

CAROLINAS CUSTOMER AND CONSUMER SALES DATA

REGIONAL C-STORE PURCHASES¹

RANK	ITEM DESCRIPTION	% OF SALES
1	SNICKERS®	4.03%
2	REESE'S® PEANUT BUTTER CUPS 4	.02%
3	DORITOS® NACHO CHEESE	2.97%
4	M&M® PEANUT	2.66%
5	SLIM JIM® BEEF & CHEDDAR STICK	2.64%
6	HERSHEY'S® MILK CHOCOLATE	2.09%
7	HERSHEY'S® MILK CHOCOLATE W/ALMONDS	1.98%
8	BUTTERFINGER®	1.76%
9	THREE MUSKETEERS®	1.74%
10	LANCE® TE C PB ZTF	1.71%
11	KITKAT®	1.70%
12	TWIX®	1.68%
13	M&M® PLAIN	1.67%
14	LAY'S® CLASSIC	1.62%
15	CHEETOS® CRUNCHY	1.62%
16	DORITOS® COOL RANCH	1.62%
17	FRITO LAY® PEANUTS	1.50%
18	FUNYUNS®	1.44%
19	MILKY WAY®	1.40%
20	CHEETOS® FLAMIN' HOT®	1.18%
21	REESE'S® FAST BREAK®	1.12%
22	RUFFLES® CHEDDAR & SOUR CREAM	1.06%
23	LANCE® PEANUTS	1.02%
24	ALMOND JOY®	1.00%
25	FRITOS® FLAVOR TWISTS® HONEY BBQ	1.00%
26	FRITOS®	0.98%
27	LAY'S® BARBECUE	0.98%
28	MUNCHOS®	0.97%
29	MR. GOODBAR®	0.96%
30	SNICKERS® W/ ALMONDS	0.94%
31	LAY'S® SALT & VINEGAR	0.89%
32	BABy RUTH®	0.88%
33	FRITO LAY® SUNFLOWER SEEDS	0.85%
34	NESTLE® CRUNCH®	0.82%
35	JACK LINK'S® MESQUITE SMOKE JERKY	0.78%
36	SLIM JIM® BEEF & CHEESE STICK	0.75%
37	CHEETOS® BAKED PUFFS	0.75%
38	MOUNDS®	0.73%
39	FRITOS® CHILI CHEESE	0.72%
40	JACK LINK'S® TERIYAKI JERKY	0.72%
41	HERSHEY'S® 5TH AVENUE®	0.69%
42	RUFFLES® SOUR CREAM & ONION	0.67%
43	CARAMELLO®	0.64%
44	WHATCHAMACALLIT®	0.63%
45	LAY'S® CHEDDAR & SOUR CREAM	0.62%
46	SNICKERS® CRUNCHIER	0.61%
47	LANCE® CASHEWS	0.60%
48	YORK® PEPPERMINT PATTIE	0.60%
49	LANCE® TSTY C PB	0.59%
50	REESE'S® STICKS	0.57%

