

TOP FROZEN

FACTOIDS

20.0%

Increase in pay and benefits this year at publicly traded Wall Street firms studied by The Wall Street Journal.

691.2%

Dollar gain by Mom N Pops, fastest-grower in the handheld frozen breakfasts sub-category. Sales were \$1,133,469. The total sub-category was ahead only 3.0%.

22

Most penalties in a single football game in recent years: San Francisco vs. Buffalo, Oct. 4, 1998.

SUB-CATEGORY	\$ SALES	% CHG.	UNITS	% CHG	VOLUME	% CHG
APPETIZERS/SNACKROLLS	\$199,141,120	7.8	55,656,144	4.9	52,000,384	8.3
Totino's Pizza Rolls	\$53,907,884	25.2	17,548,362	25.4	18,627,346	25.2
Bagel Bites	\$17,444,264	(2.5)	4,975,591	(13.0)	3,424,971	(10.4)
TGI Friday's	\$17,184,548	(2.2)	4,218,183	(6.7)	2,903,418	(5.0)
Private Label	\$13,647,418	(0.5)	4,437,058	(9.9)	4,418,029	(2.2)
Jose Ole	\$12,589,004	1.6	2,530,412	3.7	3,333,534	3.2
El Monterey	\$10,840,779	18.3	2,082,106	48.6	2,900,310	20.4
Delimex	\$6,418,559	(11.0)	986,191	(11.8)	1,915,349	(6.9)
Farm Rich	\$6,072,420	13.5	1,188,078	10.1	1,691,074	8.5
Tyson Anytizers	\$5,802,565	192.0	816,105	94.5	1,164,245	214.6
Poppers	\$4,894,249	(3.4)	1,225,054	(13.9)	790,790	(8.8)

WAFFLES	\$122,341,248	1.8	53,232,096	(0.4)	45,071,868	(3.0)
Kellogg's Eggo	\$65,117,864	4.6	26,391,984	3.0	24,202,612	1.3
Private Label	\$23,272,890	1.2	13,346,116	(6.0)	11,200,102	(5.7)
Kellogg's Nutri Grain Eggo	\$14,336,016	8.9	4,969,286	3.5	3,820,386	3.5
Aunt Jemima	\$4,966,274	3.1	3,141,396	35.4	2,496,074	(13.9)
Van's	\$3,148,062	(1.4)	1,012,290	0.2	543,733	(0.8)
Kashi Go Lean	\$3,040,288	17.3	1,047,860	13.5	589,421	13.5
Kellogg's Eggo Minis	\$2,773,916	1.3	1,143,556	(1.7)	883,911	(2.7)
Kellogg's Special K	\$1,507,015	(33.3)	534,750	(35.7)	411,116	(35.7)

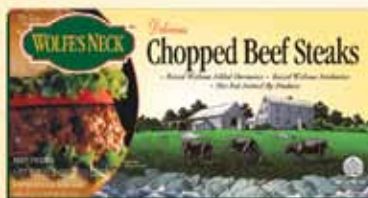
FRESH BAKED BREAD/ROLL/BISCUIT	\$109,495,152	1.2	40,283,652	(2.9)	34,738,792	(2.7)
Private Label	\$21,881,512	9.2	9,895,557	2.2	8,287,887	2.9
New York	\$21,244,496	9.7	7,604,064	5.5	5,660,152	4.4
Pepperidge Farm	\$17,496,604	(0.2)	6,175,953	(7.1)	4,106,904	(7.5)
Cole's	\$12,156,155	(2.1)	5,100,736	(2.1)	4,384,531	(1.0)
Sister Schubert's	\$7,607,170	15.7	2,175,138	12.9	1,811,106	14.7
Pillsbury	\$7,113,770	(16.3)	2,125,461	(18.3)	3,527,552	(8.6)
Pillsbury Home Baked Classics	\$4,629,694	(29.8)	1,354,344	(31.3)	2,269,314	(18.2)
Mamma Bella	\$3,420,534	(15.5)	1,081,803	(23.4)	824,373	(23.8)
New York Pizzeria Dipn Sticks	\$1,961,500	(17.5)	621,255	(20.7)	529,895	(19.5)
Joseph Campione	\$1,740,623	24.1	732,396	23.4	551,835	23.2

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TOP DAIRY



Supermarket sales of dairy products dropped by 7.6% to \$10.324 billion in the 12 weeks ended Sept. 6, according to Information Resources, Inc., the Chicago-based market research firm.

