BULKY DOCUMENTS

(exceeds 300 pages)

Proceeding/Serial No: 91167151

Filed: 09-28-2007

Title: Opposer's First Notice of Reliance

Part 3 of 6

Processed by Duane Foster

CONFIDENTIAL COUNSEL
ONLY

FBI 00650

[redacted] Dallas [redacted]

Flower Industries Dallas - Monthly InfoScan Sales Analysis

Category: White, Soft Variety & Specialty

Dallas/Ft Worth

	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks 98	Latest 52 Weeks
Category - Fresh Bread															
Dollars (000)	$6,221	$6,229	$6,080	$6,331	$6,350	$6,565	$6,712	$6,803	$6,341	$6,448	$6,654	$6,635	$6,932	$6,644	$34,724
Dollar Share, Bread Ctgry	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FLOWERS															
Dollars (000)	$567	$447	$478	$530	$553	$605	$643	$626	$621	$632	$639	$621	$642	$683	$7,720
Dollar Share, Bread Ctgry	9.1	7.2	7.9	8.4	8.7	9.2	9.6	9.2	9.8	9.8	9.6	9.4	9.3	10.3	9.4
TTL MRS BAIRD'S															
Dollars (000)	$2,295	$2,353	$2,391	$2,452	$2,537	$2,657	$2,639	$2,628	$2,537	$2,478	$2,516	$2,499	$2,550	$2,442	$32,679
Dollar Share, Bread Ctgry	36.9	37.8	39.3	38.7	39.9	40.5	39.3	38.6	40.0	38.4	37.8	37.7	36.8	36.8	38.6
WONDER															
Dollars (000)	$253	$213	$217	$213	$189	$180	$183	$194	$180	$176	$168	$161	$158	$158	$2,391
Dollar Share, Bread Ctgry	4.1	3.4	3.6	3.4	3.0	2.7	2.7	2.9	2.8	2.7	2.5	2.4	2.3	2.4	2.8
ARN/ORO/FRAN/S-MD															
Dollars (000)	$322	$323	$282	$315	$277	$340	$288	$335	$295	$290	$318	$309	$338	$354	$4,063
Dollar Share, Bread Ctgry	5.2	5.2	4.6	5.0	4.4	5.2	4.3	4.9	4.6	4.5	4.8	4.7	4.9	5.3	4.8
Rainbo															
Dollars (000)	$506	$490	$548	$507	$544	$487	$604	$614	$555	$626	$669	$627	$653	$624	$7,547
Dollar Share, Bread Ctgry	8.1	7.9	9.0	8.0	8.6	7.4	9.0	9.0	8.7	9.7	10.0	9.4	9.4	9.4	8.9
PEPPERIDGE FARM															
Dollars (000)	$243	$269	$253	$266	$254	$250	$243	$251	$264	$298	$266	$260	$281	$284	$3,441
Dollar Share, Bread Ctgry	3.9	4.3	4.2	4.2	4.0	3.8	3.6	3.7	4.2	4.6	4.0	3.9	4.1	4.3	4.1
Roman Meal															
Dollars (000)	$70	$65	$56	$69	$67	$96	$119	$110	$96	$104	$105	$97	$107	$118	$1,211
Dollar Share, Bread Ctgry	1.1	1.0	0.9	1.1	1.1	1.5	1.8	1.6	1.5	1.6	1.6	1.5	1.5	1.8	1.4
Earth Grains															
Dollars (000)	$173	$175	$188	$181	$182	$173	$177	$198	$192	$184	$198	$187	$190	$181	$2,407
Dollar Share, Bread Ctgry	2.8	2.8	3.1	2.9	2.9	2.6	2.6	2.9	3.0	2.9	3.0	2.8	2.7	2.7	2.8
PRIVATE LABEL															
Dollars (000)	$1,584	$1,597	$1,505	$1,647	$1,565	$1,581	$1,613	$1,628	$1,400	$1,448	$1,513	$1,568	$1,703	$1,580	$20,349

CONFIDENTIAL COUNSEL ONLY

Monthly Sales Trend

Source: Information Resources, Inc., 1996

Flower Industries Dallas - Monthly InfoScan Sales Analysis

Category: White, Soft Variety & Specialty

Dallas/Ft Worth	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks 98	Latest 52 Weeks
Dollar Share, Bread Ctgry	25.5	25.6	24.8	26.0	24.6	24.1	24.0	23.9	22.1	22.5	22.7	23.6	24.6	23.8	24.0
All Other - Dallas															
Dollars (000)	$921	$959	$847	$862	$863	$946	$927	$949	$910	$903	$981	$1,021	$1,022	$967	$12,157
Dollar Share, Bread Ctgry	14.8	15.4	13.9	13.6	13.6	14.4	13.8	14.0	14.4	14.0	14.7	15.4	14.7	14.5	14.3

CONFIDENTIAL COUNSEL ONLY

FBI 00652

Flowers Industries Dallas - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Dallas/Ft Worth	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 1 - WHITE															
Units (000)	2,438	2,355	2,347	2,435	2,462	2,586	2,749	2,710	2,683	2,578	2,535	2,595	2,602	2,488	33,127
Dollars (000)	$2,593	$2,566	$2,511	$2,610	$2,637	$2,758	$2,899	$2,890	$2,633	$2,683	$2,783	$2,854	$2,894	$2,699	$35,417
Avg Price per Unit	$1.06	$1.09	$1.07	$1.07	$1.07	$1.07	$1.05	$1.07	$.98	$1.04	$1.10	$1.10	$1.11	$1.08	$1.07
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Flowers SB,WW,FL															
Units (000)	87	87	87	98	107	186	137	136	143	147	171	178	180	203	1,859
Dollars (000)	$100	$98	$99	$110	$118	$195	$151	$151	$149	$157	$188	$196	$187	$214	$2,014
Avg Price per Unit	$1.16	$1.13	$1.13	$1.12	$1.10	$1.05	$1.11	$1.11	$1.04	$1.07	$1.10	$1.10	$1.04	$1.06	$1.08
Unit Share	3.6	3.7	3.7	4.0	4.3	7.2	5.0	5.0	5.3	5.7	6.7	6.9	6.9	8.1	5.6
ACV Weighted Distribution	64.2%	63.2%	63.2%	63.3%	80.7%	80.9%	80.7%	80.8%	80.3%	80.9%	81.9%	82.7%	82.9%	82.7%	82.9%
TTL MRS BAIRD'S															
Units (000)	1,054	1,087	1,039	1,057	1,065	1,093	1,143	1,180	1,499	1,202	1,083	1,106	1,120	1,130	14,805
Dollars (000)	$1,384	$1,417	$1,330	$1,357	$1,395	$1,423	$1,486	$1,519	$1,550	$1,488	$1,444	$1,492	$1,535	$1,435	$18,870
Avg Price per Unit	$1.31	$1.30	$1.28	$1.28	$1.31	$1.30	$1.30	$1.29	$1.03	$1.24	$1.33	$1.35	$1.37	$1.27	$1.27
Unit Share	43.3	46.1	44.3	43.4	43.3	42.3	41.6	43.5	55.9	46.6	42.7	42.6	43.1	45.4	44.7
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
COL/RB/IRON KIDS															
Units (000)	130	131	158	134	157	165	250	247	188	258	314	261	276	248	2,786
Dollars (000)	$174	$174	$208	$180	$196	$198	$288	$293	$226	$293	$354	$310	$331	$308	$3,358
Avg Price per Unit	$1.33	$1.33	$1.32	$1.34	$1.24	$1.20	$1.15	$1.19	$1.20	$1.14	$1.13	$1.19	$1.20	$1.24	$1.21
Unit Share	5.4	5.5	6.7	5.5	6.4	6.4	9.1	9.1	7.0	10.0	12.4	10.1	10.6	10.0	8.4
ACV Weighted Distribution	99.7%	99.7%	99.7%	99.7%	99.6%	99.2%	99.0%	99.0%	98.8%	99.1%	99.1%	99.0%	99.5%	99.5%	99.7%
TTL WONDER															
Units (000)	102	63	74	70	56	48	48	51	42	42	40	42	40	34	650
Dollars (000)	$130	$89	$96	$96	$79	$67	$67	$72	$60	$59	$57	$59	$58	$48	$905
Avg Price per Unit	$1.27	$1.41	$1.30	$1.38	$1.41	$1.39	$1.39	$1.39	$1.42	$1.40	$1.41	$1.42	$1.43	$1.43	$1.39

CONFIDENTIAL COUNSEL ONLY

FBI 00653

Flowers Industries Dallas - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Dallas/Ft Worth	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Unit Share	4.2	2.7	3.1	2.9	2.3	1.9	1.7	1.9	1.6	1.6	1.6	1.6	1.6	1.4	2.0
ACV Weighted Distribution	99.7%	99.7%	99.7%	99.7%	99.6%	99.2%	99.0%	99.0%	98.8%	99.1%	99.1%	97.8%	96.7%	96.3%	99.7%
Private Label															
Units (000)	1,019	957	958	1,024	1,010	1,010	1,079	1,003	733	850	840	916	904	790	12,074
Dollars (000)	$774	$762	$750	$825	$798	$813	$840	$788	$590	$631	$676	$729	$719	$628	$9,550
Avg Price per Unit	$.76	$.80	$.78	$.81	$.79	$.80	$.78	$.79	$.81	$.74	$.80	$.80	$.80	$.80	$.79
Unit Share	41.8	40.6	40.8	42.1	41.0	39.0	39.3	37.0	27.3	33.0	33.2	35.3	34.7	31.7	36.4
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	99.5%	99.4%	99.1%	99.1%	99.5%	99.4%	99.4%	99.5%	99.5%	100.0%

FBI 00654

CONFIDENTIAL COUNSEL ONLY

Source: Information Resources, Inc. 1996

Flowers Industries Dallas - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Dallas/Ft Worth	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks . 98	Latest 52 Weeks
CLASS 2 - SOFT VARIETY															
Units (000)	1,417	1,505	1,451	1,513	1,523	1,675	1,634	1,704	1,563	1,584	1,599	1,562	1,548	1,581	20,441
Dollars (000)	$1,933	$1,977	$1,955	$2,062	$2,052	$2,183	$2,180	$2,241	$2,056	$2,135	$2,192	$2,098	$2,138	$2,142	$27,410
Avg Price per Unit	$1.36	$1.31	$1.35	$1.36	$1.35	$1.30	$1.33	$1.32	$1.32	$1.35	$1.37	$1.34	$1.38	$1.36	$1.34
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL NATURES OWN															
Units (000)	203	115	123	145	181	125	142	199	216	219	197	140	145	161	2,108
Dollars (000)	$256	$171	$184	$202	$235	$188	$207	$261	$258	$285	$275	$216	$228	$252	$2,960
Avg Price per Unit	$1.26	$1.48	$1.49	$1.39	$1.30	$1.51	$1.45	$1.31	$1.19	$1.30	$1.40	$1.54	$1.58	$1.57	$1.40
Unit Share	14.3	7.7	8.5	9.6	11.9	7.5	8.7	11.7	13.8	13.8	12.3	9.0	9.3	10.2	10.3
ACV Weighted Distribution	64.6%	63.2%	63.2%	63.3%	80.7%	81.3%	80.7%	80.8%	80.3%	80.9%	82.4%	82.7%	82.9%	82.7%	82.9%
MRS BAIRDS/LESS															
Units (000)	521	583	685	678	689	827	723	692	618	604	660	655	609	628	8,651
Dollars (000)	$768	$803	$932	$954	$976	$1,108	$1,030	$991	$873	$885	$967	$909	$896	$902	$12,226
Avg Price per Unit	$1.47	$1.38	$1.36	$1.41	$1.42	$1.34	$1.42	$1.43	$1.41	$1.47	$1.47	$1.39	$1.47	$1.44	$1.41
Unit Share	36.8	38.8	47.2	44.8	45.3	49.4	44.3	40.6	39.6	38.1	41.3	41.9	39.4	39.7	42.3
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
COL/RB/FRCP/GRANTS															
Units (000)	148	127	134	137	161	144	180	154	153	173	138	140	151	168	1,959
Dollars (000)	$230	$206	$208	$215	$234	$211	$257	$233	$234	$253	$222	$227	$239	$254	$2,993
Avg Price per Unit	$1.56	$1.62	$1.55	$1.57	$1.45	$1.47	$1.43	$1.51	$1.53	$1.47	$1.60	$1.63	$1.58	$1.51	$1.53
Unit Share	10.4	8.5	9.2	9.1	10.6	8.6	11.0	9.1	9.8	10.9	8.6	8.9	9.7	10.6	9.6
ACV Weighted Distribution	99.7%	99.7%	99.7%	99.7%	99.6%	99.2%	99.0%	99.0%	98.8%	99.1%	99.1%	99.0%	99.5%	99.5%	99.7%
TTL HOMEPRD/WONDER															
Units (000)	156	246	149	145	144	140	147	153	154	151	149	165	164	145	2,053
Dollars (000)	$254	$343	$241	$237	$234	$227	$238	$249	$252	$249	$251	$259	$272	$249	$3,300
Avg Price per Unit	$1.62	$1.39	$1.62	$1.63	$1.62	$1.63	$1.62	$1.63	$1.63	$1.65	$1.69	$1.57	$1.66	$1.72	$1.61
Unit Share	11.0	16.4	10.3	9.6	9.5	8.3	9.0	9.0	9.9	9.5	9.3	10.6	10.6	9.2	10.0

CONFIDENTIAL COUNSEL ONLY

FBI 00655

Source: Information Resources, Inc., 1996

CONFIDENTIAL COUNSEL

FBI 00656

Flowers Industries Dallas - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Dallas/Ft Worth

	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks 98	Latest 52 Weeks
CLASS 2 - SOFT VARIETY															
Units (000)	1,417	1,505	1,451	1,513	1,523	1,675	1,634	1,704	1,563	1,584	1,599	1,562	1,548	1,581	20,441
Dollars (000)	$1,933	$1,977	$1,955	$2,062	$2,052	$2,183	$2,180	$2,241	$2,056	$2,135	$2,192	$2,098	$2,138	$2,142	$27,410
Avg Price per Unit	$1.36	$1.31	$1.35	$1.36	$1.35	$1.30	$1.33	$1.32	$1.32	$1.35	$1.37	$1.34	$1.38	$1.36	$1.34
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL NATURES OWN															
Units (000)	203	115	123	145	181	125	142	199	216	219	197	140	145	161	2,108
Dollars (000)	$256	$171	$184	$202	$235	$188	$207	$261	$258	$285	$275	$216	$228	$252	$2,960
Avg Price per Unit	$1.26	$1.48	$1.49	$1.39	$1.30	$1.51	$1.45	$1.31	$1.19	$1.30	$1.40	$1.54	$1.58	$1.57	$1.40
Unit Share	14.3	7.7	8.5	9.6	11.9	7.5	8.7	11.7	13.8	13.8	12.3	9.0	9.3	10.2	10.3
ACV Weighted Distribution	64.6%	63.2%	63.2%	63.3%	80.7%	81.3%	80.7%	80.8%	80.3%	80.9%	82.4%	82.7%	82.9%	82.7%	82.9%
MRS BAIRDS/LESS															
Units (000)	521	583	685	678	689	827	723	692	618	604	660	655	609	628	8,651
Dollars (000)	$768	$803	$932	$954	$976	$1,108	$1,030	$991	$873	$885	$967	$909	$896	$902	$12,226
Avg Price per Unit	$1.47	$1.38	$1.36	$1.41	$1.42	$1.34	$1.42	$1.43	$1.41	$1.47	$1.47	$1.39	$1.47	$1.44	$1.41
Unit Share	36.8	38.8	47.2	44.8	45.3	49.4	44.3	40.6	39.6	38.1	41.3	41.9	39.4	39.7	42.3
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
COL/RB/FRCP/GRANTS															
Units (000)	148	127	134	137	161	144	180	154	153	173	138	140	151	168	1,959
Dollars (000)	$230	$206	$208	$215	$234	$211	$257	$233	$234	$253	$222	$227	$239	$254	$2,993
Avg Price per Unit	$1.56	$1.62	$1.55	$1.57	$1.45	$1.47	$1.43	$1.51	$1.53	$1.47	$1.60	$1.63	$1.58	$1.51	$1.53
Unit Share	10.4	8.5	9.2	9.1	10.6	8.6	11.0	9.1	9.8	10.9	8.6	8.9	9.7	10.6	9.6
ACV Weighted Distribution	99.7%	99.7%	99.7%	99.7%	99.6%	99.2%	99.0%	99.0%	98.8%	99.1%	99.1%	99.0%	99.5%	99.5%	99.7%
TTL HOMEPRD/WONDER															
Units (000)	156	246	149	145	144	140	147	153	154	151	149	165	164	145	2,053
Dollars (000)	$254	$343	$241	$237	$234	$227	$238	$249	$252	$249	$251	$259	$272	$249	$3,300
Avg Price per Unit	$1.62	$1.39	$1.62	$1.63	$1.62	$1.63	$1.62	$1.63	$1.63	$1.65	$1.69	$1.57	$1.66	$1.72	$1.61
Unit Share	11.0	16.4	10.3	9.6	9.5	8.3	9.0	9.0	9.9	9.5	9.3	10.6	10.6	9.2	10.0

CONFIDENTIAL COUNSEL
ONLY

FBI 00657

Flowers Industries Dallas - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Dallas/Ft Worth	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Unit Share	4.2	2.7	3.1	2.9	2.3	1.9	1.7	1.9	1.6	1.6	1.6	1.6	1.6	1.4	2.0
ACV Weighted Distribution	99.7%	99.7%	99.7%	99.7%	99.6%	99.2%	99.0%	99.0%	98.8%	99.1%	99.1%	97.8%	96.7%	96.3%	99.7%
Private Label															
Units (000)	1,019	957	958	1,024	1,010	1,010	1,079	1,003	733	850	840	916	904	790	12,074
Dollars (000)	$774	$762	$750	$825	$798	$813	$840	$788	$590	$631	$676	$729	$719	$628	$9,550
Avg Price per Unit	$.76	$.80	$.78	$.81	$.79	$.80	$.78	$.79	$.81	$.74	$.80	$.80	$.80	$.80	$.79
Unit Share	41.8	40.6	40.8	42.1	41.0	39.0	39.3	37.0	27.3	33.0	33.2	35.3	34.7	31.7	36.4
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	99.5%	99.4%	99.1%	99.1%	99.5%	99.4%	99.4%	99.5%	99.5%	100.0%

Information Resources Inc 1996

CONFIDENTIAL COUNSEL ONLY

FBI 00658

Flowers Industries Dallas - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Dallas/Ft Worth	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 1 - WHITE															
Units (000)	2,438	2,355	2,347	2,435	2,462	2,586	2,749	2,710	2,683	2,578	2,535	2,595	2,602	2,488	33,127
Dollars (000)	$2,593	$2,566	$2,511	$2,610	$2,637	$2,758	$2,899	$2,890	$2,633	$2,683	$2,783	$2,854	$2,894	$2,699	$35,417
Avg Price per Unit	$1.06	$1.09	$1.07	$1.07	$1.07	$1.07	$1.05	$1.07	$.98	$1.04	$1.10	$1.10	$1.11	$1.08	$1.07
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Flowers SB,WW,FL															
Units (000)	87	87	87	98	107	186	137	136	143	147	171	178	180	203	1,859
Dollars (000)	$100	$98	$99	$110	$118	$195	$151	$151	$149	$157	$188	$196	$187	$214	$2,014
Avg Price per Unit	$1.16	$1.13	$1.13	$1.12	$1.10	$1.05	$1.11	$1.11	$1.04	$1.07	$1.10	$1.10	$1.04	$1.06	$1.08
Unit Share	3.6	3.7	3.7	4.0	4.3	7.2	5.0	5.0	5.3	5.7	6.7	6.9	6.9	8.1	5.6
ACV Weighted Distribution	64.2%	63.2%	63.2%	63.3%	80.7%	80.9%	80.7%	80.8%	80.3%	80.9%	81.9%	82.7%	82.9%	82.7%	82.9%
TTL MRS BAIRD'S															
Units (000)	1,054	1,087	1,039	1,057	1,065	1,093	1,143	1,180	1,499	1,202	1,083	1,106	1,120	1,130	14,805
Dollars (000)	$1,384	$1,417	$1,330	$1,357	$1,395	$1,423	$1,486	$1,519	$1,550	$1,488	$1,444	$1,492	$1,535	$1,435	$18,870
Avg Price per Unit	$1.31	$1.30	$1.28	$1.28	$1.31	$1.30	$1.30	$1.29	$1.03	$1.24	$1.33	$1.35	$1.37	$1.27	$1.27
Unit Share	43.3	46.1	44.3	43.4	43.3	42.3	41.6	43.5	55.9	46.6	42.7	42.6	43.1	45.4	44.7
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
COL/RB/IRON KIDS															
Units (000)	130	131	158	134	157	165	250	247	188	258	314	261	276	248	2,786
Dollars (000)	$174	$174	$208	$180	$196	$198	$288	$293	$226	$293	$354	$310	$331	$308	$3,358
Avg Price per Unit	$1.33	$1.33	$1.32	$1.34	$1.24	$1.20	$1.15	$1.19	$1.20	$1.14	$1.13	$1.19	$1.20	$1.24	$1.21
Unit Share	5.4	5.5	6.7	5.5	6.4	6.4	9.1	9.1	7.0	10.0	12.4	10.1	10.6	10.0	8.4
ACV Weighted Distribution	99.7%	99.7%	99.7%	99.7%	99.6%	99.2%	99.0%	99.0%	98.8%	99.1%	99.1%	99.0%	99.5%	99.5%	99.7%
TTL WONDER															
Units (000)	102	63	74	70	56	48	48	51	42	42	40	42	40	34	650
Dollars (000)	$130	$89	$96	$96	$79	$67	$67	$72	$60	$59	$57	$59	$58	$48	$905
Avg Price per Unit	$1.27	$1.41	$1.30	$1.38	$1.41	$1.39	$1.39	$1.39	$1.42	$1.40	$1.41	$1.42	$1.43	$1.43	$1.39

CONFIDENTIAL COUNSEL ONLY

FBI 006559

Flower Industries Dallas - Monthly InfoScan Sales Analysis

Category: White, Soft Variety & Specialty

Dallas/Ft Worth	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Dollar Share, Bread Ctgry	25.5	25.6	24.8	26.0	24.6	24.1	24.0	23.9	22.1	22.5	22.7	23.6	24.6	23.8	24.0
All Other - Dallas															
Dollars (000)	$921	$959	$847	$862	$863	$946	$927	$949	$910	$903	$981	$1,021	$1,022	$967	$12,157
Dollar Share, Bread Ctgry	14.8	15.4	13.9	13.6	13.6	14.4	13.8	14.0	14.4	14.0	14.7	15.4	14.7	14.5	14.3

Source: Information Resources, Inc., 199(

CONFIDENTIAL COUNSEL ONLY

FBI 00690

Dallas - Monthly InfoScan Sales Analysis

Category: White, Soft Variety & Specialty

Dallas/Ft Worth	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Category - Fresh Bread															
Dollars (000)	$6,221	$6,229	$6,080	$6,331	$6,350	$6,565	$6,712	$6,803	$6,341	$6,448	$6,654	$6,635	$6,932	$6,644	$84,723
Dollar Share, Bread Ctgry	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FLOWERS															
Dollars (000)	$567	$447	$478	$530	$553	$605	$643	$626	$621	$632	$639	$621	$642	$683	$7,720
Dollar Share, Bread Ctgry	9.1	7.2	7.9	8.4	8.7	9.2	9.6	9.2	9.8	9.8	9.6	9.4	9.3	10.3	9.1
TTL MRS BAIRD'S															
Dollars (000)	$2,295	$2,353	$2,391	$2,452	$2,537	$2,657	$2,639	$2,628	$2,537	$2,478	$2,516	$2,499	$2,550	$2,442	$32,679
Dollar Share, Bread Ctgry	36.9	37.8	39.3	38.7	39.9	40.5	39.3	38.6	40.0	38.4	37.8	37.7	36.8	36.8	38.6
WONDER															
Dollars (000)	$253	$213	$217	$213	$189	$180	$183	$194	$180	$176	$168	$161	$158	$158	$2,391
Dollar Share, Bread Ctgry	4.1	3.4	3.6	3.4	3.0	2.7	2.7	2.9	2.8	2.7	2.5	2.4	2.3	2.4	2.8
ARN/ORO/FRAN/S-MD															
Dollars (000)	$322	$323	$282	$315	$277	$340	$288	$335	$295	$290	$318	$309	$338	$354	$4,063
Dollar Share, Bread Ctgry	5.2	5.2	4.6	5.0	4.4	5.2	4.3	4.9	4.6	4.5	4.8	4.7	4.9	5.3	4.8
Rainbo															
Dollars (000)	$506	$490	$548	$507	$544	$487	$604	$614	$555	$626	$669	$627	$653	$624	$7,547
Dollar Share, Bread Ctgry	8.1	7.9	9.0	8.0	8.6	7.4	9.0	9.0	8.7	9.7	10.0	9.4	9.4	9.4	8.9
PEPPERIDGE FARM															
Dollars (000)	$243	$269	$253	$266	$254	$250	$243	$251	$264	$298	$266	$260	$281	$284	$3,441
Dollar Share, Bread Ctgry	3.9	4.3	4.2	4.2	4.0	3.8	3.6	3.7	4.2	4.6	4.0	3.9	4.1	4.3	4.1
Roman Meal															
Dollars (000)	$70	$65	$56	$69	$67	$96	$119	$110	$96	$104	$105	$97	$107	$118	$1,211
Dollar Share, Bread Ctgry	1.1	1.0	0.9	1.1	1.1	1.5	1.8	1.6	1.5	1.6	1.6	1.5	1.5	1.8	1.4
Earth Grains															
Dollars (000)	$173	$175	$188	$181	$182	$173	$177	$198	$192	$184	$198	$187	$190	$181	$2,407
Dollar Share, Bread Ctgry	2.8	2.8	3.1	2.9	2.9	2.6	2.6	2.9	3.0	2.9	3.0	2.8	2.7	2.7	2.8
PRIVATE LABEL															
Dollars (000)	$1,584	$1,597	$1,505	$1,647	$1,565	$1,581	$1,613	$1,628	$1,400	$1,448	$1,513	$1,568	$1,703	$1,580	$20,349

CONFIDENTIAL COUNSEL
ONLY

FBI 00661

[redacted]

Dallas

[redacted]

CONFIDENTIAL COUNSEL
ONLY

FBI 00662

Flower Industries Dallas - Monthly InfoScan Sales Analysis

Category: White, Soft Variety & Specialty

Dallas/Ft Worth	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks 98	Latest 52 Weeks
Category - Fresh Bread															
Dollars (000)	$6,221	$6,229	$6,080	$6,331	$6,350	$6,565	$6,712	$6,803	$6,341	$6,448	$6,654	$6,635	$6,932	$6,644	$84,723
Dollar Share, Bread Ctgry	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FLOWERS															
Dollars (000)	$567	$447	$478	$530	$553	$605	$643	$626	$621	$632	$639	$621	$642	$683	$7,720
Dollar Share, Bread Ctgry	9.1	7.2	7.9	8.4	8.7	9.2	9.6	9.2	9.8	9.8	9.6	9.4	9.3	10.3	9.1
TTL MRS BAIRD'S															
Dollars (000)	$2,295	$2,353	$2,391	$2,452	$2,537	$2,657	$2,639	$2,628	$2,537	$2,478	$2,516	$2,499	$2,550	$2,442	$32,679
Dollar Share, Bread Ctgry	36.9	37.8	39.3	38.7	39.9	40.5	39.3	38.6	40.0	38.4	37.8	37.7	36.8	36.8	38.6
WONDER															
Dollars (000)	$253	$213	$217	$213	$189	$180	$183	$194	$180	$176	$168	$161	$158	$158	$2,391
Dollar Share, Bread Ctgry	4.1	3.4	3.6	3.4	3.0	2.7	2.7	2.9	2.8	2.7	2.5	2.4	2.3	2.4	2.8
ARN/ORO/FRAN/S-MD															
Dollars (000)	$322	$323	$282	$315	$277	$340	$288	$335	$295	$290	$318	$309	$338	$354	$4,063
Dollar Share, Bread Ctgry	5.2	5.2	4.6	5.0	4.4	5.2	4.3	4.9	4.6	4.5	4.8	4.7	4.9	5.3	4.8
Rainbo															
Dollars (000)	$506	$490	$548	$507	$544	$487	$604	$614	$555	$626	$669	$627	$653	$624	$7,547
Dollar Share, Bread Ctgry	8.1	7.9	9.0	8.0	8.6	7.4	9.0	9.0	8.7	9.7	10.0	9.4	9.4	9.4	8.9
PEPPERIDGE FARM															
Dollars (000)	$243	$269	$253	$266	$254	$250	$243	$251	$264	$298	$266	$260	$281	$284	$3,441
Dollar Share, Bread Ctgry	3.9	4.3	4.2	4.2	4.0	3.8	3.6	3.7	4.2	4.6	4.0	3.9	4.1	4.3	4.1
Roman Meal															
Dollars (000)	$70	$65	$56	$69	$67	$96	$119	$110	$96	$104	$105	$97	$107	$118	$1,211
Dollar Share, Bread Ctgry	1.1	1.0	0.9	1.1	1.1	1.5	1.8	1.6	1.5	1.6	1.6	1.5	1.5	1.8	1.4
Earth Grains															
Dollars (000)	$173	$175	$188	$181	$182	$173	$177	$198	$192	$184	$198	$187	$190	$181	$2,407
Dollar Share, Bread Ctgry	2.8	2.8	3.1	2.9	2.9	2.6	2.6	2.9	3.0	2.9	3.0	2.8	2.7	2.7	2.8
PRIVATE LABEL															
Dollars (000)	$1,584	$1,597	$1,505	$1,647	$1,565	$1,581	$1,613	$1,628	$1,400	$1,448	$1,513	$1,568	$1,703	$1,580	$20,349

CONFIDENTIAL COUNSEL ONLY

FBI 00663

Flower Industries Dallas - Monthly InfoScan Sales Analysis

Category: White, Soft Variety & Specialty

Dallas/Ft Worth	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Dollar Share, Bread Ctgry	25.5	25.6	24.8	26.0	24.6	24.1	24.0	23.9	22.1	22.5	22.7	23.6	24.6	23.8	24.0
All Other - Dallas															
Dollars (000)	$921	$959	$847	$862	$863	$946	$927	$949	$910	$903	$981	$1,021	$1,022	$967	$12,157
Dollar Share, Bread Ctgry	14.8	15.4	13.9	13.6	13.6	14.4	13.8	14.0	14.4	14.0	14.7	15.4	14.7	14.5	14.3

CONFIDENTIAL COUNSEL ONLY

FBI 00664

Flowers Industries Dallas - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Dallas/Ft Worth	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 1 - WHITE															
Units (000)	2,438	2,355	2,347	2,435	2,462	2,586	2,749	2,710	2,683	2,578	2,535	2,595	2,602	2,488	33,127
Dollars (000)	$2,593	$2,566	$2,511	$2,610	$2,637	$2,758	$2,899	$2,890	$2,633	$2,683	$2,783	$2,854	$2,894	$2,699	$35,417
Avg Price per Unit	$1.06	$1.09	$1.07	$1.07	$1.07	$1.07	$1.05	$1.07	$.98	$1.04	$1.10	$1.10	$1.11	$1.08	$1.07
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Flowers SB,WW,FL															
Units (000)	87	87	87	98	107	186	137	136	143	147	171	178	180	203	1,859
Dollars (000)	$100	$98	$99	$110	$118	$195	$151	$151	$149	$157	$188	$196	$187	$214	$2,014
Avg Price per Unit	$1.16	$1.13	$1.13	$1.12	$1.10	$1.05	$1.11	$1.11	$1.04	$1.07	$1.10	$1.10	$1.04	$1.06	$1.08
Unit Share	3.6	3.7	3.7	4.0	4.3	7.2	5.0	5.0	5.3	5.7	6.7	6.9	6.9	8.1	5.6
ACV Weighted Distribution	64.2%	63.2%	63.2%	63.3%	80.7%	80.9%	80.7%	80.8%	80.3%	80.9%	81.9%	82.7%	82.9%	82.7%	82.9%
TTL MRS BAIRD'S															
Units (000)	1,054	1,087	1,039	1,057	1,065	1,093	1,143	1,180	1,499	1,202	1,083	1,106	1,120	1,130	14,805
Dollars (000)	$1,384	$1,417	$1,330	$1,357	$1,395	$1,423	$1,486	$1,519	$1,550	$1,488	$1,444	$1,492	$1,535	$1,435	$18,870
Avg Price per Unit	$1.31	$1.30	$1.28	$1.28	$1.31	$1.30	$1.30	$1.29	$1.03	$1.24	$1.33	$1.35	$1.37	$1.27	$1.27
Unit Share	43.3	46.1	44.3	43.4	43.3	42.3	41.6	43.5	55.9	46.6	42.7	42.6	43.1	45.4	44.7
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
COL/RB/IRON KIDS															
Units (000)	130	131	158	134	157	165	250	247	188	258	314	261	276	248	2,786
Dollars (000)	$174	$174	$208	$180	$196	$198	$288	$293	$226	$293	$354	$310	$331	$308	$3,358
Avg Price per Unit	$1.33	$1.33	$1.32	$1.34	$1.24	$1.20	$1.15	$1.19	$1.20	$1.14	$1.13	$1.19	$1.20	$1.24	$1.21
Unit Share	5.4	5.5	6.7	5.5	6.4	6.4	9.1	9.1	7.0	10.0	12.4	10.1	10.6	10.0	8.4
ACV Weighted Distribution	99.7%	99.7%	99.7%	99.7%	99.6%	99.2%	99.0%	99.0%	98.8%	99.1%	99.1%	99.0%	99.5%	99.5%	99.7%
TTL WONDER															
Units (000)	102	63	74	70	56	48	48	51	42	42	40	42	40	34	650
Dollars (000)	$130	$89	$96	$96	$79	$67	$67	$72	$60	$59	$57	$59	$58	$48	$905
Avg Price per Unit	$1.27	$1.41	$1.30	$1.38	$1.41	$1.39	$1.39	$1.39	$1.42	$1.40	$1.41	$1.42	$1.43	$1.43	$1.39

Flowers Industries Dallas - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Dallas/Ft Worth	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Unit Share	4.2	2.7	3.1	2.9	2.3	1.9	1.7	1.9	1.6	1.6	1.6	1.6	1.6	1.4	2.0
ACV Weighted Distribution	99.7%	99.7%	99.7%	99.7%	99.6%	99.2%	99.0%	99.0%	98.8%	99.1%	99.1%	97.8%	96.7%	96.3%	99.7%
Private Label															
Units (000)	1,019	957	958	1,024	1,010	1,010	1,079	1,003	733	850	840	916	904	790	12,074
Dollars (000)	$774	$762	$750	$825	$798	$813	$840	$788	$590	$631	$676	$729	$719	$628	$9,550
Avg Price per Unit	$.76	$.80	$.78	$.81	$.79	$.80	$.78	$.79	$.81	$.74	$.80	$.80	$.80	$.80	$.79
Unit Share	41.8	40.6	40.8	42.1	41.0	39.0	39.3	37.0	27.3	33.0	33.2	35.3	34.7	31.7	36.4
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	99.5%	99.4%	99.1%	99.1%	99.5%	99.4%	99.4%	99.5%	99.5%	100.0%

CONFIDENTIAL COUNSEL ONLY

FBI 00666

Flowers Industries Dallas - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Dallas/Ft Worth	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks 98	Latest 52 Weeks
CLASS 2 - SOFT VARIETY															
Units (000)	1,417	1,505	1,451	1,513	1,523	1,675	1,634	1,704	1,563	1,584	1,599	1,562	1,548	1,581	20,441
Dollars (000)	$1,933	$1,977	$1,955	$2,062	$2,052	$2,183	$2,180	$2,241	$2,056	$2,135	$2,192	$2,098	$2,138	$2,142	$27,410
Avg Price per Unit	$1.36	$1.31	$1.35	$1.36	$1.35	$1.30	$1.33	$1.32	$1.32	$1.35	$1.37	$1.34	$1.38	$1.36	$1.34
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL NATURES OWN															
Units (000)	203	115	123	145	181	125	142	199	216	219	197	140	145	161	2,108
Dollars (000)	$256	$171	$184	$202	$235	$188	$207	$261	$258	$285	$275	$216	$228	$252	$2,960
Avg Price per Unit	$1.26	$1.48	$1.49	$1.39	$1.30	$1.51	$1.45	$1.31	$1.19	$1.30	$1.40	$1.54	$1.58	$1.57	$1.40
Unit Share	14.3	7.7	8.5	9.6	11.9	7.5	8.7	11.7	13.8	13.8	12.3	9.0	9.3	10.2	10.3
ACV Weighted Distribution	64.6%	63.2%	63.2%	63.3%	80.7%	81.3%	80.7%	80.8%	80.3%	80.9%	82.4%	82.7%	82.9%	82.7%	82.9%
MRS BAIRDS/LESS															
Units (000)	521	583	685	678	689	827	723	692	618	604	660	655	609	628	8,651
Dollars (000)	$768	$803	$932	$954	$976	$1,108	$1,030	$991	$873	$885	$967	$909	$896	$902	$12,226
Avg Price per Unit	$1.47	$1.38	$1.36	$1.41	$1.42	$1.34	$1.42	$1.43	$1.41	$1.47	$1.47	$1.39	$1.47	$1.44	$1.41
Unit Share	36.8	38.8	47.2	44.8	45.3	49.4	44.3	40.6	39.6	38.1	41.3	41.9	39.4	39.7	42.3
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
COL/RB/FRCP/GRANTS															
Units (000)	148	127	134	137	161	144	180	154	153	173	138	140	151	168	1,959
Dollars (000)	$230	$206	$208	$215	$234	$211	$257	$233	$234	$253	$222	$227	$239	$254	$2,993
Avg Price per Unit	$1.56	$1.62	$1.55	$1.57	$1.45	$1.47	$1.43	$1.51	$1.53	$1.47	$1.60	$1.63	$1.58	$1.51	$1.53
Unit Share	10.4	8.5	9.2	9.1	10.6	8.6	11.0	9.1	9.8	10.9	8.6	8.9	9.7	10.6	9.6
ACV Weighted Distribution	99.7%	99.7%	99.7%	99.7%	99.6%	99.2%	99.0%	99.0%	98.8%	99.1%	99.1%	99.0%	99.5%	99.5%	99.7%
TTL HOMEPRD/WONDER															
Units (000)	156	246	149	145	144	140	147	153	154	151	149	165	164	145	2,053
Dollars (000)	$254	$343	$241	$237	$234	$227	$238	$249	$252	$249	$251	$259	$272	$249	$3,300
Avg Price per Unit	$1.62	$1.39	$1.62	$1.63	$1.62	$1.63	$1.62	$1.63	$1.63	$1.65	$1.69	$1.57	$1.66	$1.72	$1.61
Unit Share	11.0	16.4	10.3	9.6	9.5	8.3	9.0	9.0	9.9	9.5	9.3	10.6	10.6	9.2	10.0

CONFIDENTIAL COUNSEL ONLY

FBI 00667

Flowers Industries Dallas - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Dallas/Ft Worth	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
ACV Weighted Distribution	99.7%	99.7%	99.7%	99.7%	99.6%	99.2%	99.0%	99.0%	98.8%	99.1%	99.1%	99.0%	97.9%	99.4%	99.7%
Private Label															
Units (000)	463	484	412	484	447	470	471	530	448	460	475	476	534	516	6,207
Dollars (000)	$528	$539	$472	$547	$495	$505	$503	$554	$485	$503	$511	$510	$570	$542	$6,735
Avg Price per Unit	$1.14	$1.11	$1.15	$1.13	$1.11	$1.08	$1.07	$1.04	$1.08	$1.09	$1.08	$1.07	$1.07	$1.05	$1.09
Unit Share	32.7	32.2	28.4	32.0	29.3	28.0	28.9	31.1	28.7	29.0	29.7	30.5	34.5	32.6	30.4
ACV Weighted Distribution	97.8%	97.7%	97.7%	97.6%	97.5%	96.0%	97.0%	97.0%	97.0%	97.1%	97.0%	97.0%	97.0%	97.4%	97.7%

CONFIDENTIAL COUNSEL ONLY

FBI 00668

Source: Information Resources, Inc., 1998

Flowers Industries Dallas - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Dallas/Ft Worth	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
CLASS 3 - SPECIALTY															
Units (000)	801	805	766	795	757	774	801	811	796	779	805	809	930	880	10,508
Dollars (000)	$1,415	$1,419	$1,361	$1,383	$1,331	$1,366	$1,380	$1,428	$1,426	$1,415	$1,456	$1,476	$1,649	$1,574	$18,663
Avg Price per Unit	$1.77	$1.76	$1.78	$1.74	$1.76	$1.76	$1.72	$1.76	$1.79	$1.82	$1.81	$1.82	$1.77	$1.79	$1.78
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	98.8%	100.0%	100.0%
COBBLESTONE MILL															
Units (000)	47	31	33	34	30	37	89	43	38	32	29	50	65	36	548
Dollars (000)	$83	$63	$66	$65	$60	$74	$126	$82	$77	$64	$60	$86	$98	$73	$996
Avg Price per Unit	$1.76	$2.01	$1.99	$1.90	$2.00	$2.00	$1.42	$1.93	$2.00	$2.01	$2.03	$1.74	$1.52	$2.03	$1.82
Unit Share	5.9	3.9	4.3	4.3	4.0	4.8	11.1	5.3	4.8	4.1	3.7	6.1	6.9	4.1	5.2
ACV Weighted Distribution	63.4%	62.0%	61.9%	62.1%	62.1%	62.4%	62.1%	62.1%	61.5%	61.7%	63.7%	64.6%	63.6%	63.8%	64.6%
ARN/ORO/FRAN/S-MD															
Units (000)	158	161	136	160	133	174	134	164	141	130	144	138	151	160	1,926
Dollars (000)	$322	$323	$282	$315	$277	$340	$288	$335	$295	$290	$318	$309	$338	$354	$4,063
Avg Price per Unit	$2.03	$2.01	$2.08	$1.96	$2.09	$1.96	$2.15	$2.04	$2.09	$2.23	$2.21	$2.24	$2.23	$2.21	$2.11
Unit Share	19.8	19.9	17.7	20.2	17.5	22.5	16.7	20.2	17.7	16.7	17.9	17.1	16.3	18.2	18.3
ACV Weighted Distribution	96.8%	95.9%	96.8%	95.9%	97.4%	96.5%	95.7%	95.4%	96.0%	95.5%	96.6%	96.9%	97.4%	97.4%	97.4%
TTL PEPPERIDGE FARM															
Units (000)	114	131	119	131	118	117	113	117	124	137	120	118	130	130	1,605
Dollars (000)	$243	$269	$253	$266	$254	$250	$243	$251	$264	$298	$266	$260	$281	$284	$3,441
Avg Price per Unit	$2.13	$2.05	$2.13	$2.02	$2.15	$2.14	$2.15	$2.15	$2.13	$2.18	$2.23	$2.20	$2.16	$2.18	$2.14
Unit Share	14.3	16.3	15.5	16.5	15.6	15.1	14.1	14.4	15.6	17.5	14.8	14.6	14.0	14.8	15.3
ACV Weighted Distribution	90.7%	88.6%	90.6%	90.6%	91.5%	91.4%	90.8%	91.2%	90.7%	91.2%	90.8%	91.4%	92.3%	92.3%	92.3%
TOTAL EARTH GRAINS															
Units (000)	84	82	91	86	86	80	87	96	92	85	95	90	90	85	1,146
Dollars (000)	$173	$175	$188	$181	$182	$173	$177	$198	$192	$184	$198	$187	$190	$181	$2,407
Avg Price per Unit	$2.07	$2.14	$2.07	$2.11	$2.11	$2.16	$2.03	$2.07	$2.07	$2.17	$2.08	$2.07	$2.12	$2.12	$2.10

CONFIDENTIAL COUNSEL ONLY

FBI 00669

Flowers Industries Dallas - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Dallas/Ft Worth	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Unit Share	10.4	10.2	11.9	10.8	11.4	10.4	10.9	11.8	11.6	10.9	11.8	11.2	9.7	9.7	10.9
ACV Weighted Distribution	98.7%	98.8%	98.8%	98.8%	98.2%	98.2%	98.0%	98.0%	98.3%	98.7%	98.6%	98.5%	97.9%	99.0%	99.0%
TOTAL MRS BAIRDS															
Units (000)	42	38	37	43	49	37	38	36	34	32	32	30	36	32	475
Dollars (000)	$72	$66	$64	$70	$75	$63	$65	$63	$62	$58	$59	$55	$64	$59	$823
Avg Price per Unit	$1.74	$1.75	$1.73	$1.62	$1.53	$1.72	$1.71	$1.75	$1.81	$1.80	$1.82	$1.81	$1.77	$1.84	$1.73
Unit Share	5.2	4.7	4.8	5.4	6.5	4.8	4.7	4.5	4.3	4.2	4.0	3.8	3.9	3.6	4.5
ACV Weighted Distribution	93.7%	92.6%	92.2%	92.2%	90.1%	90.0%	90.6%	90.6%	90.7%	92.9%	92.9%	90.9%	90.8%	90.6%	92.9%
Bread Du Jour															
Units (000)	3	3	3	2	2	2	3	2	3	2	3	3	3	3	33
Dollars (000)	$6	$7	$6	$4	$5	$4	$6	$5	$6	$5	$7	$6	$6	$6	$73
Avg Price per Unit	$2.22	$2.23	$2.23	$2.23	$2.09	$2.12	$1.87	$2.24	$2.23	$2.23	$2.23	$2.24	$2.24	$2.25	$2.18
Unit Share	0.4	0.4	0.4	0.3	0.3	0.3	0.4	0.3	0.3	0.3	0.4	0.3	0.3	0.3	0.3
ACV Weighted Distribution	73.9%	73.6%	65.3%	60.5%	59.6%	56.8%	58.6%	53.9%	54.5%	51.0%	59.5%	54.3%	51.8%	58.5%	73.6%
TTL PL/GENERIC															
Units (000)	221	233	226	219	222	215	221	236	248	251	260	249	318	325	3,223
Dollars (000)	$272	$283	$274	$263	$264	$253	$261	$278	$317	$307	$320	$323	$407	$405	$3,955
Avg Price per Unit	$1.23	$1.22	$1.22	$1.20	$1.19	$1.18	$1.18	$1.17	$1.28	$1.22	$1.23	$1.30	$1.28	$1.25	$1.23
Unit Share	27.6	29.0	29.4	27.6	29.3	27.7	27.6	29.2	31.1	32.1	32.2	30.8	34.2	36.9	30.7
ACV Weighted Distribution	84.9%	84.5%	86.2%	83.0%	81.9%	87.6%	91.1%	90.9%	88.7%	90.0%	90.0%	91.2%	90.3%	91.3%	91.3%

CONFIDENTIAL COUNSEL ONLY

FBI 00670

Source: Information Resources, Inc., 1998

Flowers Industries Dallas- Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Dallas/Ft Worth	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 4 - BUNS															
Units (000)	1,048	1,061	1,198	1,164	1,666	1,423	1,669	1,233	1,274	980	974	801	834	900	15,177
Dollars (000)	$1,187	$1,202	$1,257	$1,224	$1,476	$1,482	$1,605	$1,288	$1,308	$1,149	$1,098	$942	$995	$1,044	$16,069
Avg Price per Unit	$1.13	$1.13	$1.05	$1.05	$.89	$1.04	$.96	$1.04	$1.03	$1.17	$1.13	$1.18	$1.19	$1.16	$1.06
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Flowers															
Units (000)	34	33	51	73	61	68	74	48	54	45	37	34	38	66	680
Dollars (000)	$51	$51	$67	$93	$81	$89	$95	$71	$78	$68	$56	$52	$57	$80	$940
Avg Price per Unit	$1.48	$1.51	$1.33	$1.28	$1.34	$1.32	$1.29	$1.49	$1.43	$1.51	$1.54	$1.54	$1.52	$1.22	$1.38
Unit Share	3.3	3.2	4.2	6.2	3.6	4.8	4.4	3.9	4.3	4.6	3.8	4.3	4.5	7.3	4.5
ACV Weighted Distribution	64.1%	62.7%	62.6%	62.7%	80.2%	80.8%	80.2%	80.3%	79.8%	80.4%	82.4%	82.7%	82.9%	82.7%	82.9%
TTL MRS BAIRDS															
Units (000)	362	360	357	278	424	359	430	318	275	242	223	199	208	219	3,893
Dollars (000)	$517	$523	$490	$408	$515	$507	$580	$453	$410	$370	$342	$309	$324	$344	$5,574
Avg Price per Unit	$1.43	$1.45	$1.37	$1.47	$1.21	$1.41	$1.35	$1.42	$1.49	$1.53	$1.54	$1.55	$1.56	$1.57	$1.43
Unit Share	34.6	34.0	29.8	23.9	25.5	25.2	25.8	25.8	21.6	24.6	22.8	24.9	24.9	24.4	25.6
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TTL CL/RAINBO/ROM ML															
Units (000)	50	51	55	56	63	67	70	60	65	59	52	44	49	51	741
Dollars (000)	$70	$72	$80	$81	$91	$96	$100	$85	$94	$88	$78	$67	$74	$77	$1,082
Avg Price per Unit	$1.41	$1.42	$1.44	$1.44	$1.44	$1.42	$1.44	$1.43	$1.45	$1.49	$1.49	$1.50	$1.51	$1.51	$1.46
Unit Share	4.7	4.8	4.6	4.8	3.8	4.7	4.2	4.8	5.1	6.0	5.3	5.5	5.9	5.6	4.9
ACV Weighted Distribution	80.1%	71.9%	71.8%	72.1%	72.0%	72.2%	72.1%	72.2%	72.0%	73.6%	72.1%	72.4%	70.9%	70.9%	73.6%
TOTAL PRIVATE LABEL															
Units (000)	524	541	654	665	1,001	808	966	697	763	536	574	450	467	488	8,610
Dollars (000)	$442	$449	$505	$519	$636	$634	$665	$531	$569	$486	$501	$416	$438	$438	$6,788
Avg Price per Unit	$.84	$.83	$.77	$.78	$.64	$.78	$.69	$.76	$.75	$.91	$.87	$.92	$.94	$.90	$.79

CONFIDENTIAL COUNSEL ONLY

FBI 00671

Flowers Industries Dallas- Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Dallas/Ft Worth

4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
50.0	51.0	54.6	57.1	60.1	56.8	57.9	56.5	59.9	54.7	59.0	56.2	56.0	54.3	56.7
98.9%	98.9%	98.9%	98.9%	98.6%	98.3%	98.0%	98.1%	99.4%	98.2%	98.1%	97.9%	98.3%	98.3%	99.4%

CONFIDENTIAL COUNSEL ONLY

FBI 00672

Flowers Industries Dallas - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Dallas/Ft Worth	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks, 98	Latest 52 Weeks
TTL CLASS 5 - ROLLS															
Units (000)	459	438	596	414	433	396	385	406	394	416	454	1,376	1,099	442	7,250
Dollars (000)	$653	$631	$753	$602	$620	$574	$572	$593	$596	$624	$673	$1,306	$1,174	$639	$9,357
Avg Price per Unit	$1.42	$1.44	$1.26	$1.45	$1.43	$1.45	$1.49	$1.46	$1.51	$1.50	$1.48	$.95	$1.07	$1.45	$1.29
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Flowers															
Units (000)	6	5	7	5	5	4	4	4	5	5	6	13	12	5	80
Dollars (000)	$9	$9	$11	$8	$8	$6	$7	$6	$8	$8	$10	$21	$20	$8	$130
Avg Price per Unit	$1.55	$1.60	$1.60	$1.62	$1.62	$1.62	$1.61	$1.61	$1.60	$1.61	$1.63	$1.62	$1.64	$1.68	$1.62
Unit Share	1.3	1.2	1.1	1.2	1.1	1.0	1.1	1.0	1.3	1.1	1.3	0.9	1.1	1.1	1.1
ACV Weighted Distribution	52.7%	46.3%	45.6%	49.3%	51.9%	46.4%	50.0%	47.0%	46.1%	46.4%	52.5%	56.6%	52.6%	50.2%	56.6%
TOTAL MRS BAIRDS															
Units (000)	68	69	75	65	67	64	63	66	65	69	74	142	137	67	1,022
Dollars (000)	$104	$105	$115	$100	$103	$98	$96	$102	$101	$107	$115	$222	$214	$106	$1,584
Avg Price per Unit	$1.53	$1.54	$1.53	$1.53	$1.53	$1.53	$1.53	$1.53	$1.54	$1.57	$1.57	$1.56	$1.57	$1.58	$1.55
Unit Share	14.7	15.6	12.6	15.7	15.5	16.2	16.3	16.3	16.5	16.5	16.2	10.3	12.4	15.1	14.1
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Wonder															
Units (000)	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Dollars (000)	$1	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Avg Price per Unit	$1.45	$1.45	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$1.45
Unit Share	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACV Weighted Distribution	20.5%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%
TOTAL RAINBO/COLONIAL															
Units (000)	4	4	4	2	2	2	2	2	2	3	4	11	9	4	52
Dollars (000)	$6	$6	$6	$4	$4	$3	$3	$3	$4	$4	$7	$17	$12	$7	$80
Avg Price per Unit	$1.62	$1.62	$1.62	$1.61	$1.61	$1.60	$1.60	$1.60	$1.63	$1.67	$1.57	$1.55	$1.33	$1.64	$1.55
Unit Share	0.8	0.8	0.7	0.5	0.6	0.5	0.5	0.5	0.6	0.6	1.0	0.8	0.8	0.9	0.7

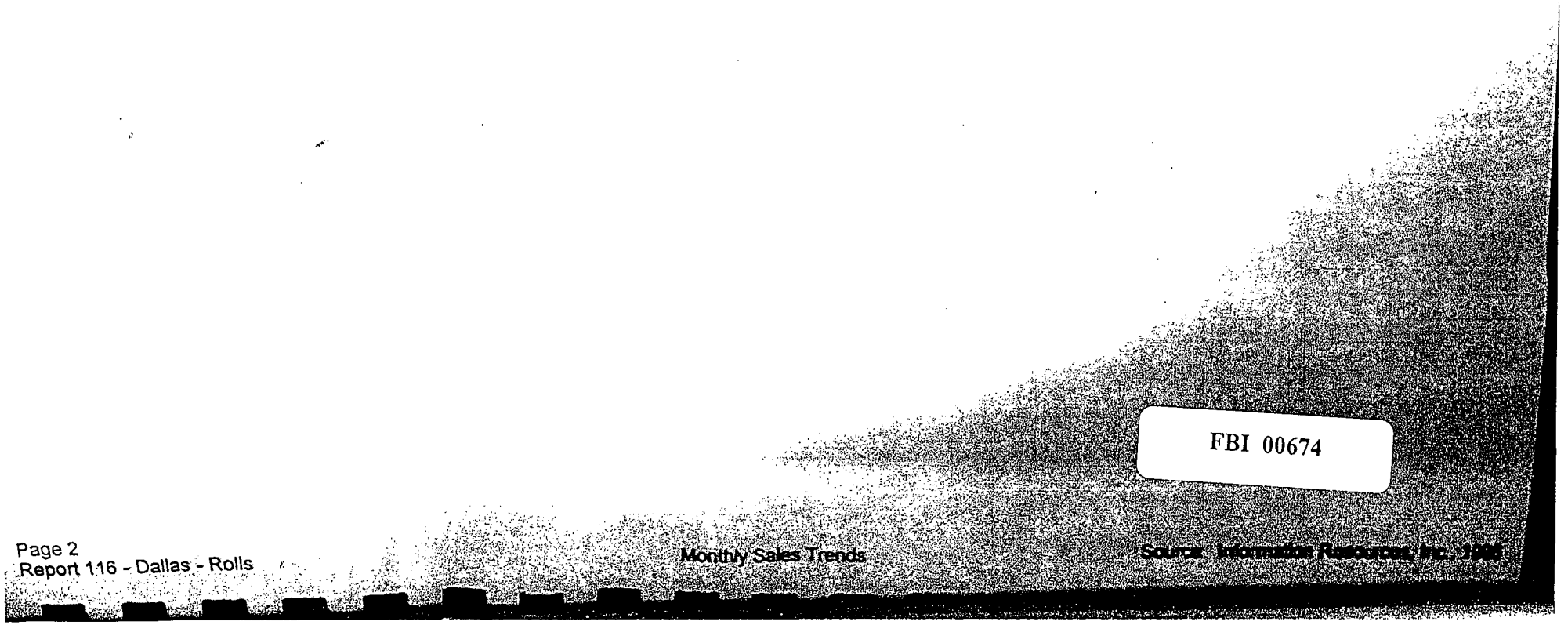
CONFIDENTIAL COUNSEL ONLY

FBI 00673

Flowers Industries Dallas - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Dallas/Ft Worth	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
ACV Weighted Distribution	60.0%	62.5%	58.5%	57.8%	58.8%	50.2%	45.6%	43.0%	44.0%	45.7%	57.8%	63.5%	58.5%	47.7%	63.5%
TTL PL/GENERIC															
Units (000)	173	162	294	164	167	147	136	148	144	164	178	922	672	178	3,477
Dollars (000)	$156	$148	$242	$160	$158	$139	$135	$147	$155	$168	$188	$587	$465	$162	$2,853
Avg Price per Unit	$.90	$.91	$.82	$.98	$.95	$.94	$.99	$.99	$1.07	$1.03	$1.05	$.64	$.69	$.91	$.82
Unit Share	37.7	37.0	49.4	39.5	38.5	37.2	35.4	36.5	36.6	39.4	39.2	67.0	61.1	40.2	48.0
ACV Weighted Distribution	99.7%	99.7%	99.7%	99.7%	99.7%	99.7%	99.6%	99.6%	99.6%	99.7%	99.6%	99.6%	100.0%	100.0%	100.0%



CONFIDENTIAL COUNSEL
ONLY

FBI 00675

Flowers Industries West TexNew Mex - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Flowers West Tex-New Mex	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TL CLASS 1 - WHITE															
Units (000)	798	731	757	815	804	820	866	909	886	831	826	830	874	850	10,800
Dollars (000)	$748	$687	$699	$758	$729	$734	$799	$854	$868	$809	$803	$807	$821	$838	$10,204
Avg Price per Unit	$.94	$.94	$.92	$.93	$.91	$.89	$.92	$.94	$.98	$.97	$.97	$.97	$.94	$.99	$.94
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
lowers SB,WW,FL															
Units (000)	45	49	44	38	37	57	62	56	102	77	93	57	49	76	797
Dollars (000)	$54	$60	$53	$48	$45	$63	$63	$66	$107	$89	$92	$76	$64	$89	$917
Avg Price per Unit	$1.20	$1.22	$1.21	$1.26	$1.20	$1.11	$1.03	$1.17	$1.05	$1.16	$1.00	$1.34	$1.31	$1.18	$1.15
Unit Share	5.6	6.7	5.8	4.7	4.7	6.9	7.1	6.2	11.5	9.3	11.2	6.9	5.6	8.9	7.4
ACV Weighted Distribution	70.7%	74.0%	78.6%	78.7%	78.6%	78.1%	77.5%	77.5%	77.5%	78.2%	78.2%	78.3%	78.1%	78.0%	78.7%
Rainbo															
Units (000)	135	110	122	159	161	129	142	164	149	128	122	115	124	166	1,790
Dollars (000)	$206	$176	$179	$237	$208	$178	$206	$224	$242	$208	$194	$181	$197	$245	$2,674
Avg Price per Unit	$1.53	$1.59	$1.46	$1.49	$1.29	$1.39	$1.45	$1.37	$1.63	$1.63	$1.58	$1.58	$1.59	$1.48	$1.49
Unit Share	16.9	15.1	16.2	19.5	20.0	15.7	16.4	18.0	16.8	15.4	14.8	13.8	14.2	19.5	16.6
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.4%	99.4%	99.3%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TTL MRS BAIRD'S															
Units (000)	43	41	42	43	43	43	45	50	50	43	42	45	51	47	585
Dollars (000)	$56	$54	$54	$55	$55	$54	$57	$62	$63	$56	$56	$60	$70	$63	$757
Avg Price per Unit	$1.30	$1.32	$1.28	$1.29	$1.27	$1.26	$1.26	$1.23	$1.25	$1.29	$1.34	$1.35	$1.35	$1.35	$1.29
Unit Share	5.4	5.6	5.5	5.2	5.4	5.2	5.2	5.5	5.7	5.2	5.1	5.4	5.9	5.5	5.4
ACV Weighted Distribution	12.7%	12.7%	12.7%	12.6%	12.6%	12.5%	12.5%	12.6%	12.7%	12.6%	12.5%	12.6%	12.6%	12.7%	12.7%
Wonder White															
Units (000)	1	1	1	1	2	1	1	3	2	1	1	1	2	2	19
Dollars (000)	$2	$1	$1	$1	$2	$1	$1	$3	$3	$1	$2	$2	$2	$3	$24
Avg Price per Unit	$1.48	$1.57	$1.55	$1.46	$1.08	$1.31	$1.19	$1.09	$1.33	$1.34	$1.33	$1.32	$1.29	$1.19	$1.27

