

NORTHERN CALIFORNIA CUSTOMER AND CONSUMER SALES DATA

REGIONAL C-STORE PURCHASES¹

RANK	ITEM DESCRIPTION	% OF SALES
1	SNICKERS®	4.17%
2	DORITOS® NACHO CHEESE	3.91%
3	CHEETOS® FLAMIN' HOT®	3.78%
4	REESE'S® PEANUT BUTTER CUPS	3.43%
5	M&M® PEANUT	2.70%
6	CHEETOS® CRUNCHY	2.48%
7	CHEETOS® FLAMIN' HOT® LIMON	2.28%
8	LAY'S® CLASSIC	2.22%
9	FUNYUNS®	2.20%
10	TWIX®	2.11%
11	DORITOS® COOL RANCH	2.09%
12	FRITO LAY® SUNFLOWER SEEDS	1.99%
13	KIT KAT®	1.76%
14	SUNCHIPS® FRENCH ONION	1.74%
15	HERSHEY'S® MILK CHOCOLATE W/ALMONDS	1.68%
16	RUFFLES® CHEDDAR & SOUR CREAM	1.62%
17	LAY'S® BARBECUE	1.58%
18	CHEETOS® BAKED PUFFS	1.51%
19	M&M® PLAIN	1.50%
20	HERSHEY'S® MILK CHOCOLATE	1.49%
21	BUTTERFINGER®	1.27%
22	MILKY WAY®	1.21%
23	DORITOS® SPICIER NACHO	1.18%
24	SNICKERS® W/ ALMONDS	1.18%
25	LAY'S® LIMON	1.11%
26	BAKEN-ETS® HOT N SPICY	1.08%
27	FRITOS® FLAVOR TWISTS® HONEY BBQ	1.05%
28	FRITOS®	1.04%
29	THREE MUSKETEERS®	1.04%
30	DORITOS® SALSA VERDE	1.04%
31	FRITOS® CHILI CHEESE	1.02%
32	CHESTER'S® HOT FRIES	1.00%
33	FRITO LAY® PEANUTS	0.96%
34	OH BOY! OBERTO® TERIYAKI BEEF JERKY	0.92%
35	REESE'S® FAST BREAK®	0.91%
36	OH BOY! OBERTO® PEPPERED BEEF JERKY	0.88%
37	ALMOND JOY®	0.82%
38	DAVID'S® SUNFLOWER SEEDS	0.80%
39	DORITOS® FIERY HABANERO	0.77%
40	PEMMICAN® TERIYAKI JERKY	0.77%
41	SLIM JIM® BEEF & CHEDDAR STICK	0.74%
42	LAY'S® FLAMIN' HOT®	0.72%
43	FRITO-LAY® SABRITONES	0.71%
44	RUFFLES® SOUR CREAM & ONION	0.68%
45	PLANTERS® PEANUTS	0.65%
46	OH BOY! OBERTO® BEEF JERKY	0.63%
47	SKOR®	0.63%
48	JACK LINK'S® PEPPERED JERKY	0.62%
49	CARAMELLO®	0.59%
50	HERSHEY'S® COOKIES N CREME	0.58%