¹AC Nielsen FY 2006

REGIONAL VEND OPERATOR PURCHASES²

RANK	ITEM DESCRIPTION	% OF SALES
1	DORITOS® NACHO CHEESE	3.18%
2	CHEETOS® CRUNCHY	3.16%
3	SNICKERS®	2.59%
4	CHEEZ-IT® ORIGINAL	2.58%
5	M&M® PEANUT	2.36%
6	REESE'S® PEANUT BUTTER CUPS	2.13%
7	LAY'S® CLASSIC	2.07%
8	LANCE® PEANUT BUTTER ON CHEESE CRACKERS	1.87%
9	POP TARTS® FROSTED STRAWBERRY	1.57%
10	BUTTERFINGER®	1.55%
11	TGIF® CHEDDAR & BACON POTATO SKINS	1.51%
12	RICE KRISPIES TREATS®	1.51%
13	MRS. FRESHLEY'S® JUMBO HONEY BUN	1.36%
14	RUFFLES® CHEDDAR & SOUR CREAM	1.24%
15	FRITOS® BBQ	1.21%
16	HERSHEY'S® MILK CHOCOLATE W/ALMONDS	1.07%
17	KIT KAT®	1.02%
18	DORITOS® COOL RANCH	1.00%
19	BABy RUTH®	0.98%
20	TWIX®	0.98%
21	THREE MUSKETEERS®	0.88%
22	FUNYUNS®	0.84%
23	SUNCHIPS® HARVEST CHEDDAR®	0.81%
24	MUNCHOS®	0.80%
25	BUGLES® ORIGINAL	0.77%
26	FRITOS® ORIGINAL	0.75%
27	LANCE® PEANUT BUTTER ON TOASTY	0.72%
28	LANCE® PEANUT BUTTER ON NEKOT CRACKERS	0.71%
29	DUNKIN' DONUTS® JUMBO GLAZED HONEY BUN	0.71%
30	M&M® PLAIN	0.70%
31	ALMOND JOY®	0.69%
32	PAYDAY®	0.69%
33	MAC'S® BBQ PORK SKINS	0.67%
34	ROLD GOLD® CLASSIC TINY TWISTS	0.64%
35	LAY'S® BARBECUE	0.62%
36	OREOS®	0.59%
37	MR. GOODBAR®	0.59%
38	KARR'S® NUTS SWEET & SALTY MIX	0.56%
39	FAMOUS AMOS® CHOCOLATE CHIP COOKIES	0.55%
40	HERSHEY'S® KISSABLES®	0.53%
41	ZERO®	0.53%
42	MRS. FRESHLET'S® GEM DONUTS VARIETY	0.49%
43	SNACKWELL'S® CRÈME SANDWICH COOKIES	0.49%
44	REESE'S® PIECES	0.48%
45	CLOVERHILL® BIG TEXAS CINNAMON ROLL	0.45%
46	PAYDAY® CHOCOLATEY AVALANCHE	0.45%
47	BAKED! LAY'S® REGULAR	0.44%
48	SKITTLES®	0.44%
49	LANCE® NIPCHEE CHEESE ON CHEESE CRACKERS	0.44%
50	MRS. FRESHLEY'S® CHOCOLATE CUPCAKES	0.43%

²IRM Brandshare FY 2006 and Frito Lay Direct Sales Data

NATIONAL SALTY SNACK CONSUMER PURCHASES³

RANK	ITEM DESCRIPTION	SCORE
1	CHEETOS® CRUNCHY	2316.2
2	DORITOS® NACHO CHEESE	2270.9
3	CHEEZ-IT® ORIGINAL	1332.8
4	LAY'S® CLASSIC	829.5
5	FRITOS® CHILI CHEESE	603.9
6	TGIF® CHEDDAR & BACON POTATO SKINS	486.7
7	RUFFLES® CHEDDAR & SOUR CREAM	451.5
8	SUNCHIPS® HARVEST CHEDDAR®	261.5
9	DORITOS® COOL RANCH	152.6
10	FRITOS® REGULAR	128.9
11	FUNYUNS®	117.5
12	BUGLES® NACHO CHEESE	112.1
13	CHEEZ-IT® WHITE CHEDDAR	98.8
14	SNYDER'S® SALT & VINEGAR CHIPS	83.5
15	CHESTER'S® HOT FRIES	81.0
16	SNYDER'S® MINI PRETZELS	81.0
17	GARDETTO® ORIGINAL PRETZELS	71.9
18	LAY'S® HOT & SPICY BARBECUE	70.8
19	CHEX MIX® BOLD PARTY BLEND	68.9
20	CHEETOS® FLAMIN' HOT CRUNCHY	65.9
21	SNYDER'S® HOT BUFFALO WINGS CHIPS	65.6
22	CHEEZ-IT® SNACK MIX	60.4
23	SNYDER'S® FIRE ROASTED SALSA CHIPS	59.0
24	FRITOS® FLAVOR TWISTS® HONEY BBQ	58.4
25	LAY'S® WAVY RANCH	57.1
26	BUGLES® SALSA	56.9
27	CHEETOS® FLAMIN' HOT® LIMON	55.4
28	BUGLES®	55.0
29	ACT II® BUTTER POPCORN	52.8
30	SUNCHIPS® FRENCH ONION	50.5
31	ANDY CAPP® CHEDDAR FRIES	47.9
32	LAY'S® BARBECUE	47.7
33	ROLD GOLD® CLASSIC TINY TWISTS	46.1
34	GARDETTO® ORIGINAL SNACK MIX	41.5
35	SNYDER'S® JALAPENO CHIPS	39.4
36	CHEX MIX® TRADITIONAL	39.4
37	TACO HOT PORK SKINS	34.7
38	TATO SKINS®	34.5
39	POORE BROTHERS® JALAPENO CHIPS	34.3
40	LAY'S® BISTRO JALAPENO CHEDDAR	32.7
41	TGIF® PRETZEL MINI KNOTS	30.4
42	ZAPP'S® CAJUN CRAWTATOR® POTATO CHIPS	29.6
43	POORE BROTHERS® ORIGINAL CHIPS	28.8
44	CHEX MIX® HOT & SPICY	27.3
45	SNYDER'S® BUTTERED POPCORN	24.3
46	DORITOS® BLAZIN' BUFFALO RANCH®	24.3
47	ANDY CAPP® HOT FRIES	21.5
48	DC® BBQ PORK SKINS	21.3
49	DORITOS® FIERY HABANERO	19.8
50	BAKEN-ETS® HOT & SPICY	19.3

