

PACIFIC NORTHWEST CUSTOMER AND CONSUMER SALES DATA

REGIONAL C-STORE PURCHASES¹

RANK	ITEM DESCRIPTION	% OF SALES
1	SNICKERS®	4.87%
2	REESE'S® PEANUT BUTTER CUPS	4.29%
3	DORITOS® NACHO CHEESE	2.86%
4	FUNYUNS®	2.60%
5	M&M® PEANUT	2.52%
6	CHEETOS® CRUNCHY	2.49%
7	TWIX®	2.44%
8	FRITO LAY® SUNFLOWER SEEDS	2.09%
9	KIT KAT®	1.97%
10	DORITOS® COOL RANCH	1.88%
11	CHEETOS® FLAMIN' HOT®	1.78%
12	BUTTERFINGER®	1.72%
13	HERSHEY'S® MILK CHOCOLATE	1.71%
14	HERSHEY'S® MILK CHOCOLATE W/ALMONDS	1.69%
15	LAY'S® CLASSIC	1.62%
16	RUFFLES® CHEDDAR & SOUR CREAM	1.52%
17	M&M® PLAIN	1.50%
18	REESE'S® FAST BREAK®	1.49%
19	MILKY WAY®	1.44%
20	CHEETOS® BAKED PUFFS	1.31%
21	THREE MUSKETEERS®	1.29%
22	FRITO LAY® PEANUTS	1.24%
23	FRITOS® CHILI CHEESE	1.21%
24	OH BOY! OBERTO® TERIYAKI BEEF JERKY	1.18%
25	FRITOS®	1.16%
26	SNICKERS® W/ ALMONDS	1.09%
27	SUNCHIPS® FRENCH ONION	1.01%
28	SMARTFOOD® WHITE CHEDDAR POPCORN	1.00%
29	CARAMELLO®	0.98%
30	ALMOND JOY®	0.93%
31	TWIX® PEANUT BUTTER	0.92%
32	LAY'S® BARBECUE	0.91%
33	FRITOS® FLAVOR TWISTS® HONEY BBQ	0.91%
34	OH BOY! OBERTO® BEEF JERKY	0.90%
35	OH BOY! OBERTO® PEPPERED JERKY	0.82%
36	CHEETOS® FLAMIN' HOT® LIMON	0.75%
37	OH BOY! OBERTO® HICKORY SMOKED JERKY	0.74%
38	TIM'S® CASCADE JALAPENO	0.72%
39	BAKEN-ETS® HOT N SPICY	0.72%
40	LAY'S® SALT & VINEGAR	0.65%
41	SNICKERS® CRUNCHIER	0.64%
42	OH BOY! OBERTO® ORIGINAL JERKY	0.64%
43	DORITOS® FIERY HABANERO	0.64%
44	WHAT CHAMACALLIT®	0.62%
45	REESE'S® PEANUT BUTTER BIG CUPS	0.62%
46	SKOR®	0.62%
47	REESE'S® STICKS	0.62%
48	BABY RUTH®	0.59%
49	ROLO®	0.58%
50	MUNCHOS®	0.57%

