

# NEW YORK CUSTOMER AND CONSUMER SALES DATA

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

RANK	ITEM DESCRIPTION	% OF SALES
1	REESE'S® PEANUT BUTTER CUPS	4.06%
2	SNICKERS®	3.79%
3	<b>DORITOS® NACHO CHEESE</b>	<b>3.63%</b>
4	<b>LAY'S® CLASSIC</b>	<b>2.91%</b>
5	SLIM JIM® BEEF & CHEDDAR STICK	2.79%
6	M&M® PEANUT	2.77%
7	HERSHEY'S® MILK CHOCOLATE	2.56%
8	<b>DORITOS® COOL RANCH</b>	<b>2.45%</b>
9	HERSHEY'S® MILK CHOCOLATE W/ALMONDS	2.37%
10	TWIX®	2.12%
11	<b>FRITOS®</b>	<b>1.88%</b>
12	M&M® PLAIN	1.80%
13	<b>CHEETOS® CRUNCHY</b>	<b>1.78%</b>
14	KIT KAT®	1.76%
15	<b>SUNCHIPS® FRENCH ONION</b>	<b>1.70%</b>
16	<b>SMARTFOOD® WHITE CHEDDAR POPCORN</b>	<b>1.65%</b>
17	<b>MUNCHOS®</b>	<b>1.46%</b>
18	<b>RUFFLES® CHEDDAR &amp; SOUR CREAM</b>	<b>1.42%</b>
19	MILKY WAY®	1.41%
20	<b>LAY'S® BARBECUE</b>	<b>1.33%</b>
21	THREE MUSKETEERS®	1.33%
22	<b>BAKED! LAY'S® ORIGINAL</b>	<b>1.29%</b>
23	<b>FUNYUNS®</b>	<b>1.28%</b>
24	<b>RUFFLES® SOUR CREAM &amp; ONION</b>	<b>1.16%</b>
25	<b>FRITOS® FLAVOR TWISTS® HONEY BBQ</b>	<b>1.11%</b>
26	HERR'S® POTATO CHIPS	1.05%
27	HERR'S® SOUR CREAM & ONION	1.04%
28	SLIM JIM® BEEF & CHEESE STICK	1.02%
29	BUTTERFINGER®	1.01%
30	PLANTERS® CASHEWS	1.00%
31	HERR'S® ORIGINAL	0.98%
32	CTL® BR CHEESE SLICE & PEPPERONI STICK	0.98%
33	<b>LAY'S® SOUR CREAM &amp; ONION</b>	<b>0.95%</b>
34	REESE'S® FAST BREAK®	0.94%
35	ENTENMANN'S® CHEDDAR	0.92%
36	<b>DORITOS® SPICIER NACHO</b>	<b>0.87%</b>
37	YORK® PEPPERMINT PATTIE	0.86%
38	<b>SUNCHIPS® HARVEST CHEDDAR®</b>	<b>0.85%</b>
39	REESE'S® PEANUT BUTTER BIG CUPS	0.83%
40	<b>OH BOY! OBERTO® ORIGINAL JERKY</b>	<b>0.82%</b>
41	ALMOND JOY®	0.79%
42	PLANTERS® PEANUTS	0.76%
43	ANDY CAPP'S® HOT FRIES	0.71%
44	SNICKERS® W/ALMONDS	0.69%
45	<b>ROLD GOLD® CLASSIC TINY TWISTS</b>	<b>0.64%</b>
46	HERR'S® BBQ	0.62%
47	SLIM JIM® BEEF & NACHO CHEDDAR STICK	0.61%
48	SLIM JIM® BEEF STICK	0.59%
49	TAKE 5®	0.59%
50	HERR'S® JALAPEÑO	0.58%

