414**	**42,364,177**	**54,071,889**	**16,929,297**	**16,028,118**	**3,621,672**	**3,619,605**	**1,245,215**	**901,407**	**36,609,156**	**50,543,201**

OJ Blends and Drinks

Florida Citrus™

FLORIDA DEPARTMENT OF CITRUS

Definitions

- 100% OJ
  - A beverage that contains only orange juice, water (if reconstituted from OJ concentrate).
  - May include fortifying vitamins and minerals, such as Calcium and Vitamin D.
  - May include tangerine juice.*
- OJ Blends (100% Juice)
  - A beverage that includes orange juice **plus** one or more fruit juice or fruit/ vegetable extract that is not orange juice. Does not contain added sweeteners or additives.
- OJ Drinks
  - A beverage that include orange juice **plus** added sweeteners or additives (not including Calcium, Vitamin D, or other fortifying vitamins and minerals).
- OJ Blend Drinks
  - A beverage that includes orange juice **plus** one or more fruit juice or fruit/ vegetable extract that is not orange juice **plus** added sweeteners or additives.

**** Under 21 CFR §146.140(a), the standard of identity for pasteurized orange juice allows for the inclusion of juice from Citrus reticulata, including mandarin or tangerine oranges and their hybrids, at a level not exceeding 10 percent by volume.***

Total OJ Blends and Drinks – 4 Weeks ending 05/16/26

	Gallons			Dollars			Price per EQ Gallon		
	4 Weeks YA	4 Weeks	% Chg	4 Weeks YA	4 Weeks	% Chg	4 Weeks YA	4 Weeks	% Chg
TL OJ (100% OJ)	20,965,369	20,298,078	-3.18%	$238,889,725	$239,850,970	0.40%	$11.39	$11.82	3.70%
TL of All OJ Blends/ Drinks	14,907,124	15,724,462	5.48%	$93,108,469	$94,763,268	1.78%	$6.25	$6.03	-3.51%
OJ Blend (100% Juice)	*1,284,901*	*2,804,956*	*118.30%*	*$14,578,296*	*$16,443,699*	*12.80%*	*$11.35*	*$5.86*	*-48.33%*
OJ Drink	*1,566,273*	*1,534,023*	*-2.06%*	*$15,508,190*	*$15,761,547*	*1.63%*	*$9.90*	*$10.27*	*3.77%*
OJ Blend Drink	*12,055,950*	*11,385,483*	*-5.56%*	*$63,021,984*	*$62,558,022*	*-0.74%*	*$5.23*	*$5.49*	*5.11%*