CONFIDENTIAL COUNSEL
ONLY

Flowers Industries West TexNew Mex - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Flowers West Tex-New Mex	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Unit Share	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.3	0.2	0.1	0.2	0.2	0.2	0.3	0.2
ACV Weighted Distribution	35.3%	21.5%	19.1%	17.3%	14.5%	17.3%	12.1%	13.2%	18.3%	15.0%	15.1%	13.4%	15.1%	15.6%	21.5%
Bimbo White															
Units (000)	1	1	1	1	1	1	2	2	39	6	4	8	10	14	91
Dollars (000)	$2	$2	$2	$2	$1	$2	$2	$2	$20	$6	$4	$7	$8	$11	$68
Avg Price per Unit	$1.28	$1.29	$1.29	$1.29	$1.29	$1.29	$1.27	$1.27	$.52	$.99	$.99	$.85	$.80	$.79	$.75
Unit Share	0.2	0.2	0.2	0.2	0.1	0.2	0.2	0.2	4.4	0.7	0.5	1.0	1.1	1.6	0.8
ACV Weighted Distribution	12.2%	12.0%	12.0%	12.0%	12.3%	12.4%	12.3%	12.3%	12.6%	12.4%	12.4%	12.3%	12.3%	12.2%	12.6%
Private Label															
Units (000)	544	502	522	547	534	563	584	603	514	547	538	579	611	519	7,165
Dollars (000)	$390	$360	$377	$379	$382	$400	$431	$457	$392	$410	$419	$446	$442	$393	$5,289
Avg Price per Unit	$.72	$.72	$.72	$.69	$.72	$.71	$.74	$.76	$.76	$.75	$.78	$.77	$.72	$.76	$.74
Unit Share	68.2	68.7	69.0	67.2	66.4	68.6	67.4	66.4	58.0	65.9	65.1	69.8	69.9	61.1	66.3
ACV Weighted Distribution	99.3%	99.3%	99.3%	99.3%	99.3%	99.3%	99.3%	99.3%	99.3%	99.3%	99.3%	99.3%	99.3%	99.3%	99.3%

CONFIDENTIAL COUNSEL ONLY

FBI 00677

Flowers Industries West TexNew Mex - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Flowers West Tex-New Mex	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
CLASS 2 - SOFT VARIETY															
Units (000)	883	921	855	885	868	953	896	966	908	847	786	807	786	768	11,247
Dollars (000)	$1,200	$1,264	$1,120	$1,173	$1,145	$1,260	$1,176	$1,338	$1,242	$1,208	$1,093	$1,126	$1,100	$1,072	$15,315
Avg Price per Unit	$1.36	$1.37	$1.31	$1.32	$1.32	$1.32	$1.31	$1.38	$1.37	$1.43	$1.39	$1.39	$1.40	$1.39	$1.36
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Natures Own															
Units (000)	193	235	230	210	189	209	220	213	178	143	160	157	162	151	2,456
Dollars (000)	$235	$270	$287	$261	$246	$262	$279	$286	$260	$212	$228	$235	$240	$236	$3,302
Avg Price per Unit	$1.22	$1.15	$1.25	$1.24	$1.30	$1.25	$1.27	$1.35	$1.46	$1.48	$1.43	$1.49	$1.48	$1.56	$1.34
Unit Share	21.8	25.5	26.9	23.7	21.8	21.9	24.5	22.0	19.6	16.9	20.3	19.5	20.6	19.7	21.8
ACV Weighted Distribution	70.7%	74.1%	78.6%	78.7%	78.6%	78.1%	77.5%	77.5%	77.5%	78.2%	78.2%	78.3%	78.1%	78.0%	78.7%
Rainbo_Earth Grains															
Units (000)	104	102	119	122	116	115	118	115	113	105	104	106	110	98	1,443
Dollars (000)	$212	$209	$221	$224	$218	$228	$242	$241	$238	$222	$219	$221	$228	$206	$2,916
Avg Price per Unit	$2.04	$2.05	$1.86	$1.83	$1.88	$1.98	$2.05	$2.10	$2.10	$2.12	$2.11	$2.09	$2.08	$2.11	$2.02
Unit Share	11.8	11.1	13.9	13.8	13.4	12.1	13.2	11.9	12.5	12.4	13.2	13.1	14.0	12.7	12.8
ACV Weighted Distribution	92.7%	92.9%	88.6%	88.5%	88.7%	88.5%	88.6%	88.5%	88.6%	89.0%	89.1%	89.2%	89.8%	89.9%	92.9%
Oroweat															
Units (000)	65	71	66	68	67	75	77	77	74	68	65	70	70	72	918
Dollars (000)	$151	$163	$153	$157	$156	$169	$179	$181	$177	$164	$154	$160	$170	$173	$2,156
Avg Price per Unit	$2.32	$2.29	$2.34	$2.32	$2.34	$2.27	$2.33	$2.36	$2.39	$2.40	$2.36	$2.29	$2.43	$2.40	$2.35
Unit Share	7.4	7.7	7.7	7.6	7.7	7.8	8.6	8.0	8.1	8.0	8.3	8.7	8.9	9.4	8.2
ACV Weighted Distribution	76.7%	77.0%	75.3%	75.1%	74.9%	74.3%	74.3%	74.2%	74.2%	75.3%	75.5%	76.5%	75.1%	75.0%	77.0%
Wonder															
Units (000)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Dollars (000)	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Avg Price per Unit	$2.07	$2.18	$2.39	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$2.26
Unit Share	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACV Weighted Distribution	13.3%	7.8%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.8%
MRS BAIRDS															
Units (000)	26	27	30	35	34	35	37	35	33	32	30	33	32	29	420
Dollars (000)	$37	$37	$42	$49	$47	$49	$52	$50	$48	$43	$44	$45	$45	$42	$592

CONFIDENTIAL COUNSEL
ONLY

Flowers Industries West TexNew Mex - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Flowers West Tex-New Mex	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks 98	Latest 52 Weeks
Avg Price per Unit	$1.41	$1.38	$1.42	$1.40	$1.40	$1.40	$1.42	$1.42	$1.45	$1.37	$1.46	$1.37	$1.43	$1.42	$1.41
Unit Share	3.0	2.9	3.5	3.9	3.9	3.7	4.1	3.7	3.6	3.7	3.8	4.0	4.0	3.8	3.7
ACV Weighted Distribution	12.7%	12.7%	12.7%	12.6%	12.6%	12.5%	12.5%	12.6%	12.7%	12.6%	12.5%	12.6%	12.6%	12.7%	12.5%
Bimbo Variety Bread															
Units (000)	3	3	3	3	3	3	4	4	36	10	9	14	13	17	123
Dollars (000)	$4	$4	$4	$5	$4	$4	$5	$6	$21	$11	$9	$13	$13	$17	$146
Avg Price per Unit	$1.24	$1.29	$1.28	$1.35	$1.36	$1.35	$1.35	$1.36	$.57	$1.03	$1.02	$.93	$1.00	$.99	$.94
Unit Share	0.4	0.3	0.4	0.4	0.4	0.3	0.4	0.4	4.0	1.2	1.2	1.7	1.7	2.2	1.1
ACV Weighted Distribution	19.1%	18.9%	17.2%	20.5%	20.7%	20.7%	23.3%	23.2%	24.5%	20.8%	20.7%	16.8%	21.8%	16.6%	24.5%
Private Label															
Units (000)	297	253	267	263	289	308	337	352	321	311	311	315	307	312	3,946
Dollars (000)	$281	$237	$250	$242	$258	$270	$306	$309	$296	$286	$288	$288	$287	$287	$3,604
Avg Price per Unit	$.95	$.94	$.94	$.92	$.89	$.88	$.91	$.88	$.92	$.92	$.93	$.91	$.94	$.92	$.91
Unit Share	33.6	27.4	31.3	29.6	33.4	32.4	37.5	36.4	35.4	36.7	39.5	39.0	39.1	40.6	35.1
ACV Weighted Distribution	99.3%	99.3%	99.3%	99.3%	97.5%	97.5%	97.5%	97.5%	97.5%	97.5%	97.5%	97.5%	97.5%	97.5%	99.3%

CONFIDENTIAL COUNSEL ONLY

FBI 00679

Flowers Industries West TexNew Mex - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Flowers West Tex-New Mex	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks . 98	Latest 52 Weeks
CLASS 3 - SPECIALTY															
Units (000)	285	299	292	298	291	304	322	327	322	296	288	286	304	294	3,922
Dollars (000)	$537	$557	$558	$568	$558	$572	$612	$625	$624	$574	$553	$552	$584	$564	$7,499
Avg Price per Unit	$1.88	$1.87	$1.91	$1.91	$1.92	$1.88	$1.90	$1.91	$1.94	$1.94	$1.92	$1.93	$1.92	$1.92	$1.91
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	98.2%	98.2%	98.2%	98.3%	98.2%	98.1%	98.0%	98.2%	98.2%	98.2%	98.2%	98.2%	98.2%	100.0%	100.0%
COBBLESTONE MILL															
Units (000)	6	6	7	6	5	5	5	6	6	6	6	6	8	6	76
Dollars (000)	$13	$12	$14	$12	$11	$10	$11	$13	$14	$13	$12	$12	$15	$13	$164
Avg Price per Unit	$2.11	$2.19	$2.16	$2.17	$2.17	$2.17	$2.18	$2.18	$2.18	$2.18	$2.19	$2.07	$1.94	$2.17	$2.14
Unit Share	2.1	1.9	2.3	1.9	1.8	1.5	1.6	1.8	2.0	2.0	2.0	2.1	2.6	2.1	1.9
ACV Weighted Distribution	27.9%	27.9%	33.3%	33.3%	32.8%	32.6%	32.0%	32.0%	32.4%	32.4%	32.4%	32.4%	32.5%	35.1%	35.1%
ARNOLDS/OROWEAT															
Units (000)	67	74	68	70	69	77	80	81	77	71	68	73	73	75	955
Dollars (000)	$156	$168	$158	$163	$162	$175	$186	$190	$183	$170	$160	$167	$177	$180	$2,238
Avg Price per Unit	$2.32	$2.29	$2.34	$2.32	$2.33	$2.27	$2.33	$2.34	$2.38	$2.40	$2.36	$2.28	$2.43	$2.40	$2.34
Unit Share	23.5	24.6	23.1	23.5	23.9	25.5	24.8	24.8	23.9	24.0	23.5	25.5	23.9	25.4	24.4
ACV Weighted Distribution	76.7%	77.0%	75.3%	75.1%	74.9%	74.3%	74.3%	74.2%	74.2%	75.3%	75.5%	76.5%	75.1%	75.0%	77.0%
EARTH GRAINS															
Units (000)	51	51	57	61	58	58	63	60	62	57	55	54	55	50	742
Dollars (000)	$122	$120	$134	$142	$137	$137	$147	$143	$148	$137	$133	$130	$131	$123	$1,763
Avg Price per Unit	$2.37	$2.34	$2.33	$2.34	$2.35	$2.36	$2.34	$2.39	$2.38	$2.42	$2.42	$2.40	$2.39	$2.43	$2.38
Unit Share	18.0	17.2	19.6	20.5	20.1	19.1	19.5	18.3	19.4	19.1	19.2	18.8	18.1	17.2	18.9
ACV Weighted Distribution	92.7%	92.9%	88.3%	88.0%	88.7%	88.5%	88.6%	88.5%	88.6%	89.0%	89.1%	89.2%	89.8%	89.9%	92.9%
MRS. BAIRDS															
Units (000)	2	2	2	2	3	2	2	2	2	2	2	2	2	2	29
Dollars (000)	$3	$3	$3	$4	$4	$4	$3	$4	$4	$4	$4	$3	$4	$4	$48
Avg Price per Unit	$1.66	$1.63	$1.62	$1.52	$1.54	$1.60	$1.59	$1.63	$1.66	$1.73	$1.72	$1.73	$1.65	$1.80	$1.64

CONFIDENTIAL COUNSEL ONLY

FBI 00680

Flowers Industries West TexNew Mex - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Flowers West Tex-New Mex	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Unit Share	0.7	0.7	0.7	0.8	0.9	0.8	0.7	0.7	0.7	0.7	0.7	0.7	0.8	0.8	0.7
ACV Weighted Distribution	12.5%	12.6%	12.6%	12.5%	12.4%	12.4%	12.4%	12.6%	12.7%	12.6%	12.5%	12.6%	12.6%	12.7%	12.7%
PRIVATE LABEL															
Units (000)	95	97	89	86	85	93	103	105	104	96	96	89	97	100	1,240
Dollars (000)	$106	$104	$98	$95	$93	$99	$114	$117	$122	$110	$110	$103	$109	$113	$1,387
Avg Price per Unit	$1.11	$1.07	$1.10	$1.10	$1.09	$1.07	$1.11	$1.11	$1.18	$1.15	$1.15	$1.15	$1.12	$1.13	$1.12
Unit Share	33.3	32.4	30.4	29.0	29.3	30.7	32.1	32.2	32.2	32.3	33.3	31.1	31.9	34.1	31.6
ACV Weighted Distribution	38.8%	38.8%	38.8%	41.4%	40.8%	40.7%	40.9%	42.0%	41.2%	41.5%	40.5%	41.6%	41.6%	41.7%	42.0%

CONFIDENTIAL COUNSEL ONLY

FBI 00681

Flowers Industries West TexNew Mex - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Flowers West Tex-New Mex	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 4 - BUNS															
Units (000)	339	344	460	452	673	553	708	486	517	357	318	286	290	329	5,773
Dollars (000)	$373	$379	$487	$481	$647	$577	$693	$547	$539	$403	$359	$326	$334	$375	$6,146
Avg Price per Unit	$1.10	$1.10	$1.06	$1.06	$.96	$1.04	$.98	$1.13	$1.04	$1.13	$1.13	$1.14	$1.15	$1.14	$1.06
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
SUNBEAM/FLOWERS															
Units (000)	25	24	33	28	32	40	38	24	21	19	17	16	17	17	326
Dollars (000)	$37	$36	$46	$43	$48	$51	$60	$39	$33	$30	$27	$26	$27	$27	$492
Avg Price per Unit	$1.50	$1.50	$1.39	$1.51	$1.50	$1.29	$1.58	$1.58	$1.57	$1.59	$1.59	$1.59	$1.59	$1.60	$1.51
Unit Share	7.3	7.0	7.3	6.3	4.7	7.2	5.4	5.0	4.1	5.2	5.3	5.7	5.8	5.1	5.7
ACV Weighted Distribution	58.6%	63.9%	66.8%	66.4%	68.7%	69.4%	69.4%	69.5%	69.5%	59.1%	50.5%	47.3%	52.7%	63.2%	69.5%
RAINBO															
Units (000)	80	82	108	106	138	133	142	129	110	89	83	76	80	90	1,366
Dollars (000)	$118	$123	$162	$157	$203	$199	$214	$204	$171	$141	$131	$120	$127	$143	$2,095
Avg Price per Unit	$1.48	$1.50	$1.50	$1.48	$1.47	$1.49	$1.51	$1.58	$1.55	$1.59	$1.58	$1.59	$1.59	$1.59	$1.53
Unit Share	23.5	23.8	23.5	23.5	20.6	24.1	20.0	26.5	21.3	24.9	26.0	26.4	27.6	27.5	23.7
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.4%	99.4%	99.3%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
MRS. BAIRDS															
Units (000)	13	13	16	11	16	14	16	14	13	10	8	7	9	10	158
Dollars (000)	$19	$19	$20	$16	$20	$19	$22	$20	$20	$15	$12	$12	$13	$16	$223
Avg Price per Unit	$1.44	$1.41	$1.27	$1.48	$1.26	$1.35	$1.35	$1.43	$1.47	$1.52	$1.54	$1.54	$1.53	$1.54	$1.42
Unit Share	4.0	3.9	3.4	2.4	2.4	2.6	2.2	2.9	2.6	2.8	2.4	2.6	3.0	3.2	2.7
ACV Weighted Distribution	12.7%	12.7%	12.7%	12.6%	12.6%	12.5%	12.5%	12.6%	12.7%	12.6%	12.5%	12.6%	12.6%	12.7%	12.7%
WONDER															
Units (000)	1	0	0	0	0	0	4	1	0	0	0	0	0	0	8
Dollars (000)	$1	$1	$1	$0	$0	$1	$4	$1	$0	$0	$0	$0	$0	$0	$9
Avg Price per Unit	$1.40	$1.44	$1.44	$1.44	$1.44	$1.44	$.98	$1.33	$1.44	$1.44	$1.43	$1.42	$1.44	$1.43	$1.19
Unit Share	0.3	0.1	0.1	0.1	0.0	0.1	0.6	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.1
ACV Weighted Distribution	20.2%	7.9%	7.4%	5.2%	7.4%	7.4%	13.4%	11.5%	5.1%	5.0%	4.9%	4.9%	5.0%	5.0%	13.4%
PRIVATE LABEL															

CONFIDENTIAL COUNSEL ONLY

FBI 00682

Flowers Industries West TexNew Mex - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Flowers West Tex-New Mex	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks 98	Latest 52 Weeks
Units (000)	175	179	253	254	424	303	446	261	322	202	178	157	152	173	3,304
Dollars (000)	$129	$131	$182	$185	$279	$212	$295	$194	$235	$158	$138	$121	$118	$133	$2,380
Avg Price per Unit	$.74	$.73	$.72	$.73	$.66	$.70	$.66	$.74	$.73	$.78	$.77	$.77	$.78	$.77	$.72
Unit Share	51.7	51.9	55.0	56.3	63.0	54.9	63.0	53.7	62.3	56.7	55.9	54.8	52.4	52.7	57.2
ACV Weighted Distribution	94.5%	97.4%	96.0%	96.1%	96.1%	96.1%	96.2%	96.1%	96.2%	96.2%	96.2%	96.2%	94.9%	96.4%	97.4%

CONFIDENTIAL COUNSEL ONLY

FBI 00683

Flowers Industries West TexNew Mex - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Flowers Houston

	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 5 - ROLLS															
Units (000)	371	342	461	351	367	343	340	328	321	330	373	1,160	946	330	5,991
Dollars (000)	$503	$472	$580	$504	$535	$488	$482	$479	$471	$483	$520	$1,164	$1,040	$470	$7,689
Avg Price per Unit	$1.36	$1.38	$1.26	$1.44	$1.46	$1.42	$1.42	$1.46	$1.46	$1.46	$1.39	$1.00	$1.10	$1.42	$1.28
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	99.1%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
SUNBEAM/FLOWERS															
Units (000)	6	5	7	5	5	5	6	6	8	7	8	25	16	6	111
Dollars (000)	$9	$8	$11	$8	$9	$9	$10	$10	$13	$12	$14	$41	$27	$10	$182
Avg Price per Unit	$1.54	$1.59	$1.59	$1.61	$1.62	$1.62	$1.68	$1.70	$1.68	$1.70	$1.67	$1.60	$1.64	$1.66	$1.64
Unit Share	1.6	1.6	1.6	1.5	1.4	1.5	1.8	1.7	2.4	2.1	2.2	2.2	1.7	1.9	1.9
ACV Weighted Distribution	39.5%	43.7%	40.8%	39.8%	30.1%	40.9%	43.5%	44.0%	44.3%	38.2%	49.0%	59.5%	61.7%	57.6%	61.7%
RAINBO															
Units (000)	6	5	5	4	4	4	4	4	4	3	4	21	15	5	81
Dollars (000)	$8	$7	$6	$5	$6	$5	$6	$6	$5	$5	$6	$32	$22	$7	$118
Avg Price per Unit	$1.28	$1.36	$1.43	$1.43	$1.46	$1.46	$1.47	$1.46	$1.41	$1.45	$1.42	$1.49	$1.49	$1.50	$1.46
Unit Share	1.6	1.4	1.0	1.0	1.1	1.1	1.1	1.2	1.1	1.0	1.1	1.8	1.6	1.4	1.3
ACV Weighted Distribution	38.9%	31.0%	26.1%	27.0%	28.9%	28.9%	27.2%	27.7%	27.9%	27.4%	33.6%	69.0%	63.4%	43.7%	69.0%
MRS. BAIRDS															
Units (000)	32	34	39	37	37	34	35	36	36	35	37	71	57	31	518
Dollars (000)	$52	$55	$63	$59	$59	$55	$56	$58	$58	$57	$58	$115	$92	$50	$835
Avg Price per Unit	$1.62	$1.61	$1.61	$1.61	$1.60	$1.60	$1.60	$1.61	$1.61	$1.61	$1.60	$1.63	$1.62	$1.60	$1.61
Unit Share	8.7	9.9	8.4	10.4	10.1	10.0	10.2	11.0	11.2	10.7	9.8	6.1	6.0	9.5	8.7
ACV Weighted Distribution	95.7%	94.9%	95.6%	95.2%	95.0%	96.8%	96.8%	96.8%	94.8%	96.4%	96.8%	96.8%	96.9%	96.9%	96.9%
WONDER															
Units (000)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Dollars (000)	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Avg Price per Unit	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$1.48	$1.48	$.00	$.00	$1.48

CONFIDENTIAL COUNSEL ONLY

FBI 00684

Flowers Industries West TexNew Mex - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Flowers Houston

	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks 98	Latest 52 Weeks
Unit Share	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACV Weighted Distribution	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.3%	0.0%	0.0%	0.3%
PRIVATE LABEL															
Units (000)	208	184	276	184	187	179	174	160	155	165	202	812	599	166	3,444
Dollars (000)	$230	$202	$264	$217	$230	$207	$199	$190	$186	$194	$223	$654	$543	$183	$3,491
Avg Price per Unit	$1.10	$1.10	$.95	$1.18	$1.23	$1.15	$1.14	$1.19	$1.20	$1.17	$1.10	$.81	$.91	$1.11	$1.01
Unit Share	56.2	53.7	60.0	52.4	51.0	52.4	51.2	48.9	48.3	50.0	54.2	70.0	63.3	50.1	57.5
ACV Weighted Distribution	91.5%	91.9%	91.5%	91.0%	90.8%	90.8%	91.0%	91.0%	90.7%	93.7%	94.0%	94.1%	94.0%	89.8%	94.1%

CONFIDENTIAL COUNSEL ONLY

FBI 00685

CONFIDENTIAL COUNSEL
ONLY

FBI 00686

Flowers Industries Nashville - Monthly InfoScan Sales Analysis

Category: White, Soft Variety, Specialty

Nashville, TN

	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Category - Fresh Bread															
Dollars (000)	$1,591	$1,539	$1,542	$1,595	$1,687	$1,840	$1,880	$1,912	$1,830	$1,747	$1,798	$1,750	$1,915	$1,805	$22,838
Dollar Share, Bread Ctgry	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Flowers Nashville															
Dollars (000)	$27	$28	$28	$29	$26	$22	$25	$27	$23	$23	$25	$25	$30	$29	$340
Dollar Share, Bread Ctgry	1.7	1.8	1.8	1.8	1.5	1.2	1.3	1.4	1.3	1.3	1.4	1.5	1.6	1.6	1.5
Wonder\Interstate Nashville															
Dollars (000)	$12	$12	$13	$13	$14	$18	$19	$21	$15	$14	$14	$16	$13	$15	$198
Dollar Share, Bread Ctgry	0.7	0.8	0.8	0.8	0.8	1.0	1.0	1.1	0.8	0.8	0.8	0.9	0.7	0.8	0.9
Earth Grains Nahville															
Dollars (000)	$338	$337	$351	$372	$410	$492	$510	$507	$467	$432	$464	$467	$476	$423	$5,709
Dollar Share, Bread Ctgry	21.2	21.9	22.8	23.3	24.3	26.7	27.1	26.5	25.5	24.7	25.8	26.7	24.8	23.5	25.0
Lewis Nashville															
Dollars (000)	$396	$356	$398	$376	$404	$413	$418	$452	$465	$458	$464	$440	$481	$437	$5,563
Dollar Share, Bread Ctgry	24.9	23.1	25.8	23.6	24.0	22.4	22.2	23.6	25.4	26.2	25.8	25.1	25.1	24.2	24.4
TOTAL PEPPERIDGE FARM															
Dollars (000)	$102	$111	$97	$101	$103	$104	$104	$106	$113	$112	$106	$96	$98	$90	$1,340
Dollar Share, Bread Ctgry	6.4	7.2	6.3	6.3	6.1	5.6	5.5	5.6	6.2	6.4	5.9	5.5	5.1	5.0	5.9
TOTAL ARNOLDS/OROWEAT															
Dollars (000)	$0	$1	$1	$1	$1	$1	$1	$1	$2	$2	$4	$2	$2	$4	$23
Dollar Share, Bread Ctgry	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.2	0.1
Private Label															
Dollars (000)	$445	$423	$408	$446	$442	$454	$475	$473	$485	$454	$459	$447	$540	$555	$6,059
Dollar Share, Bread Ctgry	28.0	27.5	26.5	28.0	26.2	24.7	25.3	24.7	26.5	26.0	25.5	25.6	28.2	30.7	26.5

FBI 00687

CONFIDENTIAL COUNSEL ONLY

Flowers Industries Nashville - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Nashville, TN	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
CLASS 1 - WHITE															
Units (000)	562	540	528	551	613	699	703	717	654	628	665	645	732	663	8,338
Dollars (000)	$706	$653	$663	$686	$764	$865	$874	$894	$840	$792	$841	$829	$922	$826	$10,450
Avg Price per Unit	$1.26	$1.21	$1.26	$1.25	$1.25	$1.24	$1.24	$1.25	$1.28	$1.26	$1.26	$1.28	$1.26	$1.25	$1.25
Unit Share	49.3	48.5	48.1	48.6	50.6	52.8	52.0	52.1	50.8	50.4	52.2	52.5	53.0	49.1	51.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
FLOWERS FL,WW															
Units (000)	5	5	5	5	3	3	5	6	3	6	9	10	11	9	82
Dollars (000)	$7	$6	$7	$6	$4	$3	$7	$8	$6	$7	$10	$11	$12	$11	$99
Avg Price per Unit	$1.31	$1.32	$1.21	$1.27	$1.28	$1.28	$1.34	$1.39	$1.69	$1.26	$1.05	$1.06	$1.07	$1.19	$1.21
Unit Share	0.5	0.4	0.5	0.4	0.3	0.2	0.4	0.4	0.3	0.4	0.7	0.8	0.8	0.7	0.6
ACV Weighted Distribution	15.8%	15.6%	15.4%	14.3%	14.3%	12.4%	12.3%	12.6%	13.9%	13.9%	12.3%	12.3%	13.7%	14.1%	15.6%
WONDER_INTERSTATE															
Units (000)	8	8	9	9	10	11	11	14	9	9	9	11	8	9	126
Dollars (000)	$11	$11	$12	$12	$13	$15	$17	$19	$14	$13	$13	$15	$12	$13	$178
Avg Price per Unit	$1.32	$1.37	$1.32	$1.35	$1.32	$1.40	$1.52	$1.39	$1.54	$1.43	$1.40	$1.38	$1.46	$1.44	$1.41
Unit Share	0.7	0.7	0.8	0.8	0.8	0.8	0.8	1.0	0.7	0.7	0.7	0.9	0.6	0.7	0.8
ACV Weighted Distribution	7.5%	7.6%	7.4%	7.2%	7.2%	15.4%	15.6%	16.2%	15.6%	16.8%	16.1%	15.5%	15.7%	9.7%	16.8%
EARTH GRAINS															
Units (000)	159	162	168	181	196	232	238	228	215	194	213	221	216	193	2,657
Dollars (000)	$238	$228	$243	$261	$287	$340	$348	$346	$329	$299	$320	$334	$342	$303	$3,981
Avg Price per Unit	$1.50	$1.41	$1.45	$1.44	$1.47	$1.47	$1.46	$1.52	$1.53	$1.54	$1.50	$1.51	$1.58	$1.57	$1.50
Unit Share	13.9	14.6	15.3	15.9	16.2	17.5	17.6	16.6	16.7	15.6	16.7	18.0	15.6	14.3	16.3
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
LEWIS															
Units (000)	143	133	139	120	145	142	158	177	209	206	210	188	208	194	2,228
Dollars (000)	$198	$179	$193	$172	$199	$204	$220	$234	$268	$261	$272	$253	$274	$255	$2,984
Avg Price per Unit	$1.38	$1.35	$1.39	$1.44	$1.37	$1.44	$1.39	$1.32	$1.29	$1.26	$1.29	$1.35	$1.32	$1.31	$1.34
Unit Share	12.6	11.9	12.6	10.5	11.9	10.7	11.7	12.9	16.2	16.5	16.5	15.3	15.1	14.4	14.1
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
PRIVATE LABEL															

CONFIDENTIAL COUNSEL ONLY

FBI 00688

Flowers Industries Nashville - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Nashville, TN	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Units (000)	195	180	188	204	195	209	218	217	211	209	217	211	281	252	2,793
Dollars (000)	$195	$176	$186	$201	$197	$207	$212	$216	$214	$205	$217	$209	$273	$237	$2,749
Avg Price per Unit	$1.00	$.98	$.99	$.98	$1.01	$.99	$.97	$.99	$1.01	$.98	$1.00	$.99	$.97	$.94	$.98
Unit Share	17.1	16.1	17.1	18.0	16.1	15.8	16.1	15.8	16.4	16.7	17.0	17.2	20.4	18.7	17.2
ACV Weighted Distribution	98.6%	96.6%	99.0%	99.0%	96.5%	97.3%	96.5%	96.6%	99.3%	99.3%	99.3%	99.3%	99.3%	99.3%	99.3%

CONFIDENTIAL COUNSEL ONLY

FBI 00689

Source: Information Resources Inc., 1997

Flowers Industries Nashville - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Nashville, TN

	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
CLASS 2 - SOFT VARIETY															
Units (000)	390	372	380	388	406	425	439	450	419	410	393	382	426	479	5,371
Dollars (000)	$542	$524	$531	$549	$568	$605	$631	$635	$603	$573	$570	$551	$599	$612	$7,552
Avg Price per Unit	$1.39	$1.41	$1.39	$1.41	$1.40	$1.42	$1.44	$1.41	$1.44	$1.40	$1.45	$1.44	$1.41	$1.28	$1.41
Unit Share	34.2	33.4	34.7	34.2	33.6	32.1	32.5	32.7	32.6	32.9	30.9	31.1	30.9	35.5	32.9
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
NATURES OWN															
Units (000)	10	11	10	11	11	9	9	10	7	6	7	6	9	8	114
Dollars (000)	$16	$17	$15	$17	$17	$14	$14	$16	$13	$12	$11	$11	$13	$14	$181
Avg Price per Unit	$1.53	$1.55	$1.60	$1.53	$1.53	$1.52	$1.52	$1.54	$1.89	$1.80	$1.51	$1.77	$1.41	$1.75	$1.59
Unit Share	0.9	1.0	0.9	1.0	0.9	0.7	0.7	0.7	0.5	0.5	0.6	0.5	0.7	0.6	0.7
ACV Weighted Distribution	15.8%	15.6%	15.4%	14.3%	14.4%	12.4%	12.3%	12.6%	13.9%	13.9%	12.3%	12.3%	13.7%	14.1%	15.6%
WONDER_INTERSTATE															
Units (000)	1	1	1	0	0	1	1	1	1	0	0	1	1	1	8
Dollars (000)	$1	$1	$1	$1	$1	$2	$2	$1	$1	$1	$1	$2	$1	$1	$15
Avg Price per Unit	$1.79	$1.79	$1.79	$1.79	$1.79	$1.79	$1.79	$1.79	$1.79	$1.79	$1.79	$1.79	$1.79	$1.79	$1.79
Unit Share	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1
ACV Weighted Distribution	7.5%	7.6%	7.4%	7.2%	7.2%	15.1%	15.6%	16.1%	15.6%	16.8%	16.1%	15.5%	15.7%	9.7%	16.8%
EARTH GRAINS															
Units (000)	57	64	62	65	75	91	101	96	78	77	82	75	77	70	1,014
Dollars (000)	$92	$99	$98	$105	$116	$144	$156	$155	$131	$128	$135	$128	$128	$118	$1,641
Avg Price per Unit	$1.61	$1.55	$1.59	$1.62	$1.54	$1.59	$1.54	$1.61	$1.67	$1.66	$1.65	$1.70	$1.66	$1.68	$1.62
Unit Share	5.0	5.8	5.6	5.7	6.2	6.9	7.5	7.0	6.1	6.2	6.4	6.1	5.6	5.2	6.3
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
LEWIS															
Units (000)	125	104	138	124	125	131	117	142	120	132	114	113	125	113	1,589
Dollars (000)	$198	$176	$206	$204	$205	$208	$199	$218	$197	$197	$192	$187	$207	$182	$2,581
Avg Price per Unit	$1.58	$1.70	$1.49	$1.64	$1.64	$1.59	$1.69	$1.54	$1.64	$1.49	$1.69	$1.65	$1.65	$1.61	$1.63

CONFIDENTIAL COUNSEL ONLY

FBI 00690

Flowers Industries Nashville - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Nashville, TN	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Units (000)	195	180	188	204	195	209	218	217	211	209	217	211	281	252	2,793
Dollars (000)	$195	$176	$186	$201	$197	$207	$212	$216	$214	$205	$217	$209	$273	$237	$2,749
Avg Price per Unit	$1.00	$.98	$.99	$.98	$1.01	$.99	$.97	$.99	$1.01	$.98	$1.00	$.99	$.97	$.94	$.98
Unit Share	17.1	16.1	17.1	18.0	16.1	15.8	16.1	15.8	16.4	16.7	17.0	17.2	20.4	18.7	17.2
ACV Weighted Distribution	98.6%	96.6%	99.0%	99.0%	96.5%	97.3%	96.5%	96.6%	99.3%	99.3%	99.3%	99.3%	99.3%	99.3%	99.3%

CONFIDENTIAL COUNSEL ONLY

FBI 00691

Source: Information Resources Inc., 1997

Flowers Industries Nashville - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Nashville, TN	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
CLASS 1 - WHITE															
Units (000)	562	540	528	551	613	699	703	717	654	628	665	645	732	663	8,338
Dollars (000)	$706	$653	$663	$686	$764	$865	$874	$894	$840	$792	$841	$829	$922	$826	$10,450
Avg Price per Unit	$1.26	$1.21	$1.26	$1.25	$1.25	$1.24	$1.24	$1.25	$1.28	$1.26	$1.26	$1.28	$1.26	$1.25	$1.25
Unit Share	49.3	48.5	48.1	48.6	50.6	52.8	52.0	52.1	50.8	50.4	52.2	52.5	53.0	49.1	51.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
FLOWERS FL,WW															
Units (000)	5	5	5	5	3	3	5	6	3	6	9	10	11	9	82
Dollars (000)	$7	$6	$7	$6	$4	$3	$7	$8	$6	$7	$10	$11	$12	$11	$99
Avg Price per Unit	$1.31	$1.32	$1.21	$1.27	$1.28	$1.28	$1.34	$1.39	$1.69	$1.26	$1.05	$1.06	$1.07	$1.19	$1.21
Unit Share	0.5	0.4	0.5	0.4	0.3	0.2	0.4	0.4	0.3	0.4	0.7	0.8	0.8	0.7	0.6
ACV Weighted Distribution	15.8%	15.6%	15.4%	14.3%	14.3%	12.4%	12.3%	12.6%	13.9%	13.9%	12.3%	12.3%	13.7%	14.1%	15.6%
WONDER_INTERSTATE															
Units (000)	8	8	9	9	10	11	11	14	9	9	9	11	8	9	126
Dollars (000)	$11	$11	$12	$12	$13	$15	$17	$19	$14	$13	$13	$15	$12	$13	$178
Avg Price per Unit	$1.32	$1.37	$1.32	$1.35	$1.32	$1.40	$1.52	$1.39	$1.54	$1.43	$1.40	$1.38	$1.46	$1.44	$1.41
Unit Share	0.7	0.7	0.8	0.8	0.8	0.8	0.8	1.0	0.7	0.7	0.7	0.9	0.6	0.7	0.8
ACV Weighted Distribution	7.5%	7.6%	7.4%	7.2%	7.2%	15.4%	15.6%	16.2%	15.6%	16.8%	16.1%	15.5%	15.7%	9.7%	16.8%
EARTH GRAINS															
Units (000)	159	162	168	181	196	232	238	228	215	194	213	221	216	193	2,657
Dollars (000)	$238	$228	$243	$261	$287	$340	$348	$346	$329	$299	$320	$334	$342	$303	$3,981
Avg Price per Unit	$1.50	$1.41	$1.45	$1.44	$1.47	$1.47	$1.46	$1.52	$1.53	$1.54	$1.50	$1.51	$1.58	$1.57	$1.50
Unit Share	13.9	14.6	15.3	15.9	16.2	17.5	17.6	16.6	16.7	15.6	16.7	18.0	15.6	14.3	16.3
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
LEWIS															
Units (000)	143	133	139	120	145	142	158	177	209	206	210	188	208	194	2,228
Dollars (000)	$198	$179	$193	$172	$199	$204	$220	$234	$268	$261	$272	$253	$274	$255	$2,984
Avg Price per Unit	$1.38	$1.35	$1.39	$1.44	$1.37	$1.44	$1.39	$1.32	$1.29	$1.26	$1.29	$1.35	$1.32	$1.31	$1.34
Unit Share	12.6	11.9	12.6	10.5	11.9	10.7	11.7	12.9	16.2	16.5	16.5	15.3	15.1	14.4	14.1
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
PRIVATE LABEL															

Flowers Industries Nashville - Monthly InfoScan Sales Analysis

Category: White, Soft Variety, Specialty

Nashville, TN	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Category - Fresh Bread															
Dollars (000)	$1,591	$1,539	$1,542	$1,595	$1,687	$1,840	$1,880	$1,912	$1,830	$1,747	$1,798	$1,750	$1,915	$1,805	$22,838
Dollar Share, Bread Ctgry	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Flowers Nashville															
Dollars (000)	$27	$28	$28	$29	$26	$22	$25	$27	$23	$23	$25	$25	$30	$29	$340
Dollar Share, Bread Ctgry	1.7	1.8	1.8	1.8	1.5	1.2	1.3	1.4	1.3	1.3	1.4	1.5	1.6	1.6	1.5
Wonder\Interstate Nashville															
Dollars (000)	$12	$12	$13	$13	$14	$18	$19	$21	$15	$14	$14	$16	$13	$15	$198
Dollar Share, Bread Ctgry	0.7	0.8	0.8	0.8	0.8	1.0	1.0	1.1	0.8	0.8	0.8	0.9	0.7	0.8	0.9
Earth Grains Nahville															
Dollars (000)	$338	$337	$351	$372	$410	$492	$510	$507	$467	$432	$464	$467	$476	$423	$5,709
Dollar Share, Bread Ctgry	21.2	21.9	22.8	23.3	24.3	26.7	27.1	26.5	25.5	24.7	25.8	26.7	24.8	23.5	25.0
Lewis Nashville															
Dollars (000)	$396	$356	$398	$376	$404	$413	$418	$452	$465	$458	$464	$440	$481	$437	$5,563
Dollar Share, Bread Ctgry	24.9	23.1	25.8	23.6	24.0	22.4	22.2	23.6	25.4	26.2	25.8	25.1	25.1	24.2	24.4
TOTAL PEPPERIDGE FARM															
Dollars (000)	$102	$111	$97	$101	$103	$104	$104	$106	$113	$112	$106	$96	$98	$90	$1,340
Dollar Share, Bread Ctgry	6.4	7.2	6.3	6.3	6.1	5.6	5.5	5.6	6.2	6.4	5.9	5.5	5.1	5.0	5.9
TOTAL ARNOLDS/OROWEAT															
Dollars (000)	$0	$1	$1	$1	$1	$1	$1	$1	$2	$2	$4	$2	$2	$4	$23
Dollar Share, Bread Ctgry	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.2	0.1
Private Label															
Dollars (000)	$445	$423	$408	$446	$442	$454	$475	$473	$485	$454	$459	$447	$540	$555	$6,059
Dollar Share, Bread Ctgry	28.0	27.5	26.5	28.0	26.2	24.7	25.3	24.7	26.5	26.0	25.5	25.6	28.2	30.7	26.5

FBI 00693

CONFIDENTIAL COUNSEL ONLY

Flowers Industries Nashville - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Nashville, TN	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Units (000)	195	180	188	204	195	209	218	217	211	209	217	211	281	252	2,793
Dollars (000)	$195	$176	$186	$201	$197	$207	$212	$216	$214	$205	$217	$209	$273	$237	$2,749
Avg Price per Unit	$1.00	$.98	$.99	$.98	$1.01	$.99	$.97	$.99	$1.01	$.98	$1.00	$.99	$.97	$.94	$.98
Unit Share	17.1	16.1	17.1	18.0	16.1	15.8	16.1	15.8	16.4	16.7	17.0	17.2	20.4	18.7	17.2
ACV Weighted Distribution	98.6%	96.6%	99.0%	99.0%	96.5%	97.3%	96.5%	96.6%	99.3%	99.3%	99.3%	99.3%	99.3%	99.3%	99.3%

CONFIDENTIAL COUNSEL ONLY

FBI 00694

Source: Information Resources Inc., 1997

Flowers Industries Nashville - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Nashville, TN	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
CLASS 2 - SOFT VARIETY															
Units (000)	390	372	380	388	406	425	439	450	419	410	393	382	426	479	5,371
Dollars (000)	$542	$524	$531	$549	$568	$605	$631	$635	$603	$573	$570	$551	$599	$612	$7,552
Avg Price per Unit	$1.39	$1.41	$1.39	$1.41	$1.40	$1.42	$1.44	$1.41	$1.44	$1.40	$1.45	$1.44	$1.41	$1.28	$1.41
Unit Share	34.2	33.4	34.7	34.2	33.6	32.1	32.5	32.7	32.6	32.9	30.9	31.1	30.9	35.5	32.9
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
NATURES OWN															
Units (000)	10	11	10	11	11	9	9	10	7	6	7	6	9	8	114
Dollars (000)	$16	$17	$15	$17	$17	$14	$14	$16	$13	$12	$11	$11	$13	$14	$181
Avg Price per Unit	$1.53	$1.55	$1.60	$1.53	$1.53	$1.52	$1.52	$1.54	$1.89	$1.80	$1.51	$1.77	$1.41	$1.75	$1.59
Unit Share	0.9	1.0	0.9	1.0	0.9	0.7	0.7	0.7	0.5	0.5	0.6	0.5	0.7	0.6	0.7
ACV Weighted Distribution	15.8%	15.6%	15.4%	14.3%	14.4%	12.4%	12.3%	12.6%	13.9%	13.9%	12.3%	12.3%	13.7%	14.1%	15.6%
WONDER_INTERSTATE															
Units (000)	1	1	1	0	0	1	1	1	1	0	0	1	1	1	8
Dollars (000)	$1	$1	$1	$1	$1	$2	$2	$1	$1	$1	$1	$2	$1	$1	$15
Avg Price per Unit	$1.79	$1.79	$1.79	$1.79	$1.79	$1.79	$1.79	$1.79	$1.79	$1.79	$1.79	$1.79	$1.79	$1.79	$1.79
Unit Share	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1
ACV Weighted Distribution	7.5%	7.6%	7.4%	7.2%	7.2%	15.1%	15.6%	16.1%	15.6%	16.8%	16.1%	15.5%	15.7%	9.7%	16.8%
EARTH GRAINS															
Units (000)	57	64	62	65	75	91	101	96	78	77	82	75	77	70	1,014
Dollars (000)	$92	$99	$98	$105	$116	$144	$156	$155	$131	$128	$135	$128	$128	$118	$1,641
Avg Price per Unit	$1.61	$1.55	$1.59	$1.62	$1.54	$1.59	$1.54	$1.61	$1.67	$1.66	$1.65	$1.70	$1.66	$1.68	$1.62
Unit Share	5.0	5.8	5.6	5.7	6.2	6.9	7.5	7.0	6.1	6.2	6.4	6.1	5.6	5.2	6.3
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
LEWIS															
Units (000)	125	104	138	124	125	131	117	142	120	132	114	113	125	113	1,599
Dollars (000)	$198	$176	$206	$204	$205	$208	$199	$218	$197	$197	$192	$187	$207	$182	$2,579
Avg Price per Unit	$1.58	$1.70	$1.49	$1.64	$1.64	$1.59	$1.69	$1.54	$1.64	$1.49	$1.69	$1.65	$1.65	$1.61	$1.61

CONFIDENTIAL COUNSEL ONLY

Flowers Industries Nashville - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Nashville, TN	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Unit Share	11.0	9.3	12.6	10.9	10.3	9.9	8.7	10.3	9.3	10.6	8.9	9.2	9.1	8.4	10.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
PRIVATE LABEL															
Units (000)	213	211	186	209	213	207	219	216	225	208	204	202	236	315	2,844
Dollars (000)	$250	$247	$223	$244	$245	$246	$263	$257	$271	$249	$241	$238	$267	$318	$3,310
Avg Price per Unit	$1.17	$1.17	$1.20	$1.17	$1.15	$1.19	$1.20	$1.19	$1.20	$1.19	$1.18	$1.18	$1.13	$1.02	$1.16
Unit Share	18.7	19.0	16.9	18.4	17.6	15.6	16.2	15.7	17.5	16.7	16.0	16.4	17.1	23.2	17.6
ACV Weighted Distribution	85.8%	86.7%	86.9%	94.4%	94.0%	85.7%	82.3%	82.4%	88.0%	89.0%	83.6%	84.9%	91.9%	94.0%	94.4%

CONFIDENTIAL COUNSEL ONLY

Flowers Industries Nashville - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

lashville, TN	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
LASS 3 - SPECIALTY															
Units (000)	161	168	159	162	161	165	165	171	165	166	165	158	175	161	2,140
Dollars (000)	$306	$317	$303	$309	$309	$316	$317	$326	$322	$320	$320	$305	$327	$299	$4,091
Avg Price per Unit	$1.90	$1.89	$1.90	$1.91	$1.92	$1.92	$1.92	$1.91	$1.95	$1.93	$1.94	$1.93	$1.88	$1.86	$1.91
Unit Share	14.1	15.1	14.5	14.3	13.3	12.4	12.2	12.4	12.9	13.3	12.9	12.8	12.6	11.9	13.1
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
COBBLESTONE MILL															
Units (000)	4	4	4	4	3	3	2	3	3	3	2	2	3	2	37
Dollars (000)	$7	$8	$8	$8	$7	$6	$5	$5	$6	$5	$4	$4	$5	$5	$77
Avg Price per Unit	$2.06	$2.08	$2.08	$2.08	$2.08	$2.09	$2.14	$2.15	$2.29	$1.98	$2.15	$2.10	$1.68	$2.13	$2.07
Unit Share	0.3	0.3	0.4	0.3	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
ACV Weighted Distribution	15.8%	15.6%	15.4%	14.3%	14.4%	12.4%	12.3%	12.6%	13.9%	13.9%	12.3%	9.4%	12.3%	12.7%	15.6%
BREAD DUJOUR/WONDER															
Units (000)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Dollars (000)	$0	$0	$0	$0	$0	$1	$0	$0	$0	$0	$0	$0	$0	$0	$2
Avg Price per Unit	$2.02	$1.97	$2.04	$1.97	$2.06	$2.00	$2.02	$2.01	$1.99	$2.04	$1.99	$1.99	$1.99	$1.99	$2.00
Unit Share	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACV Weighted Distribution	9.0%	9.0%	6.9%	6.8%	6.8%	14.5%	15.0%	15.0%	13.7%	4.1%	2.4%	2.4%	4.9%	5.0%	15.0%
EARTH GRAINS															
Units (000)	22	22	21	21	22	25	26	27	24	23	26	24	25	20	305
Dollars (000)	$46	$47	$46	$45	$49	$54	$56	$58	$52	$50	$57	$53	$53	$44	$664
Avg Price per Unit	$2.15	$2.16	$2.16	$2.17	$2.20	$2.18	$2.15	$2.17	$2.20	$2.19	$2.20	$2.17	$2.09	$2.21	$2.17
Unit Share	1.9	1.9	1.9	1.8	1.8	1.9	1.9	1.9	1.8	1.8	2.0	2.0	1.8	1.5	1.9
ACV Weighted Distribution	92.5%	94.3%	94.3%	94.2%	94.0%	94.3%	94.2%	94.2%	91.6%	97.4%	91.6%	91.7%	91.7%	94.0%	97.4%
PEPPERIDGE FARM															
Units (000)	47	52	45	47	48	48	48	50	53	53	48	44	46	41	623
Dollars (000)	$102	$111	$97	$101	$103	$104	$104	$106	$113	$112	$106	$96	$98	$90	$1,340
Avg Price per Unit	$2.16	$2.14	$2.16	$2.14	$2.15	$2.15	$2.15	$2.13	$2.14	$2.13	$2.19	$2.18	$2.13	$2.18	$2.15
Unit Share	4.1	4.6	4.1	4.2	3.9	3.6	3.6	3.6	4.1	4.2	3.8	3.6	3.3	3.0	3.8
ACV Weighted Distribution	92.2%	92.9%	93.2%	92.8%	92.6%	93.6%	92.7%	92.9%	93.0%	98.9%	92.9%	93.0%	93.0%	92.9%	98.9%
ARNOLDS/OROWEAT															

CONFIDENTIAL COUNSEL

Flowers Industries Nashville - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Nashville, TN	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Units (000)	0	1	1	1	0	0	0	1	1	1	2	1	1	1	11
Dollars (000)	$0	$1	$1	$1	$1	$1	$1	$1	$2	$2	$4	$2	$2	$4	$23
Avg Price per Unit	$2.36	$2.32	$2.32	$2.33	$2.32	$2.36	$2.36	$2.35	$2.37	$2.42	$1.65	$2.06	$2.46	$2.47	$2.20
Unit Share	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.2	0.1	0.1	0.1	0.1
ACV Weighted Distribution	29.1%	30.0%	30.8%	25.9%	18.6%	15.8%	11.9%	15.5%	18.3%	30.2%	43.6%	39.6%	20.7%	30.4%	43.6%
PRIVATE LABEL															
Units (000)	37	41	37	41	38	34	32	35	34	36	33	33	39	45	478
Dollars (000)	$50	$53	$48	$57	$50	$44	$42	$46	$48	$51	$45	$47	$52	$58	$641
Avg Price per Unit	$1.37	$1.31	$1.31	$1.38	$1.31	$1.32	$1.31	$1.32	$1.40	$1.40	$1.35	$1.43	$1.35	$1.29	$1.34
Unit Share	3.2	3.7	3.3	3.6	3.1	2.5	2.3	2.5	2.7	2.9	2.6	2.7	2.8	3.3	3.0
ACV Weighted Distribution	83.5%	86.7%	85.5%	84.6%	85.3%	77.6%	75.6%	77.0%	82.4%	85.6%	76.8%	76.8%	85.5%	85.6%	86.7%

CONFIDENTIAL COUNSEL ONLY

Flowers Industries Nashville - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Nashville, TN	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
CLASS 4 - BUNS															
Units (000)	218	225	298	294	454	387	522	350	371	267	272	206	222	237	4,105
Dollars (000)	$239	$259	$296	$323	$423	$416	$494	$395	$354	$300	$279	$245	$264	$266	$4,313
Avg Price per Unit	$1.09	$1.15	$.99	$1.10	$.93	$1.07	$.95	$1.13	$.95	$1.13	$1.03	$1.19	$1.19	$1.12	$1.05
Unit Share	56.1	57.0	58.4	63.9	72.1	67.7	74.7	65.9	68.0	59.8	57.3	34.6	35.3	56.0	62.1
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
FLOWERS_SPECIAL HARVEST															
Units (000)	3	3	6	7	4	2	3	3	2	1	1	1	1	1	34
Dollars (000)	$4	$5	$7	$8	$4	$2	$4	$3	$2	$2	$1	$1	$1	$1	$42
Avg Price per Unit	$1.45	$1.45	$1.12	$1.10	$1.13	$1.09	$1.21	$1.24	$1.43	$1.44	$1.42	$1.43	$1.43	$1.43	$1.22
Unit Share	0.8	0.8	1.2	1.5	0.6	0.4	0.5	0.5	0.3	0.3	0.2	0.1	0.1	0.2	0.8
ACV Weighted Distribution	15.8%	15.6%	15.4%	14.3%	14.3%	12.4%	12.3%	12.6%	13.9%	12.3%	12.3%	12.2%	12.3%	12.3%	15.6%
Wonder															
Units (000)	0	0	0	0	0	1	1	1	1	1	1	1	0	0	9
Dollars (000)	$0	$1	$0	$1	$1	$2	$2	$2	$1	$1	$1	$1	$1	$1	$13
Avg Price per Unit	$1.49	$1.49	$1.49	$1.49	$1.49	$1.49	$1.49	$1.49	$1.49	$1.49	$1.49	$1.49	$1.49	$1.49	$1.49
Unit Share	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.2
ACV Weighted Distribution	7.5%	7.6%	7.4%	7.2%	7.2%	15.1%	14.2%	16.2%	15.6%	15.2%	14.6%	14.0%	14.1%	7.3%	16.2%
RAINBO/COLONIAL															
Units (000)	21	25	23	26	36	49	61	45	32	30	29	27	21	19	423
Dollars (000)	$30	$33	$34	$36	$47	$66	$77	$63	$45	$43	$41	$41	$34	$30	$590
Avg Price per Unit	$1.40	$1.32	$1.47	$1.41	$1.29	$1.34	$1.26	$1.40	$1.41	$1.44	$1.42	$1.52	$1.58	$1.61	$1.40
Unit Share	5.4	6.3	4.6	5.6	5.8	8.5	8.7	8.5	5.9	6.7	6.1	4.5	3.4	4.5	6.6
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	97.0%	97.1%	96.9%	96.9%	94.3%	100.0%	94.3%	94.3%	94.3%	94.3%	100.0%
Bunny_Sunbeam															
Units (000)	24	28	34	38	61	51	55	45	42	42	47	33	38	36	550
Dollars (000)	$36	$42	$51	$55	$79	$74	$76	$61	$58	$57	$58	$48	$55	$53	$767
Avg Price per Unit	$1.52	$1.49	$1.48	$1.45	$1.30	$1.44	$1.39	$1.36	$1.39	$1.34	$1.24	$1.43	$1.46	$1.46	$1.39
Unit Share	6.1	7.2	6.7	8.2	9.7	9.0	7.8	8.4	7.6	9.5	9.8	5.6	6.1	8.5	8.3
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	98.8%	100.0%	100.0%	98.8%	100.0%	100.0%	100.0%	100.0%
PRIVATE LABEL															
Units (000)	147	139	208	194	308	251	362	221	269	169	175	126	141	160	2,722

CONFIDENTIAL COUNSEL ONLY

FBI 00699

Flowers Industries Nashville - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Nashville, TN	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Dollars (000)	$132	$136	$162	$177	$227	$221	$274	$213	$203	$158	$144	$123	$140	$147	$2,327
Avg Price per Unit	$.90	$.98	$.78	$.91	$.74	$.88	$.76	$.96	$.76	$.94	$.83	$.98	$.99	$.92	$.85
Unit Share	37.7	35.3	40.8	42.1	48.9	43.9	51.7	41.7	49.2	37.8	36.8	21.1	22.5	37.8	41.7
ACV Weighted Distribution	98.6%	96.6%	99.0%	99.0%	96.5%	97.3%	96.5%	96.6%	99.3%	99.3%	99.3%	99.3%	99.3%	99.3%	99.3%

CONFIDENTIAL COUNSEL ONLY

FBI 00700

Flowers Industries Nashville - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Nashville, TN	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
CLASS 5 - ROLLS															
Units (000)	171	170	212	167	178	185	177	181	175	179	203	389	407	186	2,805
Dollars (000)	$270	$272	$317	$275	$301	$305	$295	$301	$298	$287	$321	$487	$534	$285	$4,278
Avg Price per Unit	$1.58	$1.60	$1.49	$1.65	$1.74	$1.65	$1.67	$1.66	$1.70	$1.61	$1.58	$1.25	$1.31	$1.54	$1.53
Unit Share	43.9	43.0	41.5	36.1	27.9	32.3	25.3	34.1	32.0	40.2	42.7	65.4	64.7	44.0	46.2
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
FLOWERS,SPECIAL HARVEST															
Units (000)	2	2	2	1	1	0	1	1	1	2	2	3	3	2	21
Dollars (000)	$3	$3	$2	$2	$1	$0	$1	$2	$1	$2	$2	$4	$4	$3	$27
Avg Price per Unit	$1.63	$1.62	$1.38	$1.55	$1.60	$1.67	$1.64	$1.67	$1.70	$1.20	$1.19	$1.11	$1.06	$1.06	$1.29
Unit Share	0.4	0.4	0.3	0.3	0.1	0.0	0.1	0.2	0.1	0.4	0.4	0.6	0.5	0.6	0.4
ACV Weighted Distribution	15.8%	15.6%	15.4%	14.3%	14.3%	9.8%	9.8%	11.3%	13.9%	13.7%	12.3%	12.3%	13.7%	14.1%	15.6%
WONDER															
Units (000)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Dollars (000)	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Avg Price per Unit	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00
Unit Share	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACV Weighted Distribution	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
RAINBO,COLONIAL															
Units (000)	10	10	13	10	11	18	18	19	12	13	16	20	17	10	187
Dollars (000)	$15	$16	$18	$15	$18	$27	$28	$30	$19	$20	$24	$30	$24	$16	$286
Avg Price per Unit	$1.54	$1.50	$1.40	$1.57	$1.57	$1.53	$1.54	$1.54	$1.59	$1.57	$1.53	$1.48	$1.48	$1.61	$1.53
Unit Share	2.5	2.6	2.6	2.1	1.8	3.1	2.6	3.7	2.2	2.9	3.3	3.4	2.6	2.3	2.8
ACV Weighted Distribution	98.7%	98.7%	99.0%	99.0%	96.1%	97.0%	96.2%	96.2%	93.6%	99.3%	93.6%	94.3%	94.3%	94.3%	99.3%
Bunny,Sunbeam Rolls															
Units (000)	2	1	2	2	2	2	2	2	2	2	3	3	3	2	29
Dollars (000)	$2	$2	$3	$3	$2	$3	$3	$3	$4	$3	$4	$5	$4	$3	$41
Avg Price per Unit	$1.45	$1.48	$1.45	$1.44	$1.45	$1.45	$1.44	$1.44	$1.43	$1.43	$1.40	$1.43	$1.44	$1.42	$1.43
Unit Share	0.4	0.3	0.4	0.4	0.3	0.3	0.3	0.4	0.5	0.5	0.6	0.6	0.5	0.5	0.5
ACV Weighted Distribution	21.7%	20.4%	24.1%	24.7%	20.3%	26.1%	26.1%	26.6%	29.3%	30.0%	31.1%	32.3%	32.6%	24.3%	32.6%
PRIVATE LABEL															

CONFIDENTIAL COUNSEL ONLY

FBI 00701

Flowers Industries Nashville - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Nashville, TN	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Units (000)	83	77	109	77	75	71	65	67	72	80	91	223	236	87	1,329
Dollars (000)	$103	$102	$126	$104	$106	$97	$89	$93	$102	$102	$113	$190	$223	$99	$1,545
Avg Price per Unit	$1.25	$1.32	$1.16	$1.36	$1.42	$1.36	$1.37	$1.39	$1.41	$1.27	$1.25	$.85	$.94	$1.13	$1.16
Unit Share	21.3	19.6	21.3	16.7	11.8	12.4	9.3	12.6	13.2	18.0	19.1	37.4	37.5	20.6	23.7
ACV Weighted Distribution	98.7%	98.8%	99.0%	99.0%	96.5%	97.3%	96.5%	96.6%	99.3%	99.3%	99.3%	99.1%	99.3%	99.3%	99.3%