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

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

RANK	ITEM DESCRIPTION	% OF SALES
1	<b>DORITOS® NACHO CHEESE</b>	<b>3.59%</b>
2	M&M® PEANUT	3.41%
3	SNICKERS®	2.95%
4	<b>CHEETOS® CRUNCHY</b>	<b>2.39%</b>
5	<b>LAY'S® CLASSIC</b>	<b>1.94%</b>
6	CHEEZ-IT® ORIGINAL	1.92%
7	<b>FRITOS® ORIGINAL</b>	<b>1.65%</b>
8	POP TARTS® FROSTED STRAWBERRY	1.60%
9	REESE'S® PEANUT BUTTER CUPS	1.60%
10	FAMOUS AMOS® CHOCOLATE CHIP COOKIES	1.53%
11	KIT KAT®	1.37%
12	TWIX®	1.35%
13	<b>SUNCHIPS® HARVEST CHEDDAR®</b>	<b>1.26%</b>
14	TWIZZLERS® STRAWBERRY	1.22%
15	<b>DORITOS® COOL RANCH</b>	<b>1.19%</b>
16	M&M® PLAIN	1.11%
17	RICE KRISPIES TREATS®	1.03%
18	<b>SMARTFOOD® WHITE CHEDDAR POPCORN</b>	<b>1.02%</b>
19	HERSHEY'S® MILK CHOCOLATE W/ALMONDS	0.94%
20	THREE MUSKETEERS®	0.83%
21	<b>BAKED! LAY'S® ORIGINAL</b>	<b>0.80%</b>
22	TGIF® CHEDDAR & BACON POTATO SKINS	0.79%
23	BUTTERFINGER®	0.75%
24	<b>ROLD GOLD® CLASSIC TINY TWISTS</b>	<b>0.73%</b>
25	NATURES VALLEY® OATS/HONEY GRANOLA BAR	0.70%
26	<b>RUFFLES® CHEDDAR &amp; SOUR CREAM</b>	<b>0.69%</b>
27	MR. NATURE® UNSALTED ENERGIZER MIX	0.67%
28	SKITTLES®	0.65%
29	REESE'S® PIECES	0.64%
30	HERSHEY'S® KISSABLES®	0.61%
31	SNACKWELL'S® CRÈME SANDWICH COOKIES	0.59%
32	PAYDAY®	0.56%
33	OREO®S	0.56%
34	ZOO® ANIMAL CRACKERS	0.53%
35	MILKY WAY®	0.53%
36	<b>SUNCHIPS® ORIGINAL</b>	<b>0.52%</b>
37	MR. NATURE® UNSALTED TRAIL MIX	0.51%
38	SNYDER'S® FAT FREE MINI PRETZELS	0.50%
39	PEPPERIDGE FARMS® MILANO COOKIES	0.50%
40	POP TARTS® FROSTED BROWN SUGAR & CINNAMON	0.49%
41	ALMOND JOY®	0.49%
42	<b>MUNCHOS®</b>	<b>0.49%</b>
43	BABY RUTH®	0.46%
44	WHEAT THINS®	0.45%
45	<b>LAY'S® BARBECUE</b>	<b>0.43%</b>
46	ENTENMANN'S® CINNAMON DANISH	0.43%
47	MIKE & IKE® ORIGINAL	0.42%
48	STARBURST® FRUIT CHEWS	0.42%
49	<b>GRANDMA'S® BIG OATMEAL RAISIN COOKIES</b>	<b>0.42%</b>
50	<b>RUFFLES® ORIGINAL</b>	<b>0.41%</b>

<sup>2</sup>IRM Brandshare FY2006 and Frito Lay Direct Sales Data

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

RANK	ITEM DESCRIPTION	SCORE
1	<b>CHEETOS® CRUNCHY</b>	<b>2316.2</b>
2	<b>DORITOS® NACHO CHEESE</b>	<b>2270.9</b>
3	CHEEZ-IT® ORIGINAL	1332.8
4	<b>LAY'S® CLASSIC</b>	<b>829.5</b>
5	<b>FRITOS® CHILI CHEESE</b>	<b>603.9</b>
6	TGIF® CHEDDAR & BACON POTATO SKINS	486.7
7	<b>RUFFLES® CHEDDAR &amp; SOUR CREAM</b>	<b>451.5</b>
8	<b>SUNCHIPS® HARVEST CHEDDAR®</b>	<b>261.5</b>
9	<b>DORITOS® COOL RANCH</b>	<b>152.6</b>
10	<b>FRITOS® REGULAR</b>	<b>128.9</b>
11	<b>FUNYUNS®</b>	<b>117.5</b>
12	BUGLES® NACHO CHEESE	112.1
13	CHEEZ-IT® WHITE CHEDDAR	98.8
14	SNYDER'S® SALT & VINEGAR CHIPS	83.5
15	<b>CHESTER'S® HOT FRIES</b>	<b>81.0</b>
16	SNYDER'S® MINI PRETZELS	81.0
17	GARDETTO® ORIGINAL PRETZELS	71.9
18	<b>LAY'S® HOT &amp; SPICY BARBECUE</b>	<b>70.8</b>
19	CHEX MIX® BOLD PARTY BLEND	68.9
20	<b>CHEETOS® FLAMIN' HOT® CRUNCHY</b>	<b>65.9</b>
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	<b>FRITOS® FLAVOR TWISTS® HONEY BBQ</b>	<b>58.4</b>
25	<b>LAY'S® WAVY RANCH</b>	<b>57.1</b>
26	BUGLES® SALSA	56.9
27	<b>CHEETOS® FLAMIN' HOT® LIMON</b>	<b>55.4</b>
28	BUGLES®	55.0
29	ACT II® BUTTER POPCORN	52.8
30	<b>SUNCHIPS® FRENCH ONION</b>	<b>50.5</b>
31	ANDY CAPP® CHEDDAR FRIES	47.9
32	<b>LAY'S® BARBECUE</b>	<b>47.7</b>
33	<b>ROLD GOLD® CLASSIC TINY TWISTS</b>	<b>46.1</b>
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	<b>LAY'S® BISTRO JALAPENO CHEDDAR</b>	<b>32.7</b>
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	<b>DORITOS® BLAZIN' BUFFALO RANCH®</b>	<b>24.3</b>
47	ANDY CAPP® HOT FRIES	21.5
48	DC® BBQ PORK SKINS	21.3
49	<b>DORITOS® FIERY HABANERO</b>	<b>19.8</b>
50	<b>BAKEN-ETS® HOT &amp; SPICY</b>	<b>19.3</b>