¹AC Nielsen FY 2006

REGIONAL VEND OPERATOR PURCHASES²

RANK	ITEM DESCRIPTION	% OF SALES
1	CHEETOS® CRUNCHY	4.55%
2	DORITOS® NACHO CHEESE	4.46%
3	SNICKERS®	3.13%
4	M&M® PEANUT	2.46%
5	FRITOS® CHILI CHEESE	2.41%
6	RUFFLES® CHEDDAR & SOUR CREAM	2.20%
7	FRITOS® ORIGINAL	1.91%
8	REESE'S® PEANUT BUTTER CUPS	1.87%
9	LAY'S® CLASSIC	1.73%
10	SUNCHIPS® HARVEST CHEDDAR®	1.71%
11	ROLD GOLD® CLASSIC TINY TWISTS	1.53%
12	TWIX®	1.48%
13	POP TARTS® FROSTED STRAWBERRY	1.36%
14	RED VINES®	1.25%
15	GRANDMA'S® BIG PEANUT BUTTER COOKIES	1.21%
16	OH BOY! OBERTO® HICKORY SMOKED BEEF JERKY	1.18%
17	RICE KRISPIES TREATS®	1.13%
18	BUTTERFINGER®	1.12%
19	DORITOS® COOL RANCH	1.07%
20	GARDETTO® ORIGINAL SNAK-ENS	1.06%
21	TGIF® CHEDDAR & BACON POTATO SKINS	1.04%
22	HERSHEY'S® MILK CHOCOLATE W/ALMONDS	1.04%
23	GRANDMA'S® BIG OATMEAL RAISIN COOKIES	1.03%
24	CHEEZ-IT® ORIGINAL	0.92%
25	KIT KAT®	0.89%
26	PAYDAY®	0.78%
27	TIM'S® JALAPENO CHIPS	0.77%
28	THREE MUSKETEERS®	0.73%
29	KAR'S® NUTS SWEET N SALTY MIX	0.72%
30	M&M® PLAIN	0.68%
31	REESE'S® PIECES	0.62%
32	LAY'S® BARBECUE	0.61%
33	CIRCUS® ANIMAL COOKIES	0.60%
34	SKITTLES®	0.60%
35	GRANDMA'S® BIG FUDGE CHOC CHIP COOKIES	0.60%
36	GRANDMA'S® BIG CHOCOLATE CHIP COOKIES	0.57%
37	CHEX MIX® TRADITIONAL	0.57%
38	FUNYUNS®	0.56%
39	BABY RUTH®	0.54%
40	CLOVERHILL® BIG TEXAS CINNAMON ROLL	0.53%
41	FAMOUS AMOS® CHOCOLATE CHIP COOKIES	0.49%
42	ALMOND JOY®	0.46%
43	BAKED! RUFFLES® CHEDDAR & SOUR CREAM	0.46%
44	SALSITAS® TORTILLA ROUNDS	0.46%
45	SCONZA® YOGURT PRETZELS	0.45%
46	SUNCHIPS® ORIGINAL	0.45%
47	OH BOY! OBERTO® TERIYAKI BEEF JERKY	0.44%
48	CORNNUITS® BBQ	0.44%
49	SUNCHIPS® GARDEN SALSA®	0.43%
50	STARBURST® FRUIT CHEWS	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	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® CRUNCHY
2	DORITOS® NACHO CHEESE
3	LAY'S® CLASSIC
4	FRITOS® CHILI CHEESE
5	GRANDMA'S® BIG PEANUT BUTTER COOKIE
6	FRITOS® REGULAR
7	RUFFLES® CHEDDAR & SOUR CREAM
8	GRANDMA'S® BIG OATMEAL RAISIN COOKIE
9	ROLD GOLD® CLASSIC TINY TWISTS
10	SUNCHIPS® HARVEST CHEDDAR®
11	OH BOY! OBERTO® HICKORY SMOKED BEEF JERKY
12	DORITOS® COOL RANCH
13	GRANDMA'S® BIG CHOCOLATE CHIP COOKIE
14	GRANDMA'S® BIG FUDGE CHOCOLATE CHIP COOKIES
15	FRITO LAY® VARIETY PACK
16	LAY'S® BARBECUE
17	GRANDMA'S® MINI VANILLA CREMES
18	FUNYUNS®
19	RUFFLES® REGULAR
20	SUNCHIPS® GARDEN SALSA®
21	BAKED! RUFFLES® CHEDDAR & SOUR CREAM
22	SUNCHIPS® REGULAR
23	LAY'S® KETTLE COOKED BBQ
24	SUNCHIPS® FRENCH ONION
25	OH BOY! OBERTO® TERIYAKI BEEF JERKY
26	BAKED! LAY'S® REGULAR
27	DORITOS® BLAZIN'® BUFFALO RANCH®
28	LAY'S® KETTLE COOKED JALAPENO
29	DORITOS® PEPPERJACK
30	CHEETOS® FLAMIN' HOT® LIMON
31	LAY'S® WAVY RANCH
32	DORITOS® SPICIER NACHO
33	LAY'S® SOUR CREAM & ONION
34	CHEETOS® FLAMIN' HOT®
35	BAKED! LAY'S® BARBECUE
36	O'KEELY'S™ BACON & CHEDDAR POTATO SKINS
37	FRITO LAY® MUNCHIES® SNACK MIX ORIGINAL
38	FRITOS® FLAVOR TWISTS® HONEY BBQ
39	QUAKER® INSTANT OATS GOLDEN BROWN SUGAR
40	BAKEN-ETS® HOT N SPICY
41	BAKED! DORITOS® NACHO CHEESE
42	GRANDMA'S® RICH N CHEWY® CHOCOLATE CHIP COOKIES
43	DORITOS® HABANERO
44	CRACKER JACK®
45	QUAKER® INSTANT OATS BAKED APPLE
46	QUAKER® YELLOW CORNMEAL
47	LAY'S® SALT & VINEGAR
48	BAKED! CHEETOS® CRUNCHY
49	LAY'S® HOT N' SPICY BBQ
50	CHEETOS® REDUCED FAT

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)