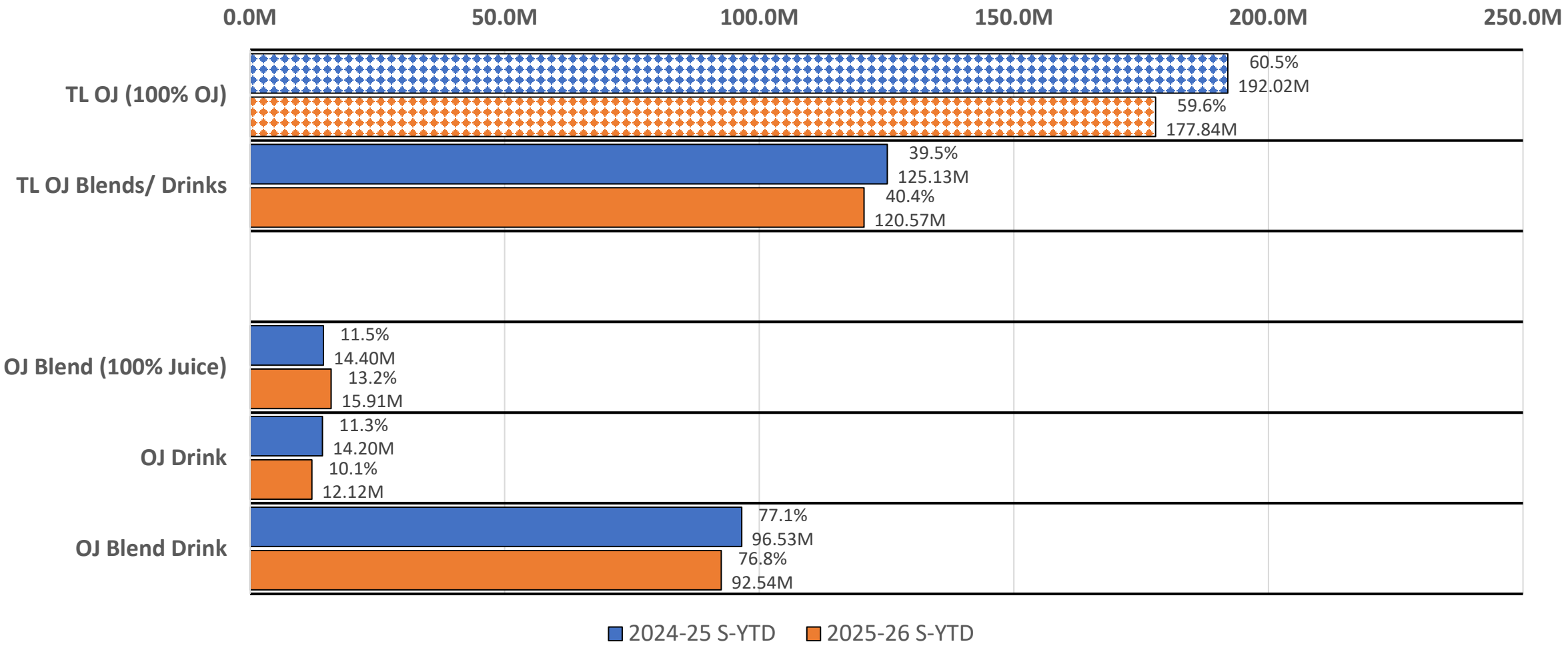
Total OJ Blends and Drinks - SYTD

TOTAL US - XAOC

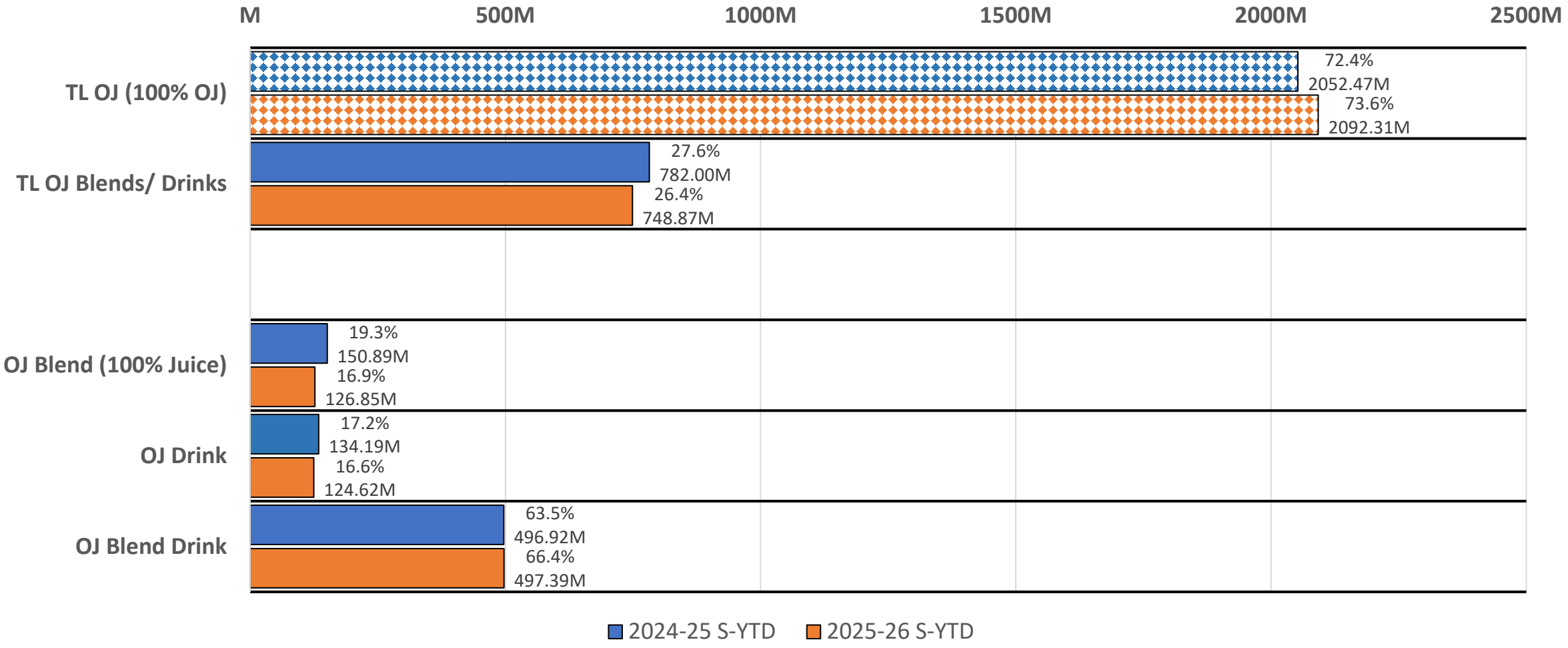
Season Year to Date

	Gallons			Dollars			Price per EQ Gallon		
	2024-25	**2025-26**	**% Chg**	**2024-25**	**2025-26**	**% Chg**	**2024-25**	**2025-26**	**% Chg.**
TL OJ (100% OJ)	192,024,551	177,839,678	-7.39%	$2,052,465,957	$2,092,306,118	1.94%	$10.69	$11.77	10.07%
TL of All OJ Blends/ Drinks	125,134,696	120,574,324	-3.64%	$781,996,287	$748,872,111	-4.24%	$6.25	$6.21	-0.61%
OJ Blend (100% Juice)	*14,404,103*	*15,905,805*	*10.43%*	*$150,885,073*	*$126,854,148*	*-15.93%*	*$10.48*	*$7.98*	*-23.86%*
OJ Drink	*14,195,804*	*12,123,653*	*-14.60%*	*$134,191,990*	*$124,624,879*	*-7.13%*	*$9.45*	*$10.28*	*8.74%*
OJ Blend Drink	*96,534,789*	*92,544,866*	*-4.13%*	*$496,919,225*	*$497,393,084*	*0.10%*	*$5.15*	*$5.37*	*4.41%*

Total OJ Blends and Drinks Volume Share by Product



Total OJ Blends and Drinks Dollar Share by Product



Total OJ Blends and Drinks Percent ACV Distribution

Total OJ Blends and Drinks % ACV Distribution

- Percentage of retail stores where product is available

% ACV (% Stores Selling)	2025-26*	2024-25	2023-24
OJ Blend (100% Juice)	81.1	82.2	82.4
OJ Drink	76.8	76.2	78.8
OJ Blend Drink	94.5	93.9	87.0
TL OJ (100% OJ)	97.5	97.6	97.6

*Season YTD from
Nielsen IQ Discover

Total OJ Blends and Drinks Percent Change in TDP

% Chg in TDP	% Chg from 2024-25 to 2025-26*	% Chg from 2023-24 to 2024-25	% Chg from 2022-23 to 2023-24
OJ Blend (100% Juice)	-7.9%	-16.3%	-1.1%
OJ Drink	-5.4%	-2.6%	4.4%
OJ Blend Drink	-3.1%	4.3%	1.2%
TL OJ (100% OJ)	-6.7%	-6.9%	-4.9%

*Season YTD from Nielsen IQ Discover

Total OJ Blends and Drinks Average Number of Items per Store Percent Change

% Chg in Items per Store	% Chg from 2024-25 to 2025-26*	% Chg from 2023-24 to 2024-25	% Chg from 2022-23 to 2023-24
OJ Blend (100% Juice)	-6.6%	-16.1%	-1.4%
OJ Drink	-6.2%	-3.5%	3.4%
OJ Blend Drink	-3.8%	4.5%	3.1%
TL OJ (100% OJ)	-6.6%	-6.7%	-4.4%

*Season YTD from Nielsen IQ Discover

Grapefruit Juice

Florida Citrus™

FLORIDA DEPARTMENT OF CITRUS

Total GJ – 4 Weeks ending 05/16/26

	Gallons			Dollars			Price per EQ Gallon		
	4 Weeks YA	4 Weeks	% Chg	4 Weeks YA	4 Weeks	% Chg	4 Weeks YA	4 Weeks	% Chg
TL GJ	717,624	653,012	-9.00%	$8,619,466	$7,973,633	-7.49%	$12.01	$12.21	1.66%
TL GJ REF NFC	500,434	421,198	-15.83%	$6,467,132	$5,559,942	-14.03%	$12.92	$13.20	2.15%
TL GJ REF RECON	7,763	16,003	106.15%	$206,647	$395,216	91.25%	$26.62	$24.70	-7.23%
TL GJ FRZ	705	4,253	503.30%	$4,550	$32,484	613.92%	$6.45	$7.64	18.34%
TL GJ SHELF STABLE	208,722	211,558	1.36%	$1,941,138	$1,985,990	2.31%	$9.30	$9.39	0.94%