CONFIDENTIAL COUNSEL ONLY

Flower Industries Miami - Monthly InfoScan Sales Analysis

Category: White, Soft Variety & Specialty

Flowers Miami	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks . 98	Latest 52 Weeks
Category - Fresh Bread															
Dollars (000)	$7,848	$7,920	$7,567	$7,249	$6,918	$6,891	$7,302	$7,115	$7,479	$7,259	$7,442	$7,416	$7,516	$7,792	$95,867
Dollar Share, Bread Ctgry	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Flowers															
Dollars (000)	$2,106	$2,094	$2,011	$1,921	$1,822	$1,850	$1,979	$1,882	$1,936	$1,869	$1,806	$1,920	$1,960	$2,064	$25,113
Dollar Share, Bread Ctgry	26.8	26.4	26.6	26.5	26.3	26.8	27.1	26.4	25.9	25.7	24.3	25.9	26.1	26.5	26.2
Total Interstate															
Dollars (000)	$570	$616	$600	$540	$538	$599	$638	$612	$606	$574	$586	$572	$548	$593	$7,622
Dollar Share, Bread Ctgry	7.3	7.8	7.9	7.4	7.8	8.7	8.7	8.6	8.1	7.9	7.9	7.7	7.3	7.6	8.0
Ttl Pepperidge Farms															
Dollars (000)	$820	$887	$787	$743	$644	$625	$627	$594	$684	$762	$790	$776	$837	$886	$9,642
Dollar Share, Bread Ctgry	10.4	11.2	10.4	10.3	9.3	9.1	8.6	8.4	9.1	10.5	10.6	10.5	11.1	11.4	10.1
Arnold/Oroweat/Fran/Tou															
Dollars (000)	$651	$661	$652	$597	$561	$523	$549	$546	$534	$552	$595	$603	$627	$722	$7,722
Dollar Share, Bread Ctgry	8.3	8.3	8.6	8.2	8.1	7.6	7.5	7.7	7.1	7.6	8.0	8.1	8.3	9.3	8.1
Roman Meal Bread															
Dollars (000)	$37	$36	$35	$32	$34	$39	$35	$35	$36	$41	$51	$38	$38	$32	$481
Dollar Share, Bread Ctgry	0.5	0.5	0.5	0.4	0.5	0.6	0.5	0.5	0.5	0.6	0.7	0.5	0.5	0.4	0.5
Private Label/Generic															
Dollars (000)	$2,542	$2,570	$2,442	$2,336	$2,157	$2,168	$2,272	$2,219	$2,240	$2,114	$2,263	$2,391	$2,422	$2,490	$30,084
Dollar Share, Bread Ctgry	32.4	32.5	32.3	32.2	31.2	31.5	31.1	31.2	30.0	29.1	30.4	32.2	32.2	32.0	31.4
Miami - All Other															
Dollars (000)	$1,123	$1,056	$1,040	$1,079	$1,162	$1,088	$1,203	$1,226	$1,444	$1,349	$1,351	$1,116	$1,084	$1,005	$15,203
Dollar Share, Bread Ctgry	14.3	13.3	13.7	14.9	16.8	15.8	16.5	17.2	19.3	18.6	18.2	15.0	14.4	12.9	15.9

CONFIDENTIAL COUNSEL ONLY

FBI 00703

Flowers Industries Miami - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Flowers Miami	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 1 - WHITE															
Units (000)	2,158	2,127	2,102	2,057	1,970	2,049	2,100	2,031	2,088	1,872	1,932	2,062	1,994	2,016	26,399
Dollars (000)	$2,150	$2,119	$2,059	$2,009	$1,897	$1,967	$2,080	$2,076	$2,051	$1,896	$1,939	$2,110	$2,040	$2,019	$26,262
Avg Price per Unit	$1.00	$1.00	$.98	$.98	$.96	$.96	$.99	$1.02	$.98	$1.01	$1.00	$1.02	$1.02	$1.00	$.99
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Flowers DD,FL,WW															
Units (000)	316	351	302	303	310	320	327	311	270	261	273	304	285	273	3,889
Dollars (000)	$484	$481	$446	$462	$439	$457	$501	$475	$430	$398	$394	$459	$432	$418	$5,791
Avg Price per Unit	$1.53	$1.37	$1.48	$1.53	$1.42	$1.43	$1.53	$1.53	$1.59	$1.53	$1.44	$1.51	$1.51	$1.53	$1.49
Unit Share	14.7	16.5	14.4	14.7	15.7	15.6	15.6	15.3	12.9	13.9	14.2	14.7	14.3	13.5	14.7
ACV Weighted Distribution	98.3%	98.5%	98.6%	98.2%	97.7%	97.4%	97.4%	97.5%	97.5%	97.6%	97.7%	98.1%	98.1%	98.3%	98.6%
Holsum/Bahama															
Units (000)	173	180	196	173	157	157	202	180	205	156	153	164	178	159	2,260
Dollars (000)	$291	$303	$303	$272	$255	$258	$299	$279	$294	$252	$240	$252	$258	$244	$3,508
Avg Price per Unit	$1.68	$1.69	$1.55	$1.57	$1.63	$1.64	$1.48	$1.55	$1.43	$1.61	$1.56	$1.54	$1.45	$1.54	$1.55
Unit Share	8.0	8.4	9.3	8.4	8.0	7.7	9.6	8.9	9.8	8.4	7.9	7.9	8.9	7.9	8.6
ACV Weighted Distribution	98.5%	98.5%	98.5%	98.6%	98.6%	98.5%	98.5%	98.6%	98.6%	98.5%	98.5%	98.5%	98.6%	98.6%	98.6%
Sunbeam															
Units (000)	112	109	114	104	97	89	103	100	131	123	114	112	114	117	1,427
Dollars (000)	$136	$142	$143	$126	$118	$117	$115	$118	$147	$140	$142	$136	$140	$152	$1,737
Avg Price per Unit	$1.21	$1.30	$1.26	$1.22	$1.22	$1.31	$1.11	$1.18	$1.12	$1.14	$1.24	$1.21	$1.23	$1.30	$1.22
Unit Share	5.2	5.1	5.4	5.0	4.9	4.4	4.9	4.9	6.3	6.5	5.9	5.4	5.7	5.8	5.4
ACV Weighted Distribution	63.6%	64.3%	64.6%	63.3%	62.2%	61.4%	60.6%	60.1%	59.9%	61.3%	61.9%	62.4%	63.1%	63.8%	64.6%
Wonder															
Units (000)	12	12	12	11	9	9	10	11	12	10	11	12	12	14	144
Dollars (000)	$19	$19	$18	$16	$14	$15	$16	$17	$19	$17	$18	$20	$20	$22	$230
Avg Price per Unit	$1.59	$1.60	$1.50	$1.53	$1.59	$1.65	$1.66	$1.52	$1.57	$1.65	$1.61	$1.65	$1.66	$1.59	$1.60
Unit Share	0.5	0.5	0.6	0.5	0.4	0.4	0.5	0.5	0.6	0.6	0.6	0.6	0.6	0.7	0.5
ACV Weighted Distribution	8.2%	7.9%	8.0%	7.9%	7.9%	8.2%	8.2%	8.2%	8.1%	8.0%	8.0%	7.8%	8.0%	8.2%	8.2%

CONFIDENTIAL COUNSEL ONLY
FBI 00704
Resources, Inc., 1996

Flowers Industries Miami - Monthly InfoScan Sales

Category: Class 1 - White

Flowers Miami	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar. 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Wonder Hearth Rolls															
Units (000)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Dollars (000)	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Avg Price per Unit	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00
Unit Share	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACV Weighted Distribution	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Interstate															
Units (000)	15	15	16	12	12	13	14	14	14	15	16	15	16	15	186
Dollars (000)	$23	$22	$21	$17	$16	$20	$20	$22	$20	$22	$23	$23	$23	$22	$273
Avg Price per Unit	$1.53	$1.49	$1.37	$1.37	$1.39	$1.49	$1.49	$1.52	$1.50	$1.49	$1.50	$1.49	$1.49	$1.49	$1.47
Unit Share	0.7	0.7	0.7	0.6	0.6	0.7	0.6	0.7	0.7	0.8	0.8	0.7	0.8	0.7	0.7
ACV Weighted Distribution	2.9%	2.9%	2.9%	2.8%	2.9%	3.0%	3.0%	3.1%	2.9%	3.1%	3.1%	3.0%	2.9%	2.8%	3.1%
Private Label															
Units (000)	1,356	1,330	1,344	1,328	1,237	1,302	1,320	1,262	1,306	1,169	1,227	1,306	1,239	1,322	16,690
Dollars (000)	$1,130	$1,116	$1,081	$1,056	$979	$1,014	$1,068	$1,081	$1,043	$990	$1,033	$1,122	$1,073	$1,098	$13,754
Avg Price per Unit	$.83	$.84	$.80	$.80	$.79	$.78	$.81	$.86	$.80	$.85	$.84	$.86	$.87	$.83	$.82
Unit Share	62.9	62.5	63.9	64.6	62.8	63.5	62.9	62.1	62.6	62.5	63.5	63.3	62.1	65.6	63.2
ACV Weighted Distribution	99.6%	99.9%	100.0%	99.5%	99.0%	98.8%	98.8%	98.1%	98.1%	98.2%	98.4%	99.0%	99.1%	99.4%	100.0%

CONFIDENTIAL COUNSEL ONLY

FBI 00705

Flowers Industries Miami - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Flowers Miami	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 2 - SOFT VARIETY															
Units (000)	1,955	1,987	1,901	1,915	1,734	1,731	1,805	1,736	1,838	1,754	1,820	1,786	1,892	1,928	23,826
Dollars (000)	$2,822	$2,892	$2,763	$2,613	$2,502	$2,554	$2,654	$2,548	$2,620	$2,550	$2,596	$2,604	$2,608	$2,764	$34,267
Avg Price per Unit	$1.44	$1.46	$1.45	$1.36	$1.44	$1.48	$1.47	$1.47	$1.43	$1.45	$1.43	$1.46	$1.38	$1.43	$1.44
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL NATURES OWN															
Units (000)	827	797	773	775	731	688	690	688	759	686	723	728	829	805	9,672
Dollars (000)	$1,351	$1,353	$1,306	$1,222	$1,172	$1,184	$1,219	$1,178	$1,230	$1,180	$1,163	$1,194	$1,231	$1,307	$15,937
Avg Price per Unit	$1.63	$1.70	$1.69	$1.58	$1.60	$1.72	$1.77	$1.71	$1.62	$1.72	$1.61	$1.64	$1.49	$1.62	$1.65
Unit Share	42.3	40.1	40.7	40.5	42.2	39.7	38.2	39.6	41.3	39.1	39.7	40.8	43.8	41.7	40.6
ACV Weighted Distribution	99.6%	99.9%	100.0%	99.5%	99.0%	98.8%	98.8%	98.9%	98.9%	99.0%	99.1%	99.5%	99.5%	99.7%	100.0%
Country Hearth Variety															
Units (000)	150	144	150	129	113	112	125	149	121	125	131	133	132	121	1,684
Dollars (000)	$193	$187	$189	$166	$148	$141	$151	$167	$155	$159	$168	$170	$167	$162	$2,130
Avg Price per Unit	$1.29	$1.29	$1.26	$1.28	$1.31	$1.27	$1.21	$1.12	$1.29	$1.27	$1.29	$1.28	$1.27	$1.33	$1.26
Unit Share	7.7	7.3	7.9	6.8	6.5	6.4	6.9	8.6	6.6	7.1	7.2	7.4	7.0	6.3	7.1
ACV Weighted Distribution	70.7%	71.4%	71.7%	70.4%	69.3%	68.6%	68.1%	67.6%	67.1%	68.5%	69.0%	69.3%	70.3%	71.1%	71.7%
Holsum/Bahama Soft Variety															
Units (000)	108	151	140	126	143	185	171	157	158	153	168	143	134	176	2,004
Dollars (000)	$168	$219	$209	$189	$207	$259	$253	$246	$221	$235	$251	$233	$202	$250	$2,973
Avg Price per Unit	$1.56	$1.45	$1.49	$1.51	$1.45	$1.40	$1.48	$1.57	$1.40	$1.54	$1.49	$1.63	$1.51	$1.42	$1.48
Unit Share	5.5	7.6	7.3	6.6	8.2	10.7	9.5	9.0	8.6	8.7	9.2	8.0	7.1	9.1	8.4
ACV Weighted Distribution	98.5%	98.5%	98.5%	98.6%	98.6%	98.5%	98.5%	98.6%	98.6%	98.5%	98.5%	98.5%	98.6%	98.6%	98.6%
Interstate Variety															
Units (000)	13	10	10	9	7	7	8	8	9	8	9	9	10	10	114
Dollars (000)	$20	$16	$15	$14	$12	$12	$12	$13	$13	$14	$14	$14	$15	$16	$179
Avg Price per Unit	$1.59	$1.62	$1.56	$1.53	$1.64	$1.62	$1.61	$1.54	$1.51	$1.62	$1.57	$1.59	$1.54	$1.54	$1.57
Unit Share	0.6	0.5	0.5	0.5	0.4	0.4	0.4	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5
ACV Weighted Distribution	35.2%	34.4%	34.4%	34.9%	35.3%	35.5%	36.1%	36.8%	36.7%	33.5%	33.5%	33.3%	32.9%	35.8%	36.8%
Roman Meal Variety															
Units (000)	18	18	18	16	18	24	19	21	22	26	33	22	21	18	276

Monthly Sales Tre

CONFIDENTIAL COUNSEL ONLY

FBI 00706

rces, Inc. 1996

Flowers Industries Miami - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Flowers Miami	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Dollars (000)	$37	$36	$35	$32	$34	$39	$35	$35	$36	$41	$51	$38	$38	$32	$481
Avg Price per Unit	$2.00	$1.99	$2.00	$2.01	$1.86	$1.60	$1.79	$1.69	$1.59	$1.55	$1.54	$1.75	$1.84	$1.83	$1.74
Unit Share	0.9	0.9	0.9	0.8	1.1	1.4	1.1	1.2	1.2	1.5	1.8	1.2	1.1	0.9	1.2
ACV Weighted Distribution	99.6%	99.9%	100.0%	97.5%	97.1%	96.9%	96.9%	98.1%	96.9%	97.1%	98.4%	97.3%	99.1%	99.4%	100.0%
Private Label Variety															
Units (000)	600	613	552	624	502	487	494	478	500	501	507	521	508	550	6,837
Dollars (000)	$692	$716	$649	$648	$584	$576	$582	$554	$583	$567	$592	$611	$589	$623	$7,873
Avg Price per Unit	$1.15	$1.17	$1.18	$1.04	$1.16	$1.18	$1.18	$1.16	$1.17	$1.13	$1.17	$1.17	$1.16	$1.13	$1.15
Unit Share	30.7	30.8	29.0	32.6	29.0	28.2	27.4	27.6	27.2	28.6	27.8	29.2	26.9	28.5	28.7
ACV Weighted Distribution	99.3%	99.7%	99.9%	99.1%	98.2%	97.8%	97.8%	97.1%	98.0%	98.2%	98.4%	98.6%	98.7%	99.1%	99.9%

CONFIDENTIAL COUNSEL ONLY

FBI 00707

Flowers Industries Miami - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Flowers Miami	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
CLASS 3 - SPECIALTY															
Units (000)	1,602	1,633	1,504	1,432	1,392	1,295	1,498	1,386	1,579	1,572	1,592	1,509	1,643	1,695	19,728
Dollars (000)	$2,737	$2,764	$2,594	$2,496	$2,393	$2,237	$2,431	$2,359	$2,676	$2,703	$2,795	$2,598	$2,763	$2,898	$33,706
Avg Price per Unit	$1.71	$1.69	$1.72	$1.74	$1.72	$1.73	$1.62	$1.70	$1.70	$1.72	$1.76	$1.72	$1.68	$1.71	$1.71
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL COBBLESTONE MILL															
Units (000)	114	105	105	94	83	80	78	81	86	110	98	122	136	188	1,367
Dollars (000)	$188	$181	$181	$163	$143	$139	$135	$138	$147	$149	$159	$180	$188	$257	$2,157
Avg Price per Unit	$1.65	$1.72	$1.72	$1.73	$1.73	$1.72	$1.72	$1.70	$1.72	$1.35	$1.63	$1.47	$1.38	$1.36	$1.58
Unit Share	7.1	6.4	7.0	6.6	6.0	6.2	5.2	5.8	5.4	7.0	6.1	8.1	8.3	11.1	6.9
ACV Weighted Distribution	99.6%	99.9%	100.0%	99.5%	99.0%	98.8%	98.8%	98.1%	98.9%	99.0%	99.1%	99.0%	99.1%	99.4%	100.0%
TOTAL PEPPERIDGE FARM															
Units (000)	405	453	380	367	318	307	308	291	346	370	372	368	404	412	4,694
Dollars (000)	$820	$887	$787	$743	$644	$625	$627	$594	$684	$762	$790	$776	$837	$886	$9,642
Avg Price per Unit	$2.03	$1.96	$2.07	$2.03	$2.03	$2.04	$2.04	$2.05	$1.97	$2.06	$2.12	$2.11	$2.07	$2.15	$2.05
Unit Share	25.3	27.7	25.3	25.6	22.8	23.7	20.5	21.0	21.9	23.5	23.4	24.4	24.6	24.3	23.8
ACV Weighted Distribution	99.7%	99.9%	100.0%	99.6%	99.1%	99.0%	99.0%	99.0%	100.0%	100.0%	100.0%	99.5%	99.6%	99.7%	100.0%
ARN/ORO/FRNSC/SNMD															
Units (000)	298	311	299	264	257	235	263	259	237	239	258	266	279	302	3,470
Dollars (000)	$606	$614	$608	$557	$526	$490	$515	$511	$496	$513	$549	$558	$580	$667	$7,185
Avg Price per Unit	$2.03	$1.98	$2.04	$2.11	$2.05	$2.08	$1.96	$1.97	$2.09	$2.14	$2.13	$2.10	$2.08	$2.21	$2.07
Unit Share	18.6	19.0	19.9	18.4	18.5	18.2	17.6	18.7	15.0	15.2	16.2	17.6	17.0	17.8	17.6
ACV Weighted Distribution	99.7%	99.9%	100.0%	99.6%	99.1%	99.0%	99.0%	99.0%	100.0%	100.0%	100.0%	99.5%	99.6%	99.7%	100.0%
TOTAL A&C ITALIAN BAKERIES															
Units (000)	6	6	7	6	5	5	5	5	5	5	5	5	5	5	69
Dollars (000)	$9	$9	$10	$8	$7	$7	$7	$7	$7	$8	$8	$8	$8	$8	$103
Avg Price per Unit	$1.42	$1.42	$1.42	$1.42	$1.42	$1.42	$1.41	$1.42	$1.42	$1.59	$1.62	$1.62	$1.62	$1.62	$1.49
Unit Share	0.4	0.4	0.5	0.4	0.4	0.4	0.3	0.4	0.3	0.3	0.3	0.3	0.3	0.3	0.4
ACV Weighted Distribution	28.0%	28.4%	28.5%	28.0%	27.5%	27.1%	26.7%	25.4%	33.9%	48.9%	49.6%	46.6%	42.3%	41.5%	49.6%
TOTAL EARTH GRAINS															
Units (000)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Dollars (000)	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Avg Price per Unit	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00
Unit Share	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACV Weighted Distribution	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Continental Specialty															

CONFIDENTIAL COUNSEL ONLY

Inc. 1996

Flowers Industries Miami - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Flowers Miami	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Units (000)	1	2	2	1	1	1	1	1	1	1	1	1	2	2	16
Dollars (000)	$3	$3	$3	$2	$2	$2	$2	$2	$2	$2	$2	$2	$3	$3	$28
Avg Price per Unit	$1.86	$1.50	$1.89	$1.90	$1.92	$1.93	$1.91	$1.93	$1.91	$1.91	$1.75	$1.75	$1.66	$1.53	$1.77
Unit Share	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
ACV Weighted Distribution	8.9%	9.1%	8.7%	9.2%	8.3%	9.6%	9.6%	9.0%	9.0%	9.0%	9.0%	9.2%	8.5%	9.4%	9.6%
TOTAL PRIVATE LABEL/GENERIC															
Units (000)	499	512	495	439	419	395	458	409	426	391	460	473	553	562	5,992
Dollars (000)	$625	$642	$620	$552	$516	$489	$534	$505	$536	$488	$565	$583	$681	$689	$7,401
Avg Price per Unit	$1.25	$1.25	$1.25	$1.26	$1.23	$1.24	$1.17	$1.23	$1.26	$1.25	$1.23	$1.23	$1.23	$1.23	$1.24
Unit Share	31.2	31.4	32.9	30.6	30.1	30.5	30.6	29.5	27.0	24.9	28.9	31.3	33.7	33.2	30.4
ACV Weighted Distribution	99.3%	99.7%	99.9%	99.1%	98.2%	97.8%	97.8%	97.1%	98.0%	98.2%	98.4%	98.6%	98.7%	99.1%	99.9%

CONFIDENTIAL COUNSEL ONLY

FBI 00709

Flowers Industries Miami - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Flowers Miami	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 4 - BUNS															
Units (000)	988	1,014	1,050	998	1,230	1,116	1,341	1,059	1,107	875	889	778	845	930	13,231
Dollars (000)	$1,106	$1,129	$1,168	$1,167	$1,262	$1,211	$1,353	$1,124	$1,141	$1,008	$1,010	$902	$999	$1,060	$14,535
Avg Price per Unit	$1.12	$1.11	$1.11	$1.17	$1.03	$1.08	$1.01	$1.06	$1.03	$1.15	$1.14	$1.16	$1.18	$1.14	$1.10
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
FLWR/DAND/SPCHRV															
Units (000)	121	104	112	125	144	140	149	102	112	105	112	94	102	98	1,502
Dollars (000)	$126	$109	$118	$130	$153	$149	$157	$105	$115	$108	$115	$97	$106	$110	$1,573
Avg Price per Unit	$1.04	$1.04	$1.05	$1.04	$1.06	$1.06	$1.06	$1.03	$1.03	$1.03	$1.03	$1.03	$1.04	$1.13	$1.05
Unit Share	12.3	10.3	10.7	12.5	11.7	12.6	11.1	9.7	10.1	12.1	12.6	12.1	12.1	10.5	11.3
ACV Weighted Distribution	69.1%	77.3%	72.5%	73.8%	89.8%	79.9%	87.7%	90.5%	93.4%	96.1%	92.3%	83.8%	83.6%	80.1%	96.1%
MERITA/TAYSTEE															
Units (000)	11	10	11	10	10	13	16	14	10	11	13	11	12	11	153
Dollars (000)	$20	$20	$22	$19	$19	$23	$25	$22	$19	$19	$21	$21	$23	$20	$272
Avg Price per Unit	$1.85	$1.96	$1.97	$2.00	$1.93	$1.76	$1.53	$1.58	$1.83	$1.71	$1.60	$1.87	$1.87	$1.81	$1.78
Unit Share	1.1	1.0	1.1	1.0	0.8	1.1	1.2	1.3	0.9	1.3	1.5	1.4	1.5	1.2	1.2
ACV Weighted Distribution	26.2%	27.7%	25.4%	25.7%	26.2%	26.5%	26.3%	26.3%	26.9%	27.7%	29.8%	30.1%	29.8%	32.0%	32.0%
HOLSUM															
Units (000)	27	28	29	29	34	40	53	34	32	29	29	23	27	30	417
Dollars (000)	$44	$45	$46	$46	$54	$60	$73	$48	$50	$45	$46	$36	$43	$48	$641
Avg Price per Unit	$1.59	$1.59	$1.59	$1.60	$1.60	$1.50	$1.38	$1.43	$1.55	$1.55	$1.59	$1.60	$1.60	$1.59	$1.54
Unit Share	2.8	2.8	2.8	2.9	2.7	3.6	4.0	3.2	2.9	3.3	3.3	2.9	3.2	3.3	3.2
ACV Weighted Distribution	98.1%	98.4%	96.8%	98.1%	98.5%	98.5%	97.3%	96.6%	96.6%	96.7%	96.8%	97.6%	97.7%	98.3%	98.5%
PRIVATE LABEL															
Units (000)	567	592	597	550	687	623	766	526	620	470	481	429	442	518	7,300
Dollars (000)	$474	$477	$474	$498	$520	$495	$562	$458	$454	$397	$395	$368	$396	$424	$5,917
Avg Price per Unit	$.84	$.81	$.79	$.91	$.76	$.79	$.73	$.87	$.73	$.84	$.82	$.86	$.89	$.82	$.81
Unit Share	57.4	58.3	56.9	55.1	55.9	55.8	57.1	49.6	56.0	53.7	54.1	55.1	52.4	55.6	55.2
ACV Weighted Distribution	99.6%	99.9%	100.0%	99.5%	99.0%	98.8%	98.8%	98.1%	98.1%	98.2%	98.4%	99.0%	99.1%	99.4%	100.0%

CONFIDENTIAL COUNSEL ONLY

FBI 00710

Monthly Sales Trends

Source: Information Resources, Inc., 1996

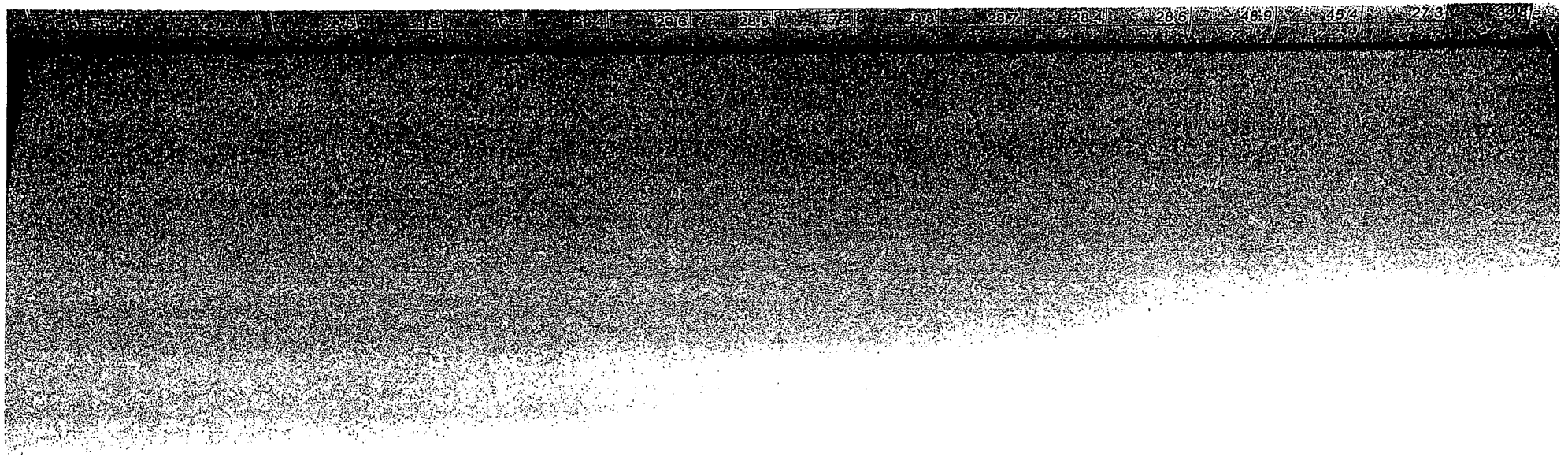
Flowers Industries Miami - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Flowers Miami	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 5 - ROLLS															
Units (000)	405	415	461	362	340	324	322	303	315	311	336	579	525	391	4,983
Dollars (000)	$658	$671	$728	$603	$565	$537	$536	$496	$518	$514	$551	$815	$801	$627	$7,961
Avg Price per Unit	$1.62	$1.62	$1.58	$1.67	$1.66	$1.66	$1.67	$1.64	$1.64	$1.65	$1.64	$1.41	$1.53	$1.60	$1.60
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
FLWR/DAND/SPCHRV															
Units (000)	9	19	17	9	10	10	8	9	9	8	11	32	26	14	182
Dollars (000)	$12	$20	$22	$13	$14	$14	$12	$12	$13	$12	$14	$35	$28	$17	$226
Avg Price per Unit	$1.37	$1.03	$1.31	$1.42	$1.42	$1.43	$1.42	$1.42	$1.41	$1.41	$1.27	$1.10	$1.09	$1.23	$1.24
Unit Share	2.2	4.7	3.6	2.6	2.9	3.1	2.6	2.8	3.0	2.7	3.3	5.5	4.9	3.5	3.7
ACV Weighted Distribution	54.0%	62.4%	63.3%	50.8%	52.3%	48.8%	47.3%	53.7%	53.0%	52.6%	53.1%	72.1%	76.0%	43.4%	76.0%
MERITA/TAYSTEE															
Units (000)	7	8	8	7	9	7	6	4	5	6	8	10	11	8	96
Dollars (000)	$13	$13	$15	$14	$15	$12	$11	$8	$8	$9	$12	$16	$19	$14	$166
Avg Price per Unit	$1.85	$1.75	$1.89	$1.83	$1.66	$1.76	$1.90	$1.88	$1.76	$1.54	$1.63	$1.59	$1.79	$1.67	$1.74
Unit Share	1.8	1.8	1.8	2.1	2.6	2.1	1.8	1.4	1.5	1.9	2.3	1.7	2.0	2.1	1.9
ACV Weighted Distribution	25.2%	24.9%	24.8%	24.6%	25.0%	25.0%	25.1%	25.4%	25.9%	29.6%	28.3%	31.7%	28.3%	30.6%	31.7%
PRIVATE LABEL															
Units (000)	114	117	160	100	93	84	86	88	86	83	93	250	190	105	1,534
Dollars (000)	$140	$140	$184	$119	$114	$99	$103	$103	$103	$99	$111	$248	$206	$129	$1,758
Avg Price per Unit	$1.22	$1.20	$1.15	$1.19	$1.23	$1.18	$1.20	$1.17	$1.19	$1.19	$1.20	$.99	$1.09	$1.22	$1.15
Unit Share	28.3	28.3	34.7	27.7	27.4	25.9	26.6	28.9	27.5	26.8	27.5	43.1	36.1	26.8	30.8
ACV Weighted Distribution	99.3%	99.7%	100.0%	99.1%	96.4%	96.1%	97.8%	97.1%	98.0%	98.2%	98.4%	99.0%	99.1%	99.1%	100.0%

CONFIDENTIAL COUNSEL ONLY

FBI 00711



CONFIDENTIAL COUNSEL
ONLY

FBI 00712

CONFIDENTIAL COUNSEL ONLY

Flowers Industries Orlando - Monthly InfoScan Sales Analysis

Category: White, Soft Variety & Specialty

Orlando, FL	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Category - Fresh Bread															
Dollars (000)	$3,601	$3,501	$3,365	$3,316	$3,229	$3,403	$3,536	$3,422	$3,320	$3,366	$3,471	$3,440	$3,498	$3,756	$44,623
Dollar Share, Bread Ctgry	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Flowers															
Dollars (000)	$834	$842	$799	$784	$813	$845	$890	$880	$876	$839	$822	$809	$852	$875	$10,927
Dollar Share, Bread Ctgry	23.1	24.0	23.7	23.6	25.2	24.8	25.2	25.7	26.4	24.9	23.7	23.5	24.4	23.3	24.5
Interstate															
Dollars (000)	$666	$616	$648	$600	$600	$664	$678	$661	$629	$638	$643	$643	$675	$733	$8,427
Dollar Share, Bread Ctgry	18.5	17.6	19.2	18.1	18.6	19.5	19.2	19.3	19.0	19.0	18.5	18.7	19.3	19.5	18.9
Continental															
Dollars (000)	$227	$231	$228	$219	$208	$215	$204	$210	$224	$220	$210	$212	$214	$246	$2,840
Dollar Share, Bread Ctgry	6.3	6.6	6.8	6.6	6.4	6.3	5.8	6.1	6.7	6.5	6.1	6.2	6.1	6.6	6.4
Country Hearth															
Dollars (000)	$194	$214	$212	$210	$169	$210	$232	$201	$214	$215	$227	$216	$212	$219	$2,750
Dollar Share, Bread Ctgry	5.4	6.1	6.3	6.3	5.2	6.2	6.6	5.9	6.5	6.4	6.6	6.3	6.1	5.8	6.2
Pepperidge Farms															
Dollars (000)	$273	$291	$261	$256	$235	$238	$233	$232	$243	$267	$277	$262	$283	$315	$3,394
Dollar Share, Bread Ctgry	7.6	8.3	7.7	7.7	7.3	7.0	6.6	6.8	7.3	7.9	8.0	7.6	8.1	8.4	7.6
Roman Meal															
Dollars (000)	$12	$11	$10	$9	$9	$11	$13	$12	$15	$11	$12	$19	$10	$20	$162
Dollar Share, Bread Ctgry	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.3	0.4	0.3	0.4	0.5	0.3	0.5	0.4
Arnold Oroweat															
Dollars (000)	$213	$216	$210	$209	$187	$196	$196	$197	$181	$190	$207	$196	$201	$231	$2,616
Dollar Share, Bread Ctgry	5.9	6.2	6.2	6.3	5.8	5.8	5.5	5.7	5.5	5.6	6.0	5.7	5.7	6.2	5.9
Private Label															
Dollars (000)	$1,018	$984	$912	$957	$949	$960	$1,025	$961	$880	$901	$985	$995	$974	$1,039	$12,522
Dollar Share, Bread Ctgry	28.3	28.1	27.1	28.9	29.4	28.2	29.0	28.1	26.5	26.8	28.4	28.9	27.9	27.7	28.1
Orlando - All Other															
Dollars (000)	$249	$205	$211	$191	$179	$184	$199	$194	$185	$213	$212	$210	$214	$217	$2,615
Dollar Share, Bread Ctgry	6.9	5.9	6.3	5.8	5.5	5.4	5.6	5.7	5.6	6.3	6.1	6.1	6.1	5.8	5.9

FBI 00713

CONFIDENTIAL COUNSEL ONLY

Monthly Dollars Report

Source: Information Resources, Inc., 1996

Flower Industries Orlando - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Orlando, FL

	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 1 - WHITE															
Units (000)	1,090	1,005	1,036	1,017	1,028	1,145	1,170	1,123	1,051	1,043	1,038	1,075	1,081	1,137	13,949
Dollars (000)	$1,266	$1,170	$1,169	$1,112	$1,142	$1,291	$1,334	$1,297	$1,225	$1,215	$1,194	$1,240	$1,239	$1,312	$15,941
Avg Price per Unit	$1.16	$1.16	$1.13	$1.09	$1.11	$1.13	$1.14	$1.16	$1.17	$1.16	$1.15	$1.15	$1.15	$1.15	$1.14
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Flowers SB,WW,FL,DD															
Units (000)	192	188	139	137	166	175	182	194	194	196	163	171	202	174	2,263
Dollars (000)	$257	$243	$197	$193	$225	$249	$258	$260	$273	$257	$221	$227	$251	$224	$3,078
Avg Price per Unit	$1.34	$1.29	$1.42	$1.40	$1.36	$1.42	$1.42	$1.34	$1.41	$1.31	$1.35	$1.33	$1.24	$1.29	$1.35
Unit Share	17.6	18.7	13.4	13.5	16.1	15.3	15.6	17.2	18.4	18.8	15.7	15.9	18.7	15.3	16.2
ACV Weighted Distribution	100.0%	99.7%	99.8%	99.7%	99.6%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Interstate															
Units (000)	277	277	333	302	284	315	319	305	295	308	304	307	306	358	4,011
Dollars (000)	$419	$407	$447	$406	$400	$466	$475	$458	$433	$446	$444	$449	$447	$502	$5,782
Avg Price per Unit	$1.51	$1.47	$1.34	$1.35	$1.41	$1.48	$1.49	$1.50	$1.47	$1.45	$1.46	$1.46	$1.46	$1.40	$1.44
Unit Share	25.4	27.6	32.2	29.7	27.6	27.5	27.2	27.1	28.1	29.5	29.3	28.5	28.4	31.4	28.8
ACV Weighted Distribution	100.0%	99.7%	99.8%	99.7%	99.6%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Wonder															
Units (000)	48	53	63	64	52	44	42	49	57	49	48	47	45	65	677
Dollars (000)	$67	$78	$80	$80	$72	$69	$66	$73	$84	$77	$72	$74	$71	$94	$991
Avg Price per Unit	$1.40	$1.48	$1.28	$1.25	$1.39	$1.55	$1.59	$1.49	$1.47	$1.56	$1.50	$1.58	$1.59	$1.45	$1.46
Unit Share	4.4	5.2	6.0	6.3	5.0	3.9	3.6	4.4	5.5	4.7	4.6	4.4	4.1	5.7	4.9
ACV Weighted Distribution	100.0%	99.7%	99.8%	99.7%	99.6%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Country Hearth															
Units (000)	31	13	15	5	12	22	8	28	11	5	5	7	7	10	149
Dollars (000)	$32	$14	$16	$6	$15	$25	$9	$31	$13	$7	$6	$9	$9	$12	$174
Avg Price per Unit	$1.03	$1.10	$1.05	$1.27	$1.22	$1.12	$1.17	$1.10	$1.22	$1.26	$1.33	$1.31	$1.19	$1.25	$1.16
Unit Share	2.8	1.3	1.5	0.5	1.2	2.0	0.7	2.5	1.0	0.5	0.5	0.7	0.7	0.9	1.1
ACV Weighted Distribution	72.2%	65.6%	65.6%	85.1%	93.6%	100.0%	80.8%	100.0%	100.0%	71.8%	85.8%	78.7%	77.9%	90.9%	100.0%

FBI 00714

CONFIDENTIAL COUNSEL ONLY

Flower Industries Orlando - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Orlando, FL

	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Private Label															
Units (000)	471	429	424	474	479	529	571	507	452	448	484	507	475	492	6,270
Dollars (000)	$400	$364	$350	$377	$380	$409	$463	$420	$364	$376	$402	$430	$402	$426	$5,164
Avg Price per Unit	$.85	$.85	$.82	$.79	$.79	$.77	$.81	$.83	$.80	$.84	$.83	$.85	$.85	$.87	$.82
Unit Share	43.2	42.6	41.0	46.6	46.6	46.2	48.8	45.1	43.0	42.9	46.6	47.2	43.9	43.3	45.0
ACV Weighted Distribution	99.6%	99.7%	100.0%	100.0%	100.0%	100.0%	99.6%	99.6%	99.6%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

FBI 00715

CONFIDENTIAL COUNSEL
ONLY

Flowers Industries Orlando - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Orlando, FL	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
CLASS 2 - SOFT VARIETY															
Units (000)	1,176	1,215	1,200	1,212	1,085	1,170	1,233	1,150	1,149	1,159	1,195	1,157	1,149	1,270	15,345
Dollars (000)	$1,649	$1,647	$1,604	$1,580	$1,508	$1,614	$1,686	$1,602	$1,568	$1,582	$1,635	$1,593	$1,576	$1,717	$20,912
Avg Price per Unit	$1.40	$1.36	$1.34	$1.30	$1.39	$1.38	$1.37	$1.39	$1.36	$1.36	$1.37	$1.38	$1.37	$1.35	$1.36
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
NATURES OWN															
Units (000)	259	270	256	262	249	261	283	278	266	247	262	250	253	274	3,412
Dollars (000)	$401	$407	$394	$390	$391	$397	$422	$423	$398	$378	$396	$380	$378	$409	$5,164
Avg Price per Unit	$1.55	$1.51	$1.54	$1.49	$1.57	$1.52	$1.49	$1.52	$1.50	$1.53	$1.51	$1.52	$1.49	$1.49	$1.51
Unit Share	22.0	22.2	21.4	21.6	23.0	22.3	23.0	24.2	23.2	21.3	21.9	21.6	22.0	21.6	22.2
ACV Weighted Distribution	100.0%	99.7%	99.8%	99.7%	99.6%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
COUNTRY HEARTH															
Units (000)	134	181	176	181	122	156	198	141	175	176	187	175	172	173	2,213
Dollars (000)	$162	$199	$196	$204	$154	$184	$223	$170	$201	$208	$221	$207	$203	$206	$2,577
Avg Price per Unit	$1.21	$1.10	$1.11	$1.13	$1.26	$1.18	$1.13	$1.20	$1.15	$1.18	$1.18	$1.18	$1.18	$1.19	$1.16
Unit Share	11.4	14.9	14.7	14.9	11.3	13.4	16.0	12.3	15.2	15.2	15.6	15.1	14.9	13.6	14.4
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
HOME PRIDE/WONDER															
Units (000)	102	89	90	88	84	94	87	86	83	93	91	89	92	95	1,162
Dollars (000)	$151	$141	$138	$132	$129	$141	$131	$130	$133	$136	$132	$130	$134	$142	$1,749
Avg Price per Unit	$1.47	$1.58	$1.53	$1.49	$1.54	$1.49	$1.52	$1.51	$1.59	$1.46	$1.45	$1.45	$1.46	$1.49	$1.50
Unit Share	8.7	7.3	7.5	7.3	7.7	8.1	7.0	7.5	7.3	8.1	7.6	7.7	8.0	7.5	7.6
ACV Weighted Distribution	100.0%	99.7%	99.8%	99.7%	99.6%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Ttl Merita/Tys/AutGrn															
Units (000)	154	130	130	123	128	123	127	131	125	119	125	122	158	152	1,621
Dollars (000)	$235	$199	$190	$182	$191	$187	$194	$194	$188	$181	$187	$185	$246	$218	$2,400
Avg Price per Unit	$1.53	$1.53	$1.46	$1.48	$1.50	$1.52	$1.53	$1.48	$1.50	$1.52	$1.50	$1.51	$1.42	$1.43	$1.48

Monthly Sales Trends

FBI 00716

Source

CONFIDENTIAL COUNSEL ONLY

Flowers Industries Orlando - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Orlando, FL	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Unit Share	13.1	10.7	10.9	10.1	11.8	10.5	10.3	11.4	10.9	10.3	10.4	10.6	13.3	12.0	11.0
ACV Weighted Distribution	100.0%	99.7%	99.8%	99.7%	99.6%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Roman Meal															
Units (000)	8	7	6	5	5	7	9	8	10	7	8	12	6	17	108
Dollars (000)	$12	$11	$10	$9	$9	$11	$13	$12	$15	$11	$12	$19	$10	$20	$162
Avg Price per Unit	$1.52	$1.58	$1.74	$1.77	$1.68	$1.54	$1.43	$1.52	$1.42	$1.57	$1.53	$1.61	$1.63	$1.17	$1.50
Unit Share	0.7	0.6	0.5	0.4	0.5	0.6	0.7	0.7	0.9	0.6	0.7	1.0	0.6	1.4	0.7
ACV Weighted Distribution	95.9%	96.9%	97.0%	92.8%	96.6%	95.4%	97.6%	97.6%	98.4%	97.6%	98.4%	97.6%	97.9%	96.9%	98.4%
Ttl Private Label/Generic															
Units (000)	488	490	441	483	450	426	437	430	413	421	470	453	450	492	5,857
Dollars (000)	$574	$576	$523	$545	$531	$503	$515	$506	$480	$490	$550	$531	$532	$575	$6,858
Avg Price per Unit	$1.18	$1.18	$1.19	$1.13	$1.18	$1.18	$1.18	$1.18	$1.16	$1.16	$1.17	$1.17	$1.18	$1.17	$1.17
Unit Share	41.5	40.3	36.7	39.9	41.5	36.4	35.4	37.4	35.9	36.3	39.3	39.1	39.2	38.8	38.2
ACV Weighted Distribution	99.6%	99.7%	100.0%	100.0%	100.0%	100.0%	99.6%	99.6%	99.6%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

CONFIDENTIAL COUNSEL ONLY

FBI 00717

Flowers Industries Orlando - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Orlando, FL	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
CLASS 3 - SPECIALTY															
Units (000)	695	695	654	649	608	623	641	631	604	641	705	690	728	764	8,632
Dollars (000)	$1,099	$1,088	$1,045	$1,031	$964	$978	$994	$973	$950	$1,010	$1,085	$1,060	$1,113	$1,211	$13,502
Avg Price per Unit	$1.58	$1.57	$1.60	$1.59	$1.59	$1.57	$1.55	$1.54	$1.57	$1.58	$1.54	$1.54	$1.53	$1.59	$1.56
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Dist	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
COBBLESTONE MILL															
Units (000)	43	41	40	40	37	38	35	33	37	44	38	44	53	56	537
Dollars (000)	$75	$72	$71	$71	$65	$67	$64	$61	$64	$67	$66	$70	$77	$88	$903
Avg Price per Unit	$1.75	$1.77	$1.76	$1.77	$1.76	$1.77	$1.81	$1.83	$1.75	$1.52	$1.73	$1.59	$1.43	$1.59	$1.68
Unit Share	6.2	5.9	6.1	6.2	6.1	6.0	5.5	5.3	6.1	6.9	5.4	6.4	7.3	7.3	6.2
ACV Weighted Dist	97.6%	98.8%	99.0%	98.5%	98.2%	97.0%	97.0%	98.4%	99.0%	100.0%	98.7%	97.8%	98.0%	98.1%	100.0%
PEPPERIDGE FARM															
Units (000)	133	146	125	123	112	115	112	111	121	129	127	120	138	147	1,624
Dollars (000)	$273	$291	$261	$256	$235	$238	$233	$232	$243	$267	$277	$262	$283	$315	$3,394
Avg Price per Unit	$2.06	$2.00	$2.09	$2.09	$2.09	$2.08	$2.09	$2.10	$2.02	$2.07	$2.19	$2.18	$2.06	$2.14	$2.09
Unit Share	19.1	21.0	19.1	18.9	18.5	18.4	17.4	17.6	20.0	20.1	18.0	17.5	18.9	19.3	18.8
ACV Weighted Dist	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Ttl Arn/Oro/Fran															
Units (000)	101	106	97	94	86	97	93	95	82	84	91	86	91	98	1,198
Dollars (000)	$198	$200	$196	$195	$175	$184	$183	$184	$168	$176	$192	$183	$186	$215	$2,437
Avg Price per Unit	$1.95	$1.89	$2.02	$2.07	$2.05	$1.90	$1.98	$1.93	$2.05	$2.11	$2.10	$2.13	$2.05	$2.20	$2.03
Unit Share	14.6	15.2	14.8	14.5	14.1	15.5	14.4	15.1	13.6	13.0	12.9	12.5	12.5	12.8	13.9
ACV Weighted Dist	100.0%	99.7%	99.8%	99.7%	99.6%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
PRIVATE LABEL/GENERIC															
Units (000)	202	199	200	191	197	195	200	190	178	181	224	218	229	240	2,434
Dollars (000)	$251	$246	$250	$238	$241	$241	$247	$237	$225	$230	$274	$270	$281	$302	$3,041
Avg Price per Unit	$1.24	$1.24	$1.25	$1.25	$1.23	$1.23	$1.23	$1.25	$1.26	$1.27	$1.22	$1.24	$1.23	$1.27	$1.25
Unit Share	29.1	28.6	30.7	29.4	32.3	31.3	31.3	30.1	29.5	28.3	31.8	31.5	31.4	31.8	28.1

Monthly Sales Trends

FBI 00718

Source: IRI

CONFIDENTIAL COUNSEL ONLY

Flowers Industries Orlando - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Orlando, FL	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
	99.6%	99.7%	100.0%	100.0%	100.0%	100.0%	99.6%	99.6%	99.6%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

CONFIDENTIAL COUNSEL ONLY

FBI 00719

Flowers Industries Orlando - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Orlando, FL

	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 4 - BUNS															
Units (000)	489	526	558	550	711	678	795	596	608	493	486	406	439	514	7,360
Dollars (000)	$512	$553	$566	$580	$670	$652	$736	$576	$566	$495	$485	$417	$458	$511	$7,267
Avg Price per Unit	$1.05	$1.05	$1.02	$1.06	$.94	$.96	$.93	$.97	$.93	$1.00	$1.00	$1.03	$1.04	$.99	$.99
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
SNBM/FLWR/SPC HVST															
Units (000)	37	51	61	59	66	66	72	56	54	47	47	40	47	45	[illegible]
Dollars (000)	$48	$58	$67	$65	$71	$72	$77	$61	$58	$50	$50	$42	$49	$51	$771
Avg Price per Unit	$1.31	$1.14	$1.10	$1.09	$1.08	$1.08	$1.08	$1.08	$1.07	$1.06	$1.06	$1.07	$1.04	$1.14	$1.08
Unit Share	7.5	9.7	10.9	10.8	9.3	9.8	9.0	9.5	8.8	9.6	9.7	9.8	10.6	8.7	[illegible]
ACV Weighted Distribution	47.8%	52.3%	52.8%	56.5%	57.3%	59.6%	70.5%	70.4%	72.8%	76.4%	74.1%	66.5%	68.2%	67.4%	[illegible]
MERITA/TAYSTEE/AUT GRN															
Units (000)	54	58	59	58	69	94	117	90	89	82	79	68	74	90	[illegible]
Dollars (000)	$75	$81	$81	$80	$85	$102	$122	$96	$93	$87	$85	$76	$81	$98	$1,168
Avg Price per Unit	$1.37	$1.39	$1.37	$1.38	$1.24	$1.09	$1.05	$1.07	$1.05	$1.06	$1.07	$1.11	$1.10	$1.08	$1.14
Unit Share	11.1	11.0	10.6	10.5	9.7	13.8	14.7	15.1	14.6	16.7	16.3	16.8	16.8	17.6	[illegible]
ACV Weighted Distribution	96.5%	97.5%	98.0%	96.9%	96.6%	95.5%	94.9%	95.9%	96.0%	95.5%	94.7%	94.7%	95.3%	96.3%	[illegible]
COUNTRY HEARTH															
Units (000)	6	5	5	10	19	18	15	12	9	9	9	8	10	[illegible]	[illegible]
Dollars (000)	$9	$8	$8	$14	$21	$21	$19	$16	$12	$13	$13	$11	$14	[illegible]	[illegible]
Avg Price per Unit	$1.54	$1.74	$1.63	$1.36	$1.13	$1.17	$1.25	$1.27	$1.44	$1.40	$1.44	$1.45	$1.41	[illegible]	[illegible]
Unit Share	1.2	0.9	0.9	1.9	2.6	2.7	1.9	2.1	1.4	1.8	1.9	1.9	2.3	[illegible]	[illegible]
ACV Weighted Distribution	46.4%	46.4%	51.0%	62.1%	75.0%	79.4%	74.0%	71.4%	61.8%	61.3%	72.3%	72.3%	74.7%	[illegible]	[illegible]
WONDER															
Units (000)	0	0	0	0	0	0	0	0	0	0	0	0	0	[illegible]	[illegible]
Dollars (000)	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	[illegible]	[illegible]
Avg Price per Unit	$1.29	$1.29	$.00	$.00	$.00	$.99	$.99	$.99	$.99	$.99	$.99	$.99	$1.06	[illegible]	[illegible]
Unit Share	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	[illegible]	[illegible]

Monthly Sales Trends

FBI 00720

Source:

CONFIDENTIAL COUNSEL ONLY

Flowers Industries Orlando - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Orlando, FL	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
ACV Weighted Distribution	1.2%	5.0%	0.0%	0.0%	0.0%	3.4%	4.1%	0.8%	0.8%	0.7%	0.7%	0.7%	4.6%	0.7%	5.0%
TTL PL/GENERIC															
Units (000)	326	339	358	348	436	414	494	339	367	291	286	237	250	300	4,457
Dollars (000)	$261	$273	$275	$285	$320	$308	$353	$266	$263	$230	$221	$189	$204	$228	$3,415
Avg Price per Unit	$.80	$.81	$.77	$.82	$.73	$.75	$.72	$.78	$.72	$.79	$.77	$.80	$.82	$.76	$.77
Unit Share	66.5	64.3	64.3	63.2	61.3	61.0	62.1	56.8	60.3	59.1	58.7	58.4	56.9	58.4	60.6
ACV Weighted Distribution	99.6%	99.7%	100.0%	100.0%	100.0%	100.0%	99.6%	99.6%	99.6%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

CONFIDENTIAL COUNSEL
ONLY

Flowers Industries Orlando - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Orlando, FL

	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 5 - ROLLS															
Units (000)	199	196	237	183	185	184	188	180	183	180	198	381	327	203	2,825
Dollars (000)	$298	$291	$328	$278	$273	$277	$284	$266	$265	$264	$278	$441	$404	$292	$3,941
Avg Price per Unit	$1.50	$1.49	$1.38	$1.51	$1.48	$1.50	$1.51	$1.48	$1.45	$1.47	$1.40	$1.16	$1.24	$1.43	$1.40
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sunbeam/Flowers															
Units (000)	31	32	35	32	29	31	32	30	41	42	39	47	48	49	486
Dollars (000)	$50	$51	$53	$50	$47	$51	$51	$49	$62	$63	$60	$68	$72	$72	$748
Avg Price per Unit	$1.62	$1.59	$1.54	$1.56	$1.62	$1.64	$1.62	$1.61	$1.52	$1.52	$1.56	$1.45	$1.49	$1.46	$1.54
Unit Share	15.5	16.4	14.6	17.4	15.6	16.9	16.8	16.9	22.3	23.0	19.5	12.3	14.7	24.2	17.2
ACV Weighted Distribution	81.5%	82.2%	82.5%	86.5%	86.5%	85.3%	85.4%	84.4%	89.3%	90.4%	88.0%	88.0%	88.2%	88.1%	90.4%
Ttl Merita/Taystee/AutGrn															
Units (000)	7	8	8	8	17	9	9	12	8	11	19	20	19	18	165
Dollars (000)	$11	$12	$13	$13	$19	$14	$14	$17	$12	$16	$22	$26	$23	$21	$222
Avg Price per Unit	$1.60	$1.53	$1.65	$1.66	$1.12	$1.65	$1.64	$1.43	$1.56	$1.40	$1.15	$1.28	$1.23	$1.15	$1.35
Unit Share	3.3	4.0	3.3	4.4	9.0	4.7	4.7	6.7	4.2	6.3	9.5	5.2	5.7	9.1	5.8
ACV Weighted Distribution	43.6%	49.4%	51.1%	42.7%	35.6%	34.9%	35.5%	34.3%	37.7%	43.1%	50.8%	51.7%	54.7%	44.2%	54.7%
Country Hearth															
Units (000)	7	5	8	4	4	4	4	4	5	6	11	21	12	6	94
Dollars (000)	$11	$8	$10	$7	$7	$6	$7	$6	$8	$9	$13	$24	$15	$10	$129
Avg Price per Unit	$1.52	$1.57	$1.30	$1.58	$1.56	$1.64	$1.65	$1.64	$1.60	$1.51	$1.21	$1.12	$1.21	$1.61	$1.37
Unit Share	3.5	2.6	3.4	2.4	2.4	2.1	2.1	2.0	2.6	3.3	5.4	5.5	3.8	2.9	3.3
ACV Weighted Distribution	77.8%	64.8%	73.6%	63.1%	57.4%	55.8%	59.0%	58.8%	57.5%	61.2%	88.0%	91.5%	74.3%	56.8%	91.5%
Private Label															
Units (000)	54	55	92	51	49	49	47	47	48	46	53	187	145	52	921
Dollars (000)	$62	$61	$91	$56	$56	$53	$53	$52	$55	$52	$60	$154	$125	$59	$927
Avg Price per Unit	$1.14	$1.11	$1.00	$1.10	$1.14	$1.08	$1.12	$1.11	$1.14	$1.13	$1.11	$.82	$.86	$1.13	$1.01

c., 1996
ONLY

Flowers Industries Orlando - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Orlando, FL	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Unit Share	27.2	28.2	38.7	27.6	26.4	26.3	25.2	26.4	26.4	25.6	27.0	49.1	44.4	25.5	32.6
ACV Weighted Distribution	99.6%	99.5%	100.0%	100.0%	99.6%	95.6%	98.1%	99.6%	100.0%	99.2%	98.6%	100.0%	100.0%	95.5%	100.0%

CONFIDENTIAL COUNSEL
ONLY

CONFIDENTIAL COUNSEL
ONLY

FBI 00724

CONFIDENTIAL COUNSEL ONLY

Flowers Industries Jacksonville - Monthly InfoScan Sales Analysis

Category: White, Soft Variety & Specialty

Flowers Jacksonville	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
FRESH BREAD CATEGORY															
Dollars (000)	$4,209	$4,078	$3,962	$3,909	$3,851	$3,997	$4,170	$4,092	$4,018	$4,035	$4,159	$3,969	$3,989	$4,287	$52,515
Dollar Share, Bread Ctgry	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Flowers															
Dollars (000)	$1,235	$1,199	$1,178	$1,144	$1,175	$1,239	$1,303	$1,270	$1,309	$1,257	$1,263	$1,193	$1,191	$1,254	$15,974
Dollar Share, Bread Ctgry	29.4	29.4	29.7	29.3	30.5	31.0	31.2	31.0	32.6	31.1	30.4	30.1	29.9	29.3	30.4
Interstate															
Dollars (000)	$946	$894	$920	$895	$909	$937	$983	$972	$908	$888	$907	$885	$921	$958	$11,977
Dollar Share, Bread Ctgry	22.5	21.9	23.2	22.9	23.6	23.5	23.6	23.7	22.6	22.0	21.8	22.3	23.1	22.3	22.8
Continental															
Dollars (000)	$175	$182	$174	$168	$161	$167	$162	$168	$179	$179	$174	$168	$167	$195	$2,244
Dollar Share, Bread Ctgry	4.2	4.5	4.4	4.3	4.2	4.2	3.9	4.1	4.4	4.4	4.2	4.2	4.2	4.5	4.3
Country Hearth															
Dollars (000)	$173	$181	$186	$181	$149	$179	$200	$186	$209	$200	$205	$190	$185	$195	$2,446
Dollar Share, Bread Ctgry	4.1	4.4	4.7	4.6	3.9	4.5	4.8	4.5	5.2	5.0	4.9	4.8	4.6	4.5	4.7
Pepperidge Farms															
Dollars (000)	$304	$330	$296	$284	$270	$267	$260	$261	$284	$312	$310	$287	$305	$342	$3,806
Dollar Share, Bread Ctgry	7.2	8.1	7.5	7.3	7.0	6.7	6.2	6.4	7.1	7.7	7.5	7.2	7.6	8.0	7.2
Arnold Oroweat															
Dollars (000)	$220	$220	$217	$214	$198	$205	$205	$204	$195	$203	$219	$205	$206	$239	$2,730
Dollar Share, Bread Ctgry	5.2	5.4	5.5	5.5	5.2	5.1	4.9	5.0	4.9	5.0	5.3	5.2	5.2	5.6	5.2
Roman Meal															
Dollars (000)	$23	$21	$19	$18	$18	$21	$24	$21	$22	$25	$21	$26	$18	$33	$287
Dollar Share, Bread Ctgry	0.5	0.5	0.5	0.5	0.5	0.5	0.6	0.5	0.5	0.6	0.5	0.7	0.5	0.8	0.5
Private Label															
Dollars (000)	$1,062	$1,029	$972	$1,007	$993	$1,001	$1,057	$1,024	$950	$973	$1,060	$1,018	$1,001	$1,075	$13,160
Dollar Share, Bread Ctgry	25.2	25.2	24.5	25.8	25.8	25.1	25.4	25.0	23.6	24.1	25.5	25.7	25.1	25.1	25.1
Jacksonville - All Other															
Dollars (000)	$219	$185	$191	$177	$168	$172	$180	$174	$172	$187	$188	$183	$189	$196	$2,364
Dollar Share, Bread Ctgry	5.2	4.5	4.8	4.5	4.4	4.3	4.3	4.3	4.3	4.6	4.5	4.6	4.7	4.6	4.5

Report 27a - Jacksonville - Bread Category (new. CONFIDENTIAL COUNSEL ONLY onthly Dollars Report

Source: Information Resources, Inc., 1996

Flower Industries Jacksonville - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Flowers Jacksonville	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 1 - WHITE															
Units (000)	1,297	1,202	1,225	1,221	1,219	1,349	1,378	1,332	1,288	1,256	1,264	1,242	1,227	1,328	16,530
Dollars (000)	$1,580	$1,469	$1,459	$1,425	$1,430	$1,578	$1,645	$1,617	$1,539	$1,531	$1,515	$1,500	$1,483	$1,577	$19,768
Avg Price per Unit	$1.22	$1.22	$1.19	$1.17	$1.17	$1.17	$1.19	$1.21	$1.20	$1.22	$1.20	$1.21	$1.21	$1.19	$1.20
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Flowers SB,WW,FL,DD															
Units (000)	258	236	212	208	224	250	260	254	258	261	230	232	232	222	3,078
Dollars (000)	$359	$327	$299	$292	$314	$355	$375	$364	$371	$366	$331	$329	$320	$314	$4,357
Avg Price per Unit	$1.39	$1.39	$1.41	$1.41	$1.41	$1.42	$1.44	$1.43	$1.44	$1.40	$1.44	$1.42	$1.38	$1.41	$1.42
Unit Share	19.9	19.6	17.3	17.0	18.4	18.5	18.9	19.1	20.0	20.8	18.2	18.7	18.9	16.7	18.6
ACV Weighted Distribution	100.0%	99.9%	99.9%	99.9%	99.8%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Interstate															
Units (000)	399	390	416	401	382	428	429	414	410	397	386	380	392	444	5,267
Dollars (000)	$621	$596	$613	$592	$575	$639	$659	$641	$609	$612	$605	$589	$602	$650	$7,980
Avg Price per Unit	$1.56	$1.53	$1.47	$1.48	$1.51	$1.49	$1.54	$1.55	$1.49	$1.54	$1.57	$1.55	$1.54	$1.46	$1.52
Unit Share	30.8	32.4	34.0	32.9	31.3	31.7	31.1	31.1	31.8	31.6	30.5	30.6	31.9	33.4	31.9
ACV Weighted Distribution	99.1%	99.0%	99.1%	99.1%	99.4%	99.2%	99.2%	99.2%	99.2%	99.2%	99.2%	99.2%	99.2%	99.2%	99.4%
Wonder															
Units (000)	31	34	40	40	34	29	27	31	37	34	33	31	29	42	441
Dollars (000)	$44	$51	$52	$51	$47	$45	$44	$47	$55	$53	$50	$49	$47	$61	$650
Avg Price per Unit	$1.44	$1.50	$1.30	$1.28	$1.39	$1.54	$1.59	$1.51	$1.49	$1.55	$1.50	$1.58	$1.59	$1.48	$1.48
Unit Share	2.4	2.8	3.2	3.3	2.8	2.1	2.0	2.3	2.8	2.7	2.6	2.5	2.4	3.1	2.7
ACV Weighted Distribution	97.0%	97.0%	97.0%	97.0%	97.0%	97.1%	97.1%	97.1%	97.0%	97.2%	97.5%	97.5%	97.2%	97.2%	97.5%
Country Hearth															
Units (000)	20	11	11	5	12	19	8	24	11	5	5	6	5	9	130
Dollars (000)	$21	$12	$11	$6	$14	$21	$9	$26	$14	$6	$7	$8	$7	$11	$153
Avg Price per Unit	$1.06	$1.12	$1.09	$1.23	$1.20	$1.12	$1.16	$1.12	$1.20	$1.29	$1.36	$1.33	$1.25	$1.25	$1.18
Unit Share	1.5	0.9	0.9	0.4	1.0	1.4	0.6	1.8	0.9	0.4	0.4	0.5	0.4	0.7	0.8
ACV Weighted Distribution	64.4%	58.4%	56.6%	69.1%	73.8%	74.7%	63.6%	78.9%	79.4%	58.8%	66.3%	63.8%	59.6%	74.1%	79.4%

