

# SOUTHEAST CUSTOMER AND CONSUMER SALES DATA

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

RANK	ITEM DESCRIPTION	% OF SALES
1	SNICKERS®	4.51%
2	REESE'S® PEANUT BUTTER CUPS	4.02%
3	<b>DORITOS® NACHO CHEESE</b>	<b>2.91%</b>
4	M&M® PEANUT	2.59%
5	SLIM JIM® BEEF & CHEDDAR STICK	2.41%
6	<b>FRITO LAY® PEANUTS</b>	<b>2.24%</b>
7	<b>LAY'S® CLASSIC</b>	<b>1.95%</b>
8	HERSHEY'S® MILK CHOCOLATE	1.92%
9	THREE MUSKETEERS®	1.88%
10	<b>CHEETOS® CRUNCHY</b>	<b>1.86%</b>
11	M&M® PLAIN	1.77%
12	HERSHEY'S® MILK CHOCOLATE W/ALMONDS	1.76%
13	BUTTERFINGER®	1.71%
14	TWIX®	1.69%
15	<b>FUNYUNS®</b>	<b>1.67%</b>
16	<b>CHEETOS® FLAMIN' HOT®</b>	<b>1.63%</b>
17	KIT KAT®	1.61%
18	MILKY WAY®	1.56%
19	<b>DORITOS® COOL RANCH</b>	<b>1.53%</b>
20	<b>LAY'S® BARBECUE</b>	<b>1.40%</b>
21	<b>RUFFLES® CHEDDAR &amp; SOUR CREAM</b>	<b>1.13%</b>
22	<b>FRITO LAY® SUNFLOWER SEEDS</b>	<b>1.10%</b>
23	<b>FRITOS® CHILI CHEESE</b>	<b>1.03%</b>
24	<b>FRITOS® FLAVOR TWISTS HONEY BBQ</b>	<b>0.95%</b>
25	SNICKERS® W/ ALMONDS	0.94%
26	REESE'S® FAST BREAK®	0.94%
27	<b>FRITOS®</b>	<b>0.92%</b>
28	<b>MUNCHOS®</b>	<b>0.92%</b>
29	JACK LINK'S® TERIYAKI JERKY	0.88%
30	NESTLE® CRUNCH	0.88%
31	ALMOND JOY®	0.86%
32	JACK LINK'S® MESQUITE SMOKE JERKY	0.86%
33	CARAMELLO®	0.85%
34	<b>SMARTFOOD® WHITE CHEDDAR POPCORN</b>	<b>0.83%</b>
35	PLANTERS® CASHEWS	0.82%
36	BABY RUTH®	0.82%
37	<b>CHEETOS® BAKED PUFFS</b>	<b>0.79%</b>
38	<b>LAY'S® SOUR CREAM &amp; ONION</b>	<b>0.74%</b>
39	MR. GOODBAR®	0.74%
40	<b>FRITO LAY® CASHEWS</b>	<b>0.71%</b>
41	WHATCHAMACALLIT®	0.69%
42	MOUNDS®	0.69%
43	<b>BAKEN-ETS® HOT N SPICY</b>	<b>0.65%</b>
44	<b>LAY'S® CHEDDAR &amp; SOUR CREAM</b>	<b>0.65%</b>
45	<b>DORITOS® SPICIER NACHO</b>	<b>0.64%</b>
46	<b>LAY'S® SALT &amp; VINEGAR</b>	<b>0.63%</b>
47	SNICKERS® CRUNCHIER	0.62%
48	<b>FRITO LAY® BBQ SUNFLOWER SEEDS</b>	<b>0.62%</b>
49	REESE'S® PEANUT BUTTER BIG CUPS	0.61%
50	<b>RUFFLES® SOUR CREAM &amp; ONION</b>	<b>0.56%</b>

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

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

RANK	ITEM DESCRIPTION	% OF SALES
1	<b>CHEETOS® CRUNCHY</b>	<b>3.91%</b>
2	<b>DORITOS® NACHO CHEESE</b>	<b>3.86%</b>
3	SNICKERS®	2.98%
4	<b>LAY'S® CLASSIC</b>	<b>2.50%</b>
5	M&M® PEANUT	2.39%
6	REESE'S® PEANUT BUTTER CUPS	2.28%
7	CHEEZ-IT® ORIGINAL	2.22%
8	BUTTERFINGER®	2.21%
9	<b>RUFFLES® CHEDDAR &amp; SOUR CREAM</b>	<b>1.78%</b>
10	<b>FRITOS® BBQ</b>	<b>1.72%</b>
11	POP TARTS® FROSTED STRAWBERRY	1.48%
12	BABY RUTH®	1.43%
13	RICE KRISPIES TREATS®	1.35%
14	<b>DORITOS® COOL RANCH</b>	<b>1.22%</b>
15	TGIF® CHEDDAR & BACON POTATO SKINS	1.18%
16	HERSHEY'S® MILK CHOCOLATE W/ALMONDS	1.17%
17	<b>FUNYUNS®</b>	<b>1.11%</b>
18	<b>SUNCHIPS® HARVEST CHEDDAR®</b>	<b>1.11%</b>
19	<b>FRITOS® CHILI CHEESE</b>	<b>1.02%</b>
20	TWIX®	1.01%
21	PAYDAY®	1.00%
22	KIT KAT®	0.96%
23	THREE MUSKETEERS®	0.96%
24	<b>CHEETOS FLAMIN' HOT®</b>	<b>0.93%</b>
25	<b>FRITOS® ORIGINAL</b>	<b>0.76%</b>
26	<b>MUNCHOS®</b>	<b>0.72%</b>
27	BUGLES® ORIGINAL	0.70%
28	<b>LAY'S® BARBECUE</b>	<b>0.69%</b>
29	<b>ROLD GOLD® CLASSIC TINY TWISTS</b>	<b>0.69%</b>
30	MRS. FRESHLEY'S® JUMBO HONEY BUN	0.67%
31	M&M® PLAIN	0.65%
32	REESE'S® PIECES	0.65%
33	ALMOND JOY®	0.61%
34	LANCE® PEANUT BUTTER ON CHEESE CRACKERS	0.60%
35	OREOS®	0.59%
36	<b>LAY'S® SOUR CREAM &amp; ONION</b>	<b>0.57%</b>
37	MAC'S® BBQ PORK SKINS	0.57%
38	<b>FRITO LAY® PEANUT BUTTER ON TOAST CRACKERS</b>	<b>0.55%</b>
39	<b>SUNCHIPS® GARDEN SALSA®</b>	<b>0.51%</b>
40	<b>FRITO LAY® PEANUT BUTTER ON CHEESE CRACKERS</b>	<b>0.50%</b>
41	SKITTLES®	0.50%
42	HERSHEY'S® KISSABLES®	0.49%
43	BUGLES® NACHO	0.49%
44	FAMOUS AMOS® CHOCOLATE CHIP COOKIES	0.46%
45	<b>GRANDMA'S® BIG PEANUT BUTTER COOKIES</b>	<b>0.43%</b>
46	TAKE 5®	0.43%
47	<b>FRITOS® FLAVOR TWIST®S HONEY BBQ</b>	<b>0.43%</b>
48	GRIPPO® BBQ CHIPS	0.42%
49	ACT II® BUTTERED POPCORN	0.42%
50	PAYDAY® CHOCOLATEY AVALANCHE	0.40%

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