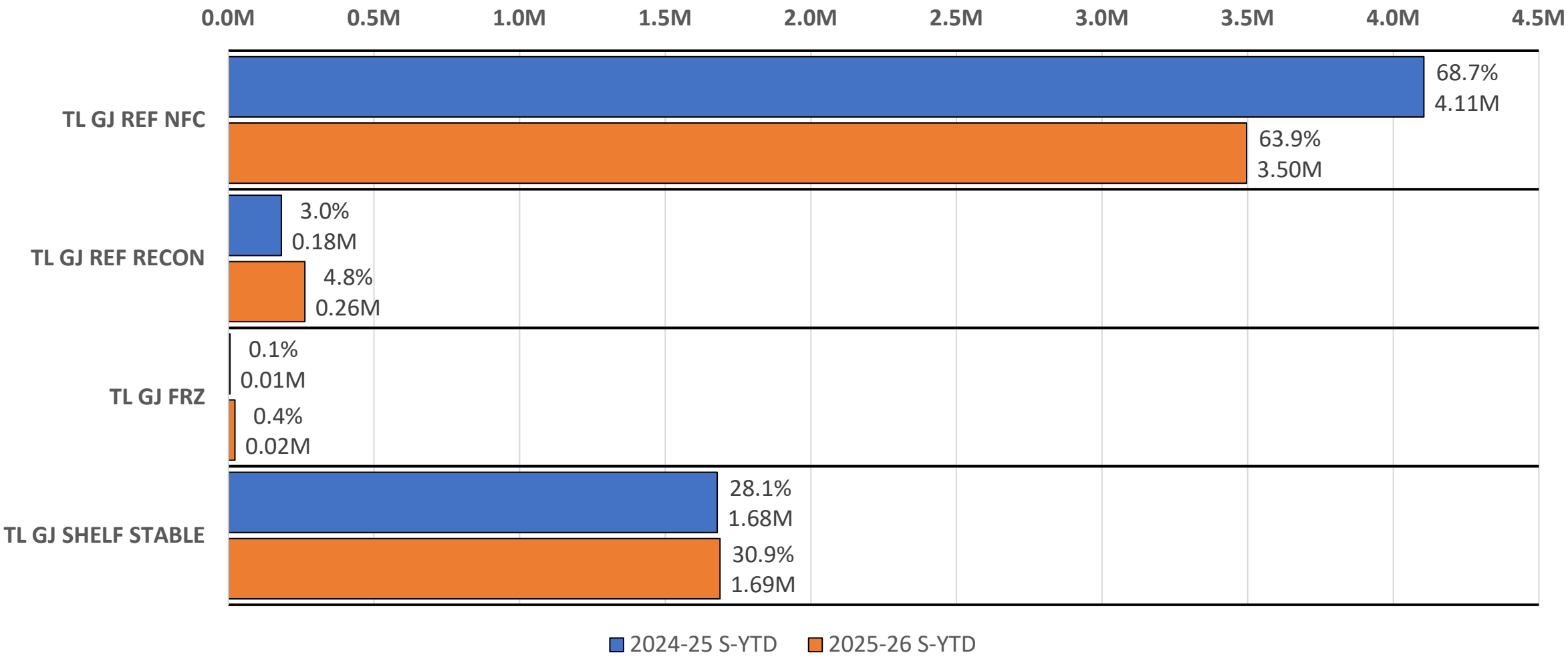
Total GJ - SYTD

TOTAL US - XAOC

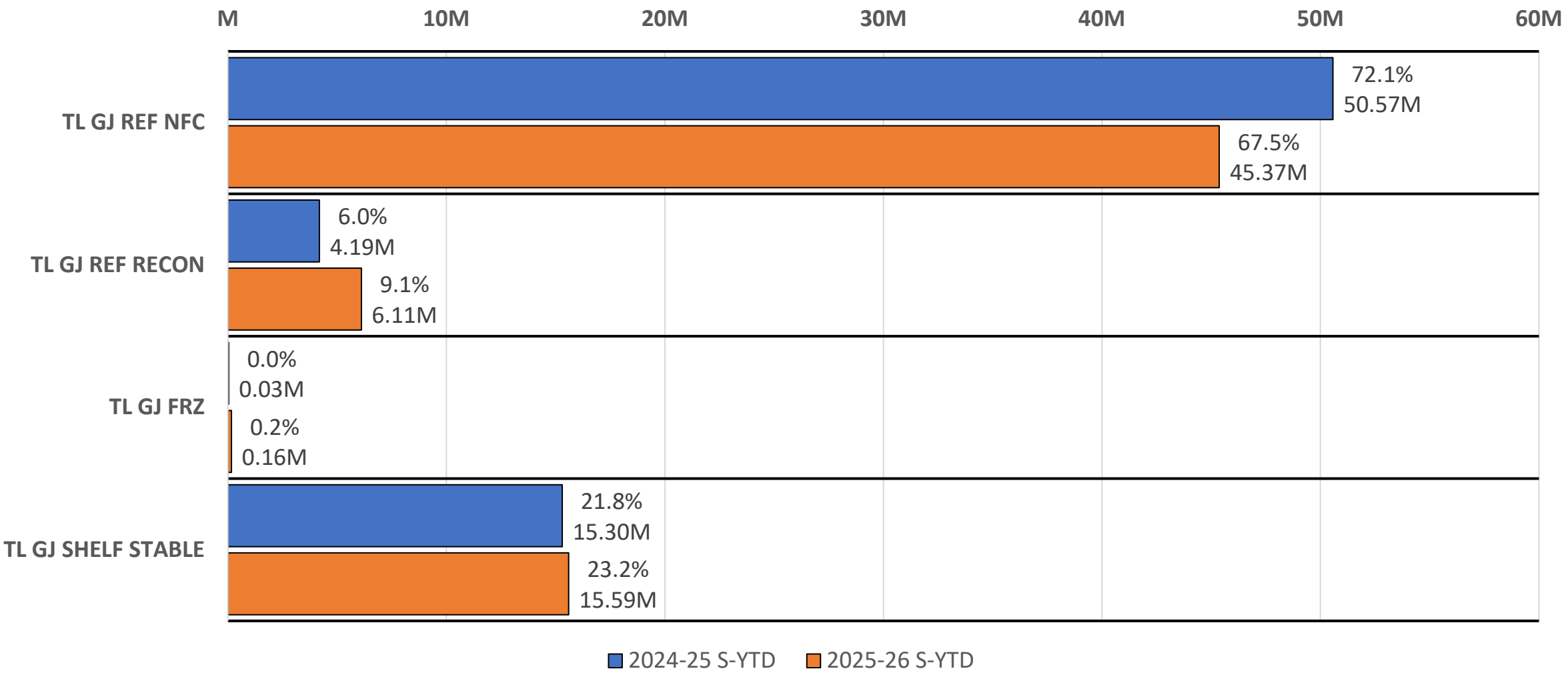
Season Year to Date

	Gallons			Dollars			Price per EQ Gallon		
	2024-25	2025-26	% Chg	2024-25	2025-26	% Chg	2024-25	2025-26	% Chg
TL GJ	5,971,800	5,469,644	-8.41%	$70,097,766	$67,235,307	-4.08%	$11.74	$12.29	4.72%
TL GJ REF NFC	4,105,484	3,496,369	-14.84%	$50,573,641	$45,367,907	-10.29%	$12.32	$12.98	5.33%
TL GJ REF RECON	182,004	262,955	44.48%	$4,189,683	$6,108,819	45.81%	$23.02	$23.23	0.92%
TL GJ FRZ	5,448	22,224	307.90%	$33,665	$164,327	388.12%	$6.18	$7.39	19.67%
TL GJ SHELF STABLE	1,678,863	1,688,096	0.55%	$15,300,777	$15,594,255	1.92%	$9.11	$9.24	1.36%

GJ Volume Share by Product



GJ Dollar Share by Product



GJ Percent ACV Distribution

Total GJ% ACV Distribution

- Percentage of retail stores where product is available

% ACV (% Stores Selling)	2025-26*	2024-25	2023-24
NFC GJ	53.7	64.4	68.5
RECON GJ	4.8	2.8	2.3
FROZEN GJ	0.6	0.3	1.0
SHELF STABLE GJ	55.8	57.0	57.5
Total GJ	69.9	73.0	72.8

*Season YTD from
Nielsen IQ Discover

GJ Percent Change in TDP

% Chg in TDP	% Chg from 2024-25 to 2025-26*	% Chg from 2023-24 to 2024-25	% Chg from 2022-23 to 2023-24
NFC GJ	-15.9%	-7.9%	7.4%
RECON GJ	52.4%	4.1%	-45.1%
FROZEN GJ	118.8%	-70.9%	-91.8%
SS GJ	-7.5%	3.1%	7.8%
Total GJ	-10.9%	-3.2%	2.0%