³MSA Vendscape FY 2006

REGIONAL PEPSICO FOODSERVICE VEND SALES⁴

RANK	ITEM DESCRIPTION
1	DORITOS® NACHO CHEESE
2	CHEETOS® CRUNCHY
3	LAY'S® CLASSIC
4	FRITOS® REGULAR
5	FRITOS® BBQ
6	RUFFLES® CHEDDAR & SOUR CREAM
7	DORITOS® COOL RANCH
8	FUNYUNS®
9	MUNCHOS®
10	SUNCHIPS® HARVEST CHEDDAR®
11	LAY'S® BARBECUE
12	ROLD GOLD® CLASSIC TINY TWISTS
13	LAY'S® SALT & VINEGAR
14	FRITOS® FLAVOR TWISTS® HONEY BBQ
15	SUNCHIPS® GARDEN SALSA®
16	LAY'S® SOUR CREAM & ONION
17	GRANDMA'S® BIG PEANUT BUTTER COOKIE
18	BAKED! LAY'S® REGULAR
19	DORITOS® BLAZIN' BUFFALO RANCH®
20	LAY'S® KETTLE COOKED BBQ
21	OH BOY! OBERTO® HICKORY SMOKED BEEF JERKY
22	GRANDMA'S® BIG CHOCOLATE CHIP COOKIE
23	QUAKER® SNACK MIX CHEDDAR CHEESE
24	SUNCHIPS® FRENCH ONION
25	DORITOS® HABANERO
26	BAKED! DORITOS® NACHO CHEESE
27	LAY'S® WAVY RANCH
28	O'KEELY'S™ BACON & CHEDDAR POTATO SKINS
29	GRANDMA'S® BIG OATMEAL RAISIN COOKIE
30	RUFFLES® REGULAR
31	LAY'S® HOT N' SPICY BBQ
32	BAKED! LAY'S® BARBECUE
33	FRITO LAY® PEANUT BUTTER ON TOAST CRACKERS
34	GRANDMA'S® MINI VANILLA CREMES
35	FRITO LAY® PEANUT BUTTER ON CHEESE CRACKERS
36	FRITO LAY® MUNCHIES® SNACK MIX ORIGINAL
37	SUNCHIPS® REGULAR
38	CHEETOS® JUMBO PUFFS
39	FRITOS® CHILI CHEESE
40	GRANDMA'S® RICH N CHEWY® CHOCOLATE CHIP COOKIES
41	GRANDMA'S® BIG FUDGE CHOCOLATE CHIP COOKIES
42	BAKED! RUFFLES® CHEDDAR & SOUR CREAM
43	DORITOS® PEPPERJACK
44	BAKED! CHEETOS® CRUNCHY
45	BAKEN-ETS® HOT N SPICY
46	TOSTITOS® CHIP N DIP NACHO CHEESE
47	FRITO LAY® SALTED PEANUTS
48	RUFFLES® THE WORKS®
49	SMARTFOOD® WHITE CHEDDAR POPCORN
50	RUFFLES® BARBECUE

⁴CDSI Internal Frito Lay Sales Data FY 2006

¹Represents dollar share of 5 oz. and smaller packaging for the top 200 macro snack sku's in convenience store sales
²National vend distribution dollar share measured by distributor and direct sales combined
³The top 30 salty sku's based on turns and distribution which are then normalized for national distribution (Score measures turns, distribution, and national presence)