Units, however, gained 2.3% to 4.658 billion, as commodity prices continued their drop. Volume was in lock-step, also up 2.3%, to 41.751 billion. Volume with merchandising support rose 3.0% to 48.8%. For the 52 weeks ended Sept. 6, dollars were off 2.7% to \$47.926 billion. Units rose 0.7% to 20.634 billion, while volume edged ahead 0.8% to 176.653 billion. Volume with merchandising support was up by 5.0% to 47.8%.

Our chart shows you performance of the largest sub-categories in the dairy department during the 12 weeks ended Sept. 6. We exclude brands with less than \$2 million in sales. Be aware that data is for the brands as originally trademarked, and may not include line extensions. Dairy department data in the Factoids below is from Information Resources, Inc., for supermarket sales in the 12 weeks ended Sept. 6. Other data is from the National Football League.

FACTOIDS

1,959.6%

Dollar gain for the stuffed potatoes sub-category, the fastest-growing in the dairy department. But it's off a small base of only \$330,361.

36.0

Number of footballs the NFL home team shall have on hand for outdoor games, available for testing with a pressure gauge by the referee two hours prior to the game. (They need only 24 balls on hand for indoor games.)

23.7%

Dollar increase for salad toppings/bacon bits, making it the fastest-growing sub-category with sales over \$1 million. Total sales were \$3,774,650.