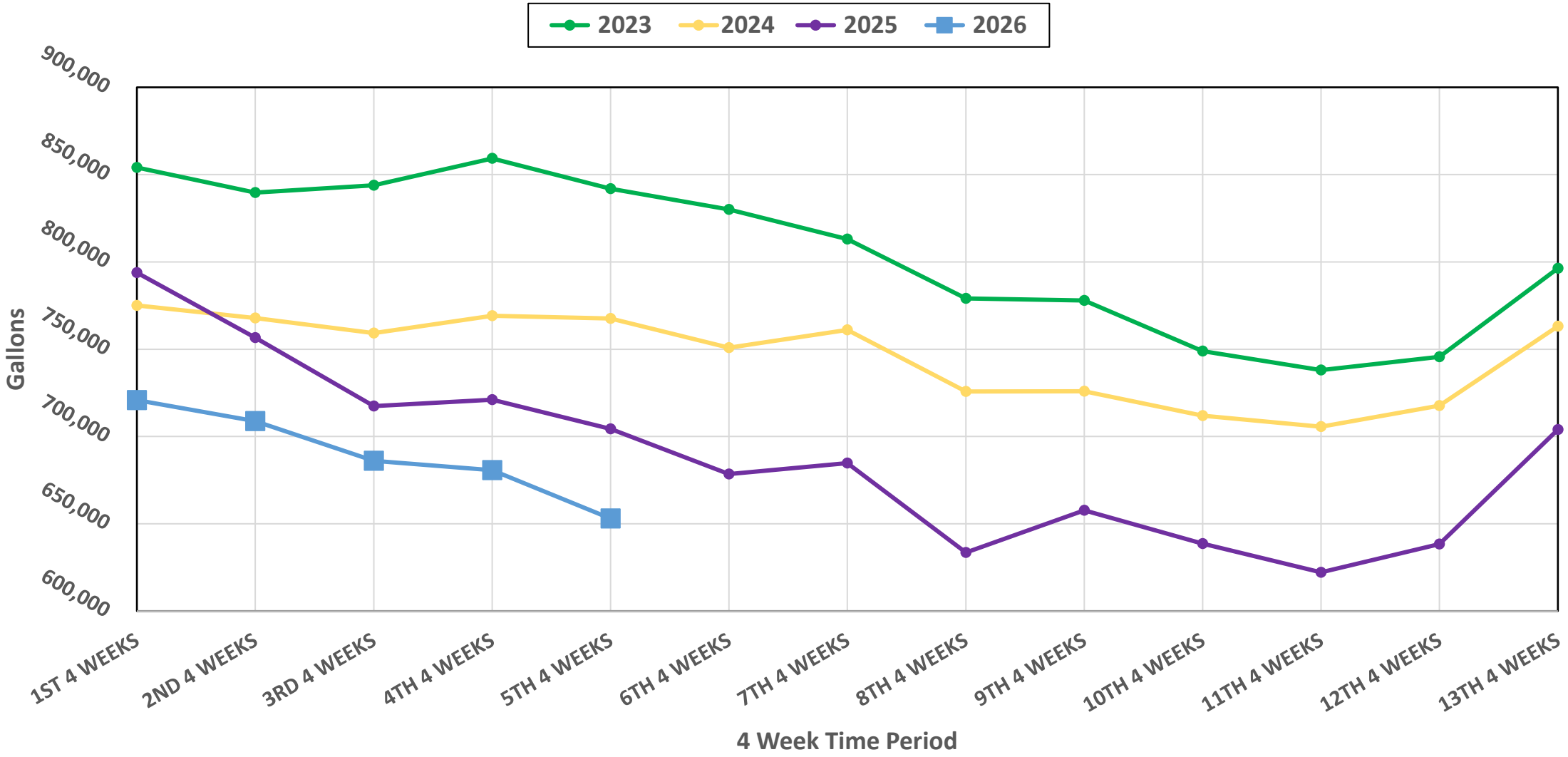
*Season YTD from Nielsen IQ Discover

GJ Average Number of Items per Store Percent Change

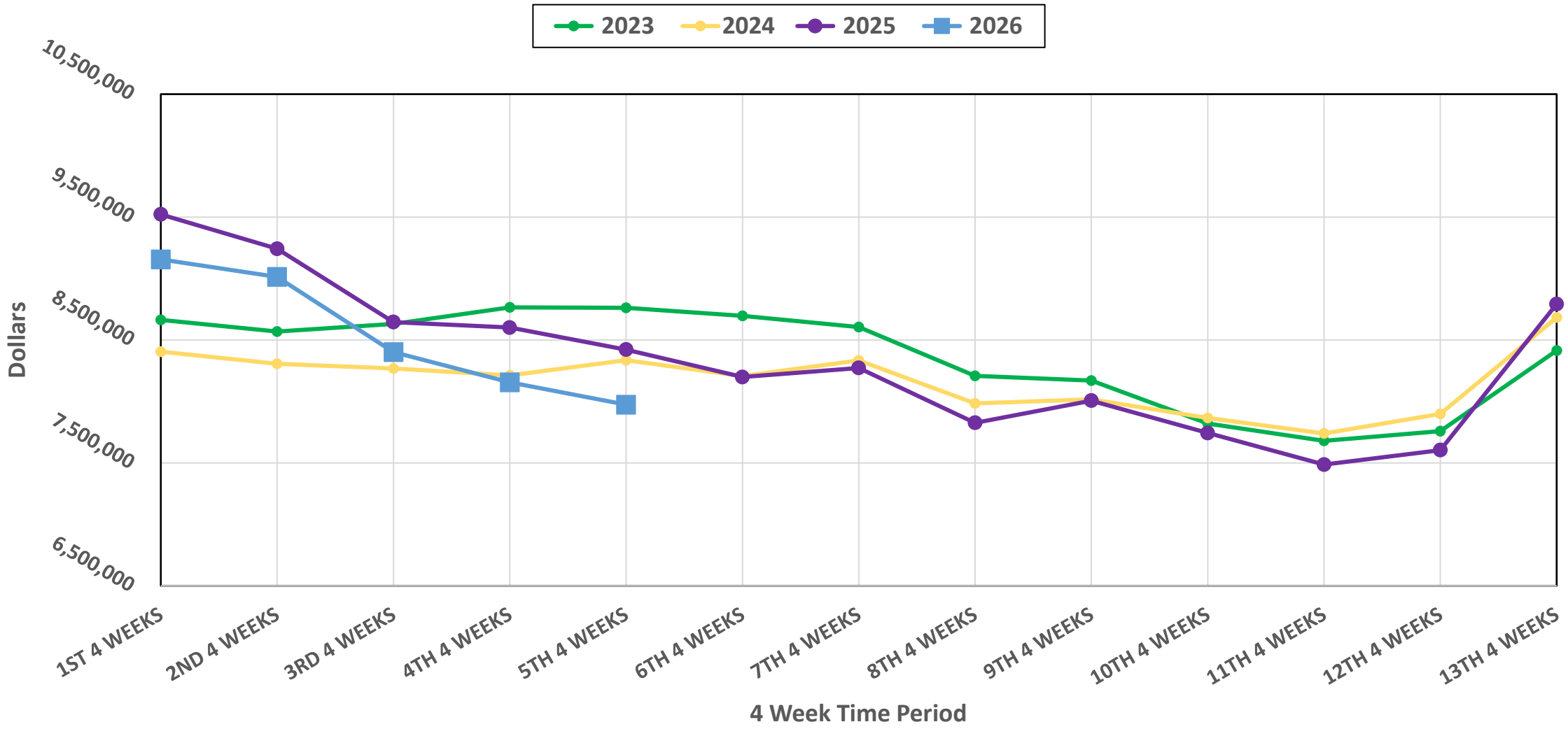
% Chg in Items per Store	% Chg from 2024-25 to 2025-26*	% Chg from 2023-24 to 2024-25	% Chg from 2022-23 to 2023-24