FBI 00727
Source
CONFIDENTIAL COUNSEL ONLY
1996

Flower Industries Jacksonville - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Flowers Jacksonville	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Private Label															
Units (000)	519	475	479	519	520	558	596	558	521	511	567	552	516	563	6,935
Dollars (000)	$438	$402	$394	$414	$411	$433	$479	$464	$417	$425	$458	$464	$435	$471	$5,666
Avg Price per Unit	$.84	$.85	$.82	$.80	$.79	$.78	$.80	$.83	$.80	$.83	$.81	$.84	$.84	$.84	$.82
Unit Share	40.0	39.5	39.1	42.5	42.6	41.4	43.3	41.9	40.4	40.7	44.9	44.4	42.1	42.4	42.0
ACV Weighted Distribution	99.6%	99.6%	99.7%	99.7%	99.7%	99.7%	99.5%	99.5%	99.5%	100.0%	100.0%	100.0%	100.0%	99.7%	100.0%

CONFIDENTIAL COUNSEL ONLY

FBI 00728

Flowers Industries Jacksonville - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Flowers Jacksonville	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
CLASS 2 - SOFT VARIETY															
Units (000)	1,497	1,478	1,467	1,494	1,366	1,455	1,539	1,478	1,494	1,464	1,514	1,397	1,398	1,542	19,087
Dollars (000)	$2,130	$2,080	$2,036	$2,023	$1,961	$2,058	$2,171	$2,100	$2,088	$2,080	$2,148	$1,998	$1,997	$2,157	$26,897
Avg Price per Unit	$1.42	$1.41	$1.39	$1.35	$1.44	$1.41	$1.41	$1.42	$1.40	$1.42	$1.42	$1.43	$1.43	$1.40	$1.41
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
NATURES OWN															
Units (000)	412	400	385	386	365	392	418	406	418	394	431	377	383	413	5,168
Dollars (000)	$621	$605	$584	$569	$573	$595	$629	$626	$630	$608	$649	$582	$580	$628	$7,860
Avg Price per Unit	$1.51	$1.51	$1.52	$1.48	$1.57	$1.52	$1.51	$1.54	$1.51	$1.54	$1.51	$1.55	$1.51	$1.52	$1.52
Unit Share	27.5	27.1	26.3	25.8	26.7	27.0	27.2	27.4	28.0	26.9	28.5	26.9	27.4	26.8	27.1
ACV Weighted Distribution	100.0%	99.9%	99.9%	99.9%	99.8%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Interstate															
Units (000)	200	178	202	195	210	177	199	215	184	161	187	182	195	186	2,470
Dollars (000)	$314	$290	$295	$292	$325	$288	$314	$321	$290	$265	$290	$285	$306	$295	$3,857
Avg Price per Unit	$1.57	$1.63	$1.46	$1.50	$1.55	$1.63	$1.58	$1.49	$1.58	$1.65	$1.55	$1.56	$1.57	$1.59	$1.56
Unit Share	13.3	12.0	13.8	13.0	15.4	12.2	12.9	14.6	12.3	11.0	12.3	13.0	13.9	12.0	12.9
ACV Weighted Distribution	99.1%	99.0%	99.1%	99.1%	99.4%	99.2%	99.2%	99.2%	99.2%	99.2%	99.2%	99.2%	99.2%	99.2%	99.4%
COUNTRY HEARTH															
Units (000)	124	150	153	155	107	133	169	137	173	165	165	153	149	153	1,963
Dollars (000)	$151	$169	$174	$175	$135	$158	$190	$160	$196	$194	$198	$182	$178	$184	$2,293
Avg Price per Unit	$1.22	$1.13	$1.14	$1.13	$1.27	$1.19	$1.13	$1.16	$1.13	$1.17	$1.20	$1.19	$1.19	$1.20	$1.17
Unit Share	8.3	10.2	10.4	10.4	7.8	9.1	11.0	9.3	11.6	11.3	10.9	11.0	10.7	9.9	10.3
ACV Weighted Distribution	79.0%	79.2%	79.2%	79.2%	79.1%	79.2%	79.1%	79.6%	79.8%	79.9%	80.3%	79.5%	79.5%	79.4%	80.3%
ROMAN MEAL															
Units (000)	16	13	11	10	11	13	16	13	14	15	13	16	11	28	182
Dollars (000)	$23	$21	$19	$18	$18	$21	$24	$21	$22	$25	$21	$26	$18	$33	$287
Avg Price per Unit	$1.44	$1.63	$1.73	$1.73	$1.71	$1.64	$1.49	$1.63	$1.58	$1.69	$1.64	$1.67	$1.68	$1.19	$1.57
Unit Share	1.1	0.9	0.8	0.7	0.8	0.9	1.1	0.8	0.9	1.0	0.9	1.1	0.8	1.8	1.0
ACV Weighted Distribution	98.3%	98.7%	98.7%	96.9%	98.6%	98.0%	98.9%	98.9%	99.3%	98.9%	99.3%	98.9%	98.9%	98.6%	99.3%

FBI 00729
Sour
CONFIDENTIAL COUNSEL ONLY
Inc., 1996

Flowers Industries Jacksonville - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Flowers Jacksonville	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Private Label/Generic															
Units (000)	499	503	457	502	470	445	454	457	431	450	494	455	454	496	6,069
Dollars (000)	$577	$582	$535	$556	$544	$518	$528	$524	$495	$511	$565	$521	$523	$566	$6,968
Avg Price per Unit	$1.16	$1.16	$1.17	$1.11	$1.16	$1.16	$1.16	$1.15	$1.15	$1.14	$1.14	$1.14	$1.15	$1.14	$1.15
Unit Share	33.3	34.0	31.1	33.6	34.4	30.6	29.5	30.9	28.9	30.7	32.6	32.6	32.5	32.2	31.8
ACV Weighted Distribution	99.6%	99.6%	99.7%	99.7%	99.7%	99.7%	99.5%	99.5%	99.5%	100.0%	100.0%	100.0%	100.0%	99.7%	100.0%

CONFIDENTIAL COUNSEL ONLY

FBI 00730

Flowers Industries Jacksonville - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Flowers Jacksonville

	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
CLASS 3 - SPECIALTY															
Units (000)	655	661	629	617	584	589	600	590	582	609	653	631	667	703	8,115
Dollars (000)	$1,082	$1,080	$1,045	$1,020	$965	$964	$971	$954	$957	$1,007	$1,065	$1,018	$1,060	$1,163	$13,270
Avg Price per Unit	$1.65	$1.64	$1.66	$1.65	$1.65	$1.64	$1.62	$1.62	$1.64	$1.65	$1.63	$1.61	$1.59	$1.66	$1.64
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Dist	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
COBBLESTONE MILL															
Units (000)	51	49	50	48	45	45	42	41	44	49	42	49	57	59	619
Dollars (000)	$89	$86	$87	$85	$78	$80	$77	$75	$79	$76	$74	$78	$81	$94	$1,050
Avg Price per Unit	$1.75	$1.76	$1.76	$1.76	$1.75	$1.77	$1.81	$1.83	$1.79	$1.57	$1.76	$1.59	$1.44	$1.60	$1.70
Unit Share	7.7	7.4	7.9	7.8	7.7	7.7	7.0	6.9	7.6	8.0	6.4	7.8	8.5	8.3	7.6
ACV Weighted Dist	99.0%	99.5%	99.6%	99.4%	99.2%	98.7%	98.7%	99.3%	99.6%	100.0%	99.4%	99.0%	99.1%	99.2%	100.0%
PEPPERIDGE FARM															
Units (000)	146	164	139	134	128	127	124	124	139	149	141	132	147	157	1,806
Dollars (000)	$304	$330	$296	$284	$270	$267	$260	$261	$284	$312	$310	$287	$305	$342	$3,806
Avg Price per Unit	$2.09	$2.01	$2.12	$2.12	$2.11	$2.09	$2.10	$2.11	$2.04	$2.09	$2.20	$2.18	$2.08	$2.18	$2.11
Unit Share	22.2	24.9	22.2	21.7	21.9	21.6	20.7	21.0	23.9	24.5	21.6	20.9	22.0	22.4	22.3
ACV Weighted Dist	98.5%	98.8%	99.3%	99.3%	99.3%	99.3%	99.3%	99.3%	99.3%	99.3%	99.3%	99.4%	99.3%	99.3%	99.4%
ARN/ORO/FRAN															
Units (000)	94	98	91	87	80	88	87	88	80	81	87	82	84	91	1,123
Dollars (000)	$182	$184	$181	$177	$163	$170	$172	$169	$160	$169	$180	$170	$169	$196	$2,262
Avg Price per Unit	$1.93	$1.88	$1.99	$2.04	$2.05	$1.94	$1.99	$1.92	$2.01	$2.08	$2.07	$2.08	$2.02	$2.16	$2.02
Unit Share	14.4	14.8	14.4	14.1	13.6	14.9	14.4	15.0	13.7	13.3	13.3	13.0	12.6	12.9	13.8
ACV Weighted Dist	97.8%	98.1%	98.1%	97.8%	97.9%	97.0%	97.0%	97.0%	97.1%	97.2%	97.2%	97.1%	97.1%	96.2%	98.1%
Bread Du Jour															
Units (000)	3	6	3	2	2	2	2	2	2	2	3	3	4	5	38
Dollars (000)	$6	$7	$5	$4	$4	$3	$3	$4	$4	$3	$4	$5	$6	$7	$60
Avg Price per Unit	$1.75	$1.22	$1.82	$1.81	$1.82	$1.82	$1.82	$1.82	$1.82	$1.82	$1.57	$1.54	$1.51	$1.39	$1.60
Unit Share	0.5	0.9	0.5	0.4	0.4	0.3	0.3	0.3	0.3	0.3	0.4	0.5	0.6	0.7	0.5
ACV Weighted Dist	38.1%	38.6%	37.0%	36.8%	35.5%	35.6%	33.7%	35.6%	34.6%	33.4%	57.0%	69.4%	68.8%	71.7%	71.7%

CONFIDENTIAL COUNSEL Inc., 1996
ONLY

Flowers Industries Jacksonville - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Flowers Jacksonville	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Harvest Ridge															
Units (000)	4	3	5	5	4	4	4	4	4	5	6	5	6	6	60
Dollars (000)	$7	$6	$9	$8	$7	$8	$7	$6	$6	$8	$10	$9	$10	$10	$104
Avg Price per Unit	$1.80	$1.79	$1.75	$1.53	$1.79	$1.69	$1.81	$1.70	$1.62	$1.71	$1.81	$1.83	$1.71	$1.73	$1.73
Unit Share	0.6	0.5	0.9	0.9	0.7	0.8	0.6	0.6	0.7	0.7	0.8	0.8	0.9	0.8	0.7
ACV Weighted Dist	49.2%	45.9%	55.1%	48.7%	49.0%	51.9%	52.0%	51.9%	50.8%	61.3%	63.6%	60.4%	63.9%	63.9%	63.9%
PRIVATE LABEL/GENERIC															
Units (000)	178	176	178	172	174	173	176	169	155	160	198	184	194	211	2,324
Dollars (000)	$220	$216	$220	$212	$212	$210	$213	$205	$192	$198	$237	$223	$233	$253	$2,824
Avg Price per Unit	$1.24	$1.23	$1.24	$1.23	$1.22	$1.21	$1.21	$1.21	$1.24	$1.23	$1.20	$1.21	$1.20	$1.20	$1.22
Unit Share	27.2	26.6	28.3	27.9	29.8	29.3	29.3	28.7	26.7	26.3	30.3	29.2	29.2	30.0	28.6
ACV Weighted Dist	99.3%	99.3%	99.4%	99.4%	98.1%	98.3%	98.1%	98.1%	97.7%	98.4%	97.8%	98.3%	99.4%	99.3%	99.4%

CONFIDENTIAL COUNSEL ONLY

FBI 00732

Flowers Industries Jacksonville - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Flowers Jacksonville	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 4 - BUNS															
Units (000)	565	595	646	639	803	769	908	690	714	580	584	469	492	584	8,474
Dollars (000)	$597	$630	$661	$670	$765	$754	$846	$677	$683	$592	$586	$484	$517	$589	$8,452
Avg Price per Unit	$1.06	$1.06	$1.02	$1.05	$.95	$.98	$.93	$.98	$.96	$1.02	$1.00	$1.03	$1.05	$1.01	$1.00
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
SUNBEAM/FLOWERS															
Units (000)	52	69	85	87	100	102	109	92	92	80	80	64	70	72	1,102
Dollars (000)	$72	$83	$94	$96	$109	$111	$119	$100	$101	$87	$87	$70	$76	$83	$1,214
Avg Price per Unit	$1.38	$1.20	$1.11	$1.10	$1.09	$1.09	$1.09	$1.09	$1.09	$1.08	$1.09	$1.09	$1.08	$1.15	$1.10
Unit Share	9.2	11.5	13.2	13.6	12.4	13.2	12.0	13.3	13.0	13.8	13.8	13.7	14.2	12.4	13.0
ACV Weighted Distribution	73.1%	75.0%	75.3%	79.1%	81.1%	80.4%	85.8%	85.2%	86.0%	87.5%	86.5%	83.7%	83.8%	83.6%	87.5%
Interstate															
Units (000)	61	63	65	65	74	90	114	83	82	76	74	68	76	88	1,017
Dollars (000)	$88	$91	$94	$89	$94	$107	$127	$100	$100	$93	$92	$81	$88	$103	$1,260
Avg Price per Unit	$1.43	$1.46	$1.45	$1.37	$1.27	$1.19	$1.11	$1.21	$1.23	$1.23	$1.25	$1.19	$1.16	$1.18	$1.24
Unit Share	10.9	10.5	10.0	10.2	9.3	11.7	12.6	12.0	11.4	13.0	12.6	14.6	15.4	15.1	12.0
ACV Weighted Distribution	97.4%	97.5%	98.1%	97.3%	97.7%	97.0%	96.8%	96.9%	96.8%	96.7%	96.9%	96.4%	96.6%	97.0%	98.1%
WONDER															
Units (000)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Dollars (000)	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$1
Avg Price per Unit	$1.29	$1.29	$.00	$.00	$.00	$.99	$.99	$.99	$.99	$.99	$.99	$.99	$1.06	$1.09	$1.05
Unit Share	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACV Weighted Distribution	0.5%	2.1%	0.0%	0.0%	0.0%	1.5%	1.8%	0.3%	0.3%	0.3%	0.3%	0.3%	2.0%	0.3%	2.1%
COUNTRY HEARTH															
Units (000)	10	8	10	13	18	22	17	18	14	15	12	9	10	11	178
Dollars (000)	$15	$14	$15	$18	$23	$27	$23	$21	$19	$19	$17	$14	$15	$17	$242
Avg Price per Unit	$1.49	$1.68	$1.55	$1.38	$1.25	$1.19	$1.34	$1.16	$1.41	$1.32	$1.45	$1.51	$1.48	$1.47	$1.36
Unit Share	1.7	1.4	1.5	2.1	2.3	2.9	1.9	2.7	1.9	2.5	2.0	1.9	2.1	2.0	2.1

FBI 00733
CONFIDENTIAL COUNSEL ONLY

Flowers Industries Jacksonville - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Flowers Jacksonville	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
ACV Weighted Distribution	45.9%	46.1%	50.4%	58.7%	65.0%	67.1%	64.7%	62.5%	57.6%	57.3%	64.1%	64.6%	65.9%	65.0%	67.1%
Private Label															
Units (000)	370	376	400	389	486	458	557	385	425	338	346	270	273	337	5,039
Dollars (000)	$294	$300	$307	$318	$357	$346	$399	$304	$306	$264	$261	$214	$222	$256	$3,856
Avg Price per Unit	$.79	$.80	$.77	$.82	$.74	$.76	$.72	$.79	$.72	$.78	$.76	$.79	$.81	$.76	$.77
Unit Share	65.4	63.1	61.9	60.9	60.5	59.5	61.4	55.8	59.5	58.2	59.2	57.5	55.5	57.6	59.5
ACV Weighted Distribution	99.6%	99.6%	99.7%	99.7%	99.7%	99.7%	99.5%	99.5%	99.5%	100.0%	100.0%	100.0%	100.0%	99.7%	100.0%

CONFIDENTIAL COUNSEL ONLY

FBI 00734

Flowers Industries Jacksonville - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Flowers Jacksonville	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks ... 98	Latest 52 Weeks
TTL CLASS 5 - ROLLS															
Units (000)	250	245	306	236	247	237	238	225	241	231	259	472	407	257	3,603
Dollars (000)	$381	$370	$424	$358	$364	$355	$357	$338	$357	$349	$374	$559	$523	$375	$5,102
Avg Price per Unit	$1.52	$1.51	$1.38	$1.51	$1.47	$1.49	$1.50	$1.50	$1.48	$1.51	$1.44	$1.19	$1.29	$1.46	$1.42
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Flowers															
Units (000)	44	43	52	44	43	43	42	41	60	54	53	76	71	69	693
Dollars (000)	$74	$73	$82	$73	$72	$73	$72	$70	$95	$89	$88	$108	$105	$101	$1,100
Avg Price per Unit	$1.69	$1.68	$1.58	$1.65	$1.66	$1.68	$1.71	$1.71	$1.59	$1.64	$1.65	$1.41	$1.47	$1.48	$1.59
Unit Share	17.6	17.6	16.9	18.7	17.6	18.3	17.7	18.4	24.9	23.4	20.6	16.1	17.4	26.8	19.2
ACV Weighted Distribution	92.1%	90.9%	91.1%	92.7%	92.8%	92.3%	92.3%	91.9%	95.3%	94.4%	94.6%	94.7%	94.7%	94.8%	95.3%
Interstate															
Units (000)	22	23	23	23	33	25	26	25	24	26	34	34	33	31	359
Dollars (000)	$34	$36	$37	$35	$43	$36	$38	$37	$37	$40	$46	$48	$46	$42	$520
Avg Price per Unit	$1.58	$1.55	$1.57	$1.52	$1.30	$1.45	$1.47	$1.49	$1.54	$1.53	$1.36	$1.41	$1.39	$1.37	$1.45
Unit Share	8.7	9.4	7.7	9.9	13.3	10.3	10.8	11.1	9.8	11.2	13.1	7.2	8.1	12.0	10.0
ACV Weighted Distribution	58.1%	58.4%	59.5%	56.1%	63.7%	58.3%	60.3%	60.0%	60.4%	63.7%	63.9%	67.9%	67.3%	64.8%	67.9%
Savonis															
Units (000)	9	8	5	5	6	6	6	5	4	3	3	3	3	3	61
Dollars (000)	$12	$12	$8	$8	$10	$9	$9	$8	$5	$5	$5	$5	$5	$5	$93
Avg Price per Unit	$1.32	$1.41	$1.46	$1.58	$1.48	$1.54	$1.54	$1.54	$1.52	$1.54	$1.53	$1.53	$1.53	$1.53	$1.51
Unit Share	3.5	3.4	1.7	2.1	2.6	2.3	2.5	2.2	1.5	1.4	1.3	0.7	0.8	1.3	1.7
ACV Weighted Distribution	73.5%	71.8%	73.6%	69.2%	70.1%	66.3%	65.4%	62.7%	55.9%	61.0%	63.5%	65.5%	61.0%	61.1%	73.6%
Langendorf															
Units (000)	3	2	3	2	2	2	2	2	2	3	3	12	8	4	48
Dollars (000)	$4	$4	$4	$4	$3	$3	$4	$3	$4	$4	$4	$14	$10	$5	$68
Avg Price per Unit	$1.49	$1.50	$1.50	$1.50	$1.49	$1.49	$1.49	$1.49	$1.49	$1.49	$1.43	$1.21	$1.23	$1.50	$1.38
Unit Share	1.1	1.0	1.0	1.0	0.9	0.9	1.0	1.0	1.0	1.1	1.0	2.5	1.9	1.4	1.8

FBI 00735

Source

CONFIDENTIAL COUNSEL ONLY

1996

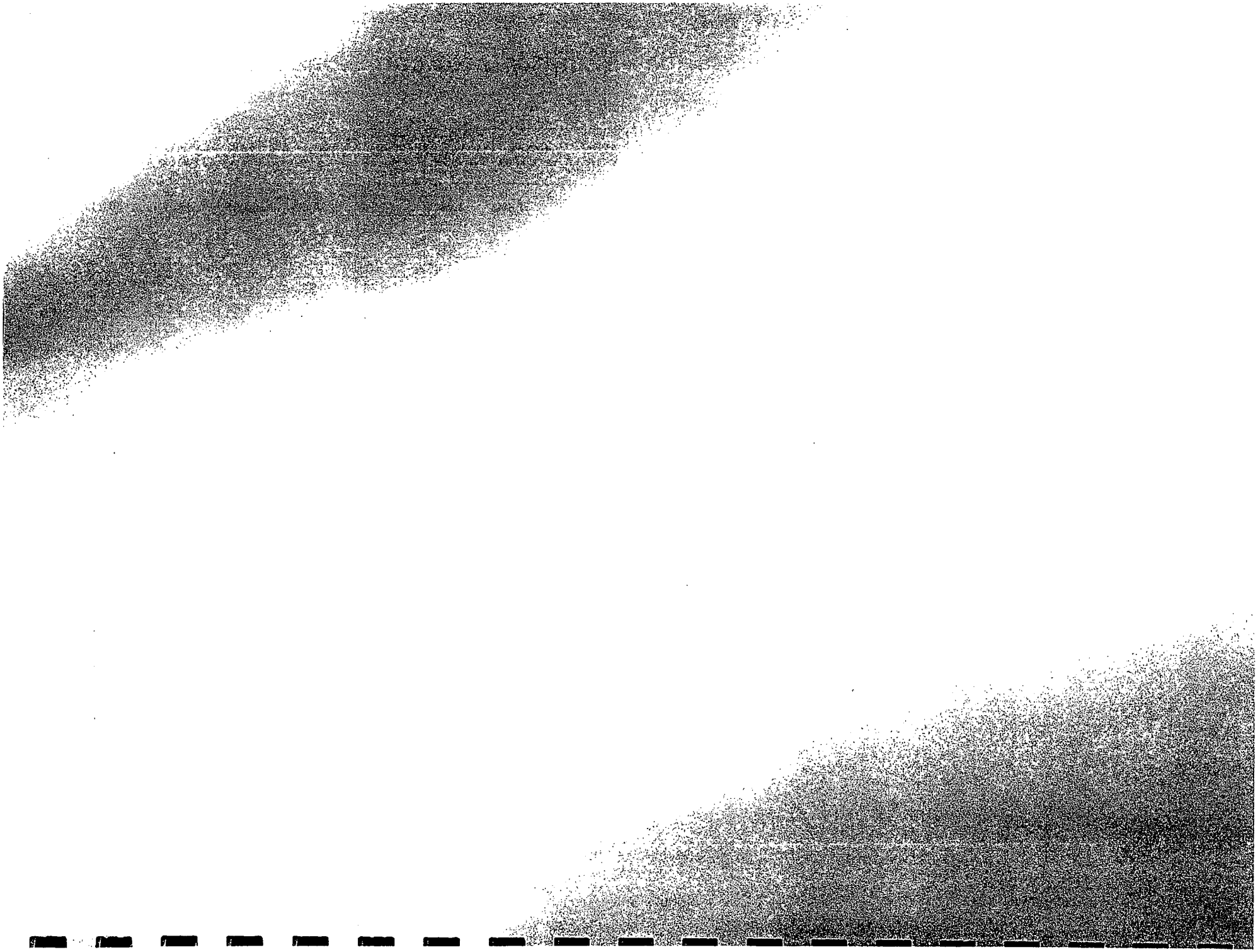
Flowers Industries Jacksonville - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Flowers Jacksonville	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
ACV Weighted Distribution	47.6%	44.2%	43.1%	46.7%	42.5%	41.2%	40.8%	41.4%	43.4%	44.3%	39.4%	60.3%	57.3%	50.1%	60.3%
Private Label															
Units (000)	68	70	116	65	66	64	65	63	65	63	74	229	176	67	1,183
Dollars (000)	$75	$75	$111	$71	$72	$69	$71	$69	$72	$69	$80	$193	$162	$74	$1,190
Avg Price per Unit	$1.11	$1.09	$.95	$1.08	$1.10	$1.07	$1.09	$1.09	$1.11	$1.11	$1.08	$.84	$.92	$1.12	$1.01
Unit Share	27.2	28.4	37.8	27.7	26.7	27.1	27.3	28.2	27.0	27.1	28.5	48.6	43.2	26.0	32.8
ACV Weighted Distribution	99.7%	99.5%	99.7%	99.7%	99.5%	97.8%	98.9%	99.5%	99.7%	99.3%	99.3%	100.0%	100.0%	97.7%	100.0%

CONFIDENTIAL COUNSEL ONLY

FBI 00736



CONFIDENTIAL COUNSEL
ONLY

FBI 00737

Atlanta

CONFIDENTIAL COUNSEL
ONLY

FBI 00738

Flowers Industries Atlanta - Monthly InfoScan Sales Analysis

Category: White, Soft Variety & Specialty

Flowers - Atlanta	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Category - Fresh Bread															
Dollars (000)	$5,408	$5,072	$4,734	$4,917	$5,344	$5,423	$5,649	$5,788	$5,585	$5,498	$5,496	$5,368	$5,351	$5,499	$69,725
Dollar Share, Bread Ctgry	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Flowers															
Dollars (000)	$1,572	$1,554	$1,507	$1,514	$1,637	$1,643	$1,724	$1,674	$1,746	$1,729	$1,641	$1,663	$1,745	$1,704	$21,482
Dollar Share, Bread Ctgry	29.1	30.6	31.8	30.8	30.6	30.3	30.5	28.9	31.3	31.4	29.9	31.0	32.6	31.0	30.8
Earth Grains Co.															
Dollars (000)	$1,196	$1,107	$1,062	$1,162	$1,275	$1,299	$1,441	$1,496	$1,344	$1,342	$1,386	$1,347	$1,286	$1,311	$16,857
Dollar Share, Bread Ctgry	22.1	21.8	22.4	23.6	23.9	23.9	25.5	25.9	24.1	24.4	25.2	25.1	24.0	23.8	24.2
Interstate															
Dollars (000)	$101	$99	$95	$93	$105	$105	$112	$113	$108	$102	$103	$102	$113	$106	$1,352
Dollar Share, Bread Ctgry	1.9	2.0	2.0	1.9	2.0	1.9	2.0	1.9	1.9	1.8	1.9	1.9	2.1	1.9	1.9
Pepperidge Farms															
Dollars (000)	$222	$238	$191	$201	$208	$200	$195	$199	$219	$249	$240	$224	$225	$235	$2,824
Dollar Share, Bread Ctgry	4.1	4.7	4.0	4.1	3.9	3.7	3.4	3.4	3.9	4.5	4.4	4.2	4.2	4.3	4.1
Arnold Oroweat															
Dollars (000)	$242	$235	$225	$239	$257	$246	$250	$251	$246	$241	$243	$233	$233	$263	$3,162
Dollar Share, Bread Ctgry	4.5	4.6	4.8	4.9	4.8	4.5	4.4	4.3	4.4	4.4	4.4	4.3	4.4	4.8	4.5
Coopersmith															
Dollars (000)	$24	$29	$28	$28	$36	$28	$23	$23	$23	$21	$24	$24	$18	$21	$327
Dollar Share, Bread Ctgry	0.5	0.6	0.6	0.6	0.7	0.5	0.4	0.4	0.4	0.4	0.4	0.4	0.3	0.4	0.5
Roman Meal															
Dollars (000)	$98	$98	$86	$76	$71	$68	$62	$61	$71	$62	$77	$80	$77	$84	$974
Dollar Share, Bread Ctgry	1.8	1.9	1.8	1.5	1.3	1.3	1.1	1.1	1.3	1.1	1.4	1.5	1.4	1.5	1.4
Private Label															
Dollars (000)	$1,776	$1,533	$1,368	$1,406	$1,506	$1,589	$1,605	$1,711	$1,599	$1,499	$1,483	$1,429	$1,384	$1,493	$19,605
Dollar Share, Bread Ctgry	32.8	30.2	28.9	28.6	28.2	29.3	28.4	29.6	28.6	27.3	27.0	26.6	25.9	27.2	28.1
Atlanta - All Other															
Dollars (000)	$179	$187	$181	$194	$214	$200	$198	$218	$222	$246	$266	$255	$269	$243	$2,893
Dollar Share, Bread Ctgry	3.3	3.7	3.8	4.0	4.0	3.7	3.5	3.8	4.0	4.5	4.8	4.8	5.0	4.4	4.1

FBI 00739

CONFIDENTIAL COUNSEL ONLY

Flower Industries Atlanta - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Flowers - Atlanta	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 1 - WHITE															
Units (000)	1,827	1,706	1,616	1,698	1,825	1,912	1,978	2,064	2,018	1,942	1,950	1,915	1,877	1,908	24,410
Dollars (000)	$2,386	$2,185	$2,038	$2,157	$2,350	$2,411	$2,577	$2,685	$2,536	$2,498	$2,497	$2,453	$2,410	$2,460	$31,256
Avg Price per Unit	$1.31	$1.28	$1.26	$1.27	$1.29	$1.26	$1.30	$1.30	$1.26	$1.29	$1.28	$1.28	$1.28	$1.29	$1.28
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Dist	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Flowers SB,WW,FL															
Units (000)	365	352	354	379	434	461	427	445	482	423	411	419	428	430	5,444
Dollars (000)	$599	$571	$548	$573	$643	$670	$684	$697	$727	$666	$648	$648	$671	$671	$8,418
Avg Price per Unit	$1.64	$1.62	$1.55	$1.51	$1.48	$1.45	$1.60	$1.57	$1.51	$1.57	$1.57	$1.55	$1.57	$1.56	$1.55
Unit Share	20.0	20.6	21.9	22.3	23.8	24.1	21.6	21.5	23.9	21.8	21.1	21.9	22.8	22.5	22.3
ACV Weighted Dist	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Colonial															
Units (000)	468	442	429	442	489	491	549	617	558	567	552	539	529	519	6,723
Dollars (000)	$758	$687	$684	$735	$807	$810	$902	$974	$865	$884	$893	$875	$842	$836	$10,795
Avg Price per Unit	$1.62	$1.56	$1.59	$1.66	$1.65	$1.65	$1.64	$1.58	$1.55	$1.56	$1.62	$1.62	$1.59	$1.61	$1.61
Unit Share	25.6	25.9	26.5	26.0	26.8	25.7	27.7	29.9	27.6	29.2	28.3	28.1	28.2	27.2	27.5
ACV Weighted Dist	98.0%	98.0%	98.0%	97.9%	97.8%	97.8%	97.8%	97.9%	97.9%	97.9%	97.9%	97.9%	97.9%	97.8%	98.0%
Interstate															
Units (000)	41	37	36	36	42	42	44	43	41	39	40	44	51	42	538
Dollars (000)	$63	$59	$58	$57	$65	$66	$71	$70	$64	$62	$64	$64	$70	$67	$837
Avg Price per Unit	$1.56	$1.58	$1.60	$1.58	$1.52	$1.57	$1.59	$1.62	$1.57	$1.60	$1.61	$1.46	$1.38	$1.60	$1.56
Unit Share	2.2	2.2	2.2	2.1	2.3	2.2	2.2	2.1	2.0	2.0	2.0	2.3	2.7	2.2	2.2
ACV Weighted Dist	43.5%	43.4%	43.7%	42.9%	38.0%	38.0%	37.9%	37.8%	38.0%	38.0%	37.9%	37.9%	38.1%	38.4%	43.7%
Kern's															
Units (000)	20	27	24	26	33	26	21	20	20	18	20	20	14	16	284
Dollars (000)	$21	$27	$25	$26	$33	$26	$21	$21	$20	$18	$20	$20	$14	$16	$288
Avg Price per Unit	$1.03	$1.02	$1.04	$1.00	$1.01	$1.01	$1.01	$1.01	$1.01	$1.01	$1.01	$1.02	$1.02	$1.01	$1.01
Unit Share	1.1	1.6	1.5	1.6	1.8	1.4	1.1	1.0	1.0	0.9	1.0	1.0	0.7	0.8	1.2
ACV Weighted Dist	2.9%	2.8%	2.9%	2.8%	2.8%	2.7%	1.8%	1.8%	1.8%	1.7%	1.9%	1.9%	1.9%	2.3%	2.9%

FBI 00740
Sou CONFIDENTIAL COUNSEL ONLY Inc., 1996

Flower Industries Atlanta - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Flowers - Atlanta	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Cptn John Derst White															
Units (000)	7	6	6	8	9	8	8	8	8	8	8	11	11	11	111
Dollars (000)	$10	$9	$10	$12	$13	$12	$12	$12	$12	$12	$13	$15	$15	$17	$165
Avg Price per Unit	$1.55	$1.55	$1.55	$1.56	$1.36	$1.52	$1.54	$1.52	$1.49	$1.54	$1.51	$1.39	$1.39	$1.55	$1.49
Unit Share	0.4	0.3	0.4	0.4	0.5	0.4	0.4	0.4	0.4	0.4	0.4	0.6	0.6	0.6	0.5
ACV Weighted Dist	2.4%	2.4%	3.5%	3.5%	3.5%	3.4%	3.2%	3.1%	3.2%	3.2%	3.2%	3.2%	3.7%	3.7%	3.7%
PRIVATE LABEL															
Units (000)	831	741	677	715	711	768	818	814	792	756	770	748	709	744	9,762
Dollars (000)	$782	$677	$580	$621	$639	$669	$729	$753	$692	$694	$681	$669	$638	$685	$8,728
Avg Price per Unit	$.94	$.91	$.86	$.87	$.90	$.87	$.89	$.92	$.87	$.92	$.88	$.89	$.90	$.92	$.89
Unit Share	45.5	43.4	41.9	42.1	39.0	40.2	41.3	39.4	39.2	38.9	39.5	39.1	37.7	39.0	40.0
ACV Weighted Dist	100.0%	100.0%	99.2%	98.6%	98.7%	99.5%	99.5%	98.7%	98.7%	98.7%	97.4%	97.2%	97.2%	99.5%	100.0%

CONFIDENTIAL COUNSEL ONLY

FBI 00741

Flowers Industries Atlanta - Monthly InfoScan Sales Analysis

Category - Class 2 - Soft Variety

Flowers - Atlanta	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
CLASS 2 - SOFT VARIETY															
Units (000)	1,524	1,429	1,345	1,479	1,488	1,552	1,630	1,646	1,497	1,510	1,529	1,495	1,496	1,526	19,623
Dollars (000)	$2,179	$2,039	$1,904	$1,940	$2,123	$2,180	$2,258	$2,259	$2,181	$2,096	$2,056	$2,012	$2,040	$2,133	$27,221
Avg Price per Unit	$1.43	$1.43	$1.41	$1.31	$1.43	$1.41	$1.39	$1.37	$1.46	$1.39	$1.34	$1.35	$1.36	$1.40	$1.39
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Dist	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Natures Own															
Units (000)	477	503	512	515	531	563	548	535	507	597	556	541	623	598	7,129
Dollars (000)	$819	$826	$812	$807	$888	$882	$949	$883	$888	$929	$885	$864	$918	$921	$11,452
Avg Price per Unit	$1.72	$1.64	$1.59	$1.57	$1.67	$1.57	$1.73	$1.65	$1.75	$1.56	$1.59	$1.60	$1.47	$1.54	$1.61
Unit Share	31.3	35.2	38.0	34.8	35.7	36.3	33.6	32.5	33.8	39.5	36.4	36.2	41.6	39.2	36.3
ACV Weighted Dist	99.1%	99.1%	99.2%	99.2%	99.2%	99.3%	99.3%	99.3%	99.3%	99.3%	99.4%	99.4%	99.4%	99.4%	99.4%
Col/Rainbo/FamRec/Grants															
Units (000)	116	109	94	152	138	168	191	172	140	127	154	150	125	148	1,869
Dollars (000)	$215	$203	$174	$235	$255	$281	$321	$294	$258	$238	$257	$257	$233	$244	$3,248
Avg Price per Unit	$1.86	$1.85	$1.86	$1.54	$1.85	$1.67	$1.68	$1.72	$1.84	$1.87	$1.67	$1.70	$1.86	$1.65	$1.74
Unit Share	7.6	7.7	7.0	10.3	9.3	10.8	11.7	10.4	9.4	8.4	10.1	10.1	8.4	9.7	9.5
ACV Weighted Dist	98.0%	97.7%	98.0%	97.9%	97.8%	97.8%	97.8%	97.9%	97.9%	97.9%	97.9%	97.9%	97.9%	97.8%	98.0%
Interstate															
Units (000)	17	18	16	16	18	17	19	20	22	18	19	20	24	19	246
Dollars (000)	$29	$31	$28	$27	$31	$29	$32	$33	$36	$30	$31	$31	$35	$32	$406
Avg Price per Unit	$1.73	$1.69	$1.73	$1.65	$1.75	$1.74	$1.68	$1.64	$1.64	$1.71	$1.63	$1.53	$1.49	$1.68	$1.65
Unit Share	1.1	1.3	1.2	1.1	1.2	1.1	1.2	1.2	1.5	1.2	1.2	1.3	1.6	1.2	1.3
ACV Weighted Dist	43.5%	43.4%	43.7%	42.9%	38.0%	38.0%	37.9%	37.8%	38.0%	38.0%	37.9%	37.9%	38.1%	38.4%	43.7%
ROMAN MEAL															
Units (000)	55	53	46	41	38	39	33	33	45	33	50	52	44	55	562
Dollars (000)	$98	$98	$86	$76	$71	$68	$62	$61	$71	$62	$77	$80	$77	$84	$974
Avg Price per Unit	$1.78	$1.85	$1.86	$1.83	$1.85	$1.76	$1.89	$1.87	$1.58	$1.87	$1.55	$1.55	$1.76	$1.52	$1.73
Unit Share	3.6	3.7	3.4	2.8	2.6	2.5	2.0	2.0	3.0	2.2	3.3	3.5	2.9	3.6	2.9
ACV Weighted Dist	100.0%	100.0%	100.0%	100.0%	99.9%	99.9%	99.9%	99.9%	100.0%	100.0%	100.0%	99.8%	99.8%	99.8%	100.0%

FBI 00742

Source [redacted]

CONFIDENTIAL COUNSEL ONLY

1996

Flower Industries Atlanta - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Flowers - Atlanta	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 1 - WHITE															
Units (000)	1,827	1,706	1,616	1,698	1,825	1,912	1,978	2,064	2,018	1,942	1,950	1,915	1,877	1,908	24,410
Dollars (000)	$2,386	$2,185	$2,038	$2,157	$2,350	$2,411	$2,577	$2,685	$2,536	$2,498	$2,497	$2,453	$2,410	$2,460	$31,256
Avg Price per Unit	$1.31	$1.28	$1.26	$1.27	$1.29	$1.26	$1.30	$1.30	$1.26	$1.29	$1.28	$1.28	$1.28	$1.29	$1.28
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Dist	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Flowers SB,WW,FL															
Units (000)	365	352	354	379	434	461	427	445	482	423	411	419	428	430	5,444
Dollars (000)	$599	$571	$548	$573	$643	$670	$684	$697	$727	$666	$648	$648	$671	$671	$8,418
Avg Price per Unit	$1.64	$1.62	$1.55	$1.51	$1.48	$1.45	$1.60	$1.57	$1.51	$1.57	$1.57	$1.55	$1.57	$1.56	$1.55
Unit Share	20.0	20.6	21.9	22.3	23.8	24.1	21.6	21.5	23.9	21.8	21.1	21.9	22.8	22.5	22.3
ACV Weighted Dist	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Colonial															
Units (000)	468	442	429	442	489	491	549	617	558	567	552	539	529	519	6,723
Dollars (000)	$758	$687	$684	$735	$807	$810	$902	$974	$865	$884	$893	$875	$842	$836	$10,795
Avg Price per Unit	$1.62	$1.56	$1.59	$1.66	$1.65	$1.65	$1.64	$1.58	$1.55	$1.56	$1.62	$1.62	$1.59	$1.61	$1.61
Unit Share	25.6	25.9	26.5	26.0	26.8	25.7	27.7	29.9	27.6	29.2	28.3	28.1	28.2	27.2	27.5
ACV Weighted Dist	98.0%	98.0%	98.0%	97.9%	97.8%	97.8%	97.8%	97.9%	97.9%	97.9%	97.9%	97.9%	97.9%	97.8%	98.0%
Interstate															
Units (000)	41	37	36	36	42	42	44	43	41	39	40	44	51	42	538
Dollars (000)	$63	$59	$58	$57	$65	$66	$71	$70	$64	$62	$64	$64	$70	$67	$837
Avg Price per Unit	$1.56	$1.58	$1.60	$1.58	$1.52	$1.57	$1.59	$1.62	$1.57	$1.60	$1.61	$1.46	$1.38	$1.60	$1.56
Unit Share	2.2	2.2	2.2	2.1	2.3	2.2	2.2	2.1	2.0	2.0	2.0	2.3	2.7	2.2	2.2
ACV Weighted Dist	43.5%	43.4%	43.7%	42.9%	38.0%	38.0%	37.9%	37.8%	38.0%	38.0%	37.9%	37.9%	38.1%	38.4%	43.7%
Kern's															
Units (000)	20	27	24	26	33	26	21	20	20	18	20	20	14	16	284
Dollars (000)	$21	$27	$25	$26	$33	$26	$21	$21	$20	$18	$20	$20	$14	$16	$288
Avg Price per Unit	$1.03	$1.02	$1.042	$1.00	$1.01	$1.01	$1.01	$1.01	$1.01	$1.01	$1.01	$1.02	$1.02	$1.01	$1.01
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

CONFIDENTIAL COUNSEL ONLY

FBI 00743

Flowers Industries Atlanta - Monthly InfoScan Sales Analysis

Category: White, Soft Variety & Specialty

Flowers - Atlanta	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks - 98	Latest 52 Weeks
Category - Fresh Bread															
Dollars (000)	$5,408	$5,072	$4,734	$4,917	$5,344	$5,423	$5,649	$5,788	$5,585	$5,498	$5,496	$5,368	$5,351	$5,499	$69,726
Dollar Share, Bread Ctgry	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Flowers															
Dollars (000)	$1,572	$1,554	$1,507	$1,514	$1,637	$1,643	$1,724	$1,674	$1,746	$1,729	$1,641	$1,663	$1,745	$1,704	$21,482
Dollar Share, Bread Ctgry	29.1	30.6	31.8	30.8	30.6	30.3	30.5	28.9	31.3	31.4	29.9	31.0	32.6	31.0	30.8
Earth Grains Co.															
Dollars (000)	$1,196	$1,107	$1,062	$1,162	$1,275	$1,299	$1,441	$1,496	$1,344	$1,342	$1,386	$1,347	$1,286	$1,311	$16,857
Dollar Share, Bread Ctgry	22.1	21.8	22.4	23.6	23.9	23.9	25.5	25.9	24.1	24.4	25.2	25.1	24.0	23.8	24.2
Interstate															
Dollars (000)	$101	$99	$95	$93	$105	$105	$112	$113	$108	$102	$103	$102	$113	$106	$1,352
Dollar Share, Bread Ctgry	1.9	2.0	2.0	1.9	2.0	1.9	2.0	1.9	1.9	1.8	1.9	1.9	2.1	1.9	1.9
Pepperidge Farms															
Dollars (000)	$222	$238	$191	$201	$208	$200	$195	$199	$219	$249	$240	$224	$225	$235	$2,824
Dollar Share, Bread Ctgry	4.1	4.7	4.0	4.1	3.9	3.7	3.4	3.4	3.9	4.5	4.4	4.2	4.2	4.3	4.1
Arnold Oroweat															
Dollars (000)	$242	$235	$225	$239	$257	$246	$250	$251	$246	$241	$243	$233	$233	$263	$3,162
Dollar Share, Bread Ctgry	4.5	4.6	4.8	4.9	4.8	4.5	4.4	4.3	4.4	4.4	4.4	4.3	4.4	4.8	4.5
Coopersmith															
Dollars (000)	$24	$29	$28	$28	$36	$28	$23	$23	$23	$21	$24	$24	$18	$21	$327
Dollar Share, Bread Ctgry	0.5	0.6	0.6	0.6	0.7	0.5	0.4	0.4	0.4	0.4	0.4	0.4	0.3	0.4	0.5
Roman Meal															
Dollars (000)	$98	$98	$86	$76	$71	$68	$62	$61	$71	$62	$77	$80	$77	$84	$974
Dollar Share, Bread Ctgry	1.8	1.9	1.8	1.5	1.3	1.3	1.1	1.1	1.3	1.1	1.4	1.5	1.4	1.5	1.4
Private Label															
Dollars (000)	$1,776	$1,533	$1,368	$1,406	$1,506	$1,589	$1,605	$1,711	$1,599	$1,499	$1,483	$1,429	$1,384	$1,493	$19,605
Dollar Share, Bread Ctgry	32.8	30.2	28.9	28.6	28.2	29.3	28.4	29.6	28.6	27.3	27.0	26.6	25.9	27.2	28.1
Atlanta - All Other															
Dollars (000)	$179	$187	$181	$194	$214	$200	$198	$218	$222	$246	$266	$255	$269	$243	$2893
Dollar Share, Bread Ctgry	3.3	3.7	3.8	4.0	4.0	3.7	3.5	3.8	4.0	4.5	4.8	4.8	5.0	4.4	4.1

FBI 00744

CONFIDENTIAL COUNSEL ONLY

Flower Industries Atlanta - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Flowers - Atlanta	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Cptn John Derst White															
Units (000)	7	6	6	8	9	8	8	8	8	8	8	11	11	11	111
Dollars (000)	$10	$9	$10	$12	$13	$12	$12	$12	$12	$12	$13	$15	$15	$17	$165
Avg Price per Unit	$1.55	$1.55	$1.55	$1.56	$1.36	$1.52	$1.54	$1.52	$1.49	$1.54	$1.51	$1.39	$1.39	$1.55	$1.49
Unit Share	0.4	0.3	0.4	0.4	0.5	0.4	0.4	0.4	0.4	0.4	0.4	0.6	0.6	0.6	0.5
ACV Weighted Dist	2.4%	2.4%	3.5%	3.5%	3.5%	3.4%	3.2%	3.1%	3.2%	3.2%	3.2%	3.2%	3.7%	3.7%	3.7%
PRIVATE LABEL															
Units (000)	831	741	677	715	711	768	818	814	792	756	770	748	709	744	9,762
Dollars (000)	$782	$677	$580	$621	$639	$669	$729	$753	$692	$694	$681	$669	$638	$685	$8,728
Avg Price per Unit	$.94	$.91	$.86	$.87	$.90	$.87	$.89	$.92	$.87	$.92	$.88	$.89	$.90	$.92	$.89
Unit Share	45.5	43.4	41.9	42.1	39.0	40.2	41.3	39.4	39.2	38.9	39.5	39.1	37.7	39.0	40.0
ACV Weighted Dist	100.0%	100.0%	99.2%	98.6%	98.7%	99.5%	99.5%	98.7%	98.7%	98.7%	97.4%	97.2%	97.2%	99.5%	100.0%

FBI 00745

CONFIDENTIAL COUNSEL ONLY

Flowers Industries Atlanta - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Flowers - Atlanta	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
CLASS 2 - SOFT VARIETY															
Units (000)	1,524	1,429	1,345	1,479	1,488	1,552	1,630	1,646	1,497	1,510	1,529	1,495	1,496	1,526	19,623
Dollars (000)	$2,179	$2,039	$1,904	$1,940	$2,123	$2,180	$2,258	$2,259	$2,181	$2,096	$2,056	$2,012	$2,040	$2,133	$27,221
Avg Price per Unit	$1.43	$1.43	$1.41	$1.31	$1.43	$1.41	$1.39	$1.37	$1.46	$1.39	$1.34	$1.35	$1.36	$1.40	$1.39
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Dist	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Natures Own															
Units (000)	477	503	512	515	531	563	548	535	507	597	556	541	623	598	7,129
Dollars (000)	$819	$826	$812	$807	$888	$882	$949	$883	$888	$929	$885	$864	$918	$921	$11,452
Avg Price per Unit	$1.72	$1.64	$1.59	$1.57	$1.67	$1.57	$1.73	$1.65	$1.75	$1.56	$1.59	$1.60	$1.47	$1.54	$1.61
Unit Share	31.3	35.2	38.0	34.8	35.7	36.3	33.6	32.5	33.8	39.5	36.4	36.2	41.6	39.2	36.3
ACV Weighted Dist	99.1%	99.1%	99.2%	99.2%	99.2%	99.3%	99.3%	99.3%	99.3%	99.3%	99.4%	99.4%	99.4%	99.4%	99.4%
Col/Rainbo/FamRec/Grants															
Units (000)	116	109	94	152	138	168	191	172	140	127	154	150	125	148	1,869
Dollars (000)	$215	$203	$174	$235	$255	$281	$321	$294	$258	$238	$257	$257	$233	$244	$3,248
Avg Price per Unit	$1.86	$1.85	$1.86	$1.54	$1.85	$1.67	$1.68	$1.72	$1.84	$1.87	$1.67	$1.70	$1.86	$1.65	$1.74
Unit Share	7.6	7.7	7.0	10.3	9.3	10.8	11.7	10.4	9.4	8.4	10.1	10.1	8.4	9.7	9.5
ACV Weighted Dist	98.0%	97.7%	98.0%	97.9%	97.8%	97.8%	97.8%	97.9%	97.9%	97.9%	97.9%	97.9%	97.9%	97.8%	98.0%
Interstate															
Units (000)	17	18	16	16	18	17	19	20	22	18	19	20	24	19	246
Dollars (000)	$29	$31	$28	$27	$31	$29	$32	$33	$36	$30	$31	$31	$35	$32	$406
Avg Price per Unit	$1.73	$1.69	$1.73	$1.65	$1.75	$1.74	$1.68	$1.64	$1.64	$1.71	$1.63	$1.53	$1.49	$1.68	$1.65
Unit Share	1.1	1.3	1.2	1.1	1.2	1.1	1.2	1.2	1.5	1.2	1.2	1.3	1.6	1.2	1.3
ACV Weighted Dist	43.5%	43.4%	43.7%	42.9%	38.0%	38.0%	37.9%	37.8%	38.0%	38.0%	37.9%	37.9%	38.1%	38.4%	43.7%
ROMAN MEAL															
Units (000)	55	53	46	41	38	39	33	33	45	33	50	52	44	55	562
Dollars (000)	$98	$98	$86	$76	$71	$68	$62	$61	$71	$62	$77	$80	$77	$84	$974
Avg Price per Unit	$1.78	$1.85	$1.86	$1.83	$1.85	$1.76	$1.89	$1.87	$1.58	$1.87	$1.55	$1.55	$1.76	$1.52	$1.73
Unit Share	3.6	3.7	3.4	2.8	2.6	2.5	2.0	2.0	3.0	2.2	3.3	3.5	2.9	3.6	2.9
ACV Weighted Dist	100.0%	100.0%	100.0%	100.0%	99.9%	99.9%	99.9%	99.9%	100.0%	100.0%	100.0%	99.8%	99.8%	99.8%	100.0%

FBI 00746
Sou CONFIDENTIAL COUNSEL ONLY Inc., 1996

Flowers Industries Atlanta - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Flowers - Atlanta	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Cptn John Derst Variety															
Units (000)	2	2	2	2	2	2	2	2	2	2	1	1	2	2	22
Dollars (000)	$3	$3	$3	$3	$3	$3	$3	$3	$3	$3	$3	$2	$3	$3	$37
Avg Price per Unit	$1.70	$1.70	$1.71	$1.72	$1.72	$1.72	$1.72	$1.63	$1.72	$1.72	$1.74	$1.74	$1.73	$1.73	$1.71
Unit Share	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
ACV Weighted Dist	2.4%	2.4%	3.5%	3.5%	3.5%	3.4%	3.2%	3.1%	3.0%	3.2%	3.2%	3.2%	3.7%	3.7%	3.7%
Private Label															
Units (000)	781	664	613	695	694	663	755	808	708	662	699	671	598	619	8,849
Dollars (000)	$908	$773	$714	$709	$783	$796	$780	$870	$818	$720	$722	$685	$660	$717	$9,746
Avg Price per Unit	$1.16	$1.17	$1.16	$1.02	$1.13	$1.20	$1.03	$1.08	$1.15	$1.09	$1.03	$1.02	$1.10	$1.16	$1.10
Unit Share	51.3	46.4	45.6	47.0	46.6	42.8	46.3	49.1	47.3	43.8	45.7	44.9	40.0	40.6	45.1
ACV Weighted Dist	97.8%	97.8%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

FBI 00747

CONFIDENTIAL COUNSEL
ONLY

Flowers Industries Atlanta - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Flowers - Atlanta	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
CLASS 3 - SPECIALTY															
Units (000)	453	444	414	425	457	434	424	458	450	487	471	473	486	448	5,870
Dollars (000)	$910	$904	$840	$862	$927	$891	$878	$908	$928	$965	$996	$957	$960	$967	$11,984
Avg Price per Unit	$2.01	$2.04	$2.03	$2.03	$2.03	$2.05	$2.07	$1.98	$2.06	$1.98	$2.11	$2.03	$1.97	$2.16	$2.04
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Dist	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
COBBLESTONE MILL															
Units (000)	83	75	70	70	71	68	62	73	65	90	66	94	102	71	976
Dollars (000)	$150	$146	$137	$136	$138	$134	$126	$132	$135	$138	$139	$160	$155	$148	$1,825
Avg Price per Unit	$1.81	$1.96	$1.96	$1.96	$1.96	$1.96	$2.03	$1.81	$2.07	$1.53	$2.11	$1.70	$1.52	$2.10	$1.87
Unit Share	18.3	16.8	16.9	16.4	15.5	15.7	14.7	16.0	14.5	18.5	14.0	19.9	21.0	15.8	16.6
ACV Weighted Dist	99.1%	99.1%	99.2%	99.2%	99.2%	99.2%	97.4%	97.3%	97.3%	97.3%	97.5%	97.2%	97.2%	96.5%	99.2%
ARN/ORO/FRAN															
Units (000)	87	85	84	83	89	87	88	96	88	85	85	79	81	89	1,119
Dollars (000)	$179	$176	$173	$181	$192	$187	$189	$191	$187	$180	$180	$171	$175	$197	$2,379
Avg Price per Unit	$2.07	$2.09	$2.07	$2.17	$2.16	$2.15	$2.15	$1.99	$2.13	$2.13	$2.12	$2.15	$2.15	$2.20	$2.13
Unit Share	19.1	19.0	20.2	19.6	19.4	20.0	20.7	21.0	19.6	17.4	18.1	16.8	16.7	19.9	19.1
ACV Weighted Dist	92.1%	92.0%	89.5%	89.6%	90.1%	89.9%	89.2%	89.1%	89.2%	89.7%	89.2%	87.8%	87.7%	87.9%	92.0%
EARTH GRAINS															
Units (000)	63	61	61	64	70	68	72	75	72	71	74	73	72	71	902
Dollars (000)	$129	$125	$128	$123	$144	$143	$148	$152	$153	$157	$169	$152	$149	$160	$1,902
Avg Price per Unit	$2.06	$2.06	$2.08	$1.94	$2.07	$2.11	$2.05	$2.02	$2.12	$2.22	$2.28	$2.09	$2.09	$2.26	$2.11
Unit Share	13.9	13.6	14.8	14.9	15.3	15.7	17.0	16.4	16.0	14.5	15.7	15.4	14.7	15.8	15.4
ACV Weighted Dist	98.7%	98.6%	98.7%	96.6%	98.6%	98.6%	98.5%	98.6%	98.6%	98.6%	98.6%	97.9%	96.7%	96.7%	98.7%
PEPPERIDGE FARM															
Units (000)	104	114	89	95	97	93	91	93	103	118	109	102	105	107	1,319
Dollars (000)	$222	$238	$191	$201	$208	$200	$195	$199	$219	$249	$240	$224	$225	$235	$2,824
Avg Price per Unit	$2.15	$2.09	$2.13	$2.11	$2.14	$2.14	$2.13	$2.13	$2.12	$2.11	$2.20	$2.19	$2.14	$2.20	$2.14
Unit Share	22.9	25.6	21.6	22.4	21.4	21.5	21.5	20.4	23.0	24.2	23.1	21.7	21.6	23.9	22.5

FBI 00748

CONFIDENTIAL COUNSEL ONLY

Flowers Industries Atlanta - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Flowers - Atlanta	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
ACV Weighted Dist	91.4%	94.2%	94.3%	94.3%	94.6%	94.0%	93.8%	93.6%	93.6%	93.8%	91.3%	90.1%	90.0%	88.8%	94.6%
Harvest Ridge															
Units (000)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Dollars (000)	$1	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$3
Avg Price per Unit	$1.73	$1.76	$1.81	$1.80	$1.83	$1.85	$1.87	$1.78	$1.69	$1.83	$1.85	$1.84	$1.75	$1.87	$1.81
Unit Share	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACV Weighted Dist	1.9%	1.9%	1.9%	1.9%	2.0%	2.0%	2.0%	0.6%	1.8%	1.9%	0.5%	1.9%	0.5%	0.5%	2.0%
PRIVATE LABEL/GENERIC															
Units (000)	33	31	31	33	35	37	29	34	37	35	46	34	32	23	438
Dollars (000)	$53	$49	$49	$53	$54	$55	$46	$53	$58	$56	$74	$58	$56	$40	$701
Avg Price per Unit	$1.58	$1.56	$1.59	$1.62	$1.54	$1.50	$1.59	$1.55	$1.58	$1.59	$1.60	$1.69	$1.76	$1.72	$1.60
Unit Share	7.4	7.1	7.4	7.7	7.7	8.4	6.9	7.5	8.2	7.3	9.8	7.3	6.5	5.2	7.5
ACV Weighted Dist	73.5%	76.2%	71.6%	76.9%	77.8%	72.0%	75.0%	71.6%	70.9%	71.8%	69.0%	74.4%	74.4%	80.2%	80.2%

FBI 00749

CONFIDENTIAL COUNSEL
ONLY

Flowers Industries Atlanta - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Flowers - Atlanta	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 4 - BUNS															
Units (000)	793	814	969	983	1,298	1,188	1,445	1,127	1,126	870	886	699	730	838	12,973
Dollars (000)	$835	$888	$997	$1,025	$1,271	$1,189	$1,365	$1,157	$1,102	$947	$889	$779	$835	$915	$13,359
Avg Price per Unit	$1.05	$1.09	$1.03	$1.04	$.98	$1.00	$.94	$1.03	$.98	$1.09	$1.00	$1.11	$1.14	$1.09	$1.03
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
SNBM/FLWRS/SPCL HRVST															
Units (000)	58	61	77	102	154	137	124	87	79	69	68	58	65	69	1,151
Dollars (000)	$86	$89	$96	$114	$169	$152	$157	$112	$103	$89	$88	$75	$85	$90	$1,419
Avg Price per Unit	$1.47	$1.45	$1.26	$1.12	$1.09	$1.11	$1.27	$1.29	$1.29	$1.29	$1.29	$1.29	$1.30	$1.30	$1.23
Unit Share	7.4	7.5	7.9	10.4	11.9	11.6	8.6	7.7	7.0	7.9	7.7	8.2	8.9	8.3	8.9
ACV Weighted Distribution	97.2%	99.9%	99.8%	94.4%	99.9%	99.9%	94.6%	94.7%	95.6%	96.0%	96.3%	93.9%	91.6%	94.1%	99.9%
RAINBO/COLONIAL															
Units (000)	124	131	151	144	175	166	203	173	162	145	151	136	134	135	2,006
Dollars (000)	$185	$194	$221	$217	$262	$245	$300	$260	$241	$214	$201	$187	$198	$201	$2,942
Avg Price per Unit	$1.49	$1.49	$1.47	$1.50	$1.50	$1.48	$1.48	$1.50	$1.49	$1.48	$1.33	$1.38	$1.48	$1.49	$1.47
Unit Share	15.7	16.1	15.6	14.7	13.5	13.9	14.1	15.4	14.4	16.6	17.1	19.4	18.3	16.1	15.5
ACV Weighted Distribution	98.0%	98.0%	98.0%	97.9%	97.8%	97.8%	97.8%	97.9%	97.9%	97.9%	97.9%	97.9%	97.9%	97.8%	98.0%
KERNS															
Units (000)	2	2	2	2	3	2	2	1	1	1	1	2	2	2	24
Dollars (000)	$4	$3	$4	$3	$6	$4	$3	$2	$2	$1	$2	$2	$3	$3	$38
Avg Price per Unit	$1.62	$1.63	$1.59	$1.66	$1.72	$1.70	$1.67	$1.68	$1.64	$1.60	$1.58	$1.56	$1.52	$1.46	$1.62
Unit Share	0.3	0.2	0.2	0.2	0.3	0.2	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.3	0.2
ACV Weighted Distribution	2.9%	2.8%	2.9%	2.8%	2.8%	2.7%	1.8%	1.8%	1.8%	1.7%	1.9%	1.9%	1.9%	2.3%	2.9%
MERITA/TAYSTEE															
Units (000)	5	6	6	6	8	7	9	5	5	5	4	3	3	4	70
Dollars (000)	$7	$8	$9	$8	$10	$9	$11	$6	$7	$6	$6	$4	$5	$5	$95
Avg Price per Unit	$1.43	$1.42	$1.43	$1.41	$1.34	$1.30	$1.25	$1.28	$1.40	$1.39	$1.38	$1.38	$1.37	$1.37	$1.36
Unit Share	0.7	0.7	0.6	0.6	0.6	0.6	0.6	0.4	0.4	0.5	0.5	0.4	0.5	0.5	0.5

