

TEXAS CUSTOMER AND CONSUMER SALES DATA

REGIONAL C-STORE PURCHASES¹

RANK	ITEM DESCRIPTION	% OF SALES
1	SNICKERS®	4.24%
2	DORITOS® NACHO CHEESE	3.73%
3	CHEETOS® CRUNCHY	3.28%
4	REESE'S® PEANUT BUTTER CUPS	2.74%
5	CHEETOS® FLAMIN' HOT®	2.66%
6	M&M® PEANUT	2.64%
7	FUNYUNS®	2.61%
8	FRITO LAY® PEANUTS	2.41%
9	FRITO LAY® SUNFLOWER SEEDS	2.23%
10	LAY'S® CLASSIC	2.09%
11	HERSHEY'S® MILK CHOCOLATE W/ALMONDS	1.97%
12	DORITOS® COOL RANCH	1.95%
13	CHEETOS® FLAMIN' HOT® LIMON	1.91%
14	BAKEN-ETS® HOT N SPICY	1.70%
15	BUTTERFINGER®	1.67%
16	CHEETOS® BAKED PUFFS	1.66%
17	HERSHEY'S® MILK CHOCOLATE	1.57%
18	M&M® PLAIN	1.55%
19	FRITOS® CHILI CHEESE	1.49%
20	FRITOS®	1.44%
21	TWIX®	1.40%
22	KIT KAT®	1.22%
23	JACK LINK'S® MESQUITE SMOKE JERKY	1.16%
24	DORITOS® SPICIER NACHO	1.12%
25	SLIM JIM® BEEF & CHEDDAR STICK	1.11%
26	MILKY WAY®	1.10%
27	RUFFLES® CHEDDAR & SOUR CREAM	1.10%
28	THREE MUSKETEERS®	1.08%
29	JACK LINK'S® PEPPERED JERKY	1.07%
30	SNICKERS® W/ ALMONDS	1.03%
31	JACK LINK'S® TERIYAKI JERKY	0.93%
32	ALMOND JOY®	0.90%
33	CHESTER'S® HOT FRIES	0.89%
34	LAY'S® LIMON	0.84%
35	NESTLE® CRUNCH	0.82%
36	FRITO-LAY® SABRITONES	0.80%
37	MUNCHOS®	0.79%
38	FRITOS® FLAVOR TWISTS® HONEY BBQ	0.75%
39	LAY'S® BARBECUE	0.73%
40	BAKEN-ETS®	0.72%
41	LAY'S® SOUR CREAM & ONION	0.72%
42	BABY RUTH®	0.71%
43	DORITOS® FIERY HABANERO	0.71%
44	SUNCHIPS® FRENCH ONION	0.68%
45	MR. GOODBAR®	0.68%
46	CHEETOS® CHEDDAR JALAPENO	0.67%
47	PLANTERS® CASHEWS	0.60%
48	PLANTERS® PEANUTS	0.57%
49	REESE'S® FAST BREAK®	0.56%
50	SNICKERS® CRUNCHIER	0.53%

¹AC Nielsen FY 2006

REGIONAL VEND OPERATOR PURCHASES²

RANK	ITEM DESCRIPTION	% OF SALES
1	CHEETOS® CRUNCHY	4.69%
2	DORITOS® NACHO CHEESE	3.79%
3	SNICKERS®	3.73%
4	FRITOS® CHILI CHEESE	3.47%
5	M&M® PEANUT	3.36%
6	CHEETOS® FLAMIN' HOT®	2.40%
7	LAY'S® CLASSIC	2.36%
8	RUFFLES® CHEDDAR & SOUR CREAM	1.89%
9	REESE'S® PEANUT BUTTER CUPS	1.84%
10	CHEEZ-IT® ORIGINAL	1.58%
11	HERSHEY'S® MILK CHOCOLATE W/ALMONDS	1.51%
12	FUNYUNS®	1.26%
13	SUNCHIPS® HARVEST CHEDDAR®	1.20%
14	POP TARTS® FROSTED STRAWBERRY	1.18%
15	TWIX®	1.17%
16	GRANDMA'S® MINI VANILLA CREMES	1.16%
17	RICE KRISPIES TREATS®	1.12%
18	KIT KAT®	1.11%
19	MRS. FRESHLEY'S® JUMBO HONEY BUN	1.04%
20	FAMOUS AMOS® CHOCOLATE CHIP COOKIES	1.03%
21	PAYDAY®	1.02%
22	BUTTERFINGER®	0.99%
23	FRITOS® ORIGINAL	0.95%
24	DORITOS® COOL RANCH	0.89%
25	NATURE VALLEY® OATS/HONEY GRANOLA BAR	0.78%
26	THREE MUSKETEERS®	0.77%
27	HERSHEY'S® KISSABLES®	0.77%
28	RUFFLES® BBQ	0.77%
29	ZOO® ANIMAL CRACKERS	0.73%
30	TGIF® CHEDDAR & BACON POTATO SKINS	0.73%
31	SNYDER'S® FAT FREE MINI PRETZELS	0.71%
32	M&M® PLAIN	0.70%
33	CHESTER'S® HOT FRIES	0.70%
34	BABY RUTH®	0.66%
35	SKITTLES®	0.66%
36	LAY'S® KETTLE COOKED JALAPENO	0.66%
37	GARDETTO® ORIGINAL SNAK-ENS	0.65%
38	OREOS®	0.61%
39	MAC'S® HOT PORK SKINS	0.60%
40	BUGLES® NACHO	0.57%
41	CHEETOS® FLAMIN' HOT® LIMON	0.57%
42	SUNCHIPS® FRENCH ONION	0.50%
43	GRANDMA'S® RICH N' CHEWY® CHOC. CHIP COOKIES	0.49%
44	ROLD GOLD® CLASSIC TINY TWISTS	0.48%
45	MAC'S® ORIGINAL PORK SKINS	0.48%
46	FRITO LAY® PEANUT BUTTER ON CHEESE CRACKERS	0.47%
47	FRITO LAY® SALTED PEANUTS	0.46%
48	KAR'S® NUTS SWEET N SALTY MIX	0.46%
49	LAY'S® SOUR CREAM & ONION	0.45%
50	CHEETOS® CHEESE PUFFS	0.44%

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

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)