NFC GJ	0.9%	4.3%	9.5%
RECON GJ	-11.3%	-5.2%	22.2%
FROZEN GJ	0.0%	-0.7%	-44.1%
SS GJ	-5.5%	4.7%	7.4%
Total GJ	-6.8%	-0.6%	2.3%

*Season YTD from Nielsen IQ Discover

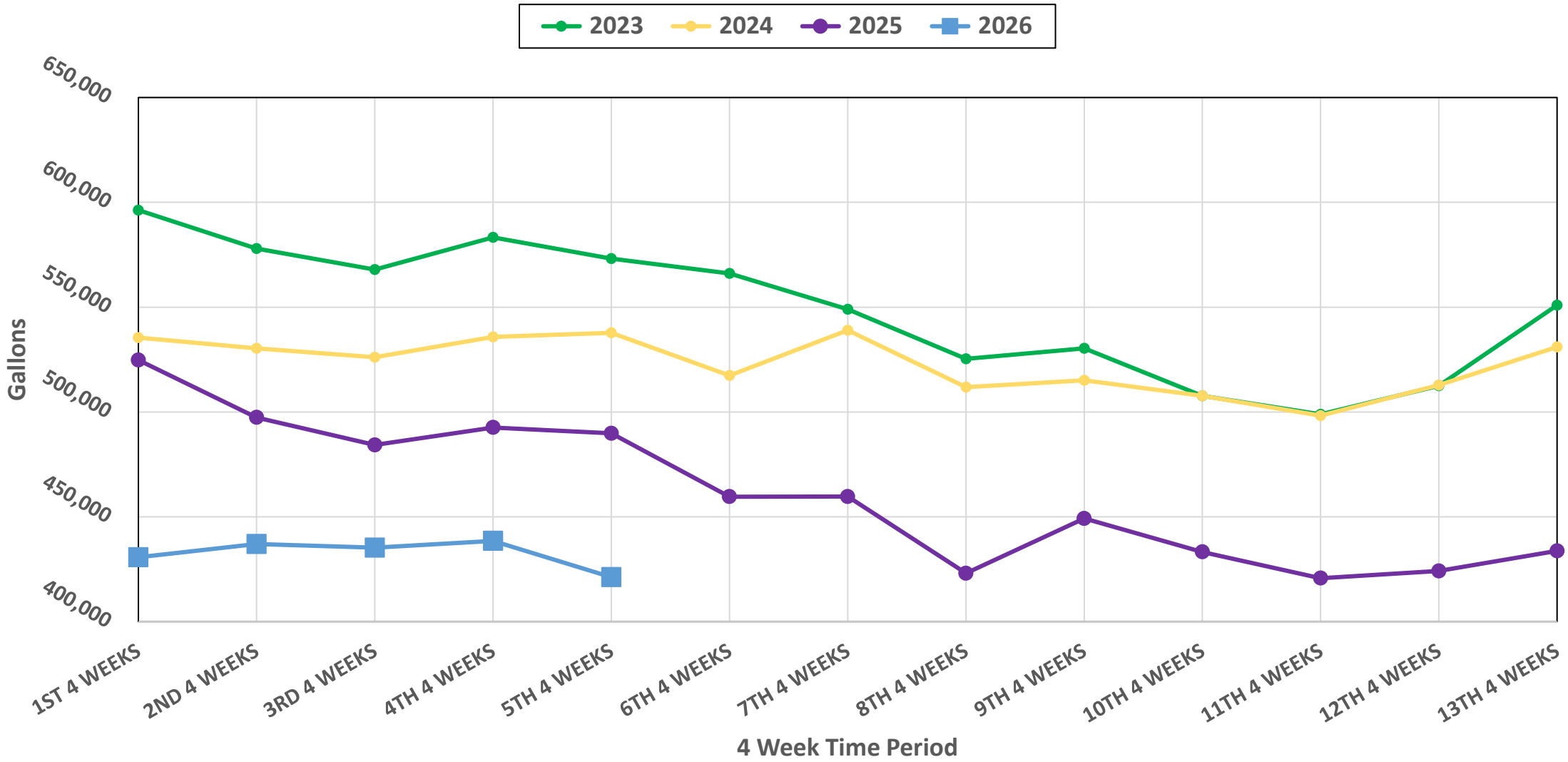
GJ Gallon Sales (Year-over-Year)