Source CONFIDENTIAL COUNSEL ONLY c., 1996

Flowers Industries Atlanta - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Flowers - Atlanta	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
ACV Weighted Distribution	43.3%	43.2%	43.5%	42.7%	37.8%	37.4%	37.7%	35.6%	37.8%	37.7%	37.6%	35.2%	23.2%	35.3%	43.5%
PL/GENERIC															
Units (000)	528	534	643	635	819	758	966	736	764	558	574	427	449	532	8,394
Dollars (000)	$423	$457	$516	$521	$621	$590	$679	$590	$569	$481	$451	$386	$411	$465	$6,734
Avg Price per Unit	$.80	$.86	$.80	$.82	$.76	$.78	$.70	$.80	$.74	$.86	$.79	$.90	$.91	$.87	$.80
Unit Share	66.5	65.6	66.4	64.6	63.1	63.8	66.8	65.3	67.8	64.2	64.8	61.1	61.5	63.5	64.7
ACV Weighted Distribution	99.5%	99.5%	98.7%	98.6%	98.7%	98.7%	98.8%	98.7%	98.7%	98.7%	98.7%	98.6%	97.2%	99.5%	99.6%

CONFIDENTIAL COUNSEL ONLY

FBI 00751

Flowers Industries Atlanta - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Flowers - Atlanta	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 5 - ROLLS															
Units (000)	452	471	524	431	471	445	429	422	439	461	495	975	797	483	6,843
Dollars (000)	$714	$704	$723	$662	$720	$680	$677	$669	$684	$714	$741	$1,111	$1,046	$744	$9,874
Avg Price per Unit	$1.58	$1.50	$1.38	$1.54	$1.53	$1.53	$1.58	$1.59	$1.56	$1.55	$1.50	$1.14	$1.31	$1.54	$1.44
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Dist	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Flowers															
Units (000)	76	90	85	89	95	95	86	76	83	79	92	131	117	107	1,226
Dollars (000)	$124	$130	$127	$133	$139	$136	$137	$124	$133	$128	$136	$183	$174	$153	$1,832
Avg Price per Unit	$1.64	$1.44	$1.49	$1.49	$1.47	$1.43	$1.59	$1.63	$1.60	$1.62	$1.48	$1.39	$1.48	$1.43	$1.49
Unit Share	16.8	19.1	16.2	20.7	20.1	21.4	20.0	18.1	18.9	17.2	18.5	13.5	14.7	22.2	17.9
ACV Weighted Dist	99.4%	99.5%	99.5%	99.7%	99.5%	97.2%	97.1%	94.0%	93.9%	94.7%	95.4%	98.2%	98.1%	98.0%	99.7%
Colonial/Rainbo															
Units (000)	42	42	41	37	39	38	38	43	46	45	46	67	51	40	574
Dollars (000)	$73	$72	$70	$65	$68	$66	$66	$76	$75	$79	$81	$116	$90	$70	$994
Avg Price per Unit	$1.73	$1.74	$1.74	$1.74	$1.74	$1.74	$1.72	$1.74	$1.62	$1.75	$1.75	$1.74	$1.75	$1.76	$1.73
Unit Share	9.3	8.8	7.7	8.7	8.3	8.5	9.0	10.3	10.6	9.8	9.4	6.8	6.4	8.3	8.4
ACV Weighted Dist	98.0%	98.0%	98.0%	97.9%	95.4%	93.7%	97.8%	93.7%	93.5%	93.8%	97.9%	97.9%	97.9%	97.8%	98.0%
KERNS															
Units (000)	5	5	4	5	6	5	4	4	3	2	3	3	2	2	47
Dollars (000)	$9	$8	$8	$8	$9	$8	$6	$6	$6	$4	$5	$4	$3	$3	$79
Avg Price per Unit	$1.72	$1.74	$1.74	$1.66	$1.69	$1.70	$1.66	$1.67	$1.67	$1.65	$1.66	$1.65	$1.63	$1.63	$1.68
Unit Share	1.2	1.0	0.8	1.1	1.2	1.1	0.9	0.9	0.8	0.5	0.6	0.3	0.2	0.4	0.7
ACV Weighted Dist	2.9%	2.8%	2.9%	2.8%	2.8%	2.7%	1.8%	1.8%	1.8%	1.7%	1.9%	1.9%	1.9%	2.3%	2.8%
Interstate															
Units (000)	13	11	10	11	13	12	12	12	10	9	9	5	5	6	107
Dollars (000)	$21	$18	$16	$17	$20	$18	$18	$17	$16	$14	$13	$9	$8	$10	$160
Avg Price per Unit	$1.61	$1.60	$1.59	$1.58	$1.54	$1.54	$1.44	$1.45	$1.53	$1.52	$1.52	$1.56	$1.62	$1.61	$1.50

Monthly Sales Trends

FBI 00752

CONFIDENTIAL COUNSEL ONLY

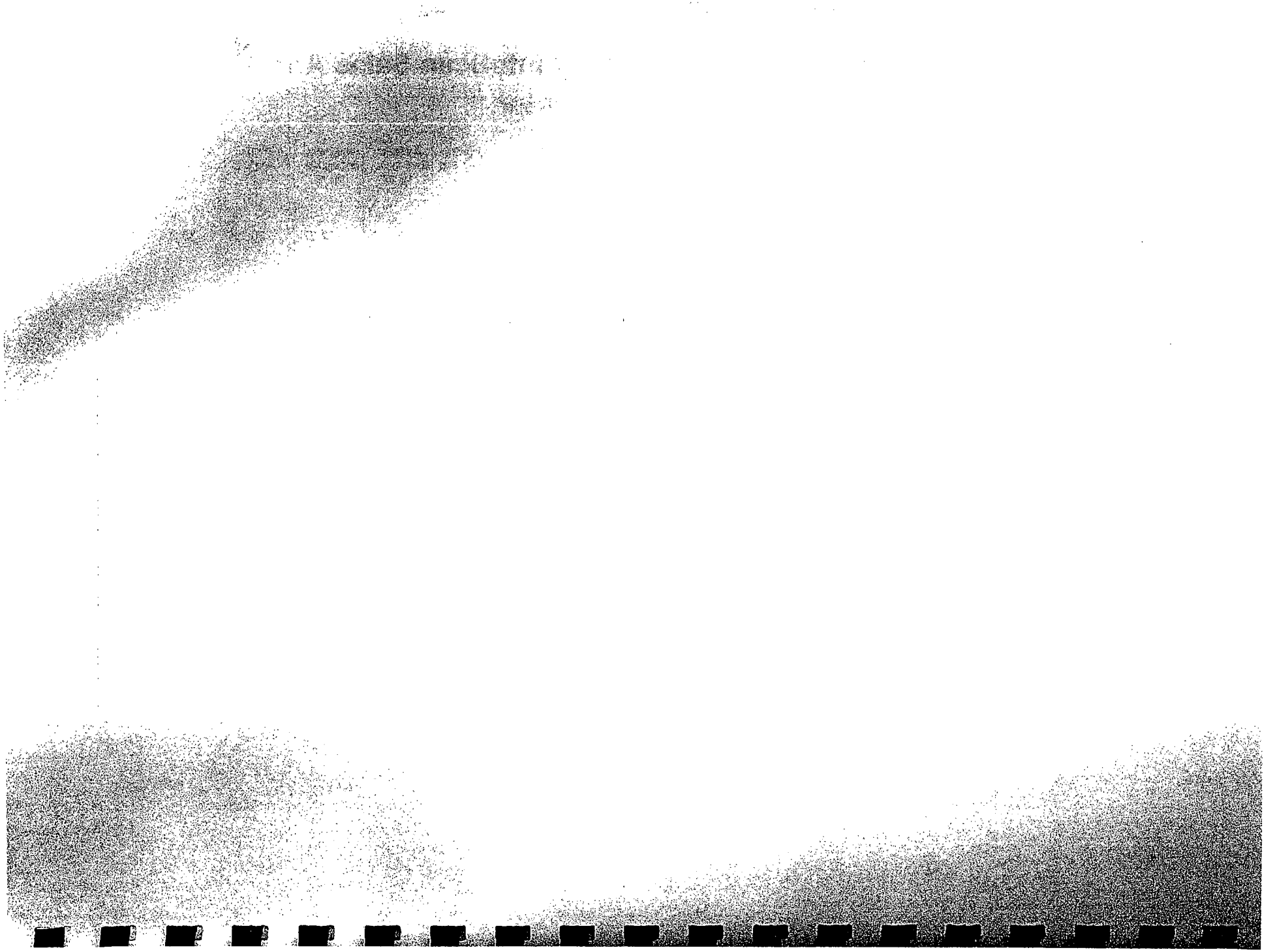
Flowers Industries Atlanta - Monthly InfoScan Sales Analysis

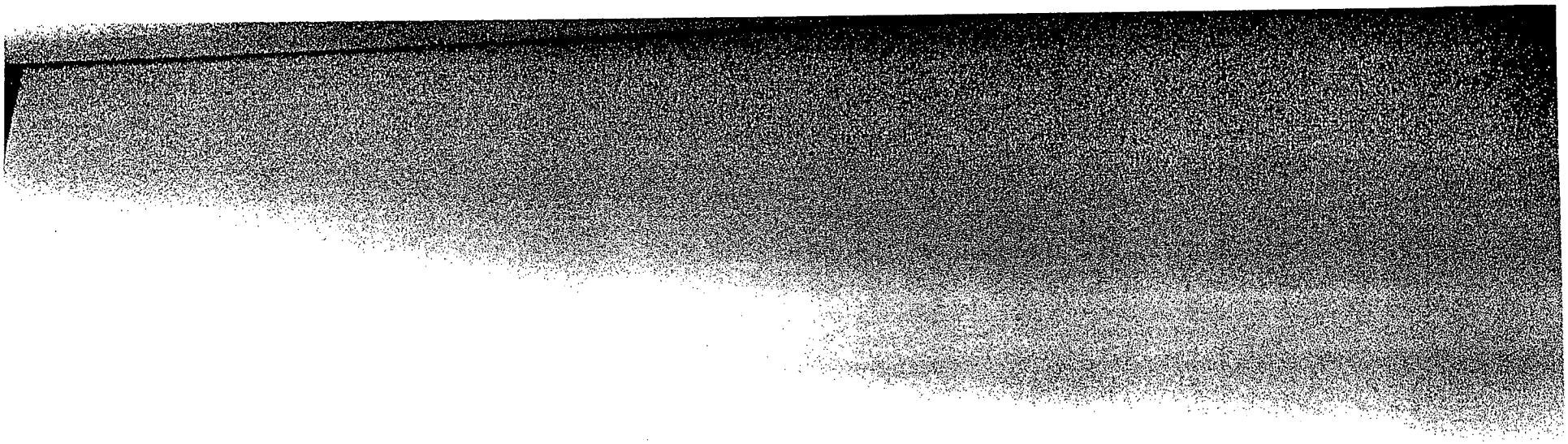
Category: Class 5 - Rolls

Flowers - Atlanta	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Unit Share	2.8	2.3	1.9	2.5	2.8	2.6	2.8	2.7	2.3	2.1	1.7	0.6	0.6	1.3	1.8
ACV Weighted Dist	40.6%	42.4%	42.9%	42.1%	37.3%	37.4%	37.3%	36.7%	37.4%	37.4%	37.3%	30.2%	30.2%	35.7%	42.9%
Private Label															
Units (000)	162	173	226	145	163	144	141	140	145	163	180	553	417	172	2,763
Dollars (000)	$189	$187	$215	$170	$187	$166	$162	$162	$163	$178	$188	$397	$372	$187	$2,734
Avg Price per Unit	$1.17	$1.08	$.95	$1.17	$1.15	$1.16	$1.15	$1.16	$1.12	$1.09	$1.04	$.72	$.89	$1.08	$.99
Unit Share	35.8	36.8	43.2	33.6	34.5	32.3	32.8	33.3	33.1	35.5	36.3	56.7	52.3	35.7	40.4
ACV Weighted Dist	100.0%	100.0%	99.2%	96.5%	96.6%	96.6%	94.8%	96.6%	98.4%	98.4%	98.4%	99.6%	99.6%	99.6%	100.0%

CONFIDENTIAL COUNSEL ONLY

FBI 00753





CONFIDENTIAL COUNSEL ONLY

FBI 00754

FBI 00755

CONFIDENTIAL COUNSEL ONLY

Birmingham

Flowers Industries Birminghmam - Monthly InfoScan Sales Analysis

Category: White, Soft Variety & Specialty

Flowers Birmingham	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Category - Fresh Bread															
Dollars (000)	$3,373	$3,319	$3,135	$3,138	$3,123	$3,236	$3,480	$3,504	$3,432	$3,264	$3,308	$3,435	$3,603	$3,374	$43,352
Dollar Share, Bread Ctgry	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Flowers															
Dollars (000)	$1,301	$1,313	$1,385	$1,340	$1,308	$1,292	$1,438	$1,409	$1,416	$1,336	$1,349	$1,403	$1,518	$1,420	$17,926
Dollar Share, Bread Ctgry	38.6	39.6	44.2	42.7	41.9	39.9	41.3	40.2	41.3	40.9	40.8	40.8	42.1	42.1	41.4
Earth Grains Co.															
Dollars (000)	$474	$483	$469	$459	$413	$454	$490	$444	$422	$425	$452	$457	$446	$434	$5,849
Dollar Share, Bread Ctgry	14.0	14.5	15.0	14.6	13.2	14.0	14.1	12.7	12.3	13.0	13.7	13.3	12.4	12.9	13.5
Interstate															
Dollars (000)	$209	$237	$196	$206	$204	$203	$246	$270	$327	$294	$301	$290	$322	$271	$3,368
Dollar Share, Bread Ctgry	6.2	7.1	6.3	6.6	6.5	6.3	7.1	7.7	9.5	9.0	9.1	8.4	8.9	8.0	7.8
Pepperidge Farms															
Dollars (000)	$80	$78	$75	$87	$86	$83	$84	$90	$89	$93	$92	$92	$106	$102	$1,157
Dollar Share, Bread Ctgry	2.4	2.3	2.4	2.8	2.7	2.6	2.4	2.6	2.6	2.9	2.8	2.7	2.9	3.0	2.7
Arnold Oroweat															
Dollars (000)	$81	$80	$87	$92	$86	$81	$81	$81	$75	$75	$71	$70	$80	$88	$1,048
Dollar Share, Bread Ctgry	2.4	2.4	2.8	2.9	2.8	2.5	2.3	2.3	2.2	2.3	2.2	2.1	2.2	2.6	2.4
Roman Meal															
Dollars (000)	$68	$76	$71	$56	$53	$56	$57	$54	$47	$44	$46	$48	$52	$54	$714
Dollar Share, Bread Ctgry	2.0	2.3	2.3	1.8	1.7	1.7	1.6	1.5	1.4	1.4	1.4	1.4	1.4	1.6	1.6
Private Label															
Dollars (000)	$717	$628	$451	$480	$498	$536	$573	$563	$527	$504	$496	$527	$489	$461	$6,734
Dollar Share, Bread Ctgry	21.3	18.9	14.4	15.3	15.9	16.6	16.5	16.1	15.4	15.4	15.0	15.3	13.6	13.7	15.5
Birmingham - All Other															
Dollars (000)	$444	$424	$399	$416	$476	$530	$513	$594	$528	$492	$500	$546	$591	$545	$6,555
Dollar Share, Bread Ctgry	13.2	12.8	12.7	13.3	15.3	16.4	14.7	16.9	15.4	15.1	15.1	15.9	16.4	16.2	15.1

CONFIDENTIAL COUNSEL ONLY

FBI 00756

Flower Industries Birmingham - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Flowers Birmingham	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 1 - WHITE															
Units (000)	1,304	1,256	1,207	1,171	1,160	1,238	1,397	1,353	1,300	1,227	1,233	1,300	1,335	1,235	16,411
Dollars (000)	$1,611	$1,565	$1,456	$1,400	$1,413	$1,470	$1,657	$1,606	$1,595	$1,523	$1,524	$1,609	$1,651	$1,510	$19,980
Avg Price per Unit	$1.24	$1.25	$1.21	$1.20	$1.22	$1.19	$1.19	$1.19	$1.23	$1.24	$1.24	$1.24	$1.24	$1.22	$1.22
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Dist	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Flowers SB,HS,WW,FL															
Units (000)	445	453	539	487	473	488	576	539	548	508	515	528	602	552	6,810
Dollars (000)	$705	$715	$772	$734	$716	$724	$837	$819	$842	$786	$781	$810	$891	$822	$10,249
Avg Price per Unit	$1.58	$1.58	$1.43	$1.51	$1.51	$1.48	$1.45	$1.52	$1.54	$1.55	$1.52	$1.53	$1.48	$1.49	$1.51
Unit Share	34.2	36.1	44.7	41.6	40.8	39.5	41.2	39.9	42.2	41.4	41.7	40.7	45.1	44.7	41.5
ACV Weighted Dist	99.3%	99.4%	99.7%	99.7%	99.7%	99.3%	97.9%	97.9%	97.9%	98.3%	98.3%	98.0%	98.0%	98.0%	99.7%
COLONIAL/RAINBO															
Units (000)	185	224	228	175	157	181	188	176	168	167	181	186	181	181	2,392
Dollars (000)	$297	$321	$308	$270	$253	$279	$302	$273	$256	$261	$279	$293	$286	$272	$3,653
Avg Price per Unit	$1.60	$1.43	$1.35	$1.54	$1.62	$1.54	$1.61	$1.56	$1.53	$1.56	$1.55	$1.58	$1.58	$1.50	$1.53
Unit Share	14.2	17.9	18.9	15.0	13.5	14.6	13.4	13.0	12.9	13.6	14.7	14.3	13.6	14.7	14.6
ACV Weighted Dist	91.8%	87.3%	91.7%	88.5%	91.5%	91.6%	90.7%	92.6%	88.2%	92.1%	88.8%	88.8%	87.6%	87.6%	92.6%
Interstate															
Units (000)	82	94	72	84	81	82	96	110	143	128	132	118	134	109	1,384
Dollars (000)	$140	$160	$124	$136	$135	$136	$162	$182	$230	$200	$216	$203	$229	$188	$2,300
Avg Price per Unit	$1.70	$1.71	$1.72	$1.62	$1.66	$1.65	$1.68	$1.66	$1.61	$1.56	$1.63	$1.71	$1.71	$1.72	$1.66
Unit Share	6.3	7.5	6.0	7.2	7.0	6.6	6.9	8.1	11.0	10.4	10.7	9.1	10.0	8.8	8.4
ACV Weighted Dist	39.8%	39.8%	45.5%	43.4%	47.1%	46.4%	46.6%	50.7%	50.8%	50.9%	50.5%	50.8%	50.9%	50.8%	50.9%
Private Label															
Units (000)	609	525	388	463	433	472	529	532	466	449	441	488	451	412	6,051
Dollars (000)	$530	$461	$311	$342	$358	$375	$406	$398	$368	$363	$357	$395	$351	$316	$4,801
Avg Price per Unit	$.87	$.88	$.80	$.74	$.83	$.79	$.77	$.75	$.79	$.81	$.81	$.81	$.78	$.77	$.79
Unit Share	46.7	41.8	32.1	39.6	37.3	38.1	37.9	39.3	35.8	36.6	35.8	37.6	33.8	33.4	36.9
ACV Weighted Dist	88.5%	71.4%	59.5%	61.1%	62.3%	60.2%	58.9%	65.1%	60.2%	62.2%	51.5%	48.2%	49.4%	48.6%	71.4%

FBI 00757

Source

CONFIDENTIAL COUNSEL ONLY

Flowers Industries Birmingham - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Flowers Birmingham	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
CLASS 2 - SOFT VARIETY															
Units (000)	630	626	572	603	585	616	670	667	667	638	660	667	719	658	8,349
Dollars (000)	$953	$960	$895	$924	$913	$942	$1,030	$1,030	$1,052	$975	$1,001	$1,003	$1,057	$1,014	$12,796
Avg Price per Unit	$1.51	$1.53	$1.56	$1.53	$1.56	$1.53	$1.54	$1.54	$1.58	$1.53	$1.52	$1.50	$1.47	$1.54	$1.53
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Dist	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Natures Own															
Units (000)	246	250	242	243	238	221	226	227	222	230	244	269	300	244	3,158
Dollars (000)	$396	$403	$404	$395	$387	$372	$393	$396	$399	$388	$399	$411	$430	$414	$5,192
Avg Price per Unit	$1.61	$1.61	$1.67	$1.63	$1.62	$1.68	$1.74	$1.74	$1.80	$1.68	$1.64	$1.53	$1.43	$1.69	$1.64
Unit Share	39.0	39.9	42.2	40.2	40.7	35.9	33.8	34.0	33.3	36.1	37.0	40.4	41.8	37.1	37.8
ACV Weighted Dist	99.3%	99.3%	99.7%	99.7%	99.7%	99.3%	97.9%	97.9%	97.9%	98.3%	98.3%	98.0%	98.0%	98.0%	99.7%
Interstate															
Units (000)	29	32	29	29	27	26	35	38	41	42	35	35	37	32	438
Dollars (000)	$52	$57	$54	$52	$51	$49	$63	$66	$71	$73	$62	$65	$70	$60	$795
Avg Price per Unit	$1.76	$1.77	$1.86	$1.83	$1.88	$1.85	$1.78	$1.72	$1.74	$1.75	$1.81	$1.87	$1.88	$1.88	$1.81
Unit Share	4.7	5.2	5.1	4.8	4.6	4.3	5.3	5.8	6.2	6.5	5.2	5.2	5.2	4.9	5.3
ACV Weighted Dist	39.8%	39.8%	45.5%	43.4%	47.1%	46.4%	46.6%	50.7%	50.8%	50.9%	50.5%	50.8%	50.9%	50.8%	50.9%
Family Recipe/Grants															
Units (000)	36	29	29	63	40	50	53	45	39	43	49	56	43	48	587
Dollars (000)	$55	$46	$49	$93	$69	$81	$88	$74	$68	$69	$77	$86	$70	$73	$944
Avg Price per Unit	$1.53	$1.59	$1.69	$1.48	$1.71	$1.61	$1.66	$1.65	$1.75	$1.61	$1.57	$1.54	$1.62	$1.54	$1.61
Unit Share	5.7	4.7	5.1	10.4	6.9	8.1	7.9	6.7	5.8	6.7	7.4	8.3	6.0	7.2	7.0
ACV Weighted Dist	89.4%	83.7%	87.9%	86.0%	88.6%	89.0%	88.1%	84.3%	86.1%	89.8%	87.2%	87.7%	86.4%	86.2%	89.8%
ROMAN MEAL BREAD															
Units (000)	38	49	44	33	29	32	32	30	26	24	26	28	30	33	416
Dollars (000)	$68	$76	$71	$56	$53	$56	$57	$54	$47	$44	$46	$48	$52	$54	$714
Avg Price per Unit	$1.79	$1.55	$1.61	$1.73	$1.80	$1.73	$1.81	$1.79	$1.85	$1.81	$1.77	$1.73	$1.71	$1.65	$1.72
Unit Share	6.1	7.9	7.7	5.4	5.0	5.3	4.7	4.5	3.8	3.8	3.9	4.1	4.2	5.0	5.0
ACV Weighted Dist	99.5%	99.6%	99.5%	99.3%	99.5%	99.3%	99.5%	99.6%	98.6%	98.8%	98.8%	99.1%	99.2%	99.4%	99.6%
Private Label															
Units (000)	141	126	106	103	99	121	137	134	128	112	120	114	122	130	1,552
Dollars (000)	$167	$149	$124	$120	$117	$138	$147	$143	$143	$125	$130	$122	$129	$139	$1,725

CONFIDENTIAL COUNSEL ONLY

FBI 00758

Flowers Industries Birmingham - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Flowers Birmingham	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Avg Price per Unit	$1.19	$1.18	$1.17	$1.16	$1.18	$1.13	$1.07	$1.07	$1.12	$1.12	$1.08	$1.07	$1.06	$1.07	$1.11
Unit Share	22.4	20.2	18.5	17.1	17.0	19.7	20.5	20.1	19.1	17.5	18.2	17.1	16.9	19.7	18.6
ACV Weighted Dist	98.7%	91.8%	95.2%	95.6%	95.1%	95.2%	95.2%	89.9%	89.7%	89.5%	87.4%	90.2%	90.4%	91.9%	95.6%

CONFIDENTIAL COUNSEL ONLY

FBI 00759

Source: Information Resources, Inc. 1996

Flowers Industries Birmingham - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Flowers Birmingham	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
CLASS 3 - SPECIALTY															
Units (000)	224	223	227	228	218	215	214	210	198	193	192	201	235	203	2,757
Dollars (000)	$428	$427	$436	$445	$426	$417	$423	$418	$400	$385	$388	$400	$446	$419	$5,431
Avg Price per Unit	$1.92	$1.91	$1.92	$1.95	$1.95	$1.94	$1.98	$1.99	$2.03	$2.00	$2.01	$1.99	$1.90	$2.07	$1.97
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Dist	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
COBBLESTONE MILL															
Units (000)	57	56	62	61	55	52	51	49	47	46	47	58	71	52	706
Dollars (000)	$112	$111	$118	$119	$107	$101	$102	$99	$100	$90	$95	$106	$118	$110	$1,376
Avg Price per Unit	$1.98	$1.98	$1.92	$1.96	$1.96	$1.96	$1.99	$2.02	$2.12	$1.95	$2.03	$1.83	$1.66	$2.10	$1.95
Unit Share	25.3	25.0	27.2	26.5	25.1	24.1	23.9	23.4	23.9	23.9	24.3	28.9	30.2	25.8	25.6
ACV Weighted Dist	95.8%	93.7%	94.7%	94.5%	94.5%	93.3%	92.6%	92.7%	92.7%	93.0%	93.2%	95.6%	96.0%	95.6%	96.0%
PEPPERIDGE FARM															
Units (000)	37	37	35	42	40	39	39	42	41	44	42	43	51	47	542
Dollars (000)	$80	$78	$75	$87	$86	$83	$84	$90	$89	$93	$92	$92	$106	$102	$1,157
Avg Price per Unit	$2.13	$2.11	$2.13	$2.10	$2.14	$2.15	$2.13	$2.15	$2.15	$2.13	$2.18	$2.15	$2.08	$2.18	$2.14
Unit Share	16.8	16.5	15.6	18.2	18.4	18.1	18.3	19.9	20.9	22.7	21.9	21.4	21.6	23.1	19.7
ACV Weighted Dist	76.9%	72.2%	80.0%	80.6%	81.8%	81.8%	77.5%	88.2%	81.9%	81.8%	78.6%	82.3%	85.9%	83.7%	88.2%
Arn/Oro/Fran															
Units (000)	36	36	39	40	37	35	35	36	34	32	31	30	35	36	456
Dollars (000)	$75	$74	$81	$86	$81	$75	$75	$76	$70	$69	$66	$65	$74	$80	$974
Avg Price per Unit	$2.07	$2.08	$2.07	$2.13	$2.16	$2.16	$2.15	$2.12	$2.09	$2.14	$2.12	$2.17	$2.14	$2.22	$2.13
Unit Share	16.2	15.9	17.3	17.7	17.1	16.2	16.3	17.1	17.0	16.8	16.3	14.9	14.8	17.8	16.5
ACV Weighted Dist	96.6%	96.7%	93.1%	93.1%	95.7%	94.8%	91.6%	95.2%	90.9%	93.8%	90.9%	87.5%	87.5%	83.5%	96.7%
EARTH GRAINS															
Units (000)	23	24	23	22	22	23	23	22	21	23	24	19	19	17	280
Dollars (000)	$48	$50	$47	$46	$45	$47	$49	$46	$45	$47	$48	$41	$42	$37	$589
Avg Price per Unit	$2.07	$2.07	$2.08	$2.09	$2.04	$2.08	$2.11	$2.11	$2.13	$2.05	$2.04	$2.21	$2.18	$2.21	$2.10
Unit Share	10.4	10.8	10.1	9.6	10.1	10.5	10.9	10.3	10.6	11.9	12.3	9.3	8.3	8.2	10.2
ACV Weighted Dist	87.4%	83.3%	87.2%	84.3%	87.1%	87.3%	87.3%	88.7%	84.4%	88.0%	85.4%	85.6%	84.7%	84.8%	88.7%

CONFIDENTIAL COUNSEL ONLY

Source: Information Resources, Inc., 1996

Flowers Industries Birmingham - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Flowers Birmingham	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Harvest Ridge															
Units (000)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3
Dollars (000)	$0	$0	$0	$0	$0	$0	$0	$1	$1	$1	$1	$1	$1	$1	$5
Avg Price per Unit	$.00	$.00	$.00	$.00	$.00	$.00	$1.85	$1.85	$1.83	$1.84	$1.82	$1.82	$1.82	$1.81	$1.83
Unit Share	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.1	0.2	0.2	0.2	0.2	0.1
ACV Weighted Dist	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	6.0%	6.9%	6.1%	6.6%	5.3%	7.2%	7.3%	7.3%
PL/GENERIC															
Units (000)	13	15	14	13	12	13	13	13	10	9	12	10	11	13	158
Dollars (000)	$18	$20	$18	$17	$16	$16	$17	$17	$14	$13	$15	$13	$14	$17	$208
Avg Price per Unit	$1.36	$1.31	$1.29	$1.32	$1.30	$1.30	$1.29	$1.31	$1.38	$1.37	$1.28	$1.31	$1.29	$1.30	$1.31
Unit Share	6.0	6.9	6.1	5.8	5.7	5.9	6.2	6.0	5.3	4.9	6.0	4.8	4.7	6.3	5.7
ACV Weighted Dist	50.9%	35.2%	35.5%	38.6%	37.5%	34.6%	32.1%	32.5%	31.4%	32.2%	31.5%	31.6%	31.5%	32.1%	38.6%

CONFIDENTIAL COUNSEL ONLY

FBI 00761

Flowers Industries Birmingham - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

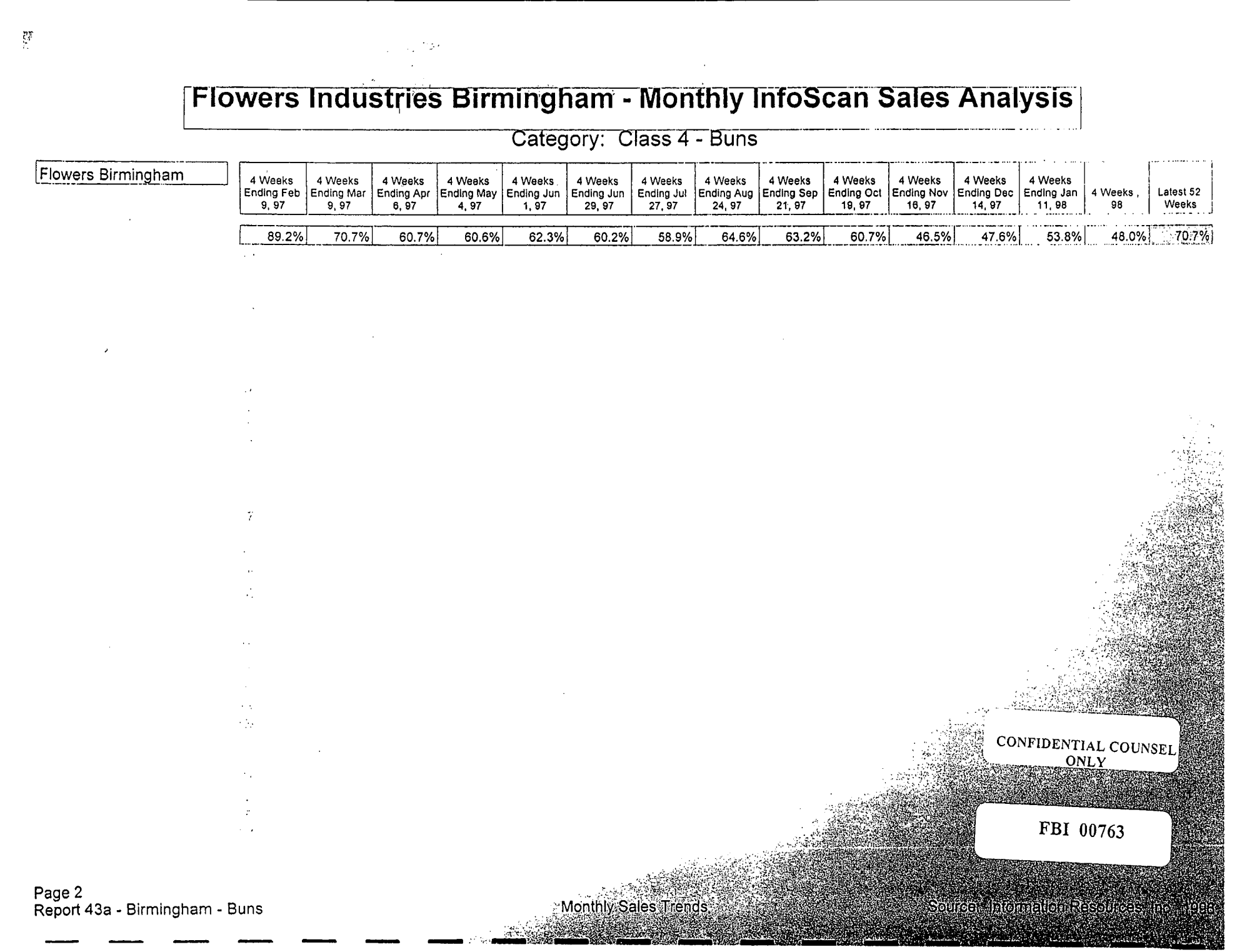
Flowers Birmingham	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 4 - BUNS															
Units (000)	622	602	699	710	784	780	919	688	794	584	614	542	579	611	8,906
Dollars (000)	$655	$655	$721	$731	$775	$778	$866	$727	$770	$632	$617	$585	$634	$651	$9,142
Avg Price per Unit	$1.05	$1.09	$1.03	$1.03	$.99	$1.00	$.94	$1.06	$.97	$1.08	$1.01	$1.08	$1.09	$1.07	$1.03
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Dist	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Flowers															
Units (000)	117	157	192	186	192	191	185	157	165	133	134	126	139	139	2,096
Dollars (000)	$160	$195	$224	$214	$222	$218	$219	$197	$224	$176	$173	$163	$181	$185	$2,592
Avg Price per Unit	$1.37	$1.24	$1.17	$1.15	$1.15	$1.14	$1.19	$1.26	$1.36	$1.32	$1.28	$1.29	$1.30	$1.33	$1.24
Unit Share	18.8	26.0	27.5	26.2	24.5	24.4	20.1	22.8	20.7	22.8	21.9	23.2	24.1	22.8	23.5
ACV Weighted Dist	97.7%	97.3%	95.4%	92.3%	93.4%	93.3%	92.9%	93.1%	95.9%	95.6%	94.2%	94.3%	96.0%	96.4%	97.3%
Interstate															
Units (000)	11	10	8	8	11	12	14	15	17	15	14	14	17	16	170
Dollars (000)	$15	$14	$11	$11	$15	$17	$20	$22	$26	$22	$21	$20	$25	$22	$246
Avg Price per Unit	$1.44	$1.44	$1.42	$1.43	$1.43	$1.42	$1.40	$1.46	$1.49	$1.47	$1.42	$1.45	$1.43	$1.44	$1.44
Unit Share	1.7	1.6	1.1	1.1	1.4	1.5	1.5	2.2	2.2	2.5	2.4	2.5	3.0	2.6	1.9
ACV Weighted Dist	36.0%	31.8%	33.8%	34.9%	40.9%	40.3%	40.4%	48.7%	43.6%	43.3%	44.6%	46.9%	47.4%	43.2%	48.7%
RAINBO/COLONIAL															
Units (000)	59	72	99	94	88	77	83	66	65	58	57	57	58	59	931
Dollars (000)	$80	$92	$109	$107	$114	$103	$116	$91	$91	$81	$78	$79	$80	$82	$1,223
Avg Price per Unit	$1.37	$1.28	$1.11	$1.14	$1.30	$1.34	$1.39	$1.38	$1.40	$1.39	$1.37	$1.40	$1.39	$1.38	$1.31
Unit Share	9.4	11.9	14.1	13.2	11.3	9.8	9.1	9.5	8.2	9.9	9.3	10.4	10.0	9.7	10.5
ACV Weighted Dist	90.1%	85.6%	89.9%	86.6%	89.6%	89.7%	88.8%	90.4%	86.1%	90.3%	87.2%	87.3%	86.0%	86.1%	90.4%
Private Label															
Units (000)	270	238	260	277	303	296	362	275	347	208	222	195	196	217	3,396
Dollars (000)	$226	$203	$204	$224	$231	$224	$247	$220	$236	$167	$171	$162	$164	$167	$2,620
Avg Price per Unit	$.84	$.85	$.79	$.81	$.76	$.76	$.68	$.80	$.68	$.80	$.77	$.83	$.84	$.77	$.77
Unit Share	43.4	39.5	37.2	39.0	38.7	38.0	39.3	40.0	43.7	35.5	36.2	36.0	33.9	35.6	38.1

CONFIDENTIAL COUNSEL ONLY
FBI 00762

Flowers Industries Birmingham - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Flowers Birmingham	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
	89.2%	70.7%	60.7%	60.6%	62.3%	60.2%	58.9%	64.6%	63.2%	60.7%	46.5%	47.6%	53.8%	48.0%	70.7%



Flowers Industries Birmingham - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Flowers Birmingham	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 5 - ROLLS															
Units (000)	317	338	439	341	348	326	304	314	336	332	379	742	753	373	5,325
Dollars (000)	$480	$503	$602	$499	$509	$498	$472	$477	$500	$487	$557	$883	$920	$559	$7,466
Avg Price per Unit	$1.51	$1.49	$1.37	$1.46	$1.46	$1.53	$1.55	$1.52	$1.49	$1.46	$1.47	$1.19	$1.22	$1.50	$1.40
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Dist	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Flowers															
Units (000)	53	72	98	81	73	65	55	64	79	80	89	141	115	79	1,089
Dollars (000)	$73	$91	$116	$98	$94	$84	$76	$88	$111	$105	$117	$168	$142	$102	$1,392
Avg Price per Unit	$1.38	$1.26	$1.19	$1.22	$1.28	$1.29	$1.39	$1.39	$1.41	$1.32	$1.31	$1.19	$1.24	$1.30	$1.28
Unit Share	16.7	21.3	22.2	23.7	21.1	20.1	18.0	20.3	23.4	23.9	23.5	19.0	15.2	21.2	20.5
ACV Weighted Dist	94.6%	95.1%	95.5%	95.5%	95.5%	94.9%	94.1%	94.2%	94.1%	95.8%	95.9%	96.7%	95.9%	96.2%	96.7%
RAINBO/COLONIAL															
Units (000)	17	18	16	12	15	16	18	17	13	13	15	27	21	11	213
Dollars (000)	$26	$28	$26	$20	$23	$25	$27	$26	$20	$21	$23	$41	$32	$18	$332
Avg Price per Unit	$1.57	$1.56	$1.57	$1.57	$1.53	$1.53	$1.54	$1.56	$1.60	$1.61	$1.59	$1.51	$1.53	$1.63	$1.56
Unit Share	5.3	5.4	3.7	3.6	4.2	4.9	5.8	5.4	3.8	4.0	3.9	3.7	2.8	3.0	4.0
ACV Weighted Dist	57.4%	55.4%	51.1%	51.1%	53.6%	56.0%	55.6%	55.6%	51.9%	58.2%	59.3%	62.8%	64.0%	61.0%	64.0%
Interstate															
Units (000)	11	11	11	12	14	14	14	13	13	12	13	13	15	15	171
Dollars (000)	$17	$17	$17	$18	$22	$21	$20	$19	$21	$19	$21	$21	$24	$23	$264
Avg Price per Unit	$1.57	$1.56	$1.57	$1.57	$1.57	$1.54	$1.44	$1.49	$1.57	$1.58	$1.58	$1.56	$1.56	$1.55	$1.55
Unit Share	3.5	3.3	2.5	3.4	4.1	4.2	4.6	4.1	4.0	3.7	3.4	1.8	2.0	4.0	3.2
ACV Weighted Dist	37.1%	31.8%	40.6%	40.8%	44.6%	43.9%	44.5%	48.7%	46.9%	47.0%	48.4%	46.9%	46.9%	48.5%	48.7%
Private Label															
Units (000)	81	75	95	59	58	56	57	64	67	69	75	183	152	68	1,077
Dollars (000)	$84	$82	$81	$63	$62	$62	$61	$68	$70	$67	$74	$141	$129	$66	$1,026
Avg Price per Unit	$1.04	$1.09	$.86	$1.06	$1.08	$1.10	$1.07	$1.06	$1.06	$.97	$1.00	$.77	$.85	$.97	$.95
Unit Share	25.4	22.1	21.6	17.3	16.6	17.3	18.8	20.3	19.9	20.7	19.7	24.6	20.2	18.3	20.2

CONFIDENTIAL COUNSEL ONLY

FBI 00764

Source: Information Resources, Inc., 1996

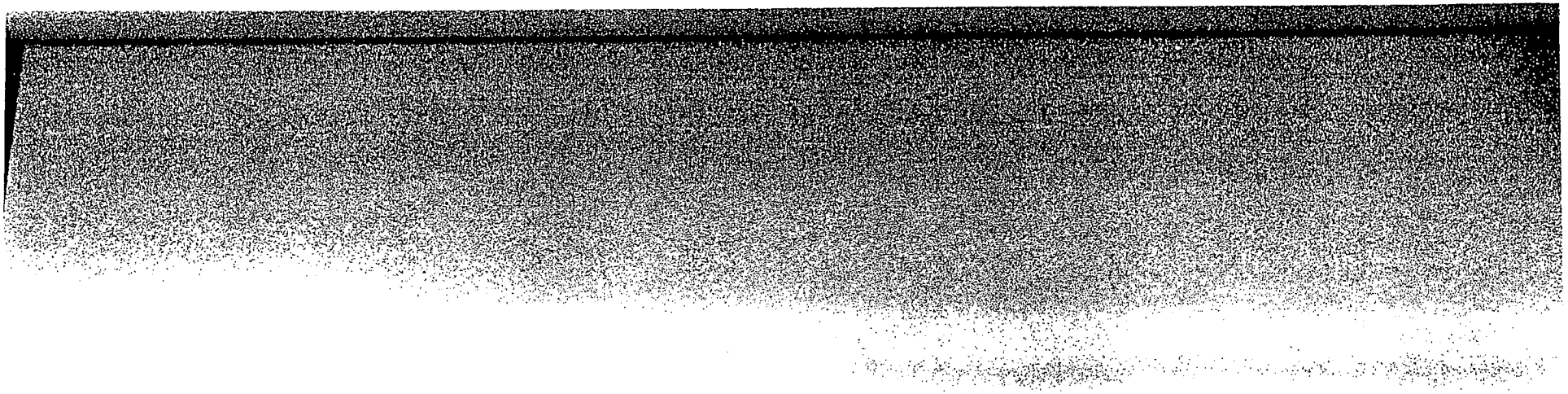
Flowers Industries Birmingham - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Flowers Birmingham	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
ACV Weighted Dist	88.5%	76.4%	63.3%	60.6%	62.3%	60.2%	60.8%	68.5%	67.4%	65.1%	65.6%	95.6%	100.0%	90.0%	100.0%

CONFIDENTIAL COUNSEL ONLY

FBI 00765



CONFIDENTIAL COUNSEL ONLY

FBI 00766

CONFIDENTIAL COUNSEL ONLY

FBI 00767

Charlotte

Flower Industries Charlotte - Monthly InfoScan Sales Analysis

Category: White, Soft Variety & Specialty

Charlotte, NC	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Category - Fresh Bread															
Dollars (000)	$2,997	$2,860	$2,866	$2,896	$2,982	$2,915	$3,102	$3,081	$2,936	$2,870	$2,941	$2,974	$3,098	$3,018	$38,541
Dollar Share, Bread Ctgry	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Flowers															
Dollars (000)	$765	$750	$788	$751	$799	$767	$829	$783	$768	$734	$758	$767	$796	$749	$10,041
Dollar Share, Bread Ctgry	25.5	26.2	27.5	25.9	26.8	26.3	26.7	25.4	26.2	25.6	25.8	25.8	25.7	24.8	26.1
Interstate															
Dollars (000)	$864	$796	$809	$844	$870	$858	$943	$927	$885	$836	$871	$849	$890	$864	$11,242
Dollar Share, Bread Ctgry	28.8	27.8	28.2	29.1	29.2	29.4	30.4	30.1	30.1	29.1	29.6	28.6	28.7	28.6	29.2
Coopersmith															
Dollars (000)	$33	$25	$22	$18	$17	$18	$17	$17	$17	$18	$19	$17	$20	$17	$244
Dollar Share, Bread Ctgry	1.1	0.9	0.8	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.7	0.6	0.6
Continental															
Dollars (000)	$1	$1	$1	$1	$1	$1	$1	$1	$1	$1	$1	$2	$3	$3	$15
Dollar Share, Bread Ctgry	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0
Pepperidge Farms															
Dollars (000)	$110	$111	$104	$101	$98	$87	$89	$90	$102	$114	$107	$109	$109	$111	$1,332
Dollar Share, Bread Ctgry	3.7	3.9	3.6	3.5	3.3	3.0	2.9	2.9	3.5	4.0	3.6	3.7	3.5	3.7	3.5
Arnold Oroweat															
Dollars (000)	$92	$91	$89	$88	$91	$88	$90	$93	$88	$89	$85	$90	$93	$94	$1,168
Dollar Share, Bread Ctgry	3.1	3.2	3.1	3.0	3.0	3.0	2.9	3.0	3.0	3.1	2.9	3.0	3.0	3.1	3.0
Roman Meal															
Dollars (000)	$17	$16	$15	$15	$15	$15	$16	$16	$16	$15	$16	$16	$15	$14	$199
Dollar Share, Bread Ctgry	0.6	0.6	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5
Private Label															
Dollars (000)	$696	$632	$648	$674	$708	$710	$718	$729	$670	$650	$679	$685	$706	$701	$8,909
Dollar Share, Bread Ctgry	23.2	22.1	22.6	23.3	23.7	24.4	23.1	23.6	22.8	22.6	23.1	23.0	22.8	23.2	23.1
All Other - Charlotte															
Dollars (000)	$595	$621	$591	$601	$614	$581	$619	$613	$582	$585	$577	$624	$669	$632	$7,911
Dollar Share, Bread Ctgry	19.9	21.7	20.6	20.7	20.6	19.9	20.0	19.9	19.8	20.4	19.6	21.0	21.6	21.0	20.5

FBI 00768

CONFIDENTIAL COUNSEL ONLY

Flowers Industries Charlotte - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Charlotte, NC

	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 1 - WHITE															
Units (000)	1,336	1,271	1,239	1,290	1,321	1,352	1,415	1,413	1,354	1,271	1,310	1,338	1,397	1,369	17,343
Dollars (000)	$1,817	$1,712	$1,715	$1,754	$1,801	$1,805	$1,955	$1,935	$1,836	$1,759	$1,808	$1,842	$1,941	$1,865	$23,727
Avg Price per Unit	$1.36	$1.35	$1.38	$1.36	$1.36	$1.34	$1.38	$1.37	$1.36	$1.38	$1.38	$1.38	$1.39	$1.36	$1.37
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Flowers BN,WW,FL															
Units (000)	202	170	169	161	165	195	188	181	204	168	167	171	176	206	2,321
Dollars (000)	$314	$284	$283	$270	$275	$291	$314	$303	$300	$281	$280	$289	$298	$304	$3,774
Avg Price per Unit	$1.56	$1.68	$1.68	$1.67	$1.67	$1.50	$1.67	$1.67	$1.47	$1.68	$1.68	$1.69	$1.69	$1.48	$1.63
Unit Share	15.1	13.3	13.6	12.5	12.5	14.4	13.3	12.8	15.1	13.2	12.7	12.8	12.6	15.0	13.4
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Interstate															
Units (000)	407	370	380	390	405	403	443	441	427	396	421	403	433	414	5,324
Dollars (000)	$673	$613	$629	$650	$670	$670	$735	$730	$703	$660	$695	$672	$719	$690	$8,837
Avg Price per Unit	$1.65	$1.66	$1.66	$1.66	$1.66	$1.66	$1.66	$1.66	$1.65	$1.67	$1.65	$1.67	$1.66	$1.67	$1.66
Unit Share	30.5	29.1	30.7	30.3	30.7	29.8	31.3	31.2	31.5	31.1	32.1	30.1	31.0	30.2	30.7
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Bosts/Wonder															
Units (000)	60	120	76	96	96	68	83	75	67	65	57	79	73	67	1,023
Dollars (000)	$99	$160	$125	$142	$144	$112	$135	$124	$110	$105	$95	$119	$122	$112	$1,605
Avg Price per Unit	$1.63	$1.33	$1.65	$1.48	$1.50	$1.65	$1.62	$1.65	$1.65	$1.63	$1.65	$1.50	$1.67	$1.67	$1.57
Unit Share	4.5	9.4	6.1	7.4	7.3	5.0	5.9	5.3	4.9	5.1	4.4	5.9	5.2	4.9	5.9
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	96.1%	100.0%
Wald/Sunbeam															
Units (000)	183	184	171	177	174	193	187	206	184	197	195	204	218	209	2,500
Dollars (000)	$281	$256	$265	$264	$268	$283	$290	$299	$284	$299	$302	$317	$342	$323	$3,794
Avg Price per Unit	$1.54	$1.39	$1.55	$1.49	$1.54	$1.47	$1.55	$1.46	$1.54	$1.52	$1.54	$1.55	$1.57	$1.55	$1.52
Unit Share	13.7	14.5	13.8	13.7	13.2	14.3	13.2	14.5	13.6	15.5	14.9	15.3	15.6	15.2	14.4
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

CONFIDENTIAL COUNSEL ces, Inc., 1996

Flowers Industries Charlotte - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Charlotte, NC	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Private Label															
Units (000)	448	398	419	444	460	474	483	483	447	423	446	457	467	450	5,851
Dollars (000)	$393	$347	$370	$388	$405	$414	$429	$430	$394	$370	$394	$402	$413	$394	$5,151
Avg Price per Unit	$.88	$.87	$.88	$.88	$.88	$.87	$.89	$.89	$.88	$.88	$.88	$.88	$.88	$.88	$.88
Unit Share	33.6	31.3	33.8	34.4	34.8	35.1	34.1	34.2	33.0	33.2	34.0	34.2	33.5	32.9	33.7
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

CONFIDENTIAL COUNSEL ONLY

FBI 00770

Flowers Industries Charlotte - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Charlotte, NC	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
CLASS 2 - SOFT VARIETY															
Units (000)	856	806	820	837	868	832	896	891	843	809	857	829	851	822	10,960
Dollars (000)	$1,337	$1,255	$1,280	$1,305	$1,343	$1,308	$1,403	$1,388	$1,318	$1,266	$1,323	$1,296	$1,341	$1,305	$17,130
Avg Price per Unit	$1.56	$1.56	$1.56	$1.56	$1.55	$1.57	$1.57	$1.56	$1.56	$1.57	$1.54	$1.56	$1.57	$1.59	$1.56
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
NATURES OWN															
Units (000)	118	126	136	125	136	115	126	135	117	136	154	140	135	119	1,703
Dollars (000)	$207	$215	$232	$217	$227	$202	$220	$222	$207	$220	$244	$228	$223	$210	$2,866
Avg Price per Unit	$1.76	$1.71	$1.70	$1.74	$1.66	$1.75	$1.74	$1.64	$1.77	$1.62	$1.58	$1.62	$1.65	$1.76	$1.68
Unit Share	13.7	15.6	16.6	14.9	15.7	13.9	14.1	15.2	13.9	16.9	18.0	16.9	15.9	14.5	15.5
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Interstate															
Units (000)	85	82	79	90	92	84	97	85	82	80	80	82	76	76	1,085
Dollars (000)	$146	$141	$139	$151	$157	$145	$162	$152	$138	$136	$136	$138	$133	$134	$1,864
Avg Price per Unit	$1.71	$1.72	$1.76	$1.69	$1.71	$1.72	$1.67	$1.78	$1.69	$1.69	$1.70	$1.68	$1.76	$1.78	$1.72
Unit Share	9.9	10.2	9.6	10.7	10.6	10.1	10.8	9.6	9.7	9.9	9.4	9.9	8.9	9.2	9.9
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
BOSTS/WONDER/HM PR															
Units (000)	13	11	11	10	10	9	10	12	11	8	8	8	13	8	130
Dollars (000)	$22	$19	$20	$18	$17	$15	$17	$20	$18	$14	$13	$15	$19	$15	$220
Avg Price per Unit	$1.74	$1.75	$1.74	$1.74	$1.74	$1.74	$1.72	$1.66	$1.66	$1.71	$1.66	$1.73	$1.50	$1.73	$1.69
Unit Share	1.5	1.4	1.4	1.2	1.1	1.1	1.1	1.4	1.3	1.0	0.9	1.0	1.5	1.0	1.2
ACV Weighted Distribution	97.5%	93.2%	93.2%	93.1%	93.0%	88.7%	93.0%	88.7%	92.3%	92.4%	84.1%	81.7%	95.1%	92.3%	95.1%
SBEAM/WALD/NAT GR															
Units (000)	54	55	48	47	54	46	56	49	55	45	51	45	53	55	658
Dollars (000)	$90	$92	$87	$85	$93	$84	$95	$88	$90	$82	$87	$82	$88	$95	$1,149
Avg Price per Unit	$1.67	$1.68	$1.82	$1.82	$1.73	$1.80	$1.69	$1.82	$1.66	$1.82	$1.71	$1.82	$1.67	$1.71	$1.75
Unit Share	6.3	6.8	5.9	5.6	6.2	5.6	6.2	5.4	6.5	5.6	5.9	5.4	6.2	6.7	6.0
ACV Weighted Distribution	95.6%	95.7%	95.7%	95.6%	100.0%	95.6%	100.0%	95.9%	95.9%	95.8%	95.7%	95.8%	95.9%	96.0%	100.0%

CONFIDENTIAL COUNSEL ONLY
ources, Inc., 1996

Flowers Industries Charlotte - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Charlotte, NC	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Private Label															
Units (000)	263	243	237	239	253	245	241	251	230	225	231	227	231	238	3,089
Dollars (000)	$303	$285	$279	$285	$303	$297	$289	$298	$276	$279	$285	$283	$293	$307	$3,758
Avg Price per Unit	$1.15	$1.17	$1.18	$1.19	$1.20	$1.21	$1.20	$1.19	$1.20	$1.24	$1.23	$1.25	$1.27	$1.29	$1.22
Unit Share	30.7	30.1	28.9	28.6	29.1	29.4	26.9	28.1	27.3	27.9	27.0	27.3	27.1	29.0	28.2
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

CONFIDENTIAL COUNSEL
ONLY

FBI 00772

Flowers Industries Charlotte - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Charlotte, NC	4 Weeks Ending Feb 9 97	4 Weeks Ending Mar 9 97	4 Weeks Ending Apr 6 97	4 Weeks Ending May 4 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
CLASS 3 - SPECIALTY															
Units (000)	251	237	235	225	234	215	217	224	226	234	236	237	253	247	3,021
Dollars (000)	$443	$431	$429	$416	$429	$398	$401	$406	$414	$431	$436	$444	$466	$467	$5,569
Avg Price per Unit	$1.77	$1.82	$1.83	$1.85	$1.84	$1.85	$1.85	$1.81	$1.83	$1.84	$1.84	$1.87	$1.84	$1.89	$1.84
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TTL COBBLESTONE MILL															
Units (000)	33	32	34	31	31	28	28	28	28	29	27	33	36	32	396
Dollars (000)	$61	$60	$63	$57	$58	$52	$51	$52	$52	$49	$51	$56	$60	$57	$716
Avg Price per Unit	$1.87	$1.86	$1.86	$1.86	$1.86	$1.87	$1.86	$1.86	$1.86	$1.71	$1.87	$1.67	$1.65	$1.79	$1.81
Unit Share	13.0	13.5	14.3	13.6	13.2	13.0	12.8	12.4	12.3	12.2	11.6	14.0	14.4	12.9	13.1
ACV Weighted Distribution	87.1%	89.1%	91.9%	92.1%	89.6%	89.6%	89.4%	89.8%	90.1%	89.7%	89.4%	87.3%	87.4%	87.4%	92.1%
TTL ARNOLD/ORO/FRAN															
Units (000)	40	40	38	37	38	37	38	41	37	37	37	38	40	38	496
Dollars (000)	$81	$80	$79	$78	$80	$77	$81	$83	$79	$79	$76	$80	$82	$84	$1,037
Avg Price per Unit	$2.03	$2.00	$2.05	$2.09	$2.13	$2.10	$2.13	$2.01	$2.10	$2.10	$2.08	$2.13	$2.07	$2.19	$2.09
Unit Share	15.9	16.9	16.3	16.5	16.1	17.1	17.4	18.4	16.6	16.0	15.5	15.9	15.7	15.4	16.4
ACV Weighted Distribution	85.1%	85.1%	85.0%	84.9%	84.1%	85.9%	86.2%	84.7%	83.9%	85.1%	83.6%	84.7%	83.6%	83.7%	86.2%
TTL PEPPERIDGE FARM															
Units (000)	52	54	49	47	46	41	41	42	48	54	50	50	53	52	624
Dollars (000)	$110	$111	$104	$101	$98	$87	$89	$90	$102	$114	$107	$109	$109	$111	$1,332
Avg Price per Unit	$2.10	$2.07	$2.15	$2.14	$2.15	$2.14	$2.16	$2.15	$2.14	$2.11	$2.16	$2.18	$2.07	$2.15	$2.13
Unit Share	20.8	22.6	20.7	21.0	19.6	18.9	19.0	18.7	21.1	23.0	21.0	21.0	20.8	20.9	20.7
ACV Weighted Distribution	90.0%	92.6%	92.6%	92.6%	94.7%	92.9%	93.8%	94.0%	94.1%	95.0%	94.0%	89.5%	89.6%	87.5%	95.0%
Harvest Ridge															
Units (000)	2	2	3	3	2	2	2	3	3	2	2	2	2	2	32
Dollars (000)	$4	$4	$5	$5	$4	$4	$4	$5	$5	$4	$4	$4	$4	$3	$56
Avg Price per Unit	$1.83	$1.77	$1.73	$1.62	$1.77	$1.79	$1.84	$1.78	$1.66	$1.79	$1.80	$1.80	$1.70	$1.68	$1.75

CONFIDENTIAL COUNSEL Irces, Inc., 1996
ONLY

Flowers Industries Charlotte - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Charlotte, NC	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Unit Share	0.9	0.9	1.3	1.3	1.1	1.2	1.1	1.3	1.3	0.9	0.9	0.9	0.9	0.8	1.1
ACV Weighted Distribution	46.0%	43.6%	43.3%	43.8%	44.7%	44.7%	44.7%	45.9%	43.4%	42.4%	42.6%	39.6%	39.0%	38.5%	45.9%
TTL PL/GENERIC															
Units (000)	61	50	51	47	56	50	51	54	52	55	64	56	58	66	710
Dollars (000)	$70	$65	$65	$62	$74	$68	$68	$72	$70	$78	$91	$84	$90	$103	$990
Avg Price per Unit	$1.15	$1.30	$1.27	$1.33	$1.33	$1.36	$1.34	$1.32	$1.35	$1.42	$1.43	$1.49	$1.54	$1.56	$1.39
Unit Share	24.2	21.2	21.9	20.7	23.8	23.2	23.4	24.2	23.1	23.4	26.9	23.6	23.0	26.8	23.5
ACV Weighted Distribution	100.0%	100.0%	96.3%	96.3%	93.0%	96.7%	96.7%	96.6%	96.7%	96.5%	96.5%	92.2%	92.4%	100.0%	100.0%