SUB-CATEGORY	\$ SALES	% CHG.	UNITS	% CHG.	VOLUME	% CHG.
SKIM/LOWFAT MILK	\$1,392,071,680	(21.2)	576,985,600	(0.2)	3,614,531,584	2.0
Private Label	\$887,605,312	(22.8)	393,350,976	2.1	2,617,119,744	4.6
Hood Lactaid100	\$56,438,116	(2.0)	13,910,788	(5.7)	55,110,776	(4.6)
Horizon Organic	\$40,964,648	(6.8)	9,801,529	(4.7)	44,065,808	(5.1)
Organic Valley	\$19,691,264	(9.3)	4,840,056	(7.2)	20,931,830	(10.3)
Deans	\$13,861,024	(27.3)	6,023,252	(17.9)	32,157,772	(13.3)
Prairie Farms	\$13,847,976	(21.9)	6,499,290	3.8	41,380,436	8.2
Hood	\$13,187,014	(15.9)	5,088,153	(3.2)	26,552,592	(2.8)
Garelick Farms	\$12,286,418	(22.0)	5,143,852	(10.2)	24,021,724	(10.7)
Kemps Select	\$11,402,851	(20.6)	4,265,133	(2.0)	25,133,372	(2.6)
Hiland	\$10,788,688	(5.4)	4,728,823	23.3	27,224,124	20.6
YOGURT	\$880,185,500	2.9	867,260,900	4.8	491,215,800	4.6
Private Label	\$96,305,720	0.5	157,870,200	2.3	81,697,800	(0.4)
Yoplait Original	\$83,527,010	(6.6)	116,691,200	(3.6)	50,755,280	(1.8)
Yoplait Light	\$80,391,690	0.7	120,749,900	4.5	48,839,850	6.4
Dannon LightNFit	\$65,749,290	33.8	83,991,750	43.8	43,836,800	47.6
Dannon Activia	\$49,385,920	(1.6)	17,697,030	8.6	21,123,250	4.4
Stonyfield Farm	\$31,873,950	(10.4)	18,671,200	(12.7)	15,313,380	(9.9)
Dannon Activia Light	\$27,764,550	1.3	10,240,350	10.5	11,937,310	7.7
Yoplait GoGurt	\$26,422,310	1.5	9,070,620	1.5	11,009,920	2.4
Yoplait Trix	\$21,153,120	4.7	7,794,609	3.7	11,691,640	3.7
Fage Total	\$19,798,840	36.0	7,907,482	34.9	3,877,869	39.8
NATURAL CHUNKS	\$562,189,568	(4.2)	165,836,288	8.2	118,357,088	7.5
Private Label	\$211,827,680	(6.9)	71,359,216	7.9	56,304,696	7.4
Kraft	\$41,558,236	(7.8)	15,981,942	21.2	8,946,716	18.0
Tillamook	\$34,879,360	(9.2)	7,011,762	(2.5)	8,454,248	6.2
Belgioioso	\$18,943,188	15.7	4,340,272	29.1	2,574,462	29.1
Kraft Cracker Barrel	\$17,980,904	(18.8)	4,751,221	(15.7)	2,969,534	(16.9)
Cabot Vermont	\$17,124,540	(4.5)	5,796,348	1.1	3,224,004	
Laughing Cow Mini Babybel	\$12,276,100	25.4	3,376,066	31.8	949,687	31.8
Crystal Farms	\$9,457,337	(11.4)	4,118,422	1.9	2,233,327	0.1
President	\$8,971,942	11.5	1,570,795	11.3	737,055	10.1
Heluva Good	\$8,911,265	(14.7)	3,492,753	(8.8)	1,878,942	(9.9)
WHOLE MILK	\$557,857,856	(22.6)	226,149,184	(1.2)	1,425,860,096	0.9
Private Label	\$367,756,800	(23.5)	155,901,024	1.0	1,044,964,480	3.3
Horizon Organic	\$16,938,736	(3.5)	3,925,457	(1.7)	18,156,476	(1.4)
Hood Lactaid100	\$13,411,161	1.7	3,044,316	(2.4)	13,347,101	(1.3)
Borden Milk Products	\$6,582,856	(7.2)	2,356,466	20.1	13,853,976	29.8
Tuscan Farms	\$5,865,966	24.5	2,491,375	51.4	12,757,390	47.7
Organic Valley	\$5,547,801	(8.5)	1,353,072	(5.8)	5,945,894	(9.9)
Hiland	\$5,383,977	(4.3)	2,392,747	20.6	13,032,856	22.6
Prairie Farms	\$4,748,692	(23.4)	2,014,137	(6.4)	12,243,390	(1.1)
Poinsettia	\$4,748,012	(33.5)	2,037,774	(8.9)	14,689,593	(4.4)
Hood	\$4,429,639	(15.4)	1,759,742	(3.9)	8,561,246	(3.5)
ORANGE JUICE	\$536,509,568	(5.1)	175,001,232	2.8	12,380,030,976	3.4
Tropicana Pure Premium	\$175,341,888	(10.1)	48,909,068	(7.6)	3,377,338,112	(8.5)
Private Label	\$98,392,000	4.2	43,365,472	24.5	3,493,901,312	26.0
Simply Orange	\$81,066,944	2.9	22,836,910	6.3	1,374,389,760	5.0
Minute Maid Premium	\$62,515,792	(9.5)	18,357,894	(6.0)	1,362,454,656	(7.0)
Floridas Natural	\$61,527,932	(1.9)	19,984,238	1.8	1,318,256,000	1.3
Minute Maid Premium For Kids	\$3,708,347	(19.3)	1,340,150	(17.1)	85,769,616	(17.1)
Citrus World Donald Duck	\$3,577,426	13.9	1,647,009	31.1	106,290,664	31.0
Tropicana Pure Premium Hlthy Kds	\$3,379,472	(9.6)	1,011,106	(8.7)	60,574,968	(8.4)
Tree Ripe	\$2,971,637	9.4	1,381,882	9.2	79,473,760	9.0
Dole	\$3,115,882	(13.5)	1,327,619	(14.7)	84,960,176	(14.3)
NATURAL SHREDDED CHEESE	\$513,058,112	(9.2)	201,681,552	9.3	121,137,416	9.7
Private Label	\$282,059,552	(3.0)	117,217,512	14.5	76,097,016	15.3
Kraft	\$91,248,112	(30.2)	35,230,592	(7.6)	18,254,462	(10.7)
Sargento	\$49,754,048	7.7	17,854,072	24.9	9,220,425	22.0
Crystal Farms	\$20,041,204	(7.8)	7,441,290	1.3	4,602,409	4.4
Borden	\$9,741,279	(11.9)	4,344,732	6.1	2,238,859	6.0
Sargento Chefstyle	\$9,574,888	(4.8)	3,234,101	10.2	1,894,850	5.7
DiGiorno	\$7,236,787	(7.8)	1,613,090	(12.7)	599,868	(12.4)
Tillamook	\$4,280,821	(19.0)	1,368,976	(10.3)	797,565	(21.2)
Stella	\$4,253,818	(7.0)	1,148,858	(5.1)	364,543	(5.0)
Sargento Artisan Blends	\$3,566,090	152.9	1,390,798	183.0	695,399	183.0