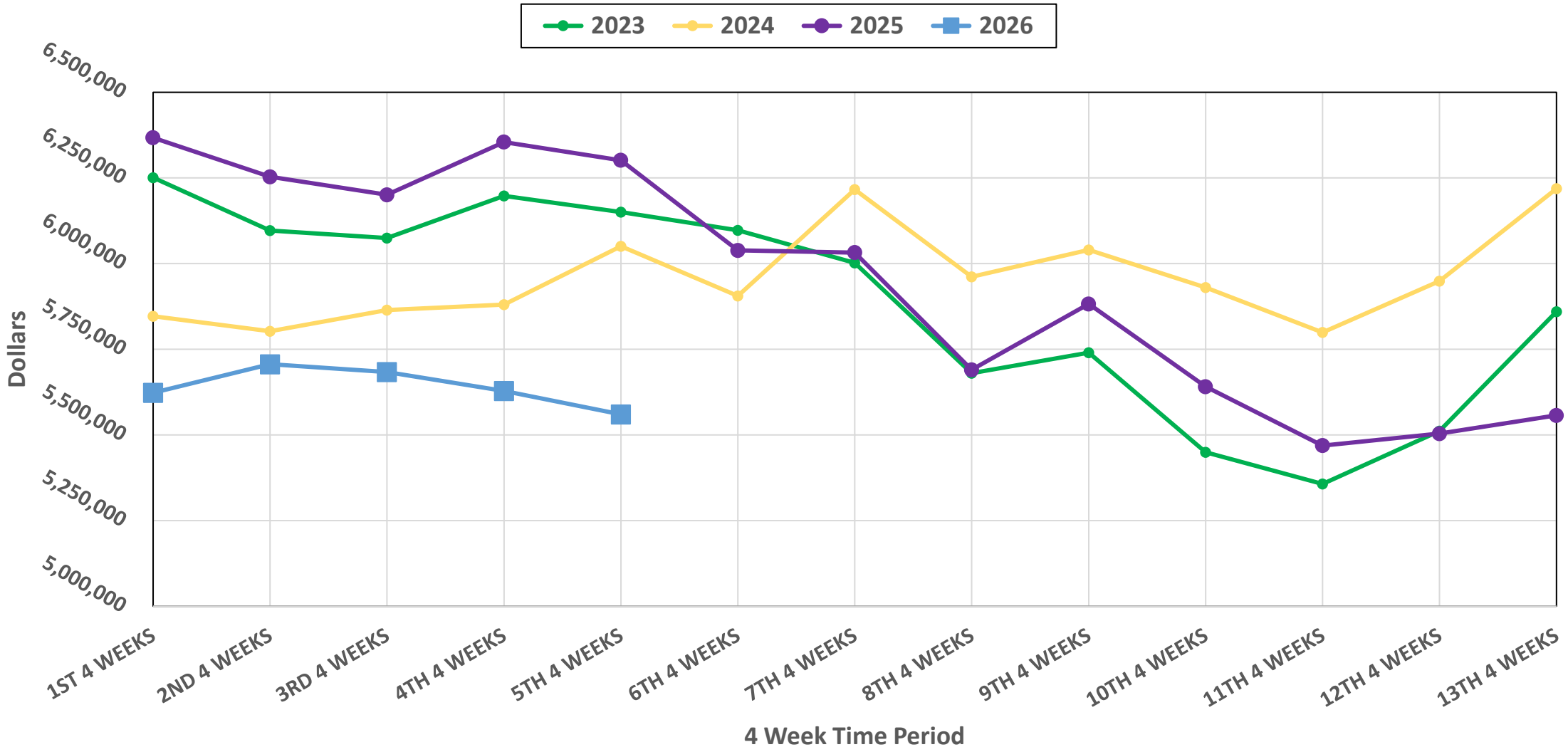
GJ Dollar Sales (Year-over-Year)