CONFIDENTIAL COUNSEL
ONLY

FBI 00774

Flowers Industries Charlotte - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Charlotte, NC

	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 4 - BUNS															
Units (000)	534	552	643	663	856	766	864	644	660	527	527	460	525	513	8,200
Dollars (000)	$578	$603	$701	$711	$915	$825	$917	$693	$705	$569	$566	$500	$580	$558	$8,842
Avg Price per Unit	$1.08	$1.09	$1.09	$1.07	$1.07	$1.08	$1.06	$1.07	$1.07	$1.08	$1.07	$1.09	$1.10	$1.09	$1.08
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
SPC HVST															
Units (000)	47	52	62	62	81	75	83	62	63	49	47	42	54	49	783
Dollars (000)	$68	$74	$87	$84	$113	$104	$117	$87	$89	$69	$66	$59	$76	$68	$1,094
Avg Price per Unit	$1.44	$1.42	$1.40	$1.36	$1.40	$1.39	$1.41	$1.40	$1.40	$1.40	$1.40	$1.39	$1.40	$1.38	$1.40
Unit Share	8.8	9.5	9.7	9.3	9.4	9.8	9.7	9.6	9.6	9.4	9.0	9.2	10.3	9.6	9.6
ACV Weighted Distribution	80.0%	80.2%	80.1%	79.2%	78.9%	78.9%	78.7%	79.3%	79.3%	79.3%	79.5%	79.7%	78.5%	78.7%	80.2%
TTL WALDENSIAN/SNBEAM															
Units (000)	68	65	78	75	103	87	90	63	60	49	53	49	60	55	887
Dollars (000)	$92	$93	$112	$108	$146	$125	$131	$91	$87	$70	$76	$71	$86	$79	$1,276
Avg Price per Unit	$1.34	$1.43	$1.43	$1.44	$1.42	$1.44	$1.45	$1.45	$1.45	$1.45	$1.45	$1.44	$1.44	$1.44	$1.44
Unit Share	12.8	11.8	12.1	11.4	12.0	11.4	10.5	9.7	9.1	9.2	10.0	10.6	11.4	10.7	10.8
ACV Weighted Distribution	100.0%	95.7%	95.7%	95.6%	95.6%	95.6%	100.0%	100.0%	95.9%	95.8%	100.0%	100.0%	100.0%	96.0%	100.0%
TOTAL MERITA/TAYSTEE															
Units (000)	72	75	88	95	122	108	124	93	95	79	78	70	80	82	1,189
Dollars (000)	$100	$105	$122	$128	$165	$146	$168	$126	$128	$107	$105	$95	$109	$111	$1,613
Avg Price per Unit	$1.39	$1.40	$1.38	$1.34	$1.35	$1.35	$1.36	$1.35	$1.35	$1.35	$1.35	$1.35	$1.36	$1.34	$1.36
Unit Share	13.4	13.6	13.7	14.3	14.3	14.1	14.3	14.5	14.3	14.9	14.8	15.3	15.3	16.1	14.5
ACV Weighted Distribution	96.2%	96.2%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL BOSTS/WONDER															
Units (000)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	14
Dollars (000)	$1	$1	$2	$1	$2	$1	$2	$2	$1	$1	$1	$1	$2	$2	$20
Avg Price per Unit	$1.37	$1.37	$1.37	$1.37	$1.37	$1.37	$1.37	$1.37	$1.37	$1.37	$1.37	$1.37	$1.37	$1.38	$1.37

FBI 00775

urces, Inc. 1996
CONFIDENTIAL COUNSEL ONLY

Flowers Industries Charlotte - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Charlotte, NC	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Unit Share	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.2	0.1	0.2	0.2	0.2	0.3	0.2	0.2
ACV Weighted Distribution	2.5%	2.5%	2.4%	2.5%	2.7%	2.7%	2.8%	2.8%	2.4%	2.9%	2.8%	2.9%	2.9%	4.8%	4.8%
TTL PL/GENERIC															
Units (000)	316	324	375	393	497	455	512	380	398	318	318	270	298	293	4,832
Dollars (000)	$265	$269	$311	$324	$403	$378	$416	$316	$330	$268	$267	$227	$251	$245	$4,005
Avg Price per Unit	$.84	$.83	$.83	$.83	$.81	$.83	$.81	$.83	$.83	$.84	$.84	$.84	$.84	$.83	$.83
Unit Share	59.3	58.7	58.3	59.3	58.1	59.3	59.3	59.0	60.3	60.4	60.4	58.6	56.8	57.2	58.9
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

CONFIDENTIAL COUNSEL
ONLY

FBI 00776

Flowers Industries Charlotte - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Charlotte, NC

	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 5 - ROLLS															
Units (000)	272	261	303	264	275	252	238	243	259	256	279	442	439	276	3,787
Dollars (000)	$387	$372	$412	$368	$387	$356	$338	$347	$368	$366	$386	$585	$595	$387	$5,268
Avg Price per Unit	$1.42	$1.43	$1.36	$1.40	$1.41	$1.41	$1.42	$1.43	$1.42	$1.43	$1.38	$1.32	$1.36	$1.40	$1.39
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Flowers															
Units (000)	43	42	52	50	51	46	40	42	44	43	46	63	62	49	631
Dollars (000)	$73	$74	$81	$76	$78	$70	$62	$64	$67	$65	$70	$95	$94	$69	$965
Avg Price per Unit	$1.70	$1.75	$1.54	$1.52	$1.53	$1.52	$1.54	$1.53	$1.53	$1.52	$1.52	$1.50	$1.50	$1.42	$1.53
Unit Share	15.9	16.3	17.3	18.9	18.6	18.4	17.0	17.1	16.8	16.7	16.5	14.2	14.2	17.6	16.7
ACV Weighted Distribution	82.7%	84.8%	87.9%	88.2%	85.7%	86.2%	82.4%	86.5%	86.8%	86.4%	83.4%	81.1%	78.2%	78.8%	88.2%
Interstate															
Units (000)	31	31	35	34	40	35	34	32	35	34	32	41	46	29	456
Dollars (000)	$48	$48	$54	$52	$61	$54	$52	$49	$53	$51	$49	$64	$70	$45	$702
Avg Price per Unit	$1.56	$1.55	$1.55	$1.54	$1.52	$1.53	$1.53	$1.54	$1.53	$1.53	$1.55	$1.54	$1.54	$1.56	$1.54
Unit Share	11.3	11.9	11.5	12.8	14.7	13.9	14.1	13.0	13.4	13.1	11.4	9.3	10.4	10.4	12.0
ACV Weighted Distribution	95.1%	92.9%	96.7%	97.8%	98.1%	98.1%	96.1%	94.2%	97.8%	96.3%	94.2%	97.9%	100.0%	88.0%	100.0%
TTL WALDENSIAN/SUNBEAM															
Units (000)	11	11	14	10	9	9	8	9	10	9	10	20	18	10	147
Dollars (000)	$18	$18	$23	$16	$16	$15	$14	$15	$16	$15	$16	$34	$30	$16	$244
Avg Price per Unit	$1.64	$1.65	$1.66	$1.64	$1.66	$1.66	$1.66	$1.66	$1.65	$1.66	$1.65	$1.68	$1.68	$1.65	$1.66
Unit Share	4.0	4.2	4.5	3.7	3.4	3.6	3.6	3.8	3.7	3.6	3.5	4.5	4.1	3.6	3.9
ACV Weighted Distribution	84.1%	83.4%	83.5%	76.5%	75.3%	74.5%	88.2%	81.8%	80.4%	80.5%	79.2%	100.0%	100.0%	88.4%	100.0%
TOTAL BOSTS/WONDER															
Units (000)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Dollars (000)	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Avg Price per Unit	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00	$.00

FBI 00777

Source: CONFIDENTIAL COUNSEL ONLY 1996

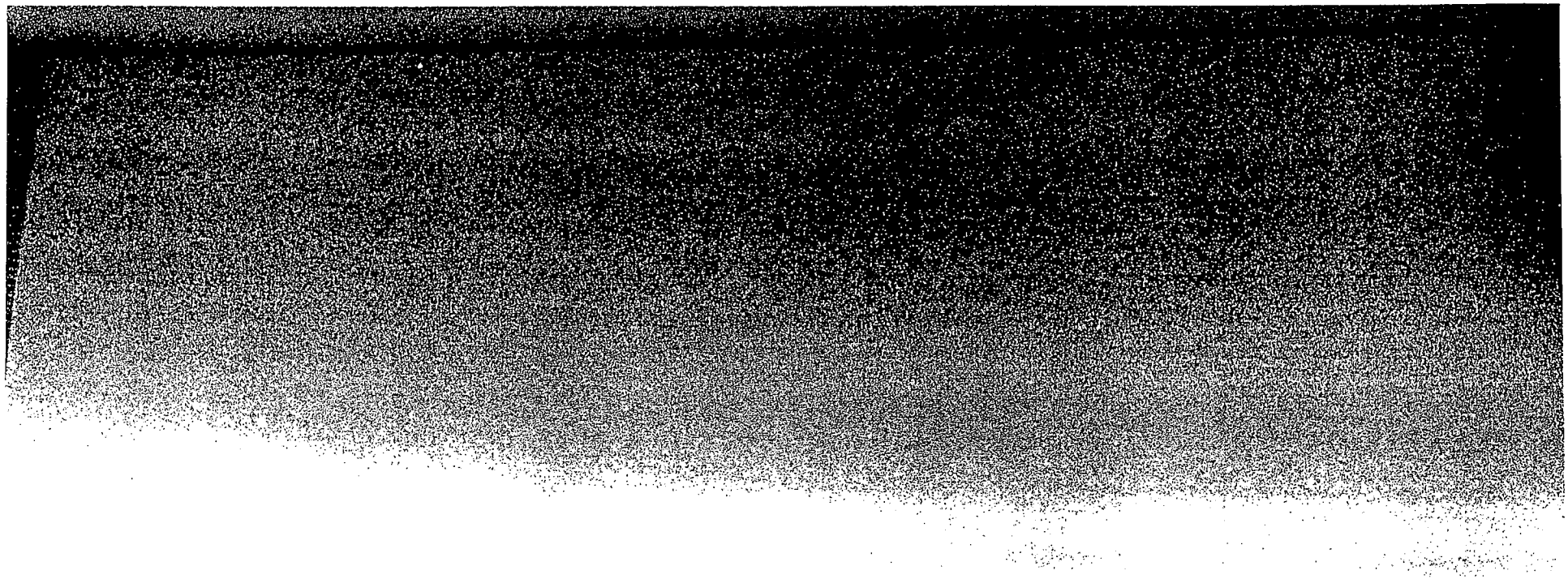
Flowers Industries Charlotte - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Charlotte, NC	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Unit Share	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACV Weighted Distribution	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Private Label															
Units (000)	117	111	133	108	110	102	99	101	108	108	129	221	210	119	1,659
Dollars (000)	$119	$111	$126	$109	$115	$108	$105	$107	$115	$118	$136	$227	$214	$133	$1,724
Avg Price per Unit	$1.02	$1.00	$.95	$1.01	$1.04	$1.05	$1.06	$1.07	$1.07	$1.09	$1.05	$1.02	$1.02	$1.12	$1.04
Unit Share	43.1	42.6	43.7	40.9	40.2	40.7	41.6	41.4	41.6	42.3	46.0	50.0	48.0	43.2	43.8
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

CONFIDENTIAL COUNSEL ONLY

FBI 00778



CONFIDENTIAL COUNSEL
ONLY

FBI 00779

[redacted] Greensboro/Raleigh [redacted]

Flower Industries Greensboro/Raleigh - Monthly InfoScan Sales Analysis

Category: White, Soft Variety & Specialty

Raleigh/Greensboro	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Category - Fresh Bread															
Dollars (000)	$3,803	$3,566	$3,399	$3,596	$3,766	$3,575	$3,789	$3,834	$3,888	$3,785	$3,634	$3,777	$3,923	$3,830	$48,363
Dollar Share, Bread Ctgry	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Flowers															
Dollars (000)	$1,158	$1,103	$1,058	$1,082	$1,172	$1,100	$1,176	$1,160	$1,252	$1,192	$1,140	$1,207	$1,277	$1,155	$15,073
Dollar Share, Bread Ctgry	30.5	30.9	31.1	30.1	31.1	30.8	31.0	30.2	32.2	31.5	31.4	32.0	32.6	30.1	31.2
Interstate															
Dollars (000)	$1,184	$1,112	$1,084	$1,162	$1,198	$1,138	$1,236	$1,218	$1,224	$1,171	$1,135	$1,163	$1,208	$1,176	$15,223
Dollar Share, Bread Ctgry	31.1	31.2	31.9	32.3	31.8	31.8	32.6	31.8	31.5	30.9	31.2	30.8	30.8	30.7	31.6
Continental															
Dollars (000)	$278	$271	$220	$243	$251	$228	$249	$256	$255	$246	$229	$244	$241	$256	$3,190
Dollar Share, Bread Ctgry	7.3	7.6	6.5	6.8	6.7	6.4	6.6	6.7	6.6	6.5	6.3	6.5	6.1	6.7	6.6
Franklin															
Dollars (000)	$271	$263	$241	$260	$271	$262	$276	$280	$283	$271	$247	$265	$299	$281	$3,500
Dollar Share, Bread Ctgry	7.1	7.4	7.1	7.2	7.2	7.3	7.3	7.3	7.3	7.2	6.8	7.0	7.6	7.3	7.2
Pepperidge Farms															
Dollars (000)	$150	$144	$129	$140	$148	$139	$138	$143	$162	$171	$164	$170	$178	$184	$2,009
Dollar Share, Bread Ctgry	3.9	4.0	3.8	3.9	3.9	3.9	3.6	3.7	4.2	4.5	4.5	4.5	4.5	4.8	4.2
Arnold Oroweat															
Dollars (000)	$162	$157	$152	$160	$170	$157	$159	$156	$163	$156	$153	$160	$167	$175	$2,085
Dollar Share, Bread Ctgry	4.3	4.4	4.5	4.5	4.5	4.4	4.2	4.1	4.2	4.1	4.2	4.2	4.3	4.6	4.3
Roman Meal															
Dollars (000)	$16	$15	$14	$12	$15	$15	$15	$15	$15	$14	$14	$16	$14	$14	$188
Dollar Share, Bread Ctgry	0.4	0.4	0.4	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4
Private Label															
Dollars (000)	$671	$617	$621	$651	$701	$682	$691	$695	$651	$634	$623	$663	$655	$667	$8,550
Dollar Share, Bread Ctgry	17.6	17.3	18.3	18.1	18.6	19.1	18.2	18.1	16.7	16.7	17.1	17.6	16.7	17.4	17.7
Raleigh - All Other															
Dollars (000)	$154	$136	$135	$144	$149	$145	$154	$158	$162	$172	$152	$149	$164	$152	$1,972

CONFIDENTIAL COUNSEL
ONLY

Flower Industries Greensboro/Raleigh - Monthly InfoScan Sales Analysis

Category: White, Soft Variety & Specialty

Raleigh/Greensboro	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
	4.0	3.8	4.0	4.0	3.9	4.1	4.1	4.1	4.2	4.6	4.2	4.0	4.2	4.0	4.1

CONFIDENTIAL COUNSEL ONLY

FBI 00781

Flowers Industries Raleigh/Greensboro - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Raleigh/Greensboro	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks . 98	Latest 52 Weeks
TTL CLASS 1 - WHITE															
Units (000)	1,650	1,517	1,430	1,534	1,584	1,543	1,610	1,634	1,675	1,569	1,480	1,523	1,604	1,594	20,298
Dollars (000)	$2,186	$2,035	$1,915	$2,029	$2,083	$2,005	$2,146	$2,187	$2,214	$2,108	$1,997	$2,070	$2,191	$2,123	$27,104
Avg Price per Unit	$1.33	$1.34	$1.34	$1.32	$1.32	$1.30	$1.33	$1.34	$1.32	$1.34	$1.35	$1.36	$1.37	$1.33	$1.34
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Flowers BN,WW,FL															
Units (000)	252	206	178	185	185	204	194	209	265	212	195	204	222	240	2,698
Dollars (000)	$393	$345	$298	$310	$311	$312	$325	$351	$397	$356	$327	$343	$373	$360	$4,408
Avg Price per Unit	$1.56	$1.67	$1.68	$1.68	$1.68	$1.53	$1.67	$1.68	$1.50	$1.68	$1.68	$1.68	$1.68	$1.50	$1.63
Unit Share	15.3	13.6	12.4	12.0	11.7	13.2	12.0	12.8	15.8	13.5	13.2	13.4	13.8	15.1	13.3
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Interstate															
Units (000)	620	575	562	597	615	587	626	629	647	611	605	614	643	620	7,929
Dollars (000)	$966	$902	$881	$932	$954	$914	$974	$976	$994	$949	$926	$948	$997	$961	$12,309
Avg Price per Unit	$1.56	$1.57	$1.57	$1.56	$1.55	$1.56	$1.56	$1.55	$1.54	$1.55	$1.53	$1.55	$1.55	$1.55	$1.55
Unit Share	37.6	37.9	39.3	38.9	38.8	38.1	38.8	38.5	38.6	38.9	40.8	40.3	40.1	38.9	39.1
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sunbeam															
Units (000)	149	142	130	142	148	149	155	153	151	153	133	145	165	153	1,919
Dollars (000)	$210	$199	$190	$204	$213	$209	$220	$223	$220	$217	$197	$213	$240	$223	$2,769
Avg Price per Unit	$1.41	$1.41	$1.46	$1.44	$1.45	$1.41	$1.42	$1.45	$1.46	$1.42	$1.49	$1.47	$1.45	$1.45	$1.44
Unit Share	9.0	9.3	9.1	9.2	9.3	9.6	9.7	9.4	9.0	9.7	9.0	9.5	10.3	9.6	9.5
ACV Weighted Distribution	85.3%	84.7%	84.6%	86.3%	86.7%	85.7%	85.8%	85.8%	84.4%	85.1%	85.0%	85.2%	85.2%	86.6%	86.7%
Wonder															
Units (000)	110	107	84	94	97	88	100	108	107	105	93	98	100	113	1,294
Dollars (000)	$142	$138	$108	$120	$123	$112	$128	$138	$134	$132	$118	$124	$128	$141	$1,645
Avg Price per Unit	$1.29	$1.29	$1.30	$1.28	$1.27	$1.27	$1.28	$1.27	$1.25	$1.26	$1.27	$1.27	$1.28	$1.25	$1.27
Unit Share	6.7	7.1	5.8	6.1	6.1	5.7	6.2	6.6	6.4	6.7	6.3	6.4	6.2	7.1	6.4
ACV Weighted Distribution	100.0%	98.1%	98.1%	96.9%	97.1%	97.1%	97.1%	98.8%	98.8%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Flowers Industries Raleigh/Greensboro - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Raleigh/Greensboro	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Private Label															
Units (000)	431	414	415	449	472	444	451	440	423	399	394	421	421	421	5,563
Dollars (000)	$371	$358	$356	$375	$394	$374	$390	$380	$360	$345	$343	$368	$367	$364	$4,774
Avg Price per Unit	$.86	$.86	$.86	$.84	$.83	$.84	$.86	$.86	$.85	$.87	$.87	$.87	$.87	$.86	$.86
Unit Share	26.2	27.3	29.0	29.2	29.8	28.8	28.0	26.9	25.2	25.4	26.6	27.6	26.2	26.4	27.4
ACV Weighted Distribution	96.1%	97.0%	97.2%	97.1%	97.3%	97.3%	97.3%	97.1%	97.0%	96.7%	100.0%	100.0%	100.0%	100.0%	100.0%

CONFIDENTIAL COUNSEL ONLY

FBI 00783

Flowers Industries Raleigh/Greensboro - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Raleigh/Greensboro

	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
CLASS 2 - SOFT VARIETY															
Units (000)	1,290	1,213	1,206	1,282	1,354	1,267	1,349	1,373	1,354	1,340	1,322	1,351	1,348	1,315	17,074
Dollars (000)	$1,971	$1,851	$1,823	$1,928	$2,024	$1,917	$2,040	$2,042	$2,045	$1,992	$1,955	$2,015	$2,045	$1,985	$25,663
Avg Price per Unit	$1.53	$1.53	$1.51	$1.50	$1.49	$1.51	$1.51	$1.49	$1.51	$1.49	$1.48	$1.49	$1.52	$1.51	$1.50
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
NATURES OWN															
Units (000)	209	214	224	222	250	202	223	251	231	272	275	282	272	233	3,152
Dollars (000)	$368	$364	$380	$385	$415	$356	$389	$406	$408	$433	$439	$452	$451	$406	$5,284
Avg Price per Unit	$1.76	$1.71	$1.70	$1.73	$1.66	$1.76	$1.74	$1.61	$1.76	$1.59	$1.60	$1.60	$1.65	$1.74	$1.68
Unit Share	16.2	17.6	18.6	17.3	18.5	15.9	16.5	18.3	17.1	20.3	20.8	20.9	20.2	17.7	18.5
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Interstate															
Units (000)	99	98	90	109	116	106	126	109	108	108	103	104	99	97	1,375
Dollars (000)	$167	$163	$157	$180	$194	$177	$207	$190	$182	$178	$170	$174	$170	$169	$2,310
Avg Price per Unit	$1.68	$1.66	$1.74	$1.65	$1.68	$1.66	$1.64	$1.74	$1.68	$1.64	$1.65	$1.67	$1.71	$1.74	$1.68
Unit Share	7.7	8.1	7.5	8.5	8.5	8.4	9.4	8.0	8.0	8.1	7.8	7.7	7.4	7.4	8.1
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
HOME PRIDE/WONDER															
Units (000)	78	76	63	69	73	65	70	69	69	65	63	68	62	65	877
Dollars (000)	$132	$131	$109	$121	$126	$113	$119	$116	$119	$112	$108	$116	$110	$111	$1,511
Avg Price per Unit	$1.70	$1.72	$1.73	$1.75	$1.72	$1.74	$1.71	$1.69	$1.72	$1.72	$1.72	$1.70	$1.76	$1.71	$1.72
Unit Share	6.0	6.3	5.3	5.4	5.4	5.1	5.2	5.0	5.1	4.9	4.7	5.1	4.6	4.9	5.1
ACV Weighted Distribution	100.0%	98.1%	98.1%	96.9%	97.1%	97.1%	97.1%	98.8%	98.8%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
SUNBEAM/FRANKLINS															
Units (000)	38	42	28	33	34	31	33	37	37	32	29	28	34	36	436
Dollars (000)	$60	$64	$51	$56	$58	$53	$56	$58	$62	$53	$50	$52	$59	$59	$730
Avg Price per Unit	$1.59	$1.50	$1.80	$1.68	$1.70	$1.72	$1.69	$1.58	$1.69	$1.66	$1.70	$1.82	$1.75	$1.61	$1.68
Unit Share	3.0	3.5	2.3	2.6	2.5	2.4	2.4	2.7	2.7	2.4	2.2	2.1	2.5	2.8	2.6
ACV Weighted Distribution	85.3%	84.7%	84.5%	86.3%	86.7%	82.4%	82.7%	82.7%	84.4%	81.8%	85.0%	82.4%	82.5%	86.6%	86.7%

CONFIDENTIAL COUNSEL ONLY

Source: Information Resources, Inc., 1996

Flowers Industries Raleigh/Greensboro - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Raleigh/Greensboro	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
ROMAN MEAL															
Units (000)	9	9	8	7	10	10	9	9	9	8	9	10	8	8	116
Dollars (000)	$16	$15	$14	$12	$15	$15	$15	$15	$15	$14	$14	$16	$14	$14	$188
Avg Price per Unit	$1.78	$1.57	$1.63	$1.75	$1.58	$1.59	$1.63	$1.63	$1.56	$1.73	$1.56	$1.53	$1.73	$1.73	$1.63
Unit Share	0.7	0.8	0.7	0.6	0.7	0.8	0.7	0.7	0.7	0.6	0.7	0.8	0.6	0.6	0.7
ACV Weighted Distribution	93.7%	85.1%	84.2%	84.4%	87.4%	85.2%	82.9%	82.9%	87.2%	85.2%	86.6%	86.3%	80.5%	88.3%	88.3%
Private Label															
Units (000)	265	230	239	256	276	276	266	285	264	261	252	258	253	271	3,387
Dollars (000)	$300	$259	$264	$277	$307	$307	$301	$314	$291	$289	$280	$295	$288	$303	$3,776
Avg Price per Unit	$1.14	$1.13	$1.11	$1.08	$1.11	$1.11	$1.13	$1.11	$1.10	$1.11	$1.11	$1.14	$1.14	$1.12	$1.11
Unit Share	20.5	19.0	19.8	19.9	20.4	21.8	19.7	20.7	19.5	19.5	19.0	19.1	18.8	20.6	19.8
ACV Weighted Distribution	96.1%	97.0%	97.2%	97.1%	97.3%	97.3%	97.3%	97.1%	97.0%	96.7%	100.0%	100.0%	100.0%	100.0%	100.0%

CONFIDENTIAL COUNSEL ONLY

FBI 00785

Flowers Industries Raleigh/Greensboro - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Raleigh/Greensboro	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
CLASS 3 - SPECIALTY															
Units (000)	283	262	243	254	270	251	248	255	271	284	271	288	320	302	3,519
Dollars (000)	$545	$507	$473	$497	$530	$490	$487	$496	$532	$545	$529	$561	$609	$596	$6,849
Avg Price per Unit	$1.93	$1.93	$1.95	$1.96	$1.96	$1.96	$1.97	$1.94	$1.96	$1.92	$1.95	$1.95	$1.90	$1.97	$1.95
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TTL COBBLESTONE MILL															
Units (000)	45	41	37	37	38	35	33	34	41	46	40	47	58	46	531
Dollars (000)	$84	$75	$69	$68	$71	$65	$61	$63	$75	$77	$73	$78	$96	$82	$953
Avg Price per Unit	$1.86	$1.85	$1.85	$1.86	$1.86	$1.85	$1.85	$1.85	$1.85	$1.70	$1.86	$1.68	$1.64	$1.78	$1.80
Unit Share	15.9	15.5	15.2	14.5	14.1	13.9	13.3	13.4	14.9	16.0	14.6	16.2	18.2	15.2	15.1
ACV Weighted Distribution	94.3%	91.8%	91.9%	91.9%	93.0%	93.0%	93.4%	95.3%	95.3%	95.3%	95.6%	95.5%	95.5%	95.3%	95.6%
ARN/ORO/FRAN															
Units (000)	77	75	72	74	78	71	73	73	75	72	72	73	79	78	965
Dollars (000)	$162	$157	$152	$160	$170	$157	$159	$156	$163	$156	$153	$160	$167	$175	$2,085
Avg Price per Unit	$2.10	$2.10	$2.12	$2.16	$2.19	$2.19	$2.17	$2.14	$2.16	$2.16	$2.13	$2.20	$2.12	$2.25	$2.16
Unit Share	27.4	28.6	29.6	29.2	28.7	28.5	29.4	28.5	27.8	25.5	26.6	25.4	24.7	25.7	27.4
ACV Weighted Distribution	84.6%	84.4%	84.5%	85.0%	86.4%	86.5%	86.6%	87.6%	87.6%	87.5%	90.4%	91.7%	91.7%	92.1%	92.1%
TTL WONDER/BRD DJ															
Units (000)	0	0	0	0	0	0	0	0	0	0	0	1	0	1	4
Dollars (000)	$1	$0	$0	$0	$0	$1	$1	$0	$0	$1	$1	$1	$1	$1	$9
Avg Price per Unit	$2.02	$2.04	$1.89	$2.06	$2.03	$1.91	$1.89	$1.88	$1.87	$1.91	$2.02	$1.80	$1.97	$2.09	$1.94
Unit Share	0.2	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.2	0.3	0.1	0.2	0.1
ACV Weighted Distribution	18.5%	18.1%	10.8%	8.9%	11.6%	11.7%	18.0%	15.3%	9.0%	17.6%	23.1%	27.9%	18.5%	26.8%	27.9%
TTL PEPPERIDGE FARM															
Units (000)	71	70	60	65	69	65	64	66	76	81	75	77	84	85	938
Dollars (000)	$150	$144	$129	$140	$148	$139	$138	$143	$162	$171	$164	$170	$178	$184	$2,009
Avg Price per Unit	$2.12	$2.07	$2.14	$2.15	$2.15	$2.14	$2.15	$2.15	$2.13	$2.12	$2.19	$2.19	$2.12	$2.15	$2.14

CONFIDENTIAL COUNSEL ONLY

FBI 00786

Flowers Industries Raleigh/Greensboro - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Raleigh/Greensboro	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks 98	Latest 52 Weeks
Unit Share	25.0	26.6	24.8	25.7	25.5	25.9	25.9	26.1	28.0	28.4	27.6	26.9	26.2	28.2	26.6
ACV Weighted Distribution	95.0%	98.1%	96.9%	96.9%	97.1%	97.1%	97.1%	96.8%	98.8%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Harvest Ridge															
Units (000)	3	3	3	3	3	2	2	2	2	2	2	2	3	2	32
Dollars (000)	$6	$5	$5	$5	$5	$4	$4	$4	$4	$4	$4	$4	$5	$4	$56
Avg Price per Unit	$1.83	$1.81	$1.70	$1.62	$1.83	$1.82	$1.84	$1.81	$1.67	$1.84	$1.81	$1.80	$1.71	$1.71	$1.76
Unit Share	1.2	1.1	1.3	1.2	1.0	0.9	1.0	0.9	0.9	0.7	0.7	0.7	0.9	0.7	0.9
ACV Weighted Distribution	39.5%	34.3%	33.5%	38.1%	38.5%	38.8%	38.9%	38.9%	36.5%	38.8%	41.3%	41.0%	41.0%	40.9%	41.3%
TTL PL/GENERIC															
Units (000)	23	18	20	22	28	27	24	29	24	29	31	29	31	34	345
Dollars (000)	$35	$27	$29	$29	$40	$38	$36	$43	$36	$42	$45	$45	$48	$50	$509
Avg Price per Unit	$1.51	$1.53	$1.46	$1.37	$1.45	$1.39	$1.49	$1.47	$1.50	$1.46	$1.47	$1.55	$1.53	$1.47	$1.47
Unit Share	8.3	6.7	8.2	8.5	10.2	10.8	9.7	11.4	8.9	10.3	11.3	10.2	9.8	11.3	9.8
ACV Weighted Distribution	76.9%	78.3%	85.0%	79.3%	87.1%	86.8%	86.6%	87.6%	92.4%	95.5%	94.9%	96.3%	98.7%	98.9%	98.9%

CONFIDENTIAL COUNSEL ONLY

FBI 00787

Flowers Industries Raleigh/Greensboro - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Raleigh/Greensboro	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 4 - BUNS															
Units (000)	581	608	680	721	970	868	964	732	763	589	531	476	525	544	8,971
Dollars (000)	$634	$662	$735	$758	$1,007	$925	$999	$770	$813	$641	$575	$527	$586	$603	$9,600
Avg Price per Unit	$1.09	$1.09	$1.08	$1.05	$1.04	$1.07	$1.04	$1.05	$1.07	$1.09	$1.08	$1.11	$1.12	$1.11	$1.07
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
SPC HVST/NAT OWN															
Units (000)	69	76	81	86	109	98	109	79	88	66	59	54	61	58	1,022
Dollars (000)	$101	$109	$116	$120	$154	$140	$156	$113	$126	$95	$85	$78	$89	$85	$1,465
Avg Price per Unit	$1.46	$1.44	$1.45	$1.39	$1.42	$1.42	$1.43	$1.43	$1.44	$1.44	$1.45	$1.46	$1.46	$1.45	$1.43
Unit Share	11.9	12.5	11.8	12.0	11.2	11.3	11.3	10.7	11.5	11.1	11.1	11.3	11.6	10.7	11.4
ACV Weighted Distribution	80.6%	78.0%	74.0%	80.8%	81.9%	82.5%	85.8%	88.5%	88.8%	90.6%	90.6%	87.4%	83.1%	86.1%	90.6%
TOTAL MERITA/TAYSTEE															
Units (000)	95	99	115	122	155	142	157	118	120	97	87	85	94	97	1,489
Dollars (000)	$129	$136	$156	$156	$206	$190	$210	$158	$161	$131	$117	$115	$126	$130	$1,990
Avg Price per Unit	$1.37	$1.37	$1.35	$1.28	$1.33	$1.34	$1.34	$1.34	$1.34	$1.34	$1.34	$1.34	$1.34	$1.34	$1.34
Unit Share	16.3	16.3	17.0	16.9	16.0	16.3	16.3	16.2	15.8	16.5	16.4	17.9	17.8	17.7	16.6
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL WONDER															
Units (000)	11	12	15	14	20	18	20	15	13	11	10	10	10	10	178
Dollars (000)	$14	$16	$19	$17	$26	$23	$26	$19	$17	$14	$14	$12	$13	$13	$229
Avg Price per Unit	$1.25	$1.29	$1.29	$1.19	$1.30	$1.28	$1.31	$1.22	$1.31	$1.30	$1.30	$1.30	$1.30	$1.30	$1.28
Unit Share	1.9	2.0	2.2	2.0	2.1	2.0	2.0	2.1	1.8	1.9	2.0	2.0	1.9	1.8	2.0
ACV Weighted Distribution	51.6%	49.4%	61.5%	63.1%	61.1%	58.9%	61.1%	61.3%	59.8%	55.6%	58.7%	53.4%	50.1%	47.6%	63.1%
TOTAL SUNBEAM															
Units (000)	9	10	10	10	17	14	22	14	17	15	13	12	13	14	181
Dollars (000)	$12	$13	$14	$13	$22	$17	$26	$19	$22	$20	$17	$17	$17	$19	$235
Avg Price per Unit	$1.28	$1.32	$1.32	$1.32	$1.28	$1.26	$1.16	$1.33	$1.26	$1.36	$1.31	$1.36	$1.36	$1.37	$1.30

CONFIDENTIAL COUNSEL ONLY

FBI 00788
Source: Information Resources, Inc., 199

Flowers Industries Raleigh/Greensboro - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Raleigh/Greensboro	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Unit Share	1.6	1.7	1.5	1.4	1.6	1.6	2.3	1.9	2.3	2.5	2.5	2.6	2.4	2.5	2.0
ACV Weighted Distribution	40.8%	46.4%	40.3%	46.2%	42.7%	46.2%	52.1%	52.4%	53.2%	60.5%	49.8%	52.5%	55.5%	56.2%	60.5%
TTL PL/GENERIC															
Units (000)	310	319	364	393	534	478	530	397	415	313	294	264	289	305	4,895
Dollars (000)	$251	$256	$293	$314	$417	$385	$415	$318	$333	$256	$238	$217	$238	$253	$3,933
Avg Price per Unit	$.81	$.80	$.81	$.80	$.78	$.81	$.78	$.80	$.80	$.82	$.81	$.82	$.82	$.83	$.80
Unit Share	53.3	52.4	53.5	54.5	55.1	55.1	54.9	54.2	54.4	53.2	55.3	55.5	55.1	56.1	54.6
ACV Weighted Distribution	96.1%	97.0%	97.2%	97.1%	97.3%	97.3%	97.3%	97.1%	97.0%	96.7%	100.0%	100.0%	100.0%	100.0%	100.0%

FBI 00789

CONFIDENTIAL COUNSEL ONLY

Flowers Industries Raleigh/Greensboro - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Raleigh/Greensboro	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 5 - ROLLS															
Units (000)	290	275	299	279	307	275	259	262	292	305	307	522	551	319	4,253
Dollars (000)	$430	$409	$426	$410	$457	$415	$391	$393	$440	$454	$447	$704	$774	$465	$6,186
Avg Price per Unit	$1.48	$1.49	$1.42	$1.47	$1.49	$1.51	$1.51	$1.50	$1.51	$1.49	$1.46	$1.35	$1.41	$1.46	$1.45
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Flowers															
Units (000)	56	55	60	63	67	63	59	56	65	65	64	96	99	74	885
Dollars (000)	$97	$98	$98	$100	$107	$101	$95	$89	$103	$104	$103	$150	$155	$109	$1,409
Avg Price per Unit	$1.71	$1.77	$1.63	$1.59	$1.60	$1.60	$1.60	$1.58	$1.59	$1.60	$1.61	$1.56	$1.56	$1.47	$1.59
Unit Share	19.5	20.1	20.1	22.4	21.7	22.8	22.9	21.5	22.1	21.2	20.7	18.4	18.0	23.2	20.8
ACV Weighted Distribution	94.3%	91.8%	91.9%	91.9%	92.9%	89.9%	90.3%	91.8%	93.1%	92.0%	95.6%	95.5%	93.2%	92.8%	95.6%
Interstate															
Units (000)	34	36	36	38	43	37	37	34	40	40	37	51	66	36	530
Dollars (000)	$54	$55	$54	$57	$67	$57	$57	$53	$61	$60	$55	$79	$101	$57	$812
Avg Price per Unit	$1.56	$1.52	$1.51	$1.53	$1.55	$1.55	$1.55	$1.56	$1.52	$1.51	$1.51	$1.54	$1.53	$1.55	$1.53
Unit Share	11.8	13.2	11.9	13.4	14.1	13.3	14.1	13.0	13.7	13.1	12.0	9.8	12.0	11.4	12.5
ACV Weighted Distribution	92.2%	92.9%	90.0%	89.6%	91.6%	90.7%	92.4%	92.5%	93.1%	93.2%	100.0%	100.0%	100.0%	95.9%	100.0%
TOTAL WONDER															
Units (000)	2	2	1	1	1	1	1	1	1	1	1	3	4	1	19
Dollars (000)	$3	$3	$2	$2	$2	$1	$1	$1	$2	$1	$2	$5	$6	$2	$30
Avg Price per Unit	$1.53	$1.53	$1.56	$1.55	$1.54	$1.55	$1.57	$1.57	$1.59	$1.60	$1.61	$1.61	$1.61	$1.61	$1.58
Unit Share	0.7	0.6	0.4	0.4	0.3	0.3	0.3	0.3	0.4	0.3	0.3	0.7	0.7	0.4	0.4
ACV Weighted Distribution	31.7%	30.0%	29.5%	23.2%	15.9%	10.5%	28.8%	20.9%	17.0%	19.5%	23.5%	45.4%	49.7%	34.2%	49.7%
TOTAL SUNBEAM															
Units (000)	6	5	7	6	4	3	3	3	4	5	4	12	10	5	72
Dollars (000)	$8	$7	$10	$7	$6	$5	$5	$5	$6	$7	$6	$15	$13	$8	$98
Avg Price per Unit	$1.40	$1.39	$1.29	$1.17	$1.44	$1.45	$1.45	$1.46	$1.45	$1.45	$1.48	$1.24	$1.27	$1.46	$1.35
Unit Share	2.0	1.8	2.5	2.1	1.4	1.3	1.3	1.3	1.4	1.5	1.3	2.3	1.8	1.7	1.7

CONFIDENTIAL COUNSEL ONLY

FBI 00790

Flowers Industries Raleigh/Greensboro - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Raleigh/Greensboro	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
ACV Weighted Distribution	39.9%	30.2%	29.1%	36.7%	37.8%	32.9%	36.1%	40.9%	45.0%	44.9%	55.3%	54.9%	55.0%	54.3%	55.3%
Private Label															
Units (000)	81	82	96	80	92	76	72	78	79	89	101	208	197	100	1,351
Dollars (000)	$77	$78	$89	$79	$96	$82	$76	$83	$83	$94	$103	$195	$189	$105	$1,353
Avg Price per Unit	$.95	$.95	$.93	$.99	$1.04	$1.07	$1.06	$1.06	$1.05	$1.06	$1.02	$.94	$.96	$1.05	$1.00
Unit Share	28.0	29.7	32.2	28.6	30.1	27.8	27.6	29.9	27.2	29.2	33.0	39.8	35.8	31.3	31.8
ACV Weighted Distribution	95.6%	97.0%	97.2%	97.1%	97.3%	97.3%	97.3%	97.1%	97.0%	96.7%	100.0%	100.0%	100.0%	100.0%	100.0%

FBI 00791

CONFIDENTIAL COUNSEL ONLY

Flower Industries East Tennessee- Monthly InfoScan Sales Analysis

Category: White, Soft Variety & Specialty

Flowers - East Tenn.	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Category - Fresh Bread															
Dollars (000)	$1,423	$1,447	$1,412	$1,488	$1,514	$1,513	$1,602	$1,640	$1,602	$1,615	$1,571	$1,560	$1,634	$1,605	$20,202
Dollar Share, Bread Ctgry	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Flowers															
Dollars (000)	$247	$243	$243	$246	$243	$234	$254	$260	$274	$259	$270	$255	$279	$265	$3,324
Dollar Share, Bread Ctgry	17.3	16.8	17.2	16.5	16.0	15.5	15.9	15.9	17.1	16.1	17.2	16.4	17.1	16.5	16.5
Earth Grains Co.															
Dollars (000)	$268	$271	$256	$270	$265	$269	$301	$314	$296	$278	$273	$285	$288	$275	$3,640
Dollar Share, Bread Ctgry	18.8	18.7	18.1	18.1	17.5	17.8	18.8	19.1	18.5	17.2	17.4	18.3	17.6	17.1	18.0
Interstate															
Dollars (000)	$302	$296	$296	$308	$372	$361	$379	$369	$355	$369	$349	$351	$355	$356	$4,514
Dollar Share, Bread Ctgry	21.3	20.5	20.9	20.7	24.6	23.8	23.6	22.5	22.1	22.9	22.2	22.5	21.7	22.2	22.3
Coopersmith															
Dollars (000)	$181	$201	$181	$190	$174	$174	$172	$178	$178	$187	$178	$157	$192	$188	$2,352
Dollar Share, Bread Ctgry	12.7	13.9	12.8	12.8	11.5	11.5	10.7	10.9	11.1	11.6	11.3	10.1	11.8	11.7	11.6
Pepperidge Farms															
Dollars (000)	$54	$57	$54	$60	$59	$60	$56	$58	$61	$64	$55	$53	$56	$59	$753
Dollar Share, Bread Ctgry	3.8	4.0	3.8	4.0	3.9	4.0	3.5	3.6	3.8	4.0	3.5	3.4	3.4	3.7	3.7
Arnold Oroweat															
Dollars (000)	$4	$5	$4	$4	$4	$3	$4	$4	$3	$3	$3	$3	$3	$3	$45
Dollar Share, Bread Ctgry	0.3	0.3	0.3	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Private Label															
Dollars (000)	$289	$299	$301	$330	$315	$329	$360	$380	$356	$367	$350	$355	$356	$358	$4,456
Dollar Share, Bread Ctgry	20.3	20.7	21.3	22.2	20.8	21.7	22.5	23.2	22.2	22.7	22.3	22.8	21.8	22.3	22.1
All Other - East Tenn															
Dollars (000)	$77	$75	$79	$81	$83	$83	$77	$76	$79	$86	$93	$101	$105	$101	$1,118
Dollar Share, Bread Ctgry	5.4	5.2	5.6	5.5	5.5	5.5	4.8	4.7	4.9	5.3	5.9	6.5	6.4	6.3	5.5

CONFIDENTIAL COUNSEL ONLY

FBI 00792

CONFIDENTIAL COUNSEL ONLY

FBI 00793

[redacted]

East Tennessee

Flower Industries East Tennessee- Monthly InfoScan Sales Analysis

Category: White, Soft Variety & Specialty

Flowers - East Tenn.	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Category - Fresh Bread															
Dollars (000)	$1,423	$1,447	$1,412	$1,488	$1,514	$1,513	$1,602	$1,640	$1,602	$1,615	$1,571	$1,560	$1,634	$1,605	$20,202
Dollar Share, Bread Ctgry	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Flowers															
Dollars (000)	$247	$243	$243	$246	$243	$234	$254	$260	$274	$259	$270	$255	$279	$265	$3,324
Dollar Share, Bread Ctgry	17.3	16.8	17.2	16.5	16.0	15.5	15.9	15.9	17.1	16.1	17.2	16.4	17.1	16.5	16.5
Earth Grains Co.															
Dollars (000)	$268	$271	$256	$270	$265	$269	$301	$314	$296	$278	$273	$285	$288	$275	$3,640
Dollar Share, Bread Ctgry	18.8	18.7	18.1	18.1	17.5	17.8	18.8	19.1	18.5	17.2	17.4	18.3	17.6	17.1	18.0
Interstate															
Dollars (000)	$302	$296	$296	$308	$372	$361	$379	$369	$355	$369	$349	$351	$355	$356	$4,614
Dollar Share, Bread Ctgry	21.3	20.5	20.9	20.7	24.6	23.8	23.6	22.5	22.1	22.9	22.2	22.5	21.7	22.2	22.8
Coopersmith															
Dollars (000)	$181	$201	$181	$190	$174	$174	$172	$178	$178	$187	$178	$157	$192	$188	$2,352
Dollar Share, Bread Ctgry	12.7	13.9	12.8	12.8	11.5	11.5	10.7	10.9	11.1	11.6	11.3	10.1	11.8	11.7	11.6
Pepperidge Farms															
Dollars (000)	$54	$57	$54	$60	$59	$60	$56	$58	$61	$64	$55	$53	$56	$59	$753
Dollar Share, Bread Ctgry	3.8	4.0	3.8	4.0	3.9	4.0	3.5	3.6	3.8	4.0	3.5	3.4	3.4	3.7	3.7
Arnold Oroweat															
Dollars (000)	$4	$5	$4	$4	$4	$3	$4	$4	$3	$3	$3	$3	$3	$3	$45
Dollar Share, Bread Ctgry	0.3	0.3	0.3	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Private Label															
Dollars (000)	$289	$299	$301	$330	$315	$329	$360	$380	$356	$367	$350	$355	$356	$358	$4,456
Dollar Share, Bread Ctgry	20.3	20.7	21.3	22.2	20.8	21.7	22.5	23.2	22.2	22.7	22.3	22.8	21.8	22.3	22.1
All Other - East Tenn															
Dollars (000)	$77	$75	$79	$81	$83	$83	$77	$76	$79	$86	$93	$101	$105	$101	$1,116
Dollar Share, Bread Ctgry	5.4	5.2	5.6	5.5	5.5	5.5	4.8	4.7	4.9	5.3	5.9	6.5	6.4	6.3	5.5

FBI 00794

CONFIDENTIAL COUNSEL ONLY

Flowers Industries East Tennessee - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Flowers - East Tenn.	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 1 - WHITE															
Units (000)	695	651	641	646	640	665	713	730	699	698	689	696	710	714	8,892
Dollars (000)	$884	$870	$851	$883	$875	$899	$970	$1,001	$969	$968	$948	$956	$998	$972	$12,159
Avg Price per Unit	$1.27	$1.34	$1.33	$1.37	$1.37	$1.35	$1.36	$1.37	$1.38	$1.39	$1.38	$1.37	$1.41	$1.36	$1.37
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Flowers BN,WW,FL															
Units (000)	98	71	76	70	52	69	56	49	74	51	64	59	66	73	830
Dollars (000)	$112	$96	$98	$98	$77	$94	$86	$81	$100	$81	$91	$87	$98	$112	$1,198
Avg Price per Unit	$1.14	$1.35	$1.28	$1.40	$1.48	$1.36	$1.54	$1.64	$1.35	$1.59	$1.42	$1.48	$1.48	$1.54	$1.44
Unit Share	14.1	10.8	11.9	10.8	8.1	10.4	7.9	6.8	10.6	7.3	9.3	8.4	9.3	10.2	9.3
ACV Weighted Distribution	100.0%	100.0%	99.4%	99.4%	99.5%	99.5%	99.5%	99.5%	99.5%	99.6%	99.6%	99.6%	99.6%	99.5%	100.0%
Interstate															
Units (000)	129	104	121	109	138	144	156	156	128	152	135	150	131	153	1,777
Dollars (000)	$202	$185	$198	$194	$215	$224	$236	$251	$226	$244	$226	$242	$228	$238	$2,907
Avg Price per Unit	$1.57	$1.78	$1.63	$1.78	$1.55	$1.56	$1.51	$1.61	$1.76	$1.60	$1.68	$1.61	$1.75	$1.56	$1.64
Unit Share	18.6	16.0	18.9	16.9	21.6	21.7	21.9	21.3	18.3	21.8	19.5	21.6	18.4	21.4	20.0
ACV Weighted Distribution	96.7%	96.7%	96.7%	96.7%	97.5%	97.5%	98.0%	98.0%	98.0%	98.0%	98.0%	98.0%	98.0%	98.0%	98.0%
Colonial/Rainbo															
Units (000)	127	133	108	118	117	112	124	132	130	117	116	128	130	130	1,594
Dollars (000)	$203	$209	$184	$195	$202	$194	$217	$226	$216	$209	$202	$217	$222	$209	$2,702
Avg Price per Unit	$1.60	$1.57	$1.71	$1.65	$1.72	$1.73	$1.75	$1.71	$1.66	$1.78	$1.74	$1.70	$1.71	$1.61	$1.69
Unit Share	18.3	20.5	16.8	18.2	18.3	16.8	17.4	18.1	18.6	16.8	16.8	18.3	18.3	18.2	17.9
ACV Weighted Distribution	96.6%	96.7%	96.1%	96.3%	95.5%	95.5%	95.2%	95.1%	94.3%	93.9%	94.5%	94.8%	94.9%	94.7%	96.7%
Sunbeam/Kerns															
Units (000)	132	132	119	120	105	104	93	100	98	107	108	87	110	110	1,394
Dollars (000)	$158	$163	$156	$165	$154	$152	$148	$156	$156	$165	$159	$140	$175	$165	$2,055
Avg Price per Unit	$1.19	$1.24	$1.31	$1.38	$1.46	$1.47	$1.59	$1.57	$1.59	$1.54	$1.47	$1.60	$1.59	$1.50	$1.47
Unit Share	19.0	20.2	18.6	18.6	16.5	15.6	13.1	13.6	14.1	15.3	15.7	12.5	15.5	15.4	15.7
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Flowers Industries East Tennessee - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Flowers - East Tenn.	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Private Label															
Units (000)	178	179	192	206	203	212	244	260	231	237	227	234	239	220	2885
Dollars (000)	$168	$171	$178	$195	$192	$199	$223	$235	$215	$218	$215	$218	$227	$208	$2698
Avg Price per Unit	$.94	$.95	$.93	$.95	$.94	$.94	$.92	$.90	$.93	$.92	$.95	$.93	$.95	$.94	$.93
Unit Share	25.6	27.5	29.9	31.8	31.8	31.9	34.2	35.6	33.0	34.0	32.9	33.7	33.7	30.9	32.4
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.9%	99.9%	99.9%	99.9%	99.9%	100.0%	100.0%

CONFIDENTIAL COUNSEL ONLY

Flowers Industries East Tennessee - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Flowers - East Tenn.

	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
CLASS 2 - SOFT VARIETY															
Units (000)	367	372	362	390	451	437	459	448	411	430	422	419	411	432	5,445
Dollars (000)	$540	$549	$550	$573	$629	$614	$648	$668	$620	$650	$615	$630	$619	$635	$8,001
Avg Price per Unit	$1.47	$1.48	$1.52	$1.47	$1.39	$1.41	$1.41	$1.49	$1.51	$1.51	$1.46	$1.50	$1.51	$1.47	$1.47
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
NATURES OWN															
Units (000)	67	75	68	69	89	60	62	80	71	76	83	74	80	70	958
Dollars (000)	$100	$112	$108	$110	$129	$102	$106	$125	$115	$125	$121	$116	$126	$113	$1,508
Avg Price per Unit	$1.50	$1.50	$1.60	$1.58	$1.44	$1.69	$1.71	$1.57	$1.63	$1.63	$1.47	$1.57	$1.56	$1.61	$1.57
Unit Share	18.2	20.1	18.7	17.8	19.8	13.8	13.6	17.8	17.2	17.8	19.6	17.7	19.6	16.2	17.6
ACV Weighted Distribution	100.0%	100.0%	99.4%	99.4%	99.5%	99.5%	99.5%	99.5%	99.5%	99.6%	99.6%	99.6%	99.6%	99.5%	100.0%
Interstate															
Units (000)	45	66	40	67	95	89	88	50	77	57	71	47	81	58	886
Dollars (000)	$81	$92	$77	$95	$129	$117	$123	$95	$110	$104	$102	$90	$112	$99	$1,346
Avg Price per Unit	$1.79	$1.40	$1.90	$1.43	$1.35	$1.32	$1.40	$1.89	$1.42	$1.84	$1.44	$1.90	$1.38	$1.72	$1.52
Unit Share	12.2	17.7	11.2	17.1	21.1	20.4	19.1	11.2	18.7	13.1	16.9	11.3	19.7	13.3	16.3
ACV Weighted Distribution	96.7%	96.7%	96.7%	96.7%	97.5%	97.5%	98.0%	98.0%	98.0%	98.0%	98.0%	98.0%	98.0%	98.0%	98.0%
ROMAN MEAL															
Units (000)	10	9	17	15	10	11	18	27	19	13	19	17	12	10	196
Dollars (000)	$18	$16	$25	$22	$17	$18	$27	$37	$29	$23	$26	$26	$20	$18	$305
Avg Price per Unit	$1.72	$1.82	$1.44	$1.49	$1.74	$1.69	$1.49	$1.38	$1.56	$1.81	$1.41	$1.48	$1.67	$1.82	$1.56
Unit Share	2.8	2.4	4.7	3.8	2.2	2.5	4.0	6.0	4.5	3.0	4.4	4.1	2.9	2.2	3.6
ACV Weighted Distribution	99.6%	99.6%	99.6%	99.6%	99.6%	99.6%	99.6%	99.6%	99.6%	99.6%	100.0%	100.0%	100.0%	100.0%	100.0%
Colonial Rainbo															
Units (000)	8	8	13	21	13	24	21	15	14	11	10	11	10	14	184
Dollars (000)	$13	$13	$19	$27	$21	$31	$30	$24	$23	$19	$16	$18	$17	$21	$278
Avg Price per Unit	$1.62	$1.67	$1.44	$1.31	$1.58	$1.30	$1.39	$1.61	$1.59	$1.76	$1.70	$1.67	$1.69	$1.47	$1.51
Unit Share	2.2	2.1	3.7	5.3	2.9	5.4	4.7	3.3	3.5	2.5	2.3	2.5	2.5	3.3	3.4

FBI 00797

Source: CONFIDENTIAL COUNSEL ONLY, Inc., 1996

Flowers Industries East Tennessee - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Flowers - East Tenn.	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
ACV Weighted Distribution	96.1%	95.5%	94.5%	96.3%	95.5%	95.5%	94.6%	94.5%	94.3%	93.9%	94.5%	94.8%	94.9%	94.8%	96.3%
SUNBEAM															
Units (000)	5	6	6	6	6	9	8	7	7	7	7	6	8	8	92
Dollars (000)	$10	$10	$11	$12	$11	$13	$12	$11	$12	$12	$12	$11	$13	$13	$150
Avg Price per Unit	$1.85	$1.76	$1.79	$1.89	$1.67	$1.48	$1.54	$1.65	$1.63	$1.63	$1.63	$1.63	$1.62	$1.50	$1.63
Unit Share	1.5	1.5	1.7	1.6	1.4	2.0	1.6	1.5	1.8	1.7	1.8	1.5	1.9	2.0	1.7
ACV Weighted Distribution	84.9%	78.2%	78.0%	78.2%	79.3%	79.4%	85.0%	85.6%	88.9%	89.8%	87.7%	87.0%	87.3%	87.7%	89.8%
Kerns															
Units (000)	25	25	20	23	21	21	24	16	14	16	12	13	12	10	227
Dollars (000)	$30	$31	$28	$31	$30	$29	$31	$25	$22	$24	$18	$19	$19	$17	$324
Avg Price per Unit	$1.19	$1.26	$1.40	$1.34	$1.38	$1.37	$1.28	$1.61	$1.57	$1.51	$1.57	$1.50	$1.51	$1.71	$1.43
Unit Share	6.8	6.7	5.5	5.9	4.8	4.9	5.3	3.5	3.5	3.7	2.7	3.0	3.0	2.3	4.2
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Private Label															
Units (000)	94	103	94	110	100	107	112	117	114	120	108	112	105	130	1433
Dollars (000)	$110	$118	$112	$125	$112	$121	$128	$132	$131	$137	$126	$129	$121	$142	$1634
Avg Price per Unit	$1.17	$1.15	$1.19	$1.14	$1.13	$1.13	$1.14	$1.13	$1.15	$1.14	$1.16	$1.15	$1.15	$1.09	$1.14
Unit Share	25.7	27.7	26.1	28.2	22.1	24.6	24.5	26.0	27.6	28.0	25.7	26.8	25.6	30.2	26.3
ACV Weighted Distribution	100.0%	100.0%	99.4%	99.4%	99.5%	99.5%	99.5%	99.5%	99.5%	99.6%	99.6%	99.6%	99.6%	99.5%	100.0%

CONFIDENTIAL COUNSEL ONLY

Flowers Industries East Tennessee - Monthly InfoScan Sales Analysis

Category - Class 3 - Specialty

Flowers - East Tenn.	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
CLASS 3 - SPECIALTY															
Units (000)	92	95	97	102	100	101	96	101	105	109	102	99	113	104	1326
Dollars (000)	$173	$180	$184	$193	$190	$191	$182	$191	$197	$203	$192	$186	$203	$195	$2,488
Avg Price per Unit	$1.87	$1.89	$1.89	$1.89	$1.89	$1.89	$1.90	$1.88	$1.88	$1.87	$1.89	$1.88	$1.80	$1.87	$1.88
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TTL COBBLESTONE MILL															
Units (000)	16	15	15	16	15	16	15	15	15	18	16	18	22	18	214
Dollars (000)	$27	$28	$29	$30	$29	$30	$28	$28	$28	$31	$30	$31	$35	$33	$391
Avg Price per Unit	$1.73	$1.87	$1.87	$1.86	$1.88	$1.87	$1.88	$1.89	$1.91	$1.77	$1.89	$1.75	$1.60	$1.79	$1.82
Unit Share	16.9	15.7	15.9	15.9	15.4	15.8	15.4	14.7	14.2	16.3	15.4	18.0	19.7	17.5	16.2
ACV Weighted Distribution	73.7%	74.9%	73.8%	72.3%	70.5%	70.3%	70.8%	71.5%	71.8%	72.8%	72.9%	73.0%	73.1%	71.6%	74.9%
TOTAL COOPERS MILL															
Units (000)	6	7	10	9	10	10	8	10	11	11	10	9	11	11	127
Dollars (000)	$11	$13	$17	$17	$18	$18	$15	$17	$19	$19	$18	$17	$19	$20	$227
Avg Price per Unit	$1.84	$1.86	$1.77	$1.81	$1.76	$1.76	$1.81	$1.74	$1.78	$1.71	$1.85	$1.78	$1.77	$1.77	$1.78
Unit Share	6.4	7.2	10.0	9.1	10.2	10.1	8.7	9.7	10.1	10.0	9.7	9.6	9.7	10.6	9.6
ACV Weighted Distribution	74.3%	84.7%	85.0%	85.3%	85.6%	85.5%	85.2%	85.1%	84.9%	84.7%	85.3%	85.3%	89.3%	89.7%	89.7%
ARNLD/ORO/FRAN/S-MD															
Units (000)	1	2	1	1	1	1	1	1	1	1	1	1	1	1	16
Dollars (000)	$4	$4	$4	$4	$4	$3	$4	$4	$3	$3	$3	$3	$3	$3	$45
Avg Price per Unit	$2.87	$2.90	$2.88	$2.87	$2.90	$2.91	$2.85	$2.57	$2.88	$2.82	$2.81	$2.83	$2.83	$2.82	$2.83
Unit Share	1.6	1.6	1.4	1.3	1.2	1.1	1.4	1.5	1.1	1.0	1.1	1.0	0.9	1.1	1.2
ACV Weighted Distribution	77.0%	83.9%	66.3%	67.2%	66.7%	66.7%	73.2%	73.1%	61.8%	60.9%	66.0%	66.0%	64.1%	67.2%	83.9%
TTL PEPPERIDGE FARM															
Units (000)	25	27	24	28	27	28	25	27	28	30	25	24	27	27	346
Dollars (000)	$54	$57	$54	$60	$59	$60	$56	$58	$61	$64	$55	$53	$56	$59	$753
Avg Price per Unit	$2.21	$2.15	$2.21	$2.17	$2.19	$2.18	$2.19	$2.18	$2.14	$2.14	$2.24	$2.20	$2.08	$2.20	$2.17
Unit Share	26.7	28.0	25.2	26.9	26.9	27.2	26.3	26.4	27.0	27.6	24.4	24.1	23.9	25.7	26.1

