

HEARTLAND CUSTOMER AND CONSUMER SALES DATA

REGIONAL C-STORE PURCHASES¹

RANK	ITEM DESCRIPTION	% OF SALES
1	SNICKERS®	4.69%
2	REESE'S® PEANUT BUTTER CUPS	3.95%
3	CHEETOS® FLAMIN' HOT®	2.84%
4	DORITOS® NACHO CHEESE	2.51%
5	M&M® PEANUT	2.43%
6	SLIM JIM® BEEF & CHEDDAR STICK	2.27%
7	CHEETOS® CRUNCHY	2.25%
8	HERSHEY'S® MILK CHOCOLATE	2.14%
9	KIT KAT®	2.00%
10	HERSHEY'S® MILK CHOCOLATE W/ALMONDS	1.93%
11	M&M PLAIN®	1.64%
12	DORITOS® COOL RANCH	1.59%
13	FUNYUNS®	1.56%
14	THREE MUSKETEERS®	1.56%
15	LAY'S® CLASSIC	1.52%
16	MILKY WAY®	1.48%
17	JACK LINK'S® TERIYAKI JERKY	1.38%
18	JACK LINK'S® MESQUITE SMOKE JERKY	1.37%
19	FRITOS® CHILI CHEESE	1.31%
20	FRITOS®	1.25%
21	BUTTERFINGER®	1.21%
22	RUFFLES® CHEDDAR & SOUR CREAM	1.13%
23	TWIX®	1.11%
24	PLANTERS® CASHEWS	1.02%
25	SNICKERS® W/ ALMONDS	1.02%
26	FRITOS® FLAVOR TWISTS® HONEY BBQ	1.00%
27	RUFFLES® ORIGINAL	0.99%
28	CHESTER'S® HOT FRIES	0.94%
29	FRITO LAY® PEANUTS	0.91%
30	CHEETOS® BAKED PUFFS	0.91%
31	REESE'S® FAST BREAK®	0.83%
32	FRITO LAY® SUNFLOWER SEEDS	0.83%
33	JACK LINK'S® PEPPERED JERKY	0.83%
34	LAY'S® BARBECUE	0.83%
35	SUNCHIPS® HARVEST CHEDDAR®	0.82%
36	JAY'S® PPP CHS BG	0.78%
37	CARAMELLO®	0.77%
38	ALMOND JOY®	0.76%
39	DORITOS® SPICIER NACHO	0.76%
40	MUNCHOS®	0.74%
41	SUNCHIPS® FRENCH ONION	0.70%
42	ROLD GOLD® CLASSIC TINY TWISTS	0.68%
43	WHATCHAMACALLIT®	0.66%
44	REESE'S® PEANUT BUTTER BIG CUPS	0.63%
45	SNICKERS® CRUNCHIER	0.62%
46	TWIX® PEANUT BUTTER	0.61%
47	LAY'S® CHEDDAR & SOUR CREAM	0.60%
48	REESE'S® STICKS	0.59%
49	JACK LINK'S® BEEF STEAK	0.59%
50	NESTLE® CRUNCH	0.59%

¹AC Nielsen FY 2006

REGIONAL VEND OPERATOR PURCHASES²

RANK	ITEM DESCRIPTION	% OF SALES
1	SNICKERS®	4.67%
2	M&M® PEANUT	3.82%
3	CHEETOS® CRUNCHY	3.66%
4	DORITOS® NACHO CHEESE	3.51%
5	REESE'S® PEANUT BUTTER CUPS	2.29%
6	CHEEZ-IT® ORIGINAL	2.17%
7	LAY'S® CLASSIC	1.80%
8	FRITOS® ORIGINAL	1.71%
9	TWIX®	1.68%
10	BUTTERFINGER®	1.64%
11	CHEETOS® FLAMIN' HOT®	1.60%
12	TGIF® CHEDDAR & BACON POTATO SKINS	1.47%
13	PAYDAY®	1.43%
14	M&M® PLAIN	1.33%
15	FRITOS® CHILI CHEESE	1.33%
16	THREE MUSKETEERS®	1.32%
17	POP TARTS® FROSTED STRAWBERRY	1.31%
18	RUFFLES® CHEDDAR & SOUR CREAM	1.29%
19	RICE KRISPIES TREATS®	1.28%
20	BABY RUTH®	1.12%
21	KIT KAT®	1.05%
22	DORITOS® COOL RANCH	1.01%
23	FAMOUS AMOS® CHOCOLATE CHIP COOKIES	0.94%
24	SKITTLES®	0.89%
25	HERSHEY'S® MILK CHOCOLATE W/ALMONDS	0.88%
26	ROLD GOLD® CLASSIC TINY TWISTS	0.88%
27	SUNCHIPS® HARVEST CHEDDAR®	0.84%
28	RUFFLES® ORIGINAL	0.83%
29	TWIZZLERS® STRAWBERRY	0.73%
30	FRITOS® FLAVOR TWISTS® HONEY BBQ	0.72%
31	MILKY WAY®	0.71%
32	ZOO® ANIMAL CRACKERS	0.70%
33	POP TARTS® FROSTED BROWN SUGAR & CINNAMON	0.65%
34	CHEX MIX® TRADITIONAL	0.63%
35	STARBURST® FRUIT CHEWS	0.58%
36	GRANDMA'S® BIG PEANUT BUTTER COOKIES	0.57%
37	FUNYUNS®	0.53%
38	HERSHEY'S® KISSABLES®	0.52%
39	MUNCHOS®	0.52%
40	CHIPS AHOY® COOKIES	0.50%
41	ROLD GOLD® CLASSIC THIN PRETZELS	0.48%
42	LAY'S® BARBECUE	0.48%
43	BAKED! LAY'S® ORIGINAL	0.47%
44	WHATCHAMACALLIT®	0.45%
45	GARDETTO® ORIGINAL SNAK-ENS	0.44%
46	REESE'S® PIECES	0.41%
47	SNYDER'S® OLDE TYME PRETZELS	0.41%
48	BUGLES® NACHO	0.41%
49	ACT II® BUTTERED POPCORN	0.40%
50	OREOS®	0.39%

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	M&M'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

³MSA Vendscape FY 2006

REGIONAL PEPSICO FOODSERVICE VEND SALES⁴

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

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)