TOP DAIRY

FACTOIDS

17.7%

Dollar increase for refrigerated snack cakes/doughnuts, one of the fastest-growing sub-categories, with sales of \$1,179,236.

16.9%

Dollar gain of refrigerated egg rolls/won ton wrappers, to \$3,812,924.

15.0

Number of yards' penalty (and automatic disqualification) for using a helmet (not worn) as a weapon, or striking or purposely shoving a game official.

14.4%

Dollar gain by refrigerated pastry/Danish/coffee cakes, to \$1,642,363.

46.6%

Unit gain by processed shredded cheese, to 1,127,598. Dollars were up by 3.8% to \$2,158,308.

9.3%

Unit gain by natural shredded cheese, to 201,681,562. Dollars fell 9.2% to \$513,058,112.

21.8%

Percent increase in volume with merchandising support for refrigerated fruit nectar, putting it at 43.3%. Sales fell 10.6% to \$4,471,816, regardless.

SUB-CATEGORY	\$ SALES	% CHG.	UNITS	% CHG.	VOLUME	% CHG.
MARGARINE/SPREADS/BUTTER BLENDS	\$304,876,608	(0.9)	144,676,000	(2.9)	177,646,432	(1.7)
I Can't Believe It's Not Butter	\$49,481,172	3.2	17,586,220	0.9	18,063,352	3.2
Shedd's Country Crock	\$38,468,224	(3.9)	14,555,301	(3.2)	29,108,892	2.9
Smart Balance	\$31,125,196	(2.6)	9,671,078	(7.2)	10,376,142	(5.4)
Private Label	\$22,519,016	0.1	16,297,416	(0.2)	24,939,214	0.7
Land O Lakes	\$22,019,346	15.0	10,267,166	4.5	7,116,060	3.5
Blue Bonnet	\$20,654,646	(8.6)	18,570,742	(10.9)	21,233,924	(14.8)
I Can't Believe It's Nt Buttr Lght	\$14,930,055	0.1	5,576,304	0.1	5,592,230	(0.5)
Shedd's Country Crock Plus	\$14,533,618	(2.8)	5,513,996	1.4	11,746,680	5.7
Parkay	\$12,719,778	(8.1)	6,883,342	(12.3)	6,996,196	(12.1)
Imperial	\$10,131,869	(0.9)	9,809,690	3.1	10,376,710	2.0
PROCESSED SLICED CHEESE	\$294,673,792	(12.3)	117,073,888	3.7	95,022,304	4.2
Kraft Singles	\$89,668,032	(22.8)	34,996,620	(5.1)	28,854,120	(5.5)
Private Label	\$85,799,808	(10.7)	41,069,600	6.8	33,470,044	7.3
Kraft Deli Deluxe	\$30,413,620	(12.0)	6,352,936	(6.5)	5,952,114	(6.4)
Kraft	\$30,021,758	57.8	12,257,802	136.0	9,482,472	135.1
Borden	\$13,390,602	(28.5)	5,815,879	(19.2)	4,610,502	(19.1)
Kraft Velveeta	\$11,202,268	(9.6)	2,928,650	9.5	2,392,386	7.3
Land O Lakes	\$6,382,479	(18.6)	1,847,501	(17.6)	1,419,764	(19.7)
Crystal Farms	\$5,208,062	(14.6)	2,008,566	(10.5)	1,763,704	(9.2)
Galaxy Nutritional Foods Veggie	\$3,746,481	(3.6)	1,118,760	(4.2)	510,490	(4.2)
Kraft Singles Select	\$2,194,203	(49.2)	550,537	(48.6)	452,817	(48.4)
BUTTER	\$236,180,368	(5.9)	95,285,808	6.2	88,965,976	7.0
Private Label	\$124,781,256	(3.4)	57,376,292	10.6	55,347,976	10.8