CONFIDENTIAL COUNSEL ONLY

Flowers Industries East Tennessee - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Flowers - East Tenn.	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
ACV Weighted Distribution	92.6%	92.9%	90.9%	92.9%	96.7%	96.8%	92.6%	92.6%	92.4%	87.3%	87.0%	92.2%	91.0%	95.1%	96.8%
TOTAL EARTH GRAINS															
Units (000)	9	9	8	8	8	8	9	9	10	8	10	8	9	8	112
Dollars (000)	$21	$19	$18	$19	$17	$19	$19	$19	$20	$19	$21	$19	$21	$19	$248
Avg Price per Unit	$2.19	$2.20	$2.23	$2.24	$2.23	$2.20	$2.06	$2.18	$2.13	$2.30	$2.18	$2.24	$2.21	$2.33	$2.21
Unit Share	10.2	9.2	8.2	8.1	7.7	8.3	9.5	8.5	9.0	7.7	9.4	8.5	8.2	7.8	8.5
ACV Weighted Distribution	90.4%	89.9%	80.0%	83.8%	83.2%	82.5%	82.4%	82.2%	82.1%	84.1%	84.9%	82.2%	82.9%	83.3%	89.9%
Harvest Ridge															
Units (000)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Dollars (000)	$1	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$3
Avg Price per Unit	$1.64	$1.69	$1.74	$1.72	$1.83	$1.81	$1.83	$1.77	$1.77	$1.71	$1.70	$1.63	$1.63	$1.70	$1.74
Unit Share	0.3	0.2	0.2	0.2	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.0	0.1
ACV Weighted Distribution	13.3%	10.1%	8.1%	7.8%	9.3%	8.3%	6.2%	8.3%	7.1%	7.2%	5.8%	4.3%	2.8%	2.7%	10.1%
TTL PL/GENERIC															
Units (000)	13	14	15	17	16	17	16	19	18	19	18	18	17	20	223
Dollars (000)	$19	$21	$22	$24	$23	$24	$24	$26	$26	$28	$25	$27	$25	$27	$322
Avg Price per Unit	$1.52	$1.49	$1.46	$1.45	$1.44	$1.43	$1.44	$1.41	$1.45	$1.47	$1.41	$1.51	$1.47	$1.37	$1.44
Unit Share	13.6	15.1	15.7	16.1	16.0	16.6	17.1	18.3	17.0	17.4	17.5	17.8	15.0	18.8	16.8
ACV Weighted Distribution	53.6%	47.9%	51.6%	52.8%	53.0%	54.7%	48.3%	56.3%	53.8%	52.9%	56.8%	55.1%	55.5%	61.6%	61.6%

CONFIDENTIAL COUNSEL ONLY

FBI 00800

Flowers Industries East Tennessee - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Flowers - East Tenn.	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 4 - BUNS															
Units (000)	250	261	295	325	435	384	496	342	350	284	265	222	235	253	4,148
Dollars (000)	$260	$277	$301	$340	$425	$395	$465	$362	$349	$310	$279	$244	$260	$269	$4,276
Avg Price per Unit	$1.04	$1.06	$1.02	$1.05	$.98	$1.03	$.94	$1.06	$1.00	$1.09	$1.05	$1.10	$1.10	$1.07	$1.03
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Special Harvest															
Units (000)	37	47	45	51	73	50	71	47	38	34	44	26	31	36	593
Dollars (000)	$43	$52	$54	$62	$93	$66	$80	$61	$54	$48	$57	$36	$40	$44	$746
Avg Price per Unit	$1.16	$1.10	$1.20	$1.20	$1.27	$1.33	$1.13	$1.31	$1.42	$1.42	$1.27	$1.41	$1.31	$1.21	$1.26
Unit Share	14.7	17.9	15.2	15.8	16.8	12.9	14.3	13.6	10.8	12.0	16.8	11.7	13.1	14.3	14.3
ACV Weighted Distribution	71.7%	71.5%	70.3%	68.8%	67.9%	67.7%	68.2%	68.9%	69.2%	69.7%	69.7%	69.9%	70.0%	68.5%	71.5%
Interstate															
Units (000)	14	14	15	15	23	25	30	23	22	17	15	14	15	14	241
Dollars (000)	$21	$21	$22	$23	$27	$27	$33	$26	$27	$25	$22	$21	$23	$21	$320
Avg Price per Unit	$1.46	$1.52	$1.52	$1.51	$1.20	$1.11	$1.09	$1.12	$1.24	$1.51	$1.52	$1.52	$1.52	$1.53	$1.33
Unit Share	5.7	5.2	5.0	4.7	5.2	6.4	6.1	6.8	6.3	5.9	5.5	6.2	6.5	5.5	5.8
ACV Weighted Distribution	96.7%	96.7%	96.7%	96.7%	97.5%	97.5%	98.0%	94.1%	94.2%	94.2%	94.1%	90.3%	90.4%	90.3%	98.0%
TOTAL RAINBO/COLONIAL															
Units (000)	22	23	21	22	30	36	43	24	22	19	16	16	17	17	307
Dollars (000)	$32	$33	$32	$34	$44	$46	$55	$38	$35	$30	$26	$25	$27	$27	$453
Avg Price per Unit	$1.44	$1.42	$1.58	$1.53	$1.47	$1.29	$1.30	$1.56	$1.57	$1.59	$1.59	$1.56	$1.59	$1.58	$1.48
Unit Share	9.0	8.8	7.0	6.9	6.9	9.3	8.6	7.1	6.3	6.8	6.1	7.3	7.2	6.9	7.4
ACV Weighted Distribution	91.7%	91.8%	91.0%	91.0%	95.5%	95.5%	95.2%	95.1%	94.3%	93.9%	94.5%	94.8%	94.9%	94.7%	95.5%
TOTAL SUNBEAM/KERNS															
Units (000)	16	15	18	23	32	27	28	23	22	21	20	19	19	16	283
Dollars (000)	$22	$22	$27	$33	$43	$38	$41	$33	$32	$31	$28	$29	$29	$24	$409
Avg Price per Unit	$1.34	$1.48	$1.46	$1.45	$1.37	$1.41	$1.48	$1.45	$1.43	$1.49	$1.42	$1.48	$1.48	$1.50	$1.45
Unit Share	6.6	5.7	6.2	7.1	7.2	7.0	5.6	6.6	6.3	7.2	7.5	8.8	8.2	6.4	6.8
ACV Weighted Distribution	96.9%	95.3%	97.1%	97.1%	97.2%	97.3%	98.9%	97.3%	100.0%	98.1%	98.1%	98.0%	98.0%	98.0%	100.0%

Flowers Industries East Tennessee - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Flowers - East Tenn.	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL PL/GENERIC															
Units (000)	147	146	180	193	256	223	301	200	225	176	156	132	139	152	2,478
Dollars (000)	$121	$125	$138	$157	$184	$182	$219	$167	$168	$145	$123	$111	$117	$127	$1,964
Avg Price per Unit	$.83	$.85	$.77	$.82	$.72	$.82	$.73	$.84	$.75	$.83	$.79	$.84	$.84	$.83	$.79
Unit Share	58.6	56.0	60.9	59.3	59.0	58.2	60.6	58.5	64.2	61.8	58.7	59.4	58.9	60.2	59.7
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.9%	99.9%	99.9%	99.9%	99.9%	100.0%	100.0%

CONFIDENTIAL COUNSEL ONLY

FBI 00802

Flowers Industries East Tennessee - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Flowers - East Tenn.	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 5 - ROLLS															
Units (000)	147	149	189	153	172	160	156	149	156	164	164	304	295	156	2,366
Dollars (000)	$201	$207	$243	$217	$241	$222	$221	$214	$224	$232	$231	$371	$374	$221	$3,218
Avg Price per Unit	$1.36	$1.39	$1.29	$1.42	$1.41	$1.39	$1.42	$1.43	$1.44	$1.42	$1.41	$1.22	$1.27	$1.41	$1.36
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL SPECIAL HARVEST															
Units (000)	15	16	17	15	16	15	15	14	15	15	13	19	17	12	198
Dollars (000)	$23	$24	$25	$22	$24	$23	$24	$23	$23	$23	$21	$30	$27	$18	$308
Avg Price per Unit	$1.50	$1.50	$1.51	$1.50	$1.50	$1.54	$1.58	$1.58	$1.59	$1.59	$1.59	$1.59	$1.58	$1.59	$1.56
Unit Share	10.2	10.7	8.8	9.7	9.1	9.3	9.6	9.7	9.4	9.0	8.2	6.2	5.8	7.5	8.4
ACV Weighted Distribution	66.2%	65.3%	64.1%	62.6%	61.9%	61.8%	62.3%	63.3%	63.5%	63.9%	63.7%	67.5%	67.7%	62.6%	67.7%
TOTAL RAINBO/COLONIAL															
Units (000)	6	5	6	4	4	3	4	4	4	5	6	11	14	5	74
Dollars (000)	$9	$8	$9	$7	$6	$6	$6	$7	$7	$8	$10	$17	$20	$9	$120
Avg Price per Unit	$1.61	$1.63	$1.60	$1.62	$1.62	$1.66	$1.72	$1.72	$1.72	$1.75	$1.71	$1.52	$1.42	$1.76	$1.61
Unit Share	3.9	3.4	3.0	2.7	2.2	2.1	2.3	2.7	2.6	2.8	3.5	3.7	4.9	3.2	3.1
ACV Weighted Distribution	74.2%	51.4%	50.6%	47.9%	46.9%	60.5%	45.3%	52.3%	53.1%	70.9%	78.3%	79.8%	79.7%	78.0%	79.8%
TOTAL SUNBEAM/KERNS															
Units (000)	11	11	14	16	27	24	21	16	15	13	13	21	25	13	228
Dollars (000)	$17	$17	$21	$24	$39	$32	$33	$25	$24	$21	$21	$32	$37	$21	$348
Avg Price per Unit	$1.56	$1.54	$1.54	$1.50	$1.45	$1.37	$1.56	$1.61	$1.60	$1.64	$1.61	$1.53	$1.47	$1.65	$1.53
Unit Share	7.2	7.4	7.2	10.4	15.8	14.7	13.7	10.6	9.8	7.9	7.8	6.9	8.5	8.1	9.6
ACV Weighted Distribution	98.8%	98.8%	98.9%	98.8%	98.8%	98.8%	98.9%	98.9%	100.0%	98.8%	98.5%	100.0%	100.0%	98.3%	100.0%
TTL MERITA/TAY/MILLBRK															
Units (000)	10	13	14	13	17	19	19	16	17	14	13	10	12	11	187
Dollars (000)	$15	$18	$19	$19	$22	$23	$22	$19	$22	$21	$19	$16	$19	$17	$256
Avg Price per Unit	$1.56	$1.45	$1.42	$1.50	$1.26	$1.19	$1.19	$1.20	$1.26	$1.49	$1.45	$1.56	$1.58	$1.55	$1.37

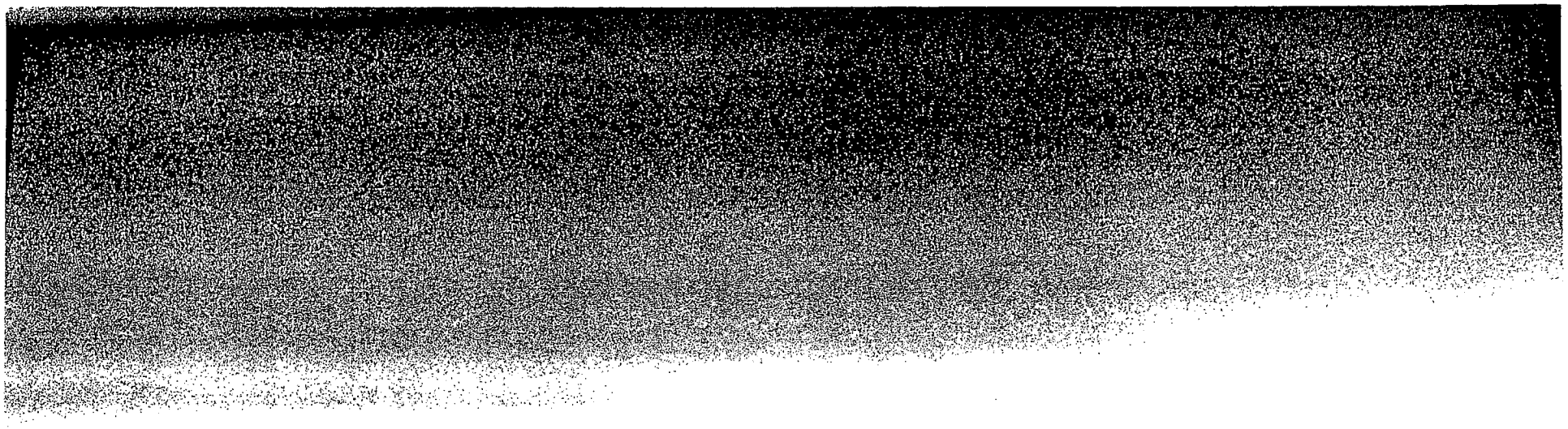
Flowers Industries East Tennessee - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Flowers - East Tenn.	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Unit Share	6.5	8.4	7.2	8.4	10.2	12.0	12.0	10.4	11.1	8.7	7.9	3.3	4.1	7.0	7.9
ACV Weighted Distribution	96.4%	96.3%	96.7%	96.7%	97.5%	97.1%	98.0%	97.6%	98.0%	97.9%	97.9%	97.9%	97.9%	97.9%	98.0%
TTL PL/GENERIC															
Units (000)	68	63	93	62	63	56	55	56	60	71	74	180	161	69	1,064
Dollars (000)	$65	$64	$82	$65	$67	$59	$58	$59	$63	$71	$75	$159	$145	$67	$1,034
Avg Price per Unit	$.96	$1.00	$.88	$1.04	$1.06	$1.05	$1.05	$1.05	$1.06	$1.00	$1.01	$.89	$.91	$.96	$.97
Unit Share	46.0	42.5	49.2	40.5	36.8	35.1	35.4	37.8	38.3	43.6	45.3	59.2	54.4	44.5	45.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.9%	99.9%	99.9%	99.9%	100.0%	100.0%	100.0%	100.0%

CONFIDENTIAL COUNSEL ONLY

FBI 00804



CONFIDENTIAL COUNSEL ONLY

FBI 00805

Flower Industries Richmond/Norfolk - Monthly InfoScan Sales Analysis

Category: White, Soft Variety & Specialty

Richmond/Norfolk	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Category - Fresh Bread															
Dollars (000)	$3,768	$3,598	$3,429	$3,538	$3,384	$3,441	$3,474	$3,629	$3,488	$3,438	$3,497	$3,472	$3,535	$3,705	$45,630
Dollar Share, Bread Ctgry	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Flowers															
Dollars (000)	$937	$868	$809	$831	$794	$750	$789	$854	$777	$826	$822	$896	$854	$889	$10,760
Dollar Share, Bread Ctgry	24.9	24.1	23.6	23.5	23.5	21.8	22.7	23.5	22.3	24.0	23.5	25.8	24.1	24.0	23.6
Interstate															
Dollars (000)	$249	$250	$213	$224	$199	$212	$242	$235	$251	$211	$254	$241	$262	$311	$3,106
Dollar Share, Bread Ctgry	6.6	6.9	6.2	6.3	5.9	6.2	7.0	6.5	7.2	6.1	7.3	6.9	7.4	8.4	6.8
Continental															
Dollars (000)	$621	$588	$567	$502	$493	$500	$570	$524	$517	$480	$484	$495	$491	$494	$6,705
Dollar Share, Bread Ctgry	16.5	16.3	16.5	14.2	14.6	14.5	16.4	14.4	14.8	14.0	13.8	14.2	13.9	13.3	14.7
Martins															
Dollars (000)	$80	$67	$65	$71	$64	$63	$64	$68	$71	$79	$79	$76	$76	$80	$924
Dollar Share, Bread Ctgry	2.1	1.9	1.9	2.0	1.9	1.8	1.9	1.9	2.0	2.3	2.3	2.2	2.2	2.2	2.0
Arnolds Oroweat															
Dollars (000)	$133	$130	$120	$125	$116	$107	$103	$111	$106	$102	$109	$103	$99	$118	$1,450
Dollar Share, Bread Ctgry	3.5	3.6	3.5	3.5	3.4	3.1	3.0	3.1	3.0	3.0	3.1	3.0	2.8	3.2	3.2
Pepperidge Farms															
Dollars (000)	$188	$211	$178	$203	$174	$159	$151	$173	$190	$205	$195	$166	$171	$186	$2,360
Dollar Share, Bread Ctgry	5.0	5.9	5.2	5.7	5.1	4.6	4.4	4.8	5.4	6.0	5.6	4.8	4.8	5.0	5.2
Mary Jane															
Dollars (000)	$414	$391	$350	$419	$348	$403	$364	$434	$383	$376	$354	$356	$351	$349	$4,880
Dollar Share, Bread Ctgry	11.0	10.9	10.2	11.8	10.3	11.7	10.5	12.0	11.0	10.9	10.1	10.3	9.9	9.4	10.7
Private Label															
Dollars (000)	$812	$751	$708	$731	$740	$757	$792	$809	$771	$752	$804	$781	$766	$740	$9,903
Dollar Share, Bread Ctgry	21.5	20.9	20.6	20.7	21.9	22.0	22.8	22.3	22.1	21.9	23.0	22.5	21.7	20.0	21.7
Richmond/Norfolk - All Other															
Dollars (000)	$328	$336	$412	$423	$448	$482	$391	$414	$415	$400	$391	$353	$459	$532	$5,457

CONFIDENTIAL COUNSEL
ONLY

FBI 00806

Flower Industries Richmond/Norfolk - Monthly InfoScan Sales Analysis

Category: White, Soft Variety & Specialty

Richmond/Norfolk

4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
8.7	9.3	12.0	12.0	13.2	14.0	11.3	11.4	11.9	11.6	11.2	10.2	13.0	14.4	12.0

CONFIDENTIAL COUNSEL
ONLY

FBI 00807

Flowers Industries Richmond/Norfolk- Monthly InfoScan Sales Analysis

Category: Class 1 - White

Richmond/Norfolk	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 1 - WHITE															
Units (000)	1,493	1,314	1,191	1,236	1,166	1,228	1,285	1,296	1,257	1,215	1,310	1,255	1,297	1,204	16,263
Dollars (000)	$1,518	$1,373	$1,240	$1,309	$1,220	$1,266	$1,353	$1,339	$1,324	$1,265	$1,331	$1,293	$1,331	$1,263	$16,908
Avg Price per Unit	$1.02	$1.04	$1.04	$1.06	$1.05	$1.03	$1.05	$1.03	$1.05	$1.04	$1.02	$1.03	$1.03	$1.05	$1.04
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Flowers SB,WW,BN															
Units (000)	236	183	164	163	138	157	158	167	164	165	176	149	193	138	2,113
Dollars (000)	$310	$250	$226	$240	$204	$227	$229	$242	$236	$236	$248	$219	$266	$209	$3,032
Avg Price per Unit	$1.31	$1.37	$1.38	$1.47	$1.48	$1.44	$1.46	$1.46	$1.44	$1.43	$1.41	$1.47	$1.38	$1.52	$1.43
Unit Share	15.8	13.9	13.8	13.2	11.8	12.8	12.3	12.9	13.1	13.6	13.4	11.9	14.8	11.5	13.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Wonder															
Units (000)	241	214	218	180	172	182	229	201	196	189	182	192	195	187	2,537
Dollars (000)	$302	$279	$270	$242	$230	$244	$303	$269	$262	$251	$243	$258	$266	$253	$3,370
Avg Price per Unit	$1.25	$1.30	$1.24	$1.34	$1.34	$1.34	$1.32	$1.34	$1.33	$1.33	$1.33	$1.34	$1.36	$1.36	$1.33
Unit Share	16.1	16.3	18.3	14.6	14.7	14.8	17.8	15.5	15.6	15.5	13.9	15.3	15.0	15.5	15.6
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Interstate															
Units (000)	152	155	139	138	116	116	135	140	148	120	154	149	157	194	1,861
Dollars (000)	$206	$207	$181	$187	$158	$158	$182	$191	$202	$166	$207	$205	$220	$270	$2,536
Avg Price per Unit	$1.35	$1.34	$1.31	$1.35	$1.36	$1.36	$1.35	$1.37	$1.36	$1.38	$1.35	$1.37	$1.40	$1.39	$1.36
Unit Share	10.2	11.8	11.7	11.2	10.0	9.4	10.5	10.8	11.7	9.9	11.8	11.9	12.1	16.1	11.4
ACV Weighted Distribution	73.2%	73.5%	72.1%	72.4%	73.1%	73.2%	73.3%	74.1%	73.0%	73.0%	72.7%	74.2%	74.3%	74.7%	74.7%
Mary Jane															
Units (000)	276	227	174	210	181	194	186	170	177	186	188	173	151	137	2,352
Dollars (000)	$289	$260	$214	$259	$225	$239	$233	$210	$225	$230	$224	$214	$186	$174	$2,892
Avg Price per Unit	$1.05	$1.15	$1.23	$1.23	$1.24	$1.23	$1.25	$1.24	$1.27	$1.24	$1.19	$1.24	$1.23	$1.27	$1.23
Unit Share	18.5	17.3	14.6	17.0	15.5	15.8	14.5	13.1	14.1	15.3	14.3	13.8	11.6	11.4	14.5
ACV Weighted Distribution	56.6%	56.8%	60.5%	59.5%	61.4%	61.5%	61.3%	60.5%	56.4%	61.5%	61.7%	61.8%	58.4%	56.6%	61.8%

CONFIDENTIAL COUNSEL
ONLY

FBI 00808

Source: Information Resources, Inc., 1996

Flowers Industries Richmond/Norfolk - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Richmond/Norfolk	4 Weeks Ending Feb 23, 97	4 Weeks Ending Mar 23, 97	4 Weeks Ending Apr 20, 97	4 Weeks Ending May 18, 97	4 Weeks Ending Jun 15, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Private Label															
Dollars (000)	611	564	527	556	555	575	591	629	575	561	626	599	605	563	7,526
Units (000)	$492	$458	$427	$446	$452	$459	$478	$499	$468	$449	$492	$479	$479	$446	$6,033
Avg Price per Unit	$.81	$.81	$.81	$.80	$.81	$.80	$.81	$.79	$.81	$.80	$.78	$.80	$.79	$.79	$.80
$ Share	40.9	42.9	44.3	45.0	47.6	46.8	46.0	48.5	45.7	46.2	47.8	47.7	46.6	46.7	46.3
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

CONFIDENTIAL COUNSEL ONLY

FBI 00809

Flowers Industries Richmond/Norfolk - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Richmond/Norfolk	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
CLASS 2 - SOFT VARIETY															
Units (000)	855	864	870	870	882	890	842	959	835	802	837	894	893	1,076	11,514
Dollars (000)	$1,287	$1,281	$1,284	$1,303	$1,303	$1,340	$1,283	$1,435	$1,291	$1,237	$1,263	$1,325	$1,320	$1,525	$17,190
Avg Price per Unit	$1.51	$1.48	$1.48	$1.50	$1.48	$1.51	$1.52	$1.50	$1.55	$1.54	$1.51	$1.48	$1.48	$1.42	$1.49
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Natures Own															
Units (000)	302	312	287	300	306	247	273	319	254	274	272	350	264	370	3,829
Dollars (000)	$515	$517	$480	$501	$492	$427	$468	$520	$455	$480	$468	$551	$454	$570	$6,382
Avg Price per Unit	$1.70	$1.65	$1.67	$1.67	$1.60	$1.73	$1.72	$1.63	$1.79	$1.75	$1.72	$1.57	$1.72	$1.54	$1.67
Unit Share	35.4	36.1	33.0	34.4	34.7	27.7	32.4	33.2	30.5	34.2	32.5	39.1	29.6	34.4	33.3
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Interstate															
Units (000)	18	22	14	18	20	29	32	21	28	28	27	20	25	19	302
Dollars (000)	$29	$34	$24	$29	$31	$45	$51	$34	$45	$43	$43	$33	$40	$32	$485
Avg Price per Unit	$1.65	$1.56	$1.66	$1.60	$1.59	$1.57	$1.59	$1.64	$1.58	$1.56	$1.58	$1.67	$1.62	$1.72	$1.60
Unit Share	2.1	2.5	1.7	2.1	2.2	3.2	3.8	2.2	3.4	3.4	3.3	2.2	2.8	1.7	2.6
ACV Weighted Distribution	73.2%	73.5%	72.1%	72.4%	73.1%	73.2%	73.3%	74.1%	73.0%	73.0%	72.7%	74.2%	74.3%	74.7%	74.7%
Home Pride															
Units (000)	53	60	55	38	43	33	52	35	46	28	43	43	28	37	541
Dollars (000)	$86	$92	$87	$62	$69	$57	$82	$60	$78	$51	$72	$73	$52	$64	$899
Avg Price per Unit	$1.60	$1.53	$1.58	$1.62	$1.62	$1.70	$1.59	$1.71	$1.68	$1.83	$1.68	$1.68	$1.85	$1.73	$1.66
Unit Share	6.2	7.0	6.3	4.4	4.8	3.8	6.2	3.7	5.6	3.5	5.1	4.8	3.1	3.4	4.7
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Mary Jane/Natural Grain															
Units (000)	78	80	89	106	74	106	78	137	99	95	89	91	115	123	1,282
Dollars (000)	$125	$131	$137	$160	$123	$165	$131	$224	$159	$146	$130	$142	$165	$174	$1,987
Avg Price per Unit	$1.59	$1.63	$1.54	$1.52	$1.66	$1.55	$1.68	$1.63	$1.60	$1.54	$1.46	$1.57	$1.43	$1.42	$1.55
Unit Share	9.2	9.3	10.2	12.1	8.4	12.0	9.2	14.3	11.9	11.8	10.6	10.1	12.9	11.4	11.1
ACV Weighted Distribution	56.6%	56.8%	60.5%	59.5%	61.4%	61.5%	61.3%	60.5%	56.4%	61.5%	61.7%	61.8%	58.4%	56.6%	61.8%

CONFIDENTIAL COUNSEL ONLY

FBI 00810

Flowers Industries Richmond/Norfolk - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Richmond/Norfolk	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Private Label															
Units (000)	249	232	222	227	228	234	243	246	235	234	242	232	231	232	3,037
Dollars (000)	$283	$260	$250	$254	$257	$265	$279	$280	$273	$273	$281	$269	$260	$265	$3,466
Avg Price per Unit	$1.14	$1.12	$1.13	$1.12	$1.13	$1.14	$1.15	$1.14	$1.16	$1.17	$1.16	$1.16	$1.13	$1.14	$1.14
Unit Share	29.1	26.8	25.5	26.1	25.8	26.3	28.9	25.6	28.2	29.1	28.9	26.0	25.8	21.6	26.4
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

CONFIDENTIAL COUNSEL ONLY

FBI 00811

Flowers Industries Richmond/Norfolk - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Richmond/Norfolk	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
CLASS 3 - SPECIALTY															
Units (000)	466	458	446	443	416	405	398	413	425	454	438	422	447	453	5,619
Dollars (000)	$841	$825	$795	$820	$762	$732	$719	$751	$773	$816	$796	$759	$790	$812	$10,151
Avg Price per Unit	$1.80	$1.80	$1.78	$1.85	$1.83	$1.81	$1.80	$1.82	$1.82	$1.80	$1.82	$1.80	$1.77	$1.79	$1.81
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TTL COBBLESTONE MILL															
Units (000)	56	48	53	46	44	44	36	37	37	48	43	53	63	44	596
Dollars (000)	$99	$90	$94	$86	$81	$81	$69	$70	$71	$88	$80	$92	$105	$83	$1,089
Avg Price per Unit	$1.78	$1.86	$1.78	$1.87	$1.87	$1.82	$1.90	$1.92	$1.91	$1.81	$1.87	$1.74	$1.66	$1.89	$1.83
Unit Share	11.9	10.5	11.8	10.4	10.5	10.9	9.1	8.9	8.7	10.6	9.8	12.5	14.2	9.7	10.6
ACV Weighted Distribution	99.2%	99.2%	100.0%	100.0%	100.0%	100.0%	98.2%	98.0%	98.1%	98.1%	98.1%	98.1%	98.1%	98.1%	100.0%
TTL PEPPERIDGE FARM															
Units (000)	81	92	76	88	75	69	66	75	82	88	83	71	76	79	1021
Dollars (000)	$188	$211	$178	$203	$174	$159	$151	$173	$190	$205	$195	$166	$171	$186	$2,360
Avg Price per Unit	$2.32	$2.29	$2.32	$2.29	$2.30	$2.31	$2.31	$2.32	$2.30	$2.33	$2.35	$2.32	$2.26	$2.35	$2.31
Unit Share	17.4	20.1	17.2	20.0	18.1	17.0	16.5	18.0	19.4	19.3	18.9	16.9	16.9	17.5	18.2
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.2%	99.2%	100.0%
TOTAL MAMA KAYERS															
Units (000)	16	16	16	17	16	18	17	17	16	16	15	14	15	19	211
Dollars (000)	$32	$31	$31	$34	$31	$34	$34	$33	$32	$32	$30	$27	$29	$34	$412
Avg Price per Unit	$1.98	$1.98	$1.98	$1.97	$1.97	$1.96	$1.96	$1.96	$1.97	$2.00	$1.97	$1.98	$1.94	$1.82	$1.96
Unit Share	3.5	3.4	3.5	3.9	3.8	4.3	4.3	4.1	3.8	3.6	3.4	3.3	3.3	4.1	3.7
ACV Weighted Distribution	52.2%	52.5%	56.0%	54.9%	56.9%	56.6%	55.3%	54.1%	55.8%	55.7%	55.4%	55.7%	52.4%	50.6%	56.9%
Arno/Oroweat															
Units (000)	67	66	60	62	57	53	52	57	53	51	54	50	49	56	724
Dollars (000)	$140	$136	$126	$133	$124	$114	$110	$118	$112	$109	$115	$109	$104	$125	$1,536
Avg Price per Unit	$2.09	$2.05	$2.11	$2.15	$2.16	$2.14	$2.12	$2.06	$2.11	$2.13	$2.13	$2.17	$2.15	$2.22	$2.13

CONFIDENTIAL COUNSEL
ONLY

Flowers Industries Richmond/Norfolk - Monthly InfoScan Sales Analysis

Category Class 3 - Specialty

Richmond/Norfolk	4 Weeks Ending Feb 17, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Unit Share	14.4	14.5	13.4	14.0	13.8	13.1	13.0	13.9	12.5	11.3	12.3	12.0	10.9	12.4	12.8
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.5%	99.5%	99.5%	99.0%	100.0%	100.0%	100.0%	98.1%	100.0%
Harvest Ridge															
Units (000)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Dollars (000)	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$1
Avg Price per Unit	$1.71	$1.73	$1.58	$1.69	$1.79	$1.79	$1.79	$1.69	$1.64	$1.79	$1.79	$1.79	$1.70	$1.65	$1.72
Unit Share	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACV Weighted Distribution	2.7%	3.1%	3.7%	3.6%	3.7%	3.7%	3.1%	3.5%	3.0%	2.8%	2.8%	2.8%	2.8%	2.8%	3.7%
Martins															
Units (000)	45	38	37	38	34	34	34	36	38	45	44	40	40	42	501
Dollars (000)	$80	$67	$65	$71	$64	$63	$64	$68	$71	$79	$79	$76	$76	$80	$924
Avg Price per Unit	$1.79	$1.74	$1.78	$1.88	$1.88	$1.88	$1.88	$1.88	$1.84	$1.75	$1.81	$1.89	$1.89	$1.89	$1.85
Unit Share	9.6	8.4	8.2	8.5	8.2	8.3	8.6	8.7	9.0	9.9	10.0	9.5	9.0	9.4	8.9
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TTL PL/GENERIC															
Units (000)	77	71	70	67	69	72	79	74	73	77	84	80	77	88	980
Dollars (000)	$93	$83	$84	$78	$80	$84	$96	$91	$91	$96	$103	$99	$94	$109	$1,188
Avg Price per Unit	$1.20	$1.18	$1.19	$1.18	$1.17	$1.17	$1.21	$1.24	$1.23	$1.25	$1.22	$1.24	$1.23	$1.24	$1.21
Unit Share	16.5	15.4	15.7	15.0	16.5	17.8	19.9	17.8	17.3	17.0	19.2	19.0	17.2	19.4	17.4
ACV Weighted Distribution	77.7%	78.4%	77.1%	88.9%	97.1%	100.0%	100.0%	96.2%	100.0%	100.0%	100.0%	100.0%	97.3%	95.3%	100.0%

CONFIDENTIAL COUNSEL ONLY

FBI 00813

Flowers Industries Richmond/Norfolk - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Richmond/Norfolk	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TL CLASS 4 - BUNS															
Units (000)	561	573	629	727	961	897	1,001	763	723	525	507	450	472	529	8,756
Dollars (000)	$614	$637	$698	$798	$1,049	$968	$1,080	$823	$777	$579	$554	$496	$517	$577	$9,552
Avg Price per Unit	$1.09	$1.11	$1.11	$1.10	$1.09	$1.08	$1.08	$1.08	$1.07	$1.10	$1.09	$1.10	$1.09	$1.09	$1.09
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TL SNBM/FLW/SPC HRVT															
Units (000)	57	53	58	57	71	67	72	52	51	42	41	35	36	57	692
Dollars (000)	$73	$75	$82	$81	$101	$96	$104	$74	$73	$59	$57	$48	$49	$69	$968
Avg Price per Unit	$1.28	$1.40	$1.40	$1.41	$1.43	$1.44	$1.45	$1.43	$1.42	$1.40	$1.39	$1.38	$1.38	$1.21	$1.40
Unit Share	10.2	9.3	9.3	7.9	7.4	7.4	7.2	6.8	7.0	8.0	8.1	7.8	7.6	10.8	7.9
ACV Weighted Distribution	96.7%	96.7%	96.0%	95.9%	96.1%	96.8%	96.8%	97.1%	96.9%	96.9%	100.0%	96.9%	96.9%	96.9%	100.0%
OTAL WONDER															
Units (000)	39	37	43	69	71	73	68	55	40	35	32	31	33	31	618
Dollars (000)	$48	$47	$54	$83	$90	$89	$84	$68	$50	$44	$40	$38	$42	$39	$768
Avg Price per Unit	$1.22	$1.25	$1.25	$1.20	$1.27	$1.22	$1.24	$1.23	$1.26	$1.25	$1.25	$1.25	$1.26	$1.26	$1.24
Unit Share	7.0	6.5	6.8	9.5	7.3	8.2	6.8	7.2	5.5	6.7	6.3	6.8	7.1	5.8	7.1
ACV Weighted Distribution	99.1%	99.1%	99.0%	99.0%	99.0%	98.9%	98.9%	99.0%	100.0%	99.0%	99.0%	100.0%	100.0%	100.0%	100.0%
OTAL MARY JANE															
Units (000)	34	34	42	46	86	62	124	51	74	33	30	21	29	37	670
Dollars (000)	$43	$44	$56	$62	$118	$76	$145	$68	$81	$40	$36	$29	$36	$44	$836
Avg Price per Unit	$1.27	$1.31	$1.34	$1.35	$1.37	$1.22	$1.17	$1.33	$1.09	$1.24	$1.19	$1.37	$1.25	$1.19	$1.25
Unit Share	6.0	5.9	6.7	6.3	9.0	6.9	12.4	6.7	10.2	6.2	6.0	4.7	6.1	7.1	7.6
ACV Weighted Distribution	53.5%	53.3%	56.3%	55.3%	61.4%	61.5%	61.3%	59.2%	56.4%	61.5%	61.2%	60.5%	55.1%	55.3%	61.5%
TOTAL MERITA/TAYSTEE															
Units (000)	30	33	39	44	56	58	49	35	35	26	27	26	27	27	483
Dollars (000)	$38	$41	$48	$53	$71	$69	$63	$44	$45	$34	$34	$34	$34	$35	$605
Avg Price per Unit	$1.26	$1.25	$1.25	$1.20	$1.28	$1.18	$1.28	$1.27	$1.28	$1.27	$1.27	$1.28	$1.27	$1.27	$1.25

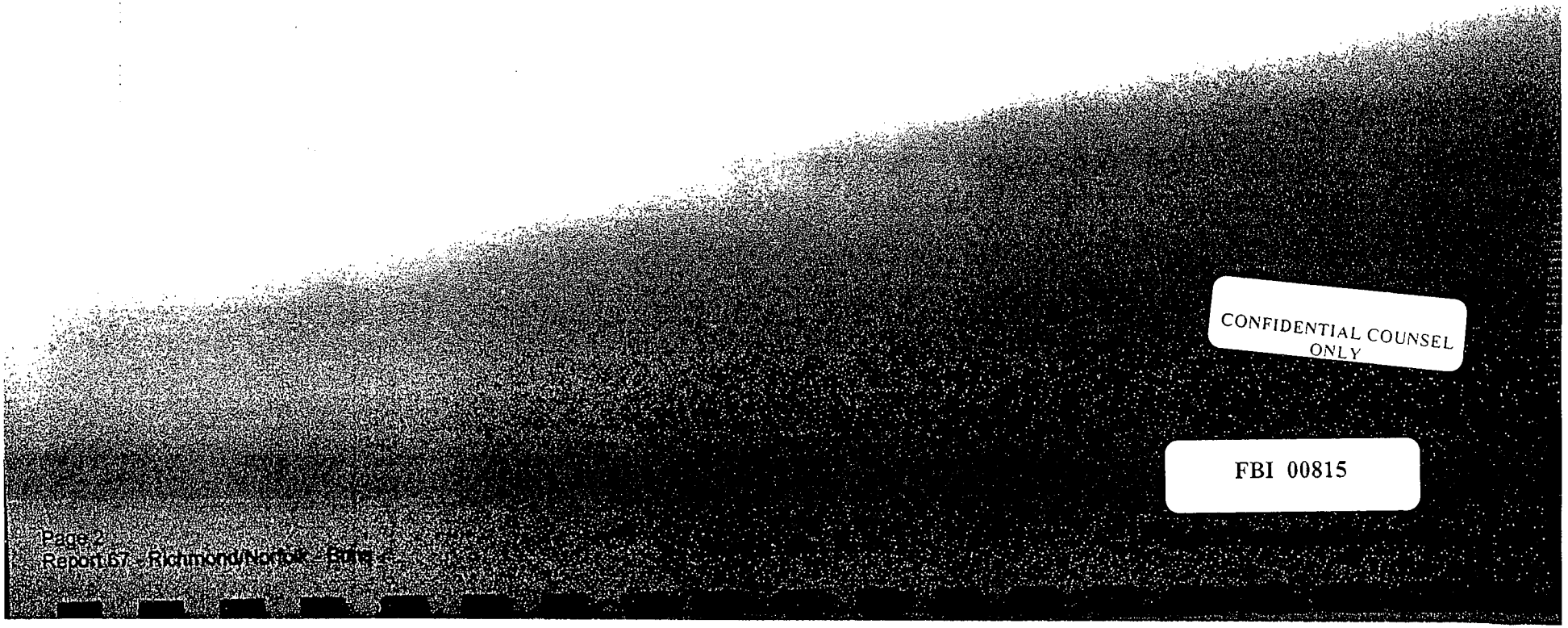
CONFIDENTIAL COUNSEL

Source: Information Resources, Inc., 1996

Flowers Industries Richmond/Norfolk - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Richmond/Norfolk	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Unit Share	5.4	5.8	6.1	6.1	5.8	6.5	4.9	4.6	4.9	5.0	5.3	5.9	5.7	5.2	5.5
ACV Weighted Distribution	72.2%	72.8%	68.6%	72.0%	73.1%	73.2%	73.3%	74.1%	73.0%	73.0%	72.7%	74.2%	74.3%	74.7%	74.7%
TTL PL/GENERIC															
Units (000)	264	264	287	336	465	435	469	382	351	254	243	221	227	237	4,171
Dollars (000)	$202	$202	$218	$257	$351	$330	$358	$291	$269	$194	$187	$169	$171	$178	$3,174
Avg Price per Unit	$.76	$.77	$.76	$.76	$.75	$.76	$.76	$.76	$.76	$.76	$.77	$.77	$.75	$.75	$.76
Unit Share	47.1	46.2	45.7	46.2	48.3	48.5	46.9	50.1	48.6	48.4	48.0	49.1	48.1	44.8	47.6
ACV Weighted Distribution	97.4%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	98.8%	100.0%	100.0%	100.0%	100.0%



Flowers Industries Richmond/Norfolk - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Richmond/Norfolk

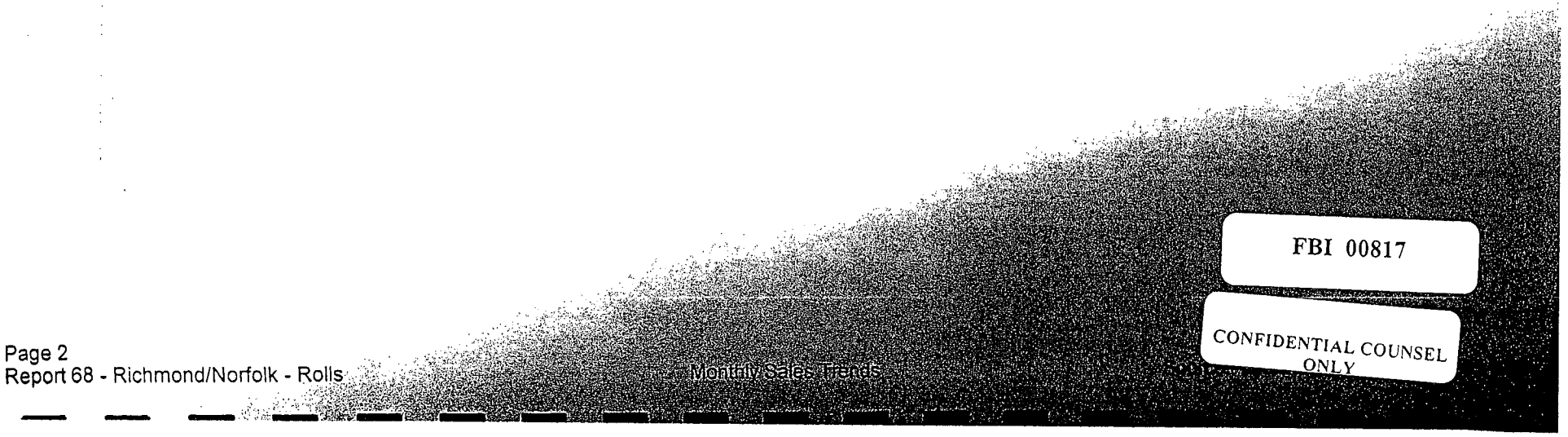
	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 5 - ROLLS															
Units (000)	362	346	393	335	328	315	298	294	303	305	356	577	594	334	4777
Dollars (000)	$588	$570	$631	$568	$558	$538	$510	$500	$515	$513	$573	$830	$954	$552	$7812
Avg Price per Unit	$1.62	$1.65	$1.61	$1.70	$1.70	$1.71	$1.71	$1.70	$1.70	$1.69	$1.61	$1.44	$1.61	$1.65	$1.64
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TTL SNBM/FLWR/SPC HVST															
Units (000)	21	24	37	23	20	19	17	18	20	23	28	75	32	18	353
Dollars (000)	$35	$36	$51	$35	$32	$30	$27	$29	$31	$36	$44	$81	$52	$28	$514
Avg Price per Unit	$1.63	$1.54	$1.38	$1.53	$1.58	$1.59	$1.58	$1.57	$1.57	$1.59	$1.56	$1.09	$1.64	$1.58	$1.45
Unit Share	5.9	6.8	9.4	6.7	6.2	6.1	5.8	6.2	6.6	7.5	7.9	13.0	5.3	5.4	7.4
ACV Weighted Distribution	96.7%	96.6%	96.0%	95.9%	96.0%	95.1%	96.7%	97.0%	96.9%	96.4%	96.7%	96.9%	96.9%	92.5%	97.0%
TOTAL MARY JANE															
Units (000)	15	17	22	13	14	12	10	9	10	11	23	56	48	13	259
Dollars (000)	$26	$29	$36	$23	$24	$21	$17	$16	$17	$18	$30	$60	$54	$23	$370
Avg Price per Unit	$1.76	$1.71	$1.63	$1.71	$1.76	$1.77	$1.76	$1.76	$1.73	$1.72	$1.29	$1.07	$1.13	$1.71	$1.43
Unit Share	4.0	4.8	5.6	4.0	4.2	3.8	3.3	3.1	3.2	3.5	6.5	9.8	8.1	4.0	5.4
ACV Weighted Distribution	53.6%	53.3%	56.3%	55.3%	57.1%	59.8%	54.8%	56.3%	53.1%	60.8%	61.7%	61.8%	58.4%	52.0%	61.8%
TOTAL WONDER															
Units (000)	7	6	5	5	6	5	5	5	5	5	5	8	7	5	74
Dollars (000)	$12	$10	$9	$9	$9	$8	$8	$8	$8	$9	$8	$13	$12	$8	$118
Avg Price per Unit	$1.61	$1.61	$1.60	$1.59	$1.56	$1.56	$1.58	$1.59	$1.59	$1.62	$1.61	$1.65	$1.65	$1.60	$1.60
Unit Share	2.0	1.9	1.4	1.6	1.7	1.6	1.7	1.8	1.6	1.8	1.5	1.4	1.2	1.4	1.5
ACV Weighted Distribution	85.0%	81.8%	68.6%	58.2%	56.2%	45.8%	52.2%	50.1%	48.9%	68.7%	69.8%	76.5%	72.3%	57.2%	81.8%
Interstate															
Units (000)	8	11	13	10	7	7	8	8	8	10	10	10	23	7	132
Dollars (000)	$14	$15	$18	$16	$12	$12	$12	$11	$13	$14	$16	$17	$37	$11	$205
Avg Price per Unit	$1.65	$1.45	$1.43	$1.55	$1.64	$1.65	$1.52	$1.50	$1.58	$1.48	$1.51	$1.65	$1.57	$1.65	$1.55
Unit Share	2.3	3.1	3.3	3.0	2.2	2.3	2.6	2.6	2.8	3.2	2.9	1.8	3.9	2.0	2.8

CONFIDENTIAL COUNSEL
ONLY

Flowers Industries Richmond/Norfolk - Monthly InfoScan Sales Analysis

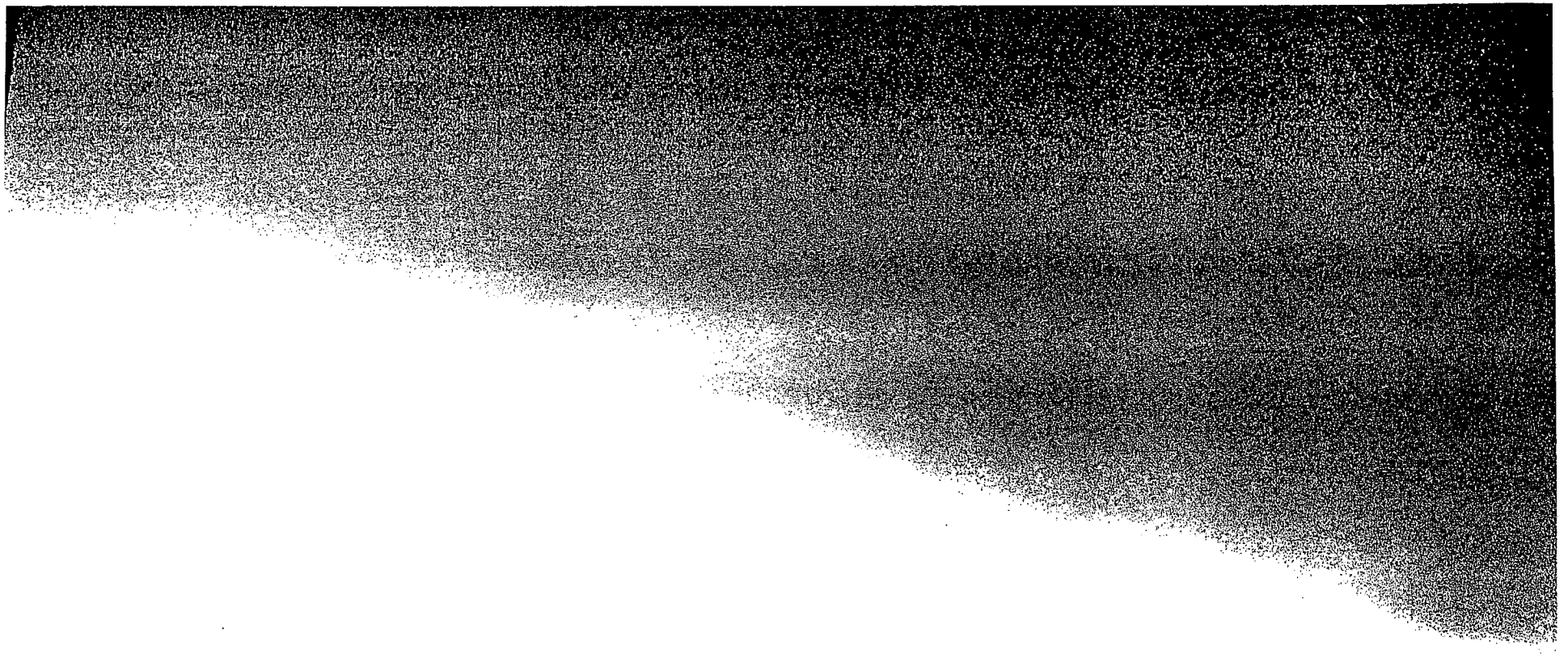
Category: Class 5 - Rolls

Richmond/Norfolk	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
ACV Weighted Distribution	73.2%	73.5%	72.1%	72.4%	73.0%	68.1%	68.0%	69.4%	68.1%	72.8%	72.7%	74.2%	74.3%	74.7%	74.7%
Private Label															
Units (000)	76	76	90	65	65	60	56	58	62	65	79	147	139	69	1031
Dollars (000)	$80	$84	$100	$77	$79	$74	$73	$73	$76	$78	$87	$159	$156	$83	$1,199
Avg Price per Unit	$1.06	$1.10	$1.11	$1.19	$1.21	$1.25	$1.29	$1.25	$1.23	$1.20	$1.11	$1.08	$1.13	$1.20	$1.16
Unit Share	20.9	22.0	22.9	19.5	19.9	18.9	18.9	19.8	20.4	21.3	22.1	25.6	23.3	20.7	21.6
ACV Weighted Distribution	92.9%	97.3%	100.0%	100.0%	97.1%	97.8%	95.4%	95.3%	95.4%	97.1%	100.0%	100.0%	100.0%	100.0%	100.0%



FBI 00817

CONFIDENTIAL COUNSEL ONLY



CONFIDENTIAL COUNSEL ONLY

FBI 00818

Roanoke

Roanoke

[redacted]

FBI 00819

CONFIDENTIAL COUNSEL ONLY

Flower Industries Roanoke - Monthly InfoScan Sales Analysis

Category: White, Soft Variety & Specialty

Roanoke, VA	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Category - Fresh Bread															
Dollars (000)	$3,595	$3,503	$3,581	$3,684	$3,716	$3,763	$3,996	$3,999	$3,953	$3,881	$3,710	$3,776	$3,962	$3,818	$49,343
Dollar Share, Bread Ctgry	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Flowers															
Dollars (000)	$1,171	$1,144	$1,185	$1,193	$1,225	$1,201	$1,283	$1,267	$1,292	$1,237	$1,181	$1,251	$1,293	$1,264	$16,016
Dollar Share, Bread Ctgry	32.6	32.6	33.1	32.4	33.0	31.9	32.1	31.7	32.7	31.9	31.8	33.1	32.6	33.1	32.5
Interstate															
Dollars (000)	$274	$243	$238	$250	$264	$267	$317	$315	$320	$312	$299	$286	$319	$302	$3,733
Dollar Share, Bread Ctgry	7.6	6.9	6.6	6.8	7.1	7.1	7.9	7.9	8.1	8.0	8.1	7.6	8.1	7.9	7.6
Earth Grains Co.															
Dollars (000)	$366	$355	$314	$333	$327	$342	$338	$345	$346	$333	$313	$340	$349	$332	$4,385
Dollar Share, Bread Ctgry	10.2	10.1	8.8	9.0	8.8	9.1	8.5	8.6	8.8	8.6	8.4	9.0	8.8	8.7	8.9
Pepperidge Farms															
Dollars (000)	$170	$182	$166	$182	$179	$179	$185	$191	$206	$215	$192	$188	$204	$204	$2,474
Dollar Share, Bread Ctgry	4.7	5.2	4.6	5.0	4.8	4.8	4.6	4.8	5.2	5.5	5.2	5.0	5.2	5.3	5.0
Arnold Oroweat															
Dollars (000)	$65	$64	$66	$64	$61	$62	$67	$71	$73	$70	$66	$62	$62	$70	$858
Dollar Share, Bread Ctgry	1.8	1.8	1.8	1.7	1.6	1.6	1.7	1.8	1.9	1.8	1.8	1.6	1.6	1.8	1.7
Roman Meal															
Dollars (000)	$23	$24	$22	$22	$23	$25	$28	$26	$28	$27	$25	$25	$28	$27	$331
Dollar Share, Bread Ctgry	0.6	0.7	0.6	0.6	0.6	0.7	0.7	0.6	0.7	0.7	0.7	0.7	0.7	0.7	0.7
Private Label															
Dollars (000)	$769	$728	$799	$794	$822	$827	$878	$903	$892	$867	$816	$834	$858	$842	$10,861
Dollar Share, Bread Ctgry	21.4	20.8	22.3	21.6	22.1	22.0	22.0	22.6	22.6	22.3	22.0	22.1	21.7	22.1	22.0
Roaoke - All Other															
Dollars (000)	$924	$941	$1,009	$1,061	$1,074	$1,103	$1,173	$1,110	$1,024	$1,021	$1,009	$996	$1,064	$966	$13,550
Dollar Share, Bread Ctgry	25.7	26.9	28.2	28.8	28.9	29.3	29.4	27.7	25.9	26.3	27.2	26.4	26.9	25.3	27.5

FBI 00820

CONFIDENTIAL COUNSEL ONLY

Flowers Industries Roanoke - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Roanoke, VA	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 1 - WHITE															
Units (000)	1,561	1,501	1,580	1,589	1,600	1,680	1,759	1,731	1,673	1,625	1,602	1,618	1,672	1,617	21,249
Dollars (000)	$1,815	$1,743	$1,824	$1,847	$1,889	$1,959	$2,073	$2,023	$1,964	$1,932	$1,891	$1,924	$1,983	$1,905	$24,957
Avg Price per Unit	$1.16	$1.16	$1.15	$1.16	$1.18	$1.17	$1.18	$1.17	$1.17	$1.19	$1.18	$1.19	$1.19	$1.18	$1.17
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Flowers SB,WW,FL,BR,PT															
Units (000)	501	446	448	437	434	461	432	422	458	430	413	445	479	466	5,771
Dollars (000)	$637	$579	$585	$587	$583	$601	$600	$585	$615	$593	$572	$613	$630	$643	$7,787
Avg Price per Unit	$1.27	$1.30	$1.31	$1.34	$1.34	$1.31	$1.39	$1.39	$1.34	$1.38	$1.38	$1.38	$1.32	$1.38	$1.35
Unit Share	32.1	29.7	28.4	27.5	27.1	27.4	24.6	24.4	27.4	26.5	25.8	27.5	28.6	28.8	27.2
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Colonial/Rainbo															
Units (000)	190	190	155	181	167	172	160	170	165	157	157	172	173	170	2,189
Dollars (000)	$297	$292	$252	$269	$266	$275	$266	$273	$271	$265	$256	$287	$294	$279	$3,545
Avg Price per Unit	$1.56	$1.54	$1.63	$1.49	$1.59	$1.60	$1.66	$1.61	$1.64	$1.69	$1.63	$1.67	$1.70	$1.64	$1.62
Unit Share	12.2	12.6	9.8	11.4	10.4	10.2	9.1	9.8	9.9	9.7	9.8	10.6	10.4	10.5	10.3
ACV Weighted Distribution	72.6%	72.5%	69.4%	69.3%	68.9%	70.5%	70.5%	74.0%	74.0%	73.1%	72.9%	73.4%	74.6%	74.7%	74.7%
Interstate															
Units (000)	128	105	110	115	123	125	148	155	154	143	140	140	151	145	1,755
Dollars (000)	$186	$158	$163	$168	$175	$182	$213	$219	$221	$212	$209	$206	$225	$214	$2,564
Avg Price per Unit	$1.45	$1.51	$1.47	$1.46	$1.42	$1.46	$1.44	$1.41	$1.44	$1.48	$1.50	$1.47	$1.49	$1.47	$1.46
Unit Share	8.2	7.0	7.0	7.2	7.7	7.4	8.4	9.0	9.2	8.8	8.7	8.6	9.0	9.0	8.3
ACV Weighted Distribution	72.6%	72.5%	69.4%	69.3%	68.9%	69.0%	70.4%	74.0%	74.0%	73.1%	72.9%	73.4%	74.6%	74.7%	74.7%
Wonder															
Units (000)	27	25	27	29	34	41	39	39	30	28	26	29	34	29	410
Dollars (000)	$33	$31	$31	$33	$38	$46	$44	$44	$39	$36	$32	$32	$38	$32	$477
Avg Price per Unit	$1.26	$1.23	$1.13	$1.13	$1.13	$1.14	$1.13	$1.14	$1.29	$1.30	$1.21	$1.13	$1.12	$1.12	$1.17
Unit Share	1.7	1.7	1.7	1.8	2.1	2.4	2.2	2.2	1.8	1.7	1.6	1.8	2.0	1.8	1.9
ACV Weighted Distribution	16.6%	15.8%	15.4%	15.5%	15.3%	15.2%	15.4%	16.0%	16.0%	15.7%	15.5%	15.9%	15.1%	14.8%	16.0%

FBI 00821

CONFIDENTIAL COUNSEL ONLY

Roanoke, VA	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks 98	Latest 52 Weeks
Helners															
Units (000)	198	212	277	299	330	342	343	312	273	270	282	239	235	204	3,617
Dollars (000)	$239	$255	$334	$352	$389	$403	$415	$374	$326	$326	$334	$289	$284	$246	$4,327
Avg Price per Unit	$1.21	$1.21	$1.21	$1.18	$1.18	$1.18	$1.21	$1.20	$1.19	$1.21	$1.18	$1.21	$1.21	$1.21	$1.20
Unit Share	12.7	14.1	17.5	18.8	20.6	20.3	19.5	18.0	16.3	16.6	17.6	14.8	14.0	12.6	17.0
ACV Weighted Distribution	25.7%	27.9%	28.0%	29.1%	29.0%	28.7%	28.6%	27.3%	24.9%	25.6%	25.9%	25.9%	24.4%	23.1%	29.1%
Private Label															
Units (000)	428	431	489	452	464	491	573	574	531	536	508	519	514	518	6,601
Dollars (000)	$358	$352	$401	$372	$394	$412	$474	$470	$443	$445	$424	$427	$432	$422	$5,468
Avg Price per Unit	$.84	$.82	$.82	$.82	$.85	$.84	$.83	$.82	$.83	$.83	$.83	$.82	$.84	$.81	$.83
Unit Share	27.4	28.7	30.9	28.4	29.0	29.3	32.6	33.1	31.7	33.0	31.7	32.1	30.7	32.1	31.1
ACV Weighted Distribution	99.3%	99.4%	99.4%	99.5%	99.5%	99.5%	99.5%	100.0%	100.0%	100.0%	99.5%	99.5%	99.5%	97.7%	100.0%

CONFIDENTIAL COUNSEL ONLY

FBI 00822

CONFIDENTIAL COUNSEL

FBI 00823

Flowers Industries Roanoke - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Roanoke, VA