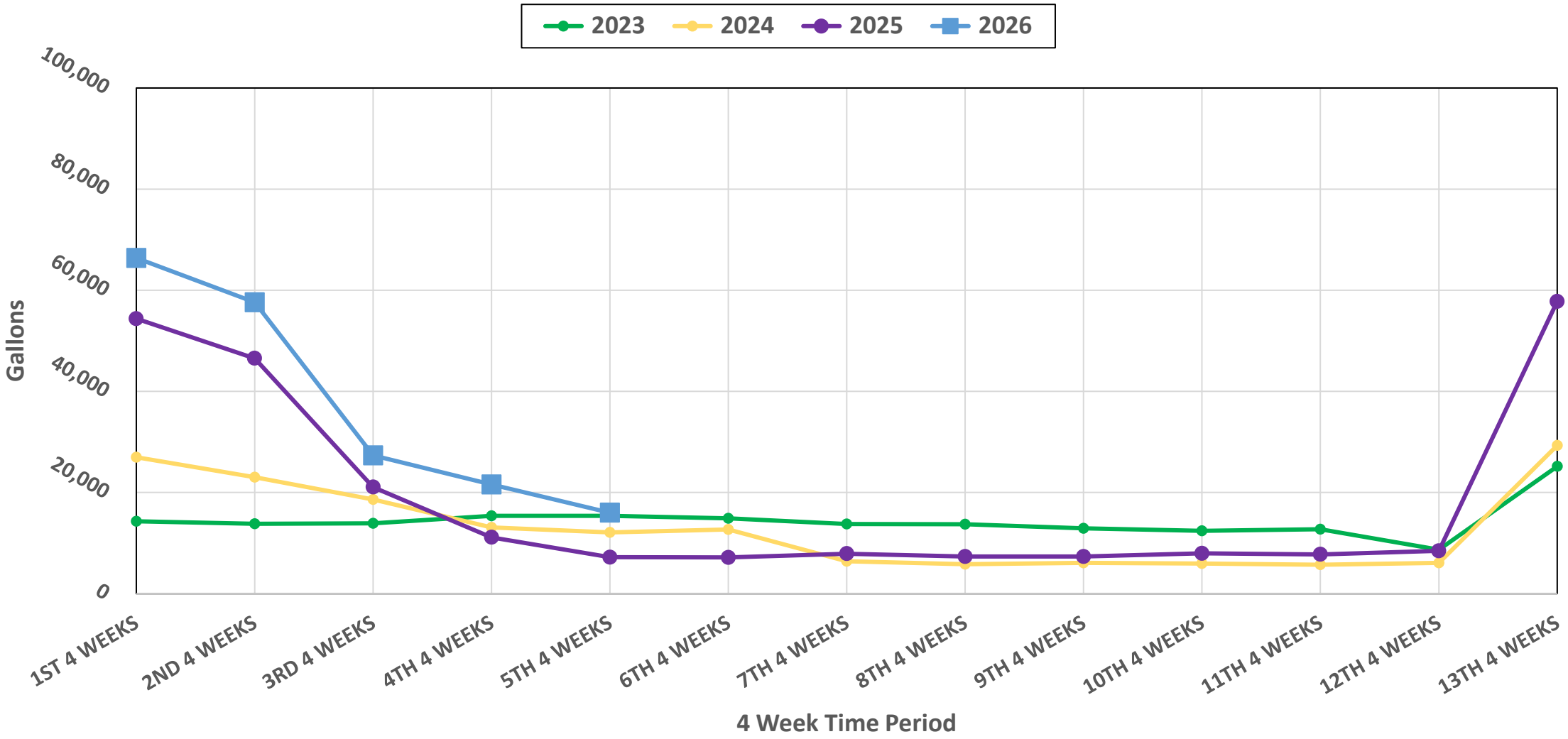
GJ REF NFC Gallon Sales (Year-over-Year)



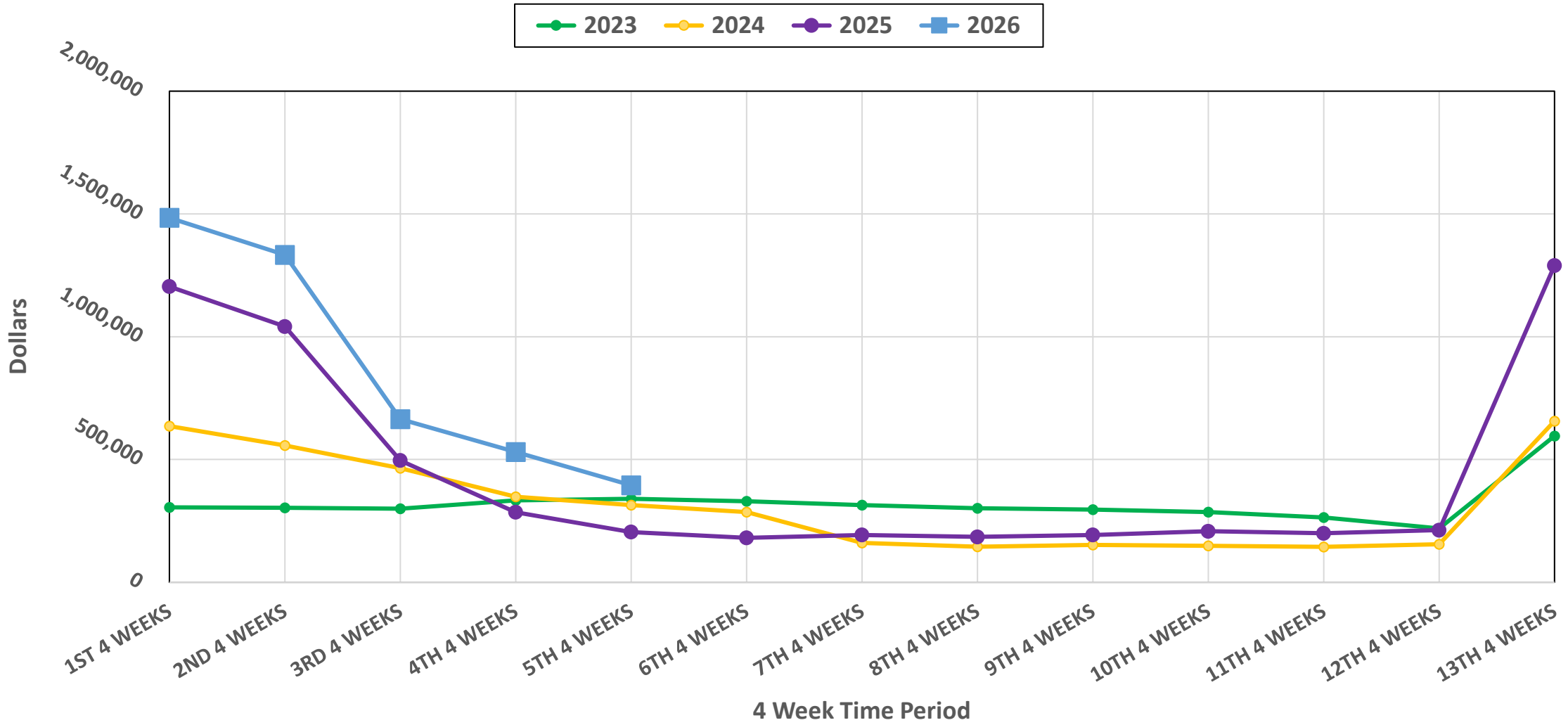
GJ REF NFC Dollar Sales (Year-over-Year)



