

# SOUTHERN CALIFORNIA CUSTOMER AND CONSUMER SALES DATA

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

RANK	ITEM DESCRIPTION	% OF SALES
1	CHEETOS® FLAMIN' HOT®	4.71%
2	FRITO LAY® SUNFLOWER SEEDS	4.01%
3	DORITOS® NACHO CHEESE	3.91%
4	SNICKERS®	3.61%
5	REESE'S® PEANUT BUTTER CUPS	2.66%
6	CHEETOS® CRUNCHY	2.39%
7	M&M® PEANUT	2.39%
8	CHEETOS® FLAMIN' HOT® LIMON	2.24%
9	FUNYUNS®	2.23%
10	LAY'S® CLASSIC	1.93%
11	CHEETOS® BAKED PUFFS	1.89%
12	CHESTER'S® HOT FRIES	1.84%
13	TWIX®	1.72%
14	DORITOS® COOL RANCH	1.68%
15	KIT KAT®	1.60%
16	HERSHEY'S® MILK CHOCOLATE W/ALMONDS	1.53%
17	LAY'S® BARBECUE	1.53%
18	LAY'S® LIMON	1.49%
19	RUFFLES® CHEDDAR & SOUR CREAM	1.46%
20	SUNCHIPS® FRENCH ONION	1.38%
21	HERSHEY'S® MILK CHOCOLATE	1.29%
22	FRITO LAY® PEANUTS	1.24%
23	DORITOS® SPICIER NACHO	1.20%
24	FRITOS®	1.20%
25	M&M® PLAIN	1.19%
26	SLIM JIM® BEEF & CHEDDAR STICK	1.16%
27	FRITOS® CHILI CHEESE	1.13%
28	BAKEN-ETS® HOT N SPICY	1.10%
29	FRITO-LAY® SABRITONES	1.07%
30	JACK LINK'S® TERIYAKI JERKY	0.99%
31	BUTTERFINGER®	0.96%
32	SNICKERS® W/ ALMONDS	0.93%
33	CHEETOS® CHEDDAR JALAPENO	0.92%
34	DORITOS® FIERY HABANERO	0.90%
35	FRITOS® FLAMIN' HOT®	0.90%
36	LAY'S® CHILI LIMON	0.88%
37	MILKY WAY®	0.88%
38	FRITOS® FLAVOR TWISTS® HONEY BBQ	0.86%
39	JACK LINK'S® MESQUITE SMOKE JERKY	0.78%
40	THREE MUSKETEERS®	0.78%
41	JACK LINK'S® PEPPERED JERKY	0.74%
42	MUNCHOS®	0.74%
43	LAY'S® FLAMIN' HOT®	0.69%
44	DORITOS® SALSA VERDE	0.69%
45	PENNYCAN® TERIYAKI JERKY	0.66%
46	REESE'S® FAST BREAK®	0.65%
47	RUFFLES® SOUR CREAM & ONION	0.63%
48	ALMOND JOY®	0.60%
49	ROLD GOLD® CLASSIC TINY TWISTS	0.60%
50	OH BOY! OBERTO® TERIYAKI BEEF JERKY	0.58%

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

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

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%

<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	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

<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)