

# FLORIDA CUSTOMER AND CONSUMER SALES DATA

## REGIONAL C-STORE PURCHASES<sup>1</sup>

RANK	ITEM DESCRIPTION	% OF SALES
1	SNICKERS®	4.20%
2	DORITOS® NACHO CHEESE	3.48%
3	REESE'S® PEANUT BUTTER CUPS	3.29%
4	SLIM JIM® BEEF & CHEDDAR STICK	2.73%
5	M&M® PEANUT	2.65%
6	CHEETOS® CRUNCHY	2.22%
7	DORITOS® COOL RANCH	2.17%
8	FRITO LAY® PEANUTS	2.13%
9	LAY'S® CLASSIC	2.10%
10	FUNYUNS®	1.99%
11	HERSHEY'S® MILK CHOCOLATE	1.89%
12	HERSHEY'S® MILK CHOCOLATE W/ALMONDS	1.85%
13	KITKAT®	1.74%
14	TWIX®	1.73%
15	FRITOS® FLAVOR TWISTS® HONEY BBQ	1.69%
16	M&M® PLAIN	1.62%
17	CHEETOS® FLAMIN' HOT®	1.57%
18	FRITOS®	1.55%
19	BUTTERFINGER®	1.48%
20	RUFFLES® CHEDDAR & SOUR CREAM	1.46%
21	LAY'S® BARBECUE	1.40%
22	THREE MUSKETEERS®	1.38%
23	FRITO LAY® SUNFLOWER SEEDS	1.33%
24	SMARTFOOD® WHITE CHEDDAR POPCORN	1.22%
25	MILKY WAY®	1.22%
26	CHEETOS® BAKED PUFFS	1.16%
27	MUNCHOS®	1.05%
28	SLIM JIM® BEEF & CHEESE STICK	1.00%
29	LAY'S® SALT & VINEGAR	0.99%
30	JACK LINK'S® TERIYAKI JERKY	0.99%
31	PLANTERS® CASHEWS	0.92%
32	SNICKERS® W/ ALMONDS	0.89%
33	REESE'S® FAST BREAK	0.87%
34	JACK LINK'S® MESQUITE SMOKE JERKY	0.87%
35	ALMOND JOY®	0.86%
36	OH BOY!® OBERTO® ORIGINAL JERKY	0.78%
37	NESTLE® CRUNCH®	0.76%
38	SUNCHIPS® FRENCH ONION	0.76%
39	LAY'S® SOUR CREAM & ONION	0.66%
40	FRITO LAY® CASHEWS	0.65%
41	BABY RUTH®	0.65%
42	FRITO LAY® DRY ROASTED PEANUTS	0.62%
43	BAKEN-ETS® HOT N SPICY	0.62%
44	ROLD GOLD® CLASSIC TINY TWISTS	0.62%
45	CHESTER'S® HOT FRIES	0.60%
46	RUFFLES® SOUR CREAM & ONION	0.57%
47	REESE'S® STICKS	0.57%
48	HERSHEY'S® COOKIES N CREME	0.56%
49	PLANTERS® PEANUTS	0.54%
50	BAKEN-ETS®	0.54%

<sup>1</sup>AC Nielsen FY 2006

## REGIONAL VEND OPERATOR PURCHASES<sup>2</sup>

RANK	ITEM DESCRIPTION	% OF SALES
1	CHEETOS® CRUNCHY	3.36%
2	DORITOS® NACHO CHEESE	3.17%
3	SNICKERS®	3.12%
4	M&M® PEANUT	3.01%
5	LAY'S® CLASSIC	2.21%
6	CHEEZ-IT® ORIGINAL	2.08%
7	RUFFLES® CHEDDAR & SOUR CREAM	1.86%
8	REESE'S® PEANUT BUTTER CUPS	1.69%
9	POP TARTS® FROSTED STRAWBERRY	1.66%
10	TWIX®	1.55%
11	DUNKIN' DONUTS® JUMBO GLAZED HONEY BUN	1.53%
12	CLOVERHILL® BIG TEXAS CINNAMON ROLL	1.35%
13	FAMOUS AMOS® CHOCOLATE CHIP COOKIES	1.24%
14	RICE KRISPIES TREATS®	1.16%
15	KIT KAT®	1.11%
16	SUNCHIPS® HARVEST CHEDDAR®	1.11%
17	ROLD GOLD® CLASSIC TINY TWISTS	1.08%
18	HERSHEY'S® MILK CHOCOLATE W/ALMONDS	1.06%
19	MRS. FRESHLEY'S® JUMBO HONEY BUN	1.04%
20	FRITOS® ORIGINAL	1.03%
21	DORITOS® COOL RANCH	0.99%
22	FRITOS® BBQ	0.92%
23	GRANDMA'S® MINI VANILLA CREAMS	0.91%
24	TROPICAL CHIP® LIGHTLY SALTED PLANTAINS	0.89%
25	TGIF® CHEDDAR & BACON POTATO SKINS	0.87%
26	THREE MUSKETEERS®	0.87%
27	M&M® PLAIN	0.86%
28	FUNYUNS®	0.83%
29	LAY'S® SALT & VINEGAR	0.81%
30	OREOS®	0.80%
31	SMARTFOOD® WHITE CHEDDAR POPCORN	0.78%
32	BUTTERFINGER®	0.75%
33	SKITTLES®	0.73%
34	MUNCHOS®	0.71%
35	CLOVERHILL® ROUND CHEESE DANISH	0.66%
36	SNYDER'S® FAT FREE MINI PRETZELS	0.62%
37	FRITOS® FLAVOR TWISTS® HONEY BBQ	0.59%
38	SALSITAS® TORTILLA ROUNDS	0.56%
39	SUNCHIPS® FRENCH ONION	0.56%
40	NATURES VALLEY® OATS/HONEY GRANOLA BAR	0.56%
41	TWIZZLERS® STRAWBERRY	0.56%
42	ALMOND JOY®	0.56%
43	BABY RUTH®	0.54%
44	KAR'S® NUTS SWEET N SALTY MIX	0.54%
45	LANCE® PEANUT BUTTER ON CHEESE CRACKERS	0.53%
46	HERSHEY'S® KISSABLES®	0.52%
47	ACT II® BUTTERED POPCORN	0.51%
48	BUGLES® NACHO	0.50%
49	MAC'S® BBQ PORK SKINS	0.48%
50	QUAKER® BAKED CHEDDAR SNACK MIX	0.48%

<sup>2</sup>IRM Brandshare FY 2006 and Frito Lay Direct Sales Data

## NATIONAL SALTY SNACK CONSUMER PURCHASES<sup>3</sup>

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	TC® 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

<sup>3</sup>MSA Vendscape FY 2006

## REGIONAL PEPSICO FOODSERVICE VEND SALES<sup>4</sup>

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

<sup>4</sup>CDSI internal Frito Lay Sales Data FY 2006

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