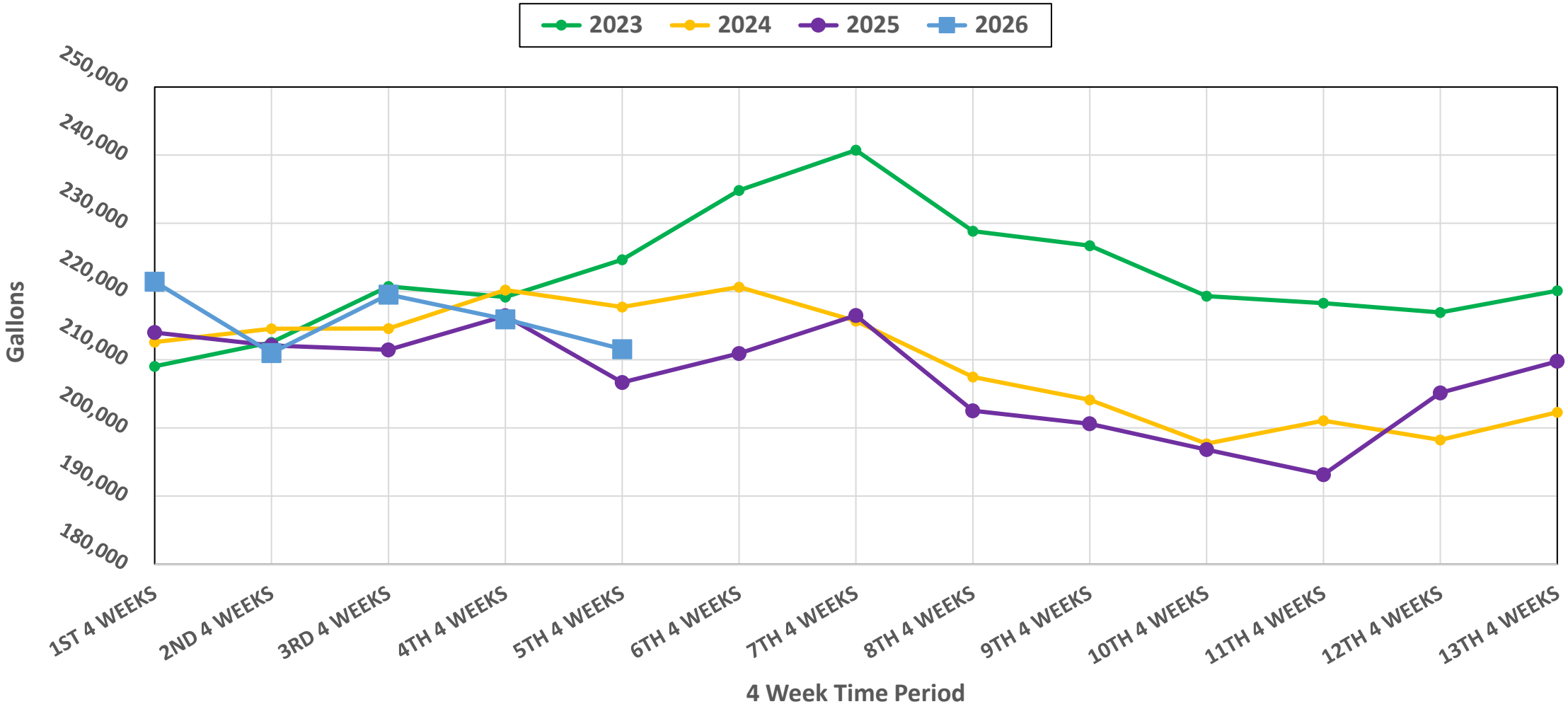
GJ REF RECON Gallon Sales (Year-over-Year)



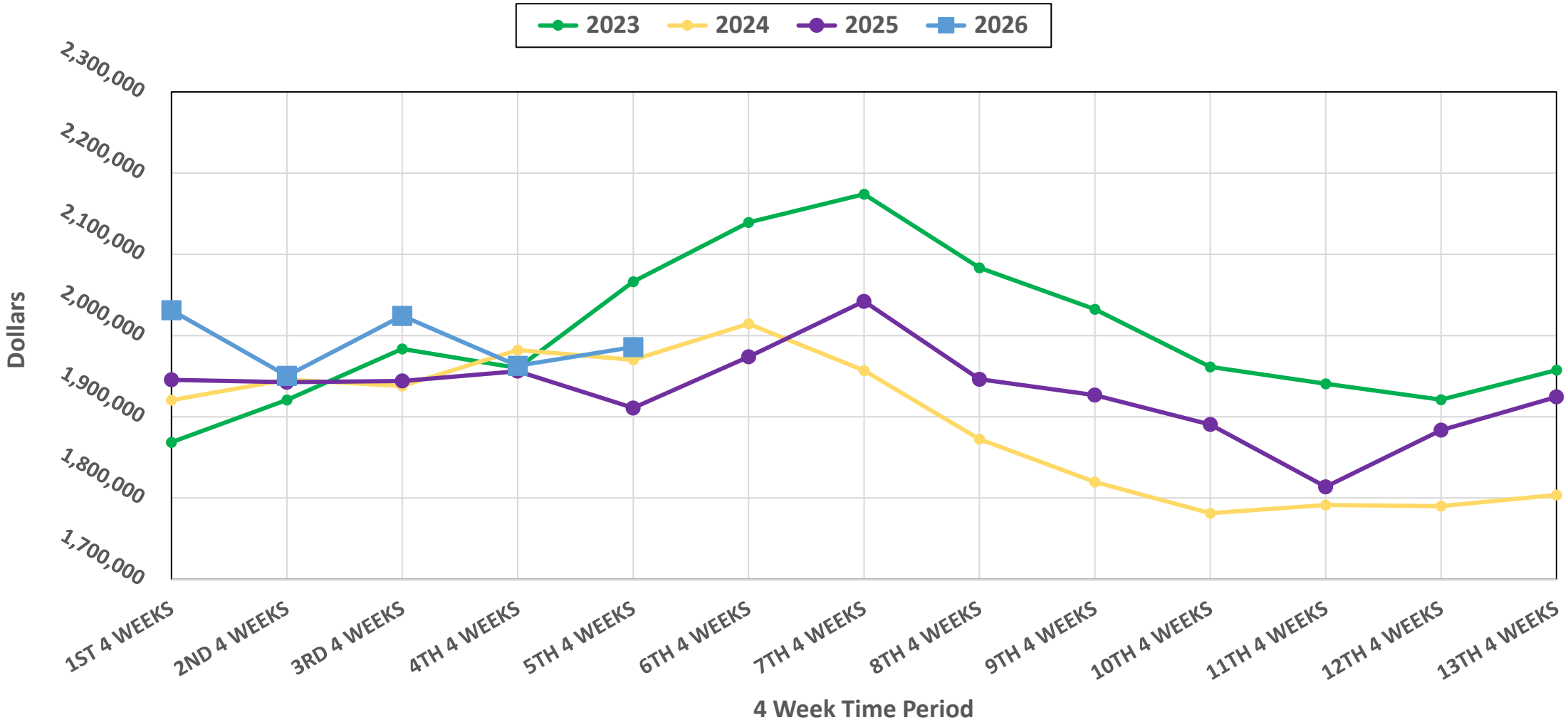
GJ REF RECON Dollar Sales (Year-over-Year)



GJ SHELF STABLE Gallon Sales (Year-over-Year)



GJ SHELF STABLE Dollar Sales (Year-over-Year)



Thank You

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