¹AC Nielsen FY 2006

REGIONAL VEND OPERATOR PURCHASES²

RANK	ITEM DESCRIPTION	% OF SALES
1	DORITOS® NACHO CHEESE	4.13%
2	CHEETOS® CRUNCHY	2.93%
3	SNICKERS®	2.74%
4	M&M® PEANUT	2.34%
5	CHEETOS® FLAMIN' HOT®	2.03%
6	FRITOS® CHILI CHEESE	1.70%
7	RUFFLES® CHEDDAR & SOUR CREAM	1.66%
8	LAY'S® CLASSIC	1.64%
9	FRITOS® ORIGINAL	1.61%
10	REESE'S® PEANUT BUTTER CUPS	1.48%
11	CHEEZ-IT® ORIGINAL	1.37%
12	POP TARTS® FROSTED STRAWBERRY	1.34%
13	ROLD GOLD® CLASSIC TINY TWISTS	1.22%
14	MISS VICKIE'S® JALAPENO	1.09%
15	GRANDMA'S® BIG OATMEAL RAISIN COOKIES	0.99%
16	RICE KRISPIES TREATS®	0.95%
17	DORITOS® COOL RANCH	0.93%
18	TWIX®	0.90%
19	GRANDMA'S® BIG PEANUT BUTTER COOKIES	0.89%
20	HERSHEY'S® MILK CHOCOLATE W/ALMONDS	0.86%
21	KIT KAT®	0.86%
22	SUNCHIPS® ORIGINAL	0.83%
23	FAMOUS AMOS® CHOCOLATE CHIP COOKIES	0.81%
24	KNOTS BERRY® RASPBERRY SHORTBREAD	0.76%
25	BUTTERFINGER®	0.76%
26	SUNCHIPS® FRENCH ONION	0.75%
27	PAYDAY®	0.75%
28	TGIF® CHEDDAR & BACON POTATO SKINS	0.73%
29	NATURE VALLEY® OATS/HONEY GRANOLA BAR	0.73%
30	FUNYUNS®	0.71%
31	SUNCHIPS® HARVEST CHEDDAR®	0.71%
32	CHEETOS® FLAMIN' HOT® LIMON	0.67%
33	LAY'S® BARBECUE	0.64%
34	MR. NATURE® UNSALTED TRAIL MIX	0.61%
35	MUNCHIES® SNACK MIX FLAMIN' HOT®	0.57%
36	GRANDMA'S® MINI VANILLA CREMES	0.56%
37	LAY'S® KETTLE COOKED JALAPENO	0.56%
38	OH BOY! OBERTO® HICKORY SMOKED BEEF JERKY	0.52%
39	M&M® PLAIN	0.51%
40	RED VINES®	0.49%
41	GRANDMA'S® BIG CHOCOLATE CHIP COOKIES	0.48%
42	BAKEN-ETS® HOT N' SPICY PORK RINDS	0.48%
43	CLOVERHILL® BIG TEXAS CINNAMON ROLL	0.48%
44	BAKED! CHEETOS® FLAMIN' HOT®	0.48%
45	ALMOND JOY®	0.47%
46	GARDETTO® ORIGINAL SNAK-ENS	0.47%
47	CHIPS AHOY® COOKIES	0.46%
48	MRS. FRESHLEY'S® VARIETY GEM DONUTS	0.46%
49	CORNUTS® CHILI PICANTE	0.46%
50	SKITTLES®	0.45%

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	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	CHEETOS® FLAMIN' HOT®
2	DORITOS® NACHO CHEESE
3	CHEETOS® CRUNCHY
4	LAY'S® CLASSIC
5	RUFFLES® CHEDDAR & SOUR CREAM
6	FRITOS® REGULAR
7	CHESTER'S® HOT FRIES
8	CHEETOS® FLAMIN' HOT® LIMON
9	FRITOS® CHILI CHEESE
10	FUNYUNS®
11	DORITOS® COOL RANCH
12	ROLD GOLD® CLASSIC TINY TWISTS
13	LAY'S® BARBECUE
14	DORITOS® SPICIER NACHO
15	GRANDMA'S® BIG OATMEAL RAISIN COOKIE
16	LAY'S® KETTLE COOKED JALAPENO
17	OH BOY! OBERTO® HICKORY SMOKED BEEF JERKY
18	SUNCHIPS® FRENCH ONION
19	GRANDMA'S® BIG PEANUT BUTTER COOKIE
20	MISS VICKIE'S® JALAPENO
21	SUNCHIPS® HARVEST CHEDDAR®
22	LAY'S® LIMON
23	FRITO LAY® MUNCHIES® SNACK MIX FLAMIN' HOT®
24	SUNCHIPS® REGULAR
25	FRITOS® FLAMIN' HOT®
26	DORITOS® HABANERO
27	CHEETOS® PUFFS
28	BAKEN-ETS® HOT N SPICY
29	BAKED! LAY'S® REGULAR
30	GRANDMA'S® MINI VANILLA CREMES
31	GRANDMA'S® BIG CHOCOLATE CHIP COOKIE
32	BAKED! CHEETOS® FLAMIN' HOT®
33	FRITOS® SABRITONES LIME
34	LAY'S® FLAMIN' HOT®
35	RUFFLES® REGULAR
36	LAY'S® SOUR CREAM & ONION
37	SUNCHIPS® GARDEN SALSA®
38	FRITOS® FLAVOR TWISTS® HONEY BBQ
39	OH BOY! OBERTO® TERIYAKI BEEF JERKY
40	GRANDMA'S® BIG FUDGE CHOCOLATE CHIP COOKIES
41	BAKED! LAY'S® BARBECUE
42	FRITO LAY® MUNCHIES® SNACK MIX ORIGINAL
43	DORITOS® PEPPERJACK
44	QUAKER® INSTANT OATS GOLDEN BROWN SUGAR
45	LAY'S® SALT & VINEGAR
46	DORITOS® SALSA VERDE
47	BAKED! DORITOS® NACHO CHEESE
48	DORITOS® BLAZIN' BUFFALO RANCH®
49	FRITO LAY® VARIETY PACK
50	GRANDMA'S® RICH N CHEWY® CHOCOLATE CHIP COOKIES

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)