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

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

RANK	ITEM DESCRIPTION
1	<b>DORITOS® NACHO CHEESE</b>
2	<b>FRITOS® REGULAR</b>
3	<b>CHEETOS® CRUNCHY</b>
4	<b>LAY'S® CLASSIC</b>
5	<b>DORITOS® COOL RANCH</b>
6	<b>SUNCHIPS® HARVEST CHEDDAR®</b>
7	<b>SMARTFOOD® WHITE CHEDDAR POPCORN</b>
8	<b>CRACKER JACK®</b>
9	<b>RUFFLES® CHEDDAR &amp; SOUR CREAM</b>
10	<b>BAKED! LAY'S® REGULAR</b>
11	<b>SUNCHIPS® REGULAR</b>
12	<b>ROLD GOLD® CLASSIC TINY TWISTS</b>
13	<b>SUNCHIPS® FRENCH ONION</b>
14	<b>RUFFLES® REGULAR</b>
15	<b>MUNCHOS®</b>
16	<b>LAY'S® BARBECUE</b>
17	<b>GRANDMA'S® MINI VANILLA CREMES</b>
18	<b>SUNCHIPS® GARDEN SALSA®</b>
19	<b>GRANDMA'S® BIG OATMEAL RAISIN COOKIE</b>
20	<b>QUAKER® INSTANT OATS GOLDEN BROWN SUGAR</b>
21	<b>ROLD GOLD® HONEYWHEAT BRAIDS</b>
22	<b>LAY'S® SOUR CREAM &amp; ONION</b>
23	<b>LAY'S® SALT &amp; VINEGAR</b>
24	<b>DORITOS® BLAZIN' BUFFALO RANCH®</b>
25	<b>FUNYUNS®</b>
26	<b>BAKED! DORITOS® NACHO CHEESE</b>
27	<b>FRITO LAY® VARIETY PACK</b>
28	<b>BAKED! LAY'S® SOUR CREAM &amp; ONION</b>
29	<b>GRANDMA'S® BIG PEANUT BUTTER COOKIE</b>
30	<b>GRANDMA'S® BIG CHOCOLATE CHIP COOKIE</b>
31	<b>FRITOS® BBQ</b>
32	<b>ROLD GOLD® CLASSIC THINS</b>
33	<b>FRITOS® FLAVOR TWISTS® HONEY BBQ</b>
34	<b>OH BOY! OBERTO® HICKORY SMOKED BEEF JERKY</b>
35	<b>QUAKER® MINI RICE CAKE CARAMEL</b>
36	<b>DORITOS® HABANERO</b>
37	<b>QUAKER® INSTANT OATS VARIETY PACK</b>
38	<b>BAKED! LAY'S® BARBECUE</b>
39	<b>LAY'S® WAVY RANCH</b>
40	<b>QUAKER® INSTANT OATS BAKED APPLE</b>
41	<b>BAKED! RUFFLES® CHEDDAR &amp; SOUR CREAM</b>
42	<b>LAY'S® KETTLE COOKED BBQ</b>
43	<b>CHEETOS® ASTEROIDS</b>
44	<b>QUAKER® INSTANT OATS CINNAMON ROLL</b>
45	<b>GRANDMA'S® COOKIES 27 COUNT</b>
46	<b>QUAKER® SNACK MIX CHEDDAR CHEESE</b>
47	<b>GRANDMA'S® BIG FUDGE CHOCOLATE CHIP COOKIES</b>
48	<b>LAY'S® CHEDDAR &amp; SOUR CREAM</b>
49	<b>FRITO LAY® PEANUT BUTTER ON CHEESE CRACKERS</b>
50	<b>DORITOS® MINI NACHO CHEESE</b>

<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)