Land O Lakes	\$55,373,064	(11.3)	17,077,190	(5.9)	15,067,198	(4.6)
Challenge Butter	\$9,915,731	(10.9)	3,209,495	1.0	2,745,735	4.6
Breakstone	\$6,237,505	3.4	2,783,856	12.7	1,596,557	17.3
Cabot	\$4,300,668	(1.0)	1,683,955	9.0	1,681,816	9.0
Crystal Farms	\$4,166,722	(5.0)	1,789,279	3.3	1,712,846	8.1
Tillamook	\$3,645,685	(29.3)	1,230,571	(22.1)	1,230,571	(22.1)
Kellers	\$3,112,896	(12.9)	1,184,561	(6.3)	1,132,908	(6.1)
Hotel Bar	\$2,283,901	(12.3)	898,643	(7.2)	818,501	(8.3)
Darigold	\$2,142,989	(6.1)	876,119	6.0	846,662	6.9
NATURAL SLICED CHEESE	\$219,441,168	(5.4)	70,865,328	6.2	34,890,548	5.6
Private Label	\$81,926,920	2.1	31,905,216	14.6	15,388,045	15.4
Sargento	\$32,573,460	(7.1)	10,280,512	4.0	4,712,422	3.5
Kraft	\$22,261,606	27.8	6,989,485	63.7	3,283,906	56.0
Sargento Deli Style	\$19,610,328	(4.0)	6,156,679	7.0	2,974,141	5.6
Tillamook	\$12,168,532	(25.8)	2,944,340	(21.1)	2,014,680	(19.1)
Alpine Lace	\$5,461,625	(17.6)	1,231,383	(16.9)	613,286	(14.1)
Land O Lakes	\$4,742,512	(2.1)	1,273,647	0.4	600,746	(1.0)
Crystal Farms	\$3,668,044	(5.1)	1,248,213	(0.9)	643,852	(1.1)
Kraft Cracker Barrel	\$3,755,964	104.6	1,107,542	129.1	484,550	128.1
Belgioioso	\$3,221,868	32.1	507,663	42.3	452,620	50.0
COFFEE CREAMER	\$201,236,192	2.0	72,071,120	4.3	121,509,360	3.6
Nestlé Coffee Mate	\$121,388,376	(4.0)	41,144,064	(3.2)	69,231,264	(3.3)
International Delight	\$43,194,792	10.8	16,953,728	16.3	26,825,730	17.9
Private Label	\$14,046,056	25.5	6,058,282	24.3	11,017,565	18.8
Nestlé Coffee Mate Carb Select	\$13,159,132	5.2	3,697,899	6.4	7,395,798	6.4
Mocha Mix	\$3,389,176	(8.8)	1,017,971	(12.6)	2,807,718	(13.5)
Silk	\$2,933,669	5.0	1,417,289	(2.8)	1,630,981	1.7
COTTAGE CHEESE	\$200,214,912	(9.8)	85,090,640	(0.9)	100,807,664	0.6
Private Label	\$77,832,112	(10.4)	37,183,908	3.4	48,453,368	3.3
Breakstones	\$18,974,562	(12.5)	6,293,464	(4.0)	7,462,190	(4.2)
Knudsen	\$13,503,909	(12.4)	3,854,653	(7.3)	4,761,219	(6.5)
Friendship	\$7,007,893	0.6	2,792,454	(1.6)	2,736,636	(1.0)
Hood	\$5,524,816	(8.2)	2,167,573	(6.9)	2,246,566	(7.8)
Breakstones Cottage Doubles	\$5,153,810	(27.0)	4,401,059	(29.3)	1,513,084	(29.3)
Deans	\$5,126,236	(22.0)	2,088,351	(16.0)	2,662,804	(16.4)
Daisy	\$4,992,196	32.5	1,613,676	32.0	1,974,088	34.8
Prairie Farms	\$4,051,098	(5.0)	1,747,025	12.6	2,369,088	13.9
Hiland	\$3,582,949	10.9	1,667,243	31.4	2,318,826	30.0

*Number is either not available, or very high, indicative of a recent launch working off a small base.