	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
CLASS 2 - SOFT VARIETY															
Units (000)	803	794	765	819	836	822	870	919	894	850	817	846	862	890	10,985
Dollars (000)	$1,092	$1,054	$1,055	$1,106	$1,119	$1,109	$1,194	$1,239	$1,233	$1,181	$1,110	$1,147	$1,210	$1,181	$14,936
Avg Price per Unit	$1.36	$1.33	$1.38	$1.35	$1.34	$1.35	$1.37	$1.35	$1.38	$1.39	$1.36	$1.35	$1.40	$1.33	$1.36
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Natures Own															
Units (000)	276	289	282	290	298	269	282	311	277	286	274	291	277	297	3,724
Dollars (000)	$423	$433	$438	$450	$453	$432	$463	$486	$459	$468	$441	$458	$460	$451	$5,891
Avg Price per Unit	$1.53	$1.50	$1.55	$1.55	$1.52	$1.60	$1.64	$1.56	$1.66	$1.64	$1.61	$1.57	$1.66	$1.52	$1.58
Unit Share	34.4	36.5	36.9	35.4	35.7	32.8	32.4	33.9	31.0	33.6	33.5	34.4	32.1	33.4	33.9
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Interstate															
Units (000)	43	45	34	43	44	43	55	46	51	49	45	38	50	42	585
Dollars (000)	$69	$69	$57	$65	$70	$67	$85	$76	$79	$81	$72	$64	$78	$70	$932
Avg Price per Unit	$1.60	$1.53	$1.66	$1.53	$1.60	$1.56	$1.56	$1.65	$1.54	$1.66	$1.59	$1.67	$1.55	$1.66	$1.59
Unit Share	5.4	5.7	4.5	5.2	5.3	5.2	6.3	5.0	5.7	5.7	5.5	4.5	5.8	4.8	5.3
ACV Weighted Distribution	72.6%	72.5%	69.4%	69.3%	68.9%	69.0%	70.4%	74.0%	74.0%	73.1%	72.9%	73.4%	74.6%	74.7%	74.7%
Home Pride															
Units (000)	12	12	8	8	8	8	8	8	8	8	7	7	8	8	106
Dollars (000)	$19	$19	$14	$14	$13	$12	$12	$12	$14	$12	$11	$12	$13	$12	$169
Avg Price per Unit	$1.56	$1.57	$1.61	$1.63	$1.60	$1.56	$1.58	$1.54	$1.62	$1.58	$1.63	$1.59	$1.60	$1.56	$1.59
Unit Share	1.5	1.5	1.1	1.0	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	1.0
ACV Weighted Distribution	16.6%	15.8%	15.4%	15.5%	15.3%	15.2%	15.4%	16.0%	16.0%	15.7%	15.5%	15.9%	15.1%	14.8%	16.0%
Heiners															
Units (000)	46	47	52	50	52	51	52	50	49	45	42	40	42	43	615
Dollars (000)	$67	$70	$78	$75	$77	$76	$77	$74	$66	$67	$63	$60	$60	$62	$903
Avg Price per Unit	$1.45	$1.49	$1.49	$1.49	$1.48	$1.48	$1.48	$1.48	$1.35	$1.47	$1.48	$1.49	$1.43	$1.44	$1.47
Unit Share	5.7	5.9	6.8	6.1	6.2	6.2	6.0	5.4	5.5	5.3	5.2	4.7	4.9	4.8	5.6
ACV Weighted Distribution	25.7%	27.9%	28.0%	29.1%	29.0%	28.7%	28.6%	27.3%	24.9%	25.6%	25.9%	25.9%	24.4%	23.1%	29.1%

Flowers Industries Roanoke - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Roanoke, VA	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks 98	Latest 52 Weeks
Colonial/Rain/Aut Grn															
Units (000)	2	2	5	9	5	10	8	6	6	4	3	3	4	5	70
Dollars (000)	$4	$4	$7	$11	$8	$14	$12	$10	$10	$7	$6	$5	$6	$7	$107
Avg Price per Unit	$1.78	$1.85	$1.38	$1.31	$1.67	$1.33	$1.57	$1.58	$1.53	$1.79	$1.75	$1.79	$1.67	$1.34	$1.52
Unit Share	0.3	0.2	0.7	1.1	0.6	1.2	0.9	0.7	0.7	0.5	0.4	0.3	0.4	0.6	0.6
ACV Weighted Distribution	22.1%	19.7%	19.6%	19.6%	19.2%	18.7%	18.8%	19.1%	19.0%	18.8%	18.7%	21.4%	21.4%	20.9%	21.4%
Private Label															
Units (000)	365	342	342	374	378	377	363	385	383	374	363	370	370	389	4,812
Dollars (000)	$411	$376	$397	$422	$428	$415	$404	$433	$449	$423	$392	$407	$426	$420	$5,393
Avg Price per Unit	$1.13	$1.10	$1.16	$1.13	$1.13	$1.10	$1.11	$1.12	$1.17	$1.13	$1.08	$1.10	$1.15	$1.08	$1.12
Unit Share	45.5	43.1	44.7	45.7	45.2	45.9	41.7	42.0	42.9	44.0	44.5	43.7	42.9	43.6	43.8
ACV Weighted Distribution	99.3%	99.4%	95.3%	95.3%	95.4%	95.4%	95.4%	97.6%	97.6%	97.4%	96.7%	99.5%	100.0%	100.0%	100.0%

CONFIDENTIAL COUNSEL ONLY

FBI 00824

Source: Information Resources, Inc., 199

Flowers Industries Roanoke - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Roanoke, VA	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
CLASS 3 - SPECIALTY															
Units (000)	291	288	283	292	285	282	289	300	312	318	291	296	332	300	3,868
Dollars (000)	$515	$527	$517	$536	$528	$519	$535	$555	$570	$582	$538	$544	$594	$558	$7,103
Avg Price per Unit	$1.77	$1.83	$1.82	$1.84	$1.85	$1.84	$1.85	$1.85	$1.83	$1.83	$1.85	$1.84	$1.79	$1.86	$1.84
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TTL COBBLESTONE MILL															
Units (000)	27	25	29	28	26	27	27	28	32	34	28	39	52	37	413
Dollars (000)	$51	$49	$52	$53	$49	$49	$52	$54	$61	$60	$55	$71	$83	$69	$756
Avg Price per Unit	$1.89	$1.91	$1.81	$1.90	$1.91	$1.81	$1.89	$1.90	$1.92	$1.76	$1.93	$1.80	$1.59	$1.90	$1.83
Unit Share	9.3	8.8	10.1	9.5	9.1	9.6	9.5	9.4	10.2	10.7	9.8	13.3	15.6	12.2	10.7
ACV Weighted Distribution	87.8%	87.9%	87.9%	87.6%	87.7%	87.7%	89.3%	89.9%	90.0%	90.3%	94.2%	94.3%	94.7%	94.7%	94.7%
TTL PEPPERIDGE FARM															
Units (000)	76	84	74	82	80	80	82	85	96	97	84	84	96	91	1,116
Dollars (000)	$170	$182	$166	$182	$179	$179	$185	$191	$206	$215	$192	$188	$204	$204	$2,474
Avg Price per Unit	$2.22	$2.17	$2.25	$2.22	$2.24	$2.24	$2.24	$2.24	$2.14	$2.21	$2.28	$2.24	$2.13	$2.24	$2.22
Unit Share	26.2	29.1	26.1	28.2	28.0	28.4	28.5	28.5	30.8	30.7	28.9	28.4	28.9	30.4	28.9
ACV Weighted Distribution	96.3%	96.5%	96.5%	98.6%	94.7%	94.7%	94.7%	96.4%	96.3%	93.8%	93.7%	96.4%	96.5%	99.5%	99.5%
ARN/ORO/FRAN															
Units (000)	28	28	28	26	25	25	27	31	31	29	28	25	26	28	358
Dollars (000)	$56	$57	$58	$55	$52	$53	$57	$61	$63	$61	$57	$53	$53	$61	$740
Avg Price per Unit	$2.03	$2.01	$2.05	$2.09	$2.11	$2.10	$2.07	$1.98	$2.05	$2.08	$2.03	$2.12	$2.05	$2.15	$2.07
Unit Share	9.5	9.8	9.9	9.0	8.7	9.0	9.5	10.2	9.8	9.2	9.6	8.4	7.8	9.5	[illegible]
ACV Weighted Distribution	66.2%	65.3%	62.8%	59.9%	58.3%	58.4%	58.4%	61.4%	61.5%	61.0%	61.2%	60.9%	63.1%	61.7%	[illegible]
Harvest Ridge															
Units (000)	1	1	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Dollars (000)	$2	$2	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Avg Price per Unit	$2	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

CONFIDENTIAL COUNSEL ONLY

FBI 00825

Flowers Industries Roanoke - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Roanoke, VA	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
ACV Weighted Distribution	14.7%	12.1%	11.3%	11.1%	10.7%	10.5%	8.8%	10.5%	10.3%	10.0%	8.1%	5.0%	5.1%	4.8%	12.1%
TTL PL/GENERIC															
Units (000)	64	56	57	56	58	57	56	59	58	62	61	59	59	58	756
Dollars (000)	$82	$82	$84	$81	$88	$84	$81	$89	$84	$88	$87	$84	$87	$81	$1,099
Avg Price per Unit	$1.29	$1.46	$1.47	$1.45	$1.51	$1.47	$1.45	$1.51	$1.44	$1.42	$1.43	$1.42	$1.49	$1.39	$1.45
Unit Share	21.9	19.5	20.2	19.0	20.3	20.2	19.3	19.8	18.6	19.4	20.9	20.0	17.6	19.4	19.5
ACV Weighted Distribution	85.3%	83.7%	82.5%	80.7%	79.9%	83.7%	81.6%	84.4%	83.4%	84.9%	84.4%	87.4%	87.3%	89.1%	89.1%

CONFIDENTIAL COUNSEL
ONLY

Flowers Industries Roanoke - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Roanoke, VA

	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 4 - BUNS															
Units (000)	588	594	671	781	1,025	1,010	1,239	895	824	657	573	508	528	591	9,897
Dollars (000)	$608	$622	$708	$812	$1,043	$1,054	$1,243	$923	$842	$697	$612	$544	$573	$610	$10,282
Avg Price per Unit	$1.03	$1.05	$1.05	$1.04	$1.02	$1.04	$1.00	$1.03	$1.02	$1.06	$1.07	$1.07	$1.09	$1.03	$1.04
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TTL SNBM/FLW/SPC HRVT															
Units (000)	65	65	67	79	110	98	126	87	81	65	62	53	56	63	1,012
Dollars (000)	$74	$80	$86	$101	$143	$129	$158	$115	$111	$89	$85	$73	$76	$77	$1,325
Avg Price per Unit	$1.15	$1.24	$1.29	$1.28	$1.31	$1.31	$1.26	$1.33	$1.38	$1.37	$1.36	$1.38	$1.36	$1.21	$1.31
Unit Share	11.0	10.9	9.9	10.1	10.7	9.7	10.2	9.7	9.8	9.9	10.9	10.4	10.6	10.7	10.2
ACV Weighted Distribution	72.2%	73.7%	73.8%	74.0%	74.0%	74.0%	78.0%	75.1%	75.5%	77.8%	77.8%	78.1%	77.5%	77.5%	78.1%
TOTAL WONDER															
Units (000)	1	1	0	1	3	3	3	4	2	1	1	1	2	2	25
Dollars (000)	$1	$1	$0	$2	$3	$4	$4	$5	$3	$2	$1	$1	$2	$3	$31
Avg Price per Unit	$1.10	$1.25	$1.25	$1.10	$1.28	$1.28	$1.28	$1.15	$1.28	$1.28	$1.29	$1.29	$1.29	$1.29	$1.25
Unit Share	0.2	0.1	0.0	0.2	0.2	0.3	0.3	0.5	0.3	0.2	0.2	0.2	0.3	0.3	0.3
ACV Weighted Distribution	3.4%	2.7%	2.7%	11.3%	11.4%	11.4%	11.4%	11.4%	12.0%	7.2%	7.1%	4.7%	4.4%	4.3%	12.0%
Interstate															
Units (000)	28	27	29	34	40	44	51	38	37	27	23	20	25	24	420
Dollars (000)	$37	$36	$39	$46	$53	$57	$66	$49	$48	$39	$33	$28	$34	$33	$561
Avg Price per Unit	$1.30	$1.33	$1.33	$1.33	$1.30	$1.29	$1.29	$1.29	$1.31	$1.42	$1.41	$1.41	$1.40	$1.40	$1.34
Unit Share	4.8	4.6	4.3	4.4	3.9	4.4	4.1	4.2	4.5	4.1	4.0	3.9	4.6	4.0	4.2
ACV Weighted Distribution	57.1%	51.7%	51.5%	51.5%	51.3%	57.2%	55.4%	55.7%	57.3%	48.9%	48.6%	48.6%	50.2%	47.3%	57.3%
Private Label															
Units (000)	328	338	374	437	577	563	714	517	489	380	321	290	297	344	5,689
Dollars (000)	$280	$289	$315	$361	$460	$473	$569	$423	$387	$317	$268	$244	$253	$277	$4,635
Avg Price per Unit	$.85	$.85	$.84	$.83	$.80	$.84	$.80	$.82	$.79	$.83	$.84	$.84	$.85	$.81	$.82
Unit Share	55.8	56.9	55.6	55.9	56.3	55.7	57.6	57.7	59.3	57.9	56.0	57.1	56.3	58.1	57.0

CONFIDENTIAL COUNSEL ONLY

Source

FBI 00827

Flowers Industries Roanoke - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Roanoke, VA

4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
99.3%	99.4%	99.4%	99.4%	98.0%	98.0%	98.0%	100.0%	100.0%	100.0%	99.4%	98.0%	98.4%	98.4%	100.0%

CONFIDENTIAL COUNSEL ONLY

FBI 00828

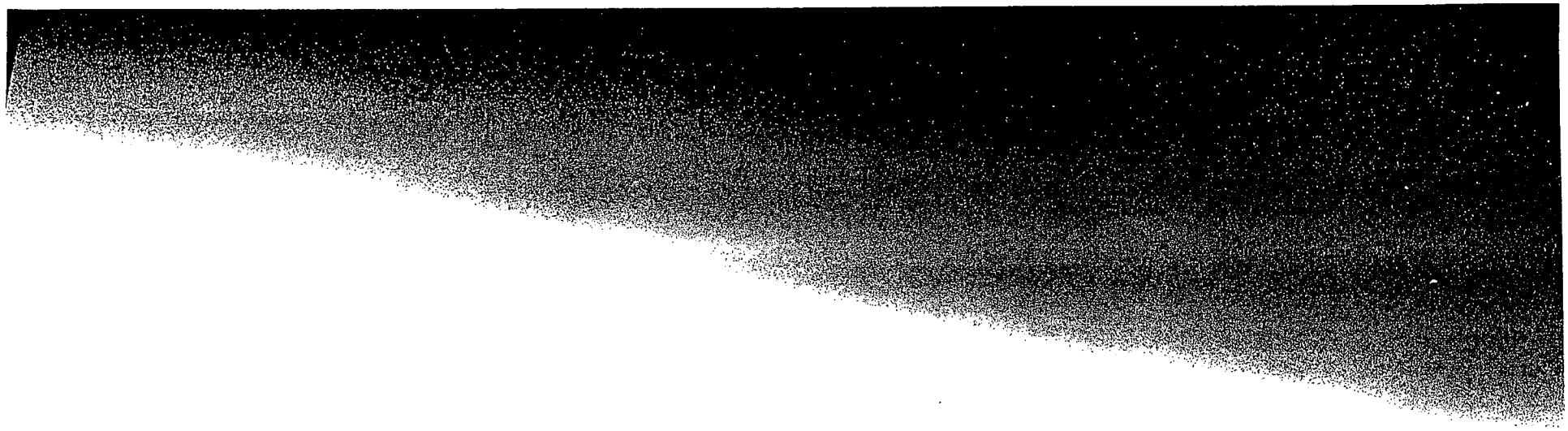
Flowers Industries Roanoke - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Roanoke, VA	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks [illegible] 98	[illegible]
TTL CLASS 5 - ROLLS															
Units (000)	320	303	425	328	335	324	319	314	304	323	336	619	675	327	4932
Dollars (000)	$440	$426	$562	$449	$472	$463	$463	$454	$450	$469	$468	$735	$854	$467	$6735
Avg Price per Unit	$1.37	$1.41	$1.32	$1.37	$1.41	$1.43	$1.45	$1.45	$1.48	$1.45	$1.39	$1.19	$1.26	$1.43	$1.37
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TTL SNBM/FLWR/SPC HVST															
Units (000)	25	25	44	27	29	26	25	25	26	25	26	45	43	25	392
Dollars (000)	$36	$38	$64	$41	$43	$40	$39	$39	$41	$39	$40	$68	$66	$38	$596
Avg Price per Unit	$1.48	$1.49	$1.45	$1.51	$1.51	$1.53	$1.54	$1.54	$1.58	$1.56	$1.56	$1.49	$1.53	$1.49	$1.52
Unit Share	7.7	8.3	10.4	8.2	8.5	8.1	7.8	8.1	8.5	7.8	7.7	7.3	6.4	7.6	7.9
ACV Weighted Distribution	68.3%	64.1%	68.0%	69.9%	69.9%	71.7%	68.7%	69.0%	69.5%	71.9%	71.7%	76.8%	76.0%	70.5%	70.3%
TOTAL MERITA/TAYSTEE															
Units (000)	11	12	13	12	13	13	13	13	14	13	13	21	20	12	175
Dollars (000)	$17	$17	$19	$17	$18	$18	$18	$18	$20	$19	$17	$31	$30	$18	$244
Avg Price per Unit	$1.51	$1.46	$1.44	$1.46	$1.40	$1.36	$1.34	$1.37	$1.38	$1.47	$1.28	$1.51	$1.52	$1.47	$1.40
Unit Share	3.4	3.8	3.1	3.6	3.9	4.1	4.0	4.2	4.5	4.0	3.8	3.4	3.0	3.6	3.7
ACV Weighted Distribution	56.5%	56.0%	53.5%	53.5%	53.3%	53.4%	51.3%	53.2%	53.2%	53.2%	53.2%	53.2%	53.2%	53.2%	53.2%
TTL PL/GENERIC															
Units (000)	152	137	205	151	157	157	157	157	157	157	157	157	157	157	2357
Dollars (000)	$159	$149	$208	$161	$167	$167	$167	$167	$167	$167	$167	$167	$167	$167	$2504
Avg Price per Unit	$1.05	$1.09	$1.01	$1.06	$1.06	$1.06	$1.06	$1.06	$1.06	$1.06	$1.06	$1.06	$1.06	$1.06	$1.06
Unit Share	47.3	45.3	48.2	46.1	46.6	48.5	49.2	50.0	51.5	49.7	46.8	25.4	23.6	44.9	47.8
ACV Weighted Distribution	99.3%	99.2%	99.2%	99.2%	99.2%	99.2%	99.2%	99.2%	99.2%	99.2%	99.2%	99.2%	99.2%	99.2%	99.2%

FBI 00829

CONFIDENTIAL COUNSEL ONLY



CONFIDENTIAL COUNSEL
ONLY

FBI 00830

South Carolina

CONFIDENTIAL COUNSEL ONLY

FBI 00831

Monthly InfoScan Sales Analysis

Category: White, Soft Variety & Specialty

South Carolina	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Category - Fresh Bread															
Dollars (000)	$5,736	$5,315	$5,165	$5,288	$5,510	$6,061	$6,688	$6,154	$5,564	$5,317	$5,271	$5,055	$5,354	$5,443	$72,185
Dollar Share, Bread Ctgry	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Flowers															
Dollars (000)	$714	$659	$706	$744	$868	$933	$1,082	$988	$952	$910	$933	$897	$989	$964	$11,825
Dollar Share, Bread Ctgry	12.4	12.4	13.7	14.1	15.8	15.4	16.2	16.1	17.1	17.1	17.7	17.7	18.5	17.7	16.1
Interstate															
Dollars (000)	$937	$882	$834	$879	$913	$1,038	$1,153	$970	$899	$834	$838	$736	$784	$836	$11,595
Dollar Share, Bread Ctgry	16.3	16.6	16.1	16.6	16.6	17.1	17.2	15.8	16.2	15.7	15.9	14.6	14.6	15.4	16.1
Coopersmith															
Dollars (000)	$13	$13	$9	$8	$8	$7	$7	$7	$6	$7	$7	$5	$7	$7	$96
Dollar Share, Bread Ctgry	0.2	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Pepperidge Farms															
Dollars (000)	$179	$194	$176	$187	$189	$194	$190	$180	$178	$195	$194	$185	$189	$188	$2,439
Dollar Share, Bread Ctgry	3.1	3.7	3.4	3.5	3.4	3.2	2.8	2.9	3.2	3.7	3.7	3.7	3.5	3.4	3.4
Total Sunbeam															
Dollars (000)	$953	$853	$838	$830	$878	$1,091	$1,303	$1,111	$1,042	$957	$919	$907	$971	$922	$12,621
Dollar Share, Bread Ctgry	16.6	16.0	16.2	15.7	15.9	18.0	19.5	18.0	18.7	18.0	17.4	17.9	18.1	16.9	17.5
Arnold Oroweat															
Dollars (000)	$129	$134	$144	$131	$155	$161	$169	$153	$149	$134	$135	$123	$128	$134	$1,851
Dollar Share, Bread Ctgry	2.3	2.5	2.8	2.5	2.8	2.7	2.5	2.5	2.7	2.5	2.6	2.4	2.4	2.5	2.6
Private Label															
Dollars (000)	$1,872	$1,578	$1,501	$1,586	$1,672	$1,844	$1,965	$1,896	$1,569	$1,517	$1,515	$1,438	$1,494	$1,586	$21,161
Dollar Share, Bread Ctgry	32.6	29.7	29.1	30.0	30.3	30.4	29.4	30.8	28.2	28.5	28.7	28.5	27.9	29.1	29.3
All Other - South Carolina															
Dollars (000)	$1,266	$1,317	$1,313	$1,284	$1,262	$1,232	$1,340	$1,287	$1,211	$1,144	$1,118	$1,159	$1,232	$1,196	$16,094
Dollar Share, Bread Ctgry	22.1	24.8	25.4	24.3	22.9	20.3	20.0	20.9	21.8	21.5	21.2	22.9	23.0	22.0	22.3

FBI 00832

CONFIDENTIAL COUNSEL
ONLY

Flowers Industries South Carolina - Monthly InfoScan Sales Analysis

Category: Class 1 - White

South Carolina	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 1 - WHITE															
Units (000)	2,990	2,628	2,458	2,560	2,742	3,075	3,426	3,087	2,829	2,543	2,537	2,495	2,583	2,601	35,565
Dollars (000)	$3,567	$3,127	$2,975	$3,103	$3,283	$3,696	$4,204	$3,765	$3,364	$3,139	$3,099	$3,058	$3,193	$3,181	$43,186
Avg Price per Unit	$1.19	$1.19	$1.21	$1.21	$1.20	$1.20	$1.23	$1.22	$1.19	$1.23	$1.22	$1.23	$1.24	$1.22	$1.21
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Flowers BN,WW,FL															
Units (000)	147	119	115	111	119	147	158	135	139	114	136	110	132	111	1,644
Dollars (000)	$213	$165	$165	$170	$187	$210	$256	$220	$200	$184	$201	$181	$200	$175	$2,514
Avg Price per Unit	$1.46	$1.39	$1.43	$1.53	$1.58	$1.43	$1.62	$1.63	$1.44	$1.61	$1.49	$1.65	$1.51	$1.58	$1.53
Unit Share	4.9	4.5	4.7	4.3	4.3	4.8	4.6	4.4	4.9	4.5	5.3	4.4	5.1	4.3	4.6
ACV Weighted Distribution	76.5%	77.1%	85.0%	85.2%	85.6%	86.0%	84.0%	84.9%	84.9%	84.7%	84.8%	84.2%	87.2%	87.3%	87.3%
Col/RB/Iron Kids															
Units (000)	114	111	105	105	109	108	108	108	85	94	97	96	95	100	1,322
Dollars (000)	$163	$154	$147	$147	$150	$146	$152	$168	$126	$139	$145	$142	$142	$158	$1,916
Avg Price per Unit	$1.43	$1.39	$1.40	$1.40	$1.38	$1.35	$1.41	$1.56	$1.47	$1.48	$1.49	$1.48	$1.48	$1.58	$1.45
Unit Share	3.8	4.2	4.3	4.1	4.0	3.5	3.2	3.5	3.0	3.7	3.8	3.8	3.7	3.9	3.7
ACV Weighted Distribution	35.8%	36.3%	37.3%	35.3%	35.4%	32.8%	31.3%	31.7%	30.9%	31.1%	30.2%	30.5%	30.6%	30.7%	37.3%
Sunbeam															
Units (000)	560	505	488	488	511	676	780	688	671	573	545	531	559	530	7,544
Dollars (000)	$871	$776	$770	$769	$814	$1,027	$1,220	$1,039	$975	$897	$861	$855	$920	$869	$11,792
Avg Price per Unit	$1.55	$1.54	$1.58	$1.58	$1.59	$1.52	$1.56	$1.51	$1.45	$1.57	$1.58	$1.61	$1.64	$1.64	$1.56
Unit Share	18.7	19.2	19.9	19.1	18.6	22.0	22.8	22.3	23.7	22.5	21.5	21.3	21.7	20.4	21.2
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Interstate															
Units (000)	425	359	355	369	411	457	500	423	411	364	341	312	329	347	4,783
Dollars (000)	$678	$588	$567	$603	$635	$740	$817	$691	$631	$586	$551	$508	$537	$553	$7,891
Avg Price per Unit	$1.60	$1.64	$1.60	$1.63	$1.55	$1.62	$1.63	$1.63	$1.54	$1.61	$1.61	$1.63	$1.63	$1.59	$1.65
Unit Share	14.2	13.6	14.4	14.4	15.0	14.9	14.6	13.7	14.5	14.3	13.4	12.5	12.7	13.3	13.5
ACV Weighted Distribution	92.3%	92.4%	92.7%	92.6%	93.7%	93.6%	91.4%	91.4%	91.4%	91.2%	90.7%	90.5%	91.0%	91.1%	91.1%

CONFIDENTIAL COUNSEL ONLY

Private Label	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Units (000)	1,482	1,258	1,164	1,225	1,290	1,433	1,585	1,455	1,242	1,165	1,183	1,150	1,172	1,244	16,564
Dollars (000)	$1,232	$1,034	$962	$1,004	$1,064	$1,178	$1,298	$1,223	$1,016	$967	$977	$939	$961	$1,007	$13,631
Avg Price per Unit	$.83	$.82	$.83	$.82	$.82	$.82	$.82	$.84	$.82	$.83	$.83	$.82	$.82	$.81	$.82
Unit Share	49.6	47.8	47.4	47.8	47.1	46.6	46.3	47.2	43.9	45.8	46.6	46.1	45.4	47.8	46.6
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

CONFIDENTIAL COUNSEL ONLY

FBI 00834

Flowers Industries South Carolina - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

South Carolina	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
CLASS 2 - SOFT VARIETY															
Units (000)	1,437	1,390	1,409	1,396	1,424	1,555	1,656	1,607	1,455	1,407	1,414	1,269	1,375	1,442	18,799
Dollars (000)	$2,092	$1,974	$1,992	$2,023	$2,040	$2,267	$2,420	$2,274	$2,054	$1,989	$1,947	$1,770	$1,915	$2,000	$26,665
Avg Price per Unit	$1.46	$1.42	$1.41	$1.45	$1.43	$1.46	$1.46	$1.42	$1.41	$1.41	$1.38	$1.40	$1.39	$1.39	$1.42
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
NATURES OWN															
Units (000)	186	182	189	215	254	282	322	352	339	351	366	347	391	409	3,999
Dollars (000)	$295	$285	$303	$336	$373	$414	$470	$480	$462	$468	$480	$453	$495	$518	$5,538
Avg Price per Unit	$1.59	$1.57	$1.60	$1.56	$1.47	$1.47	$1.46	$1.36	$1.36	$1.33	$1.31	$1.31	$1.26	$1.27	$1.38
Unit Share	12.9	13.1	13.4	15.4	17.8	18.1	19.4	21.9	23.3	25.0	25.9	27.3	28.5	28.3	21.3
ACV Weighted Distribution	76.5%	84.4%	85.0%	85.2%	85.6%	86.0%	86.8%	87.6%	87.6%	87.5%	87.7%	87.3%	87.2%	87.3%	87.7%
Interstate															
Units (000)	579	548	510	530	569	626	694	578	568	510	543	454	484	531	7,146
Dollars (000)	$932	$870	$828	$875	$906	$1,030	$1,146	$959	$895	$830	$834	$733	$781	$833	$11,520
Avg Price per Unit	$1.61	$1.59	$1.62	$1.65	$1.59	$1.64	$1.65	$1.66	$1.57	$1.63	$1.54	$1.61	$1.61	$1.57	$1.61
Unit Share	40.3	39.4	36.2	38.0	40.0	40.3	41.9	36.0	39.1	36.2	38.4	35.8	35.2	36.8	38.0
ACV Weighted Distribution	92.3%	92.4%	92.7%	92.6%	93.7%	93.6%	91.4%	91.4%	91.4%	91.2%	90.7%	90.5%	91.0%	91.3%	93.7%
Home Pride/Wonder															
Units (000)	2	2	2	2	3	3	3	3	3	2	3	2	3	3	34
Dollars (000)	$4	$4	$4	$4	$5	$5	$5	$5	$5	$4	$5	$4	$5	$4	$57
Avg Price per Unit	$1.69	$1.69	$1.69	$1.69	$1.69	$1.70	$1.69	$1.68	$1.62	$1.71	$1.69	$1.71	$1.52	$1.71	$1.67
Unit Share	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.2	0.2	0.1	0.2	0.2	0.3	0.2	0.2
ACV Weighted Distribution	11.3%	11.7%	11.2%	10.6%	14.8%	17.9%	15.0%	14.9%	17.9%	14.2%	14.2%	13.5%	17.9%	13.3%	17.9%
COL/GRANTS FARM/FR															
Units (000)	33	32	29	34	26	34	35	28	25	25	27	25	25	28	372
Dollars (000)	$60	$57	$50	$57	$45	$57	$59	$47	$44	$44	$45	$42	$43	$46	$636
Avg Price per Unit	$1.80	$1.79	$1.76	$1.68	$1.75	$1.68	$1.69	$1.66	$1.76	$1.75	$1.68	$1.68	$1.68	$1.64	$1.71
Unit Share	2.3	2.3	2.0	2.4	1.8	2.2	2.1	1.7	1.7	1.8	1.9	2.0	1.8	1.9	2.0
ACV Weighted Distribution	35.8%	36.0%	37.3%	35.3%	35.4%	32.8%	31.3%	31.7%	30.8%	31.1%	30.2%	30.5%	30.6%	30.6%	34.3%

CONFIDENTIAL COUNSEL ONLY

Category: Class 2 - Soft Variety

South Carolina

	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks 98	Latest 52 Weeks
Sunbeam Wheat															
Units (000)	48	46	39	34	36	37	48	41	38	34	33	29	29	30	475
Dollars (000)	$82	$77	$68	$61	$63	$65	$83	$72	$67	$60	$58	$52	$51	$53	$829
Avg Price per Unit	$1.70	$1.68	$1.76	$1.76	$1.75	$1.76	$1.74	$1.76	$1.74	$1.76	$1.74	$1.79	$1.73	$1.75	$1.75
Unit Share	3.4	3.3	2.7	2.5	2.5	2.4	2.9	2.5	2.6	2.4	2.4	2.3	2.1	2.1	2.5
ACV Weighted Distribution	71.4%	71.4%	70.3%	68.8%	68.7%	68.6%	72.2%	73.6%	71.2%	68.2%	62.8%	64.8%	61.0%	59.9%	73.6%
Country Hearth															
Units (000)	156	265	284	172	120	132	118	137	126	136	106	99	120	100	1,915
Dollars (000)	$243	$332	$347	$241	$184	$201	$193	$208	$190	$204	$165	$156	$185	$170	$2,776
Avg Price per Unit	$1.56	$1.26	$1.22	$1.40	$1.53	$1.53	$1.64	$1.51	$1.50	$1.50	$1.56	$1.58	$1.54	$1.69	$1.45
Unit Share	10.8	19.0	20.2	12.4	8.4	8.5	7.1	8.5	8.7	9.6	7.5	7.8	8.7	7.0	10.2
ACV Weighted Distribution	77.5%	77.2%	78.1%	78.5%	77.2%	76.4%	77.2%	77.6%	77.6%	79.3%	76.7%	75.9%	74.7%	72.9%	79.3%
Private Label															
Units (000)	444	366	362	409	407	446	454	453	362	358	347	333	349	373	5,019
Dollars (000)	$501	$410	$412	$464	$467	$523	$510	$512	$413	$404	$383	$362	$391	$415	$5,668
Avg Price per Unit	$1.13	$1.12	$1.14	$1.13	$1.15	$1.17	$1.12	$1.13	$1.14	$1.13	$1.11	$1.09	$1.12	$1.11	$1.13
Unit Share	30.9	26.3	25.7	29.3	28.6	28.6	27.4	28.2	24.9	25.5	24.5	26.3	25.4	25.9	26.7
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

CONFIDENTIAL COUNSEL ONLY

FBI 00836

Category: Class 3 - Specialty

South Carolina	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
CLASS 3 - SPECIALTY															
Units (000)	390	376	382	376	401	402	424	392	381	382	380	357	383	384	5,021
Dollars (000)	$716	$703	$717	$716	$764	$762	$796	$732	$716	$714	$717	$677	$716	$732	$9,463
Avg Price per Unit	$1.83	$1.87	$1.88	$1.90	$1.90	$1.89	$1.88	$1.87	$1.88	$1.87	$1.89	$1.90	$1.87	$1.91	$1.88
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
COBBLESTONE MILL															
Units (000)	32	32	35	35	38	37	38	35	36	37	33	39	46	43	484
Dollars (000)	$57	$59	$64	$66	$70	$68	$72	$65	$69	$64	$62	$66	$76	$76	$875
Avg Price per Unit	$1.79	$1.84	$1.84	$1.85	$1.85	$1.86	$1.88	$1.87	$1.89	$1.74	$1.87	$1.68	$1.63	$1.79	$1.81
Unit Share	8.1	8.5	9.1	9.4	9.4	9.1	9.0	8.9	9.5	9.7	8.7	10.9	12.1	11.1	9.6
ACV Weighted Distribution	59.6%	65.0%	70.7%	76.7%	80.7%	79.7%	79.7%	80.4%	81.5%	79.6%	80.5%	78.2%	78.9%	79.1%	81.5%
TTL PEPPERIDGE FARM															
Units (000)	86	94	83	89	89	92	90	85	84	92	90	86	92	87	1,154
Dollars (000)	$179	$194	$176	$187	$189	$194	$190	$180	$178	$195	$194	$185	$189	$188	$2,439
Avg Price per Unit	$2.09	$2.07	$2.11	$2.10	$2.12	$2.10	$2.11	$2.11	$2.10	$2.12	$2.17	$2.16	$2.07	$2.15	$2.11
Unit Share	21.9	25.0	21.8	23.7	22.2	22.9	21.2	21.8	22.2	24.1	23.6	24.1	23.9	22.7	23.0
ACV Weighted Distribution	77.9%	80.7%	86.3%	84.3%	85.0%	86.1%	81.4%	81.6%	79.9%	81.8%	82.1%	82.1%	84.2%	87.1%	87.1%
TOTAL EARTH GRAINS															
Units (000)	34	30	32	32	35	32	37	31	30	28	21	21	22	19	369
Dollars (000)	$68	$61	$64	$64	$71	$66	$74	$62	$61	$58	$47	$46	$49	$43	$766
Avg Price per Unit	$2.00	$2.00	$2.01	$2.01	$2.02	$2.03	$2.01	$2.04	$2.07	$2.12	$2.23	$2.16	$2.18	$2.30	$2.07
Unit Share	8.7	8.0	8.4	8.4	8.7	8.1	8.7	7.8	7.8	7.2	5.6	5.9	5.8	4.9	7.4
ACV Weighted Distribution	52.7%	49.6%	55.4%	51.8%	46.0%	46.1%	43.8%	46.4%	46.0%	46.8%	45.4%	33.9%	34.0%	32.0%	55.4%
ARNLD/OWEAT/FRAN															
Units (000)	56	59	62	55	65	69	72	67	64	57	57	51	55	55	789
Dollars (000)	$113	$116	$126	$114	$136	$142	$149	$135	$131	$116	$117	$106	$112	$115	$1,614
Avg Price per Unit	$2.02	$1.98	$2.04	$2.07	$2.08	$2.06	$2.07	$2.00	$2.04	$2.04	$2.03	$2.07	$2.01	$2.10	$2.05
Unit Share	14.4	15.6	16.1	14.6	16.3	17.1	17.0	17.1	16.8	14.9	15.1	14.4	14.5	14.3	15.7
ACV Weighted Distribution	72.6%	71.9%	70.9%	71.4%	75.7%	75.0%	72.0%	71.8%	70.2%	73.1%	69.7%	71.3%	71.4%	69.8%	69.2%

CONFIDENTIAL COUNSEL ONLY

FBI 00837

	4 Weeks Ending Aug 31, 97	4 Weeks Ending Sep 28, 97	4 Weeks Ending Oct 26, 97	4 Weeks Ending Nov 23, 97	4 Weeks Ending Dec 21, 97	4 Weeks Ending Jan 18, 98	4 Weeks Ending Feb 15, 98	4 Weeks Ending Mar 15, 98	4 Weeks Ending Apr 12, 98	4 Weeks Ending May 10, 98	4 Weeks Ending Jun 7, 98	4 Weeks Ending Jul 5, 98	4 Weeks Ending Aug 2, 98	4 Weeks Ending Aug 30, 98	Latest 52 Weeks
Coopers Mill															
Units (000)	4	5	4	4	4	4	4	4	3	4	4	3	4	4	49
Dollars (000)	$8	$9	$8	$8	$8	$7	$7	$7	$6	$7	$7	$5	$7	$7	$91
Avg Price per Unit	$1.83	$1.89	$1.89	$1.89	$1.88	$1.83	$1.87	$1.85	$1.84	$1.84	$1.86	$1.88	$1.76	$1.80	$1.85
Unit Share	1.1	1.3	1.1	1.1	1.1	0.9	0.8	1.0	0.9	0.9	1.0	0.8	1.0	1.0	1.0
ACV Weighted Distribution	12.5%	12.9%	12.4%	11.7%	11.7%	12.2%	11.5%	11.2%	10.7%	11.1%	11.3%	11.4%	11.3%	11.2%	12.9%
Harvest Ridge															
Units (000)	5	5	6	6	6	6	6	5	5	4	4	3	3	3	62
Dollars (000)	$10	$9	$11	$10	$11	$11	$12	$9	$10	$8	$7	$5	$6	$6	$115
Avg Price per Unit	$1.88	$1.87	$1.86	$1.84	$1.89	$1.89	$1.89	$1.86	$1.81	$1.88	$1.87	$1.86	$1.84	$1.95	$1.87
Unit Share	1.4	1.3	1.5	1.5	1.4	1.4	1.5	1.3	1.4	1.1	1.0	0.8	0.9	0.8	1.2
ACV Weighted Distribution	39.9%	36.4%	38.9%	38.6%	38.3%	38.2%	37.7%	33.8%	36.5%	39.4%	35.0%	24.0%	23.1%	23.5%	39.4%
TTL PL/GENERIC															
Units (000)	76	58	63	56	65	67	77	71	68	74	79	69	70	82	899
Dollars (000)	$93	$78	$83	$77	$89	$92	$103	$95	$92	$103	$112	$100	$102	$118	$1,242
Avg Price per Unit	$1.23	$1.33	$1.31	$1.37	$1.36	$1.37	$1.34	$1.34	$1.35	$1.39	$1.42	$1.46	$1.46	$1.43	$1.38
Unit Share	19.4	15.6	16.5	14.9	16.3	16.7	18.1	18.2	17.8	19.3	20.8	19.3	18.2	21.3	17.9
ACV Weighted Distribution	81.8%	81.7%	82.8%	74.4%	83.6%	84.5%	80.3%	80.6%	79.2%	81.1%	77.4%	92.6%	84.5%	87.3%	92.6%

CONFIDENTIAL COUNSEL ONLY

Flowers Industries South Carolina- Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

South Carolina	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 4 - BUNS															
Units (000)	1,026	1,050	1,166	1,184	1,504	1,541	1,878	1,364	1,288	979	976	795	884	932	15,542
Dollars (000)	$1,037	$1,072	$1,190	$1,204	$1,542	$1,597	$1,869	$1,398	$1,277	$986	$961	$806	$911	$949	$15,763
Avg Price per Unit	$1.01	$1.02	$1.02	$1.02	$1.02	$1.04	$1.00	$1.02	$.99	$1.01	$.98	$1.01	$1.03	$1.02	$1.01
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Flowers															
Units (000)	51	53	67	66	102	96	112	79	75	60	66	55	65	67	964
Dollars (000)	$70	$75	$89	$90	$137	$136	$155	$107	$107	$86	$89	$77	$89	$90	$1,328
Avg Price per Unit	$1.37	$1.43	$1.32	$1.36	$1.34	$1.42	$1.39	$1.36	$1.43	$1.43	$1.34	$1.40	$1.37	$1.34	$1.38
Unit Share	5.0	5.0	5.8	5.6	6.8	6.2	6.0	5.8	5.8	6.1	6.8	7.0	7.3	7.2	6.2
ACV Weighted Distribution	64.5%	63.3%	62.0%	62.1%	70.1%	70.8%	68.1%	70.1%	74.9%	73.5%	68.5%	66.1%	67.3%	68.6%	74.9%
FRANKLINS															
Units (000)	0	0	1	1	2	2	2	2	1	0	1	1	1	1	13
Dollars (000)	$0	$0	$1	$2	$3	$3	$3	$3	$1	$1	$1	$1	$1	$1	$20
Avg Price per Unit	$1.95	$1.68	$1.56	$1.54	$1.52	$1.52	$1.52	$1.51	$1.51	$1.51	$1.51	$1.52	$1.52	$1.51	$1.52
Unit Share	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.1	0.1	0.1	0.1	0.1
ACV Weighted Distribution	3.8%	4.3%	5.5%	4.7%	4.7%	5.5%	4.7%	4.0%	4.4%	3.5%	3.1%	3.0%	3.3%	3.4%	5.5%
TTL SUNBEAM															
Units (000)	121	123	129	124	158	166	192	163	145	119	115	97	111	119	1,782
Dollars (000)	$170	$177	$184	$177	$227	$240	$279	$237	$209	$170	$164	$141	$166	$176	$2,545
Avg Price per Unit	$1.41	$1.43	$1.43	$1.43	$1.44	$1.45	$1.45	$1.45	$1.44	$1.43	$1.43	$1.46	$1.49	$1.48	$1.43
Unit Share	11.8	11.7	11.0	10.5	10.5	10.8	10.2	12.0	11.3	12.2	11.7	12.2	12.6	12.8	11.5
ACV Weighted Distribution	88.7%	92.7%	91.7%	93.9%	95.0%	94.1%	92.1%	93.2%	96.1%	95.2%	97.2%	97.1%	97.1%	97.1%	97.3%
INTERSTATE															
Units (000)	49	51	61	61	78	96	114	95	59	46	42	35	41	48	1,000
Dollars (000)	$77	$80	$97	$95	$120	$148	$176	$134	$91	$70	$66	$54	$67	$74	$1,552
Avg Price per Unit	$1.58	$1.58	$1.57	$1.55	$1.54	$1.54	$1.54	$1.40	$1.55	$1.53	$1.57	$1.53	$1.64	$1.54	$1.55
Unit Share	4.8	4.8	5.3	5.2	5.2	6.2	6.1	7.0	4.6	4.7	4.3	4.3	4.6	5.2	6.4
ACV Weighted Distribution	80.9%	77.5%	77.5%	78.0%	81.8%	81.1%	82.5%	82.7%	82.6%	79.3%	80.3%	81.0%	82.4%	82.4%	82.4%

CONFIDENTIAL COUNSEL ONLY

Category Class 4 - Buns

South Carolina	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TOTAL RAINBO/COLONIAL															
Units (000)	17	20	30	28	54	32	35	24	23	18	20	18	18	20	341
Dollars (000)	$27	$32	$47	$45	$88	$50	$55	$38	$37	$29	$30	$27	$28	$31	$537
Avg Price per Unit	$1.58	$1.58	$1.58	$1.58	$1.61	$1.58	$1.56	$1.61	$1.59	$1.59	$1.48	$1.47	$1.59	$1.61	$1.58
Unit Share	1.6	1.9	2.6	2.4	3.6	2.1	1.9	1.7	1.8	1.9	2.1	2.3	2.0	2.1	2.2
ACV Weighted Distribution	32.5%	33.1%	37.3%	35.3%	35.4%	32.8%	31.8%	31.7%	30.9%	31.1%	30.2%	30.5%	30.6%	30.7%	37.3%
TOTAL PRIVATE LABEL															
Units (000)	704	716	779	808	986	1,016	1,290	912	913	680	684	550	601	636	10,572
Dollars (000)	$556	$565	$610	$637	$761	$803	$980	$729	$712	$539	$531	$437	$480	$504	$8,288
Avg Price per Unit	$.79	$.79	$.78	$.79	$.77	$.79	$.76	$.80	$.78	$.79	$.78	$.79	$.80	$.79	$.78
Unit Share	68.6	68.2	66.8	68.3	65.5	66.0	68.7	66.9	70.9	69.5	70.1	69.2	67.9	68.2	68.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

CONFIDENTIAL COUNSEL
ONLY

Flowers Industries South Carolina - Monthly InfoScan Sales Analysis

Category Class 5 - Rolls

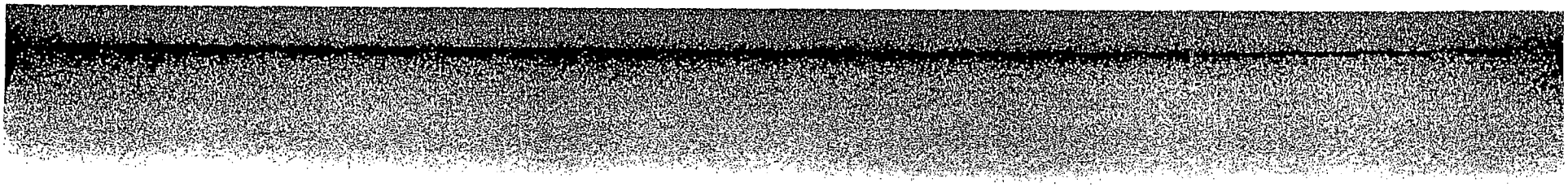
South Carolina	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 5 - ROLLS															
Units (000)	571	560	615	511	549	561	587	552	560	553	566	889	861	531	7,895
Dollars (000)	$701	$697	$751	$648	$705	$719	$744	$689	$700	$693	$690	$1,023	$1,003	$672	$9,732
Avg Price per Unit	$1.23	$1.24	$1.22	$1.27	$1.28	$1.28	$1.27	$1.25	$1.25	$1.25	$1.22	$1.15	$1.17	$1.26	$1.23
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL SPECIAL HARVEST															
Units (000)	22	19	21	20	21	22	20	20	22	21	20	30	34	22	292
Dollars (000)	$34	$30	$32	$31	$33	$35	$33	$32	$35	$33	$32	$49	$55	$36	$467
Avg Price per Unit	$1.55	$1.55	$1.54	$1.50	$1.54	$1.60	$1.62	$1.63	$1.62	$1.62	$1.62	$1.62	$1.64	$1.63	$1.60
Unit Share	3.9	3.5	3.4	4.0	3.9	3.9	3.5	3.6	3.9	3.7	3.5	3.4	3.9	4.1	3.7
ACV Weighted Distribution	51.9%	47.2%	44.9%	47.4%	51.0%	46.8%	45.2%	46.1%	46.2%	45.5%	42.8%	43.0%	40.8%	40.2%	51.0%
TOTAL SUNBEAM															
Units (000)	35	39	44	36	40	40	41	35	38	37	36	65	69	31	551
Dollars (000)	$53	$58	$67	$55	$62	$61	$62	$53	$57	$56	$54	$102	$97	$51	$837
Avg Price per Unit	$1.50	$1.51	$1.54	$1.52	$1.55	$1.51	$1.51	$1.52	$1.50	$1.52	$1.53	$1.56	$1.41	$1.63	$1.52
Unit Share	6.2	6.9	7.1	7.1	7.3	7.2	7.0	6.4	6.8	6.7	6.3	7.3	8.0	5.9	7.0
ACV Weighted Distribution	89.0%	90.0%	89.3%	93.0%	89.6%	89.9%	89.0%	87.6%	85.1%	87.5%	90.2%	97.1%	95.5%	92.8%	97.1%
TOTAL MERITA															
Units (000)	38	44	43	43	48	49	51	41	47	42	42	39	43	35	567
Dollars (000)	$62	$69	$68	$69	$76	$78	$81	$67	$73	$68	$66	$62	$68	$56	$901
Avg Price per Unit	$1.62	$1.56	$1.58	$1.58	$1.58	$1.60	$1.60	$1.61	$1.55	$1.61	$1.57	$1.60	$1.60	$1.59	$1.59
Unit Share	6.7	7.9	7.0	8.5	8.8	8.7	8.6	7.5	8.4	7.6	7.4	4.4	4.9	6.6	7.2
ACV Weighted Distribution	79.5%	84.5%	87.9%	85.4%	86.7%	86.4%	84.9%	84.5%	85.4%	85.2%	83.4%	83.3%	85.0%	85.4%	87.9%
TOTAL RAINBO/COLONIAL															
Units (000)	7	6	4	3	3	3	3	3	4	4	5	11	8	5	61
Dollars (000)	$11	$10	$7	$6	$6	$5	$5	$5	$6	$7	$9	$19	$15	$11	$101
Avg Price per Unit	$1.71	$1.71	$1.71	$1.71	$1.72	$1.72	$1.72	$1.72	$1.68	$1.73	$1.73	$1.68	$1.71	$1.74	$1.71
Unit Share	1.2	1.1	0.7	0.7	0.6	0.5	0.5	0.5	0.6	0.7	0.8	1.3	1.0	1.0	0.8
ACV Weighted Distribution	32.6%	31.4%	27.6%	24.3%	18.8%	11.2%	10.7%	16.4%	13.0%	24.5%	25.2%	28.1%	27.1%		

CONFIDENTIAL COUNSEL ONLY

	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL PL/GENERIC															
Units (000)	324	306	348	266	273	285	310	306	302	304	328	545	515	291	4,377
Dollars (000)	$272	$259	$294	$227	$234	$245	$265	$260	$258	$261	$280	$447	$420	$258	$3,708
Avg Price per Unit	$.84	$.85	$.84	$.85	$.86	$.86	$.85	$.85	$.85	$.86	$.86	$.82	$.82	$.89	$.85
Unit Share	56.6	54.6	56.5	52.0	49.8	50.9	52.9	55.4	53.9	54.9	57.9	61.3	59.8	54.7	55.4
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

CONFIDENTIAL COUNSEL ONLY

FBI 00842



CONFIDENTIAL COUNSEL
ONLY

FBI 00843

Category - White, Soft Variety & Specialty

Memphis, TN

	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks 98	Latest 52 Weeks
Category - Fresh Bread															
Dollars (000)	$1,381	$1,338	$1,303	$1,355	$1,336	$1,403	$1,454	$1,581	$1,500	$1,410	$1,425	$1,480	$1,583	$1,551	$18,720
Dollar Share, Bread Ctgry	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Flowers															
Dollars (000)	$46	$36	$42	$52	$46	$51	$66	$72	$73	$79	$71	$78	$90	$93	$849
Dollar Share, Bread Ctgry	3.3	2.7	3.2	3.8	3.4	3.6	4.5	4.5	4.9	5.6	5.0	5.3	5.7	6.0	4.5
Lewis															
Dollars (000)	$77	$64	$63	$70	$63	$67	$82	$79	$82	$72	$73	$80	$94	$88	$977
Dollar Share, Bread Ctgry	5.6	4.8	4.9	5.2	4.7	4.8	5.6	5.0	5.5	5.1	5.1	5.4	5.9	5.7	5.2
Wonder_Interstate															
Dollars (000)	$280	$268	$273	$265	$261	$272	$268	$295	$277	$260	$265	$267	$290	$276	$3,536
Dollar Share, Bread Ctgry	20.3	20.1	20.9	19.5	19.5	19.4	18.4	18.7	18.4	18.4	18.6	18.0	18.3	17.8	18.9
Colonial															
Dollars (000)	$230	$233	$237	$230	$251	$243	$251	$265	$292	$271	$278	$282	$269	$260	$3,362
Dollar Share, Bread Ctgry	16.6	17.4	18.2	17.0	18.8	17.3	17.2	16.8	19.5	19.2	19.5	19.0	17.0	16.8	18.0
Arnold/Orroweat/Sunmaid															
Dollars (000)	$51	$57	$44	$60	$37	$51	$41	$54	$49	$44	$59	$42	$41	$71	$650
Dollar Share, Bread Ctgry	3.7	4.2	3.4	4.4	2.8	3.6	2.8	3.4	3.3	3.1	4.2	2.9	2.6	4.6	3.5
TOTAL PEPPERIDGE FARM															
Dollars (000)	$25	$23	$23	$24	$24	$25	$26	$27	$29	$29	$29	$30	$30	$28	$347
Dollar Share, Bread Ctgry	1.8	1.7	1.8	1.8	1.8	1.8	1.8	1.7	1.9	2.1	2.1	2.0	1.9	1.8	1.9
PRIVATE LABEL															
Dollars (000)	$453	$448	$406	$439	$440	$482	$500	$519	$462	$446	$459	$478	$495	$486	$6,059
Dollar Share, Bread Ctgry	32.8	33.5	31.2	32.4	33.0	34.3	34.4	32.8	30.8	31.6	32.2	32.3	31.3	31.3	32.4

CONFIDENTIAL COUNSEL
ONLY

Flowers Industries Memphis - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Memphis, TN

	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
CLASS 1 - WHITE															
Units (000)	581	558	532	556	573	619	636	655	616	603	587	603	629	668	7,834
Dollars (000)	$575	$550	$545	$548	$578	$618	$644	$683	$651	$626	$608	$639	$676	$675	$8,042
Avg Price per Unit	$.99	$.99	$1.02	$.99	$1.01	$1.00	$1.01	$1.04	$1.06	$1.04	$1.03	$1.06	$1.08	$1.01	$1.03
Unit Share	52.6	52.1	52.1	51.0	53.8	55.0	54.3	52.1	53.3	54.7	52.2	51.1	50.8	52.9	52.8
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
FLOWERS SB,WW,FL															
Units (000)	30	23	28	34	29	32	40	44	44	55	46	48	60	58	540
Dollars (000)	$46	$36	$42	$52	$46	$51	$66	$72	$73	$79	$71	$78	$90	$93	$849
Avg Price per Unit	$1.51	$1.56	$1.52	$1.51	$1.58	$1.61	$1.63	$1.63	$1.66	$1.44	$1.56	$1.64	$1.51	$1.61	$1.57
Unit Share	2.7	2.2	2.7	3.1	2.7	2.8	3.4	3.5	3.8	5.0	4.0	4.0	4.8	4.6	3.8
ACV Weighted Distribution	81.1%	82.5%	82.5%	82.6%	82.6%	82.6%	83.5%	83.5%	84.2%	84.2%	84.4%	84.2%	100.0%	100.0%	100.0%
LEWIS															
Units (000)	27	21	19	25	20	25	31	39	38	38	42	47	60	59	464
Dollars (000)	$33	$24	$21	$28	$22	$28	$35	$42	$40	$42	$45	$50	$63	$60	$500
Avg Price per Unit	$1.23	$1.13	$1.11	$1.11	$1.10	$1.11	$1.14	$1.09	$1.05	$1.10	$1.07	$1.07	$1.05	$1.01	$1.08
Unit Share	2.4	2.0	1.9	2.3	1.9	2.3	2.6	3.1	3.3	3.4	3.7	4.0	4.9	4.7	4.1
ACV Weighted Distribution	69.7%	73.2%	73.7%	69.8%	69.8%	67.1%	58.4%	55.0%	59.7%	51.2%	51.1%	51.1%	51.1%	51.1%	73.7%
Wonder_Interstate															
Units (000)	89	79	93	76	80	91	79	92	81	68	68	72	78	66	1,024
Dollars (000)	$124	$113	$128	$110	$113	$126	$115	$131	$121	$98	$99	$106	$117	$101	$1,478
Avg Price per Unit	$1.39	$1.43	$1.37	$1.44	$1.41	$1.39	$1.46	$1.42	$1.48	$1.43	$1.45	$1.48	$1.50	$1.53	$1.44
Unit Share	8.1	7.4	9.1	7.0	7.5	8.0	6.7	7.3	7.1	6.2	6.1	6.1	6.3	5.3	7.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
COLONIAL															
Units (000)	105	79	84	80	91	80	93	93	117	101	88	89	88	92	1,176
Dollars (000)	$127	$120	$127	$125	$139	$124	$138	$141	$163	$141	$139	$143	$140	$141	$1,781
Avg Price per Unit	$1.20	$1.52	$1.51	$1.55	$1.54	$1.54	$1.49	$1.51	$1.40	$1.40	$1.58	$1.60	$1.58	$1.53	$1.51
Unit Share	9.5	7.4	8.3	7.4	8.5	7.1	7.9	7.4	10.1	9.1	7.8	7.6	7.1	7.3	8.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

CONFIDENTIAL COUNSEL ONLY

Category - Class 2 - Soft Variety

Market Name	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
CLASS 2 - SOFT VARIETY															
Units (000)	390	378	361	398	376	379	416	459	405	374	407	448	460	445	5306
Dollars (000)	$549	$532	$512	$549	$530	$540	$570	$621	$585	$534	$556	$579	$615	$588	$7312
Avg Price per Unit	$1.41	$1.41	$1.42	$1.38	$1.41	$1.43	$1.37	$1.35	$1.45	$1.43	$1.37	$1.29	$1.34	$1.32	$1.38
Unit Share	35.3	35.3	35.4	36.5	35.3	33.7	35.5	36.5	35.1	34.0	36.1	38.0	37.2	35.3	35.7
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
NATURES OWN															
Units (000)	19	17	20	23	28	19	19	21	20	17	15	19	33	23	274
Dollars (000)	$29	$25	$30	$35	$40	$32	$33	$36	$34	$29	$26	$31	$43	$41	$435
Avg Price per Unit	$1.54	$1.49	$1.54	$1.54	$1.46	$1.64	$1.72	$1.68	$1.72	$1.70	$1.75	$1.63	$1.31	$1.74	$1.59
Unit Share	1.7	1.6	1.9	2.1	2.6	1.7	1.6	1.7	1.7	1.6	1.3	1.6	2.6	1.8	1.9
ACV Weighted Distribution	78.8%	77.1%	78.7%	82.6%	82.6%	82.6%	83.5%	83.5%	84.2%	84.2%	84.4%	84.2%	100.0%	100.0%	100.0%
LEWIS															
Units (000)	30	25	27	28	26	25	30	23	30	19	18	19	19	17	306
Dollars (000)	$42	$38	$40	$40	$39	$37	$45	$35	$40	$29	$27	$28	$29	$27	$456
Avg Price per Unit	$1.42	$1.52	$1.49	$1.43	$1.52	$1.50	$1.49	$1.50	$1.37	$1.53	$1.50	$1.50	$1.53	$1.55	$1.49
Unit Share	2.7	2.3	2.6	2.6	2.4	2.2	2.6	1.8	2.6	1.8	1.6	1.6	1.5	1.4	2.2
ACV Weighted Distribution	84.0%	84.0%	84.0%	84.1%	84.1%	84.1%	82.6%	82.6%	83.8%	80.6%	82.7%	77.2%	80.6%	77.3%	84.1%
WONDER/INTERSTATE															
Units (000)	64	58	63	64	54	56	63	65	67	59	55	57	56	61	779
Dollars (000)	$107	$100	$105	$109	$95	$98	$105	$115	$112	$103	$95	$98	$100	$108	$1341
Avg Price per Unit	$1.67	$1.72	$1.66	$1.68	$1.74	$1.74	$1.67	$1.76	$1.67	$1.76	$1.72	$1.72	$1.78	$1.77	$1.72
Unit Share	5.8	5.5	6.2	5.9	5.1	5.0	5.4	5.2	5.8	5.3	4.9	4.8	4.5	4.8	5.3
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
COLONIAL															
Units (000)	34	39	34	35	38	41	36	43	46	49	58	56	39	40	555
Dollars (000)	$55	$63	$59	$56	$62	$69	$64	$71	$78	$80	$91	$88	$70	$70	$922
Avg Price per Unit	$1.62	$1.62	$1.72	$1.58	$1.63	$1.67	$1.77	$1.66	$1.71	$1.64	$1.58	$1.57	$1.79	$1.73	$1.66
Unit Share	3.0	3.7	3.3	3.2	3.5	3.7	3.1	3.4	4.0	4.5	5.1	4.8	3.2	3.2	4.5
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

CONFIDENTIAL COUNSEL ONLY

Flowers Industries Memphis - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Memphis, TN	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
CLASS 3 - SPECIALTY															
Units (000)	102	103	91	103	86	95	87	106	97	91	101	97	110	114	1,280
Dollars (000)	$206	$205	$190	$206	$181	$193	$189	$219	$207	$197	$212	$210	$234	$231	$2,675
Avg Price per Unit	$2.02	$2.00	$2.09	$2.00	$2.11	$2.04	$2.17	$2.06	$2.12	$2.17	$2.09	$2.18	$2.13	$2.03	$2.09
Unit Share	9.2	9.6	8.9	9.4	8.1	8.4	7.4	8.5	8.4	8.3	9.0	8.2	8.9	9.0	8.7
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
COBBLESTONE MILL															
Units (000)	5	5	4	4	4	4	4	4	4	4	4	4	6	5	57
Dollars (000)	$11	$10	$9	$9	$9	$8	$8	$9	$10	$10	$8	$9	$12	$13	$124
Avg Price per Unit	$2.09	$2.11	$2.13	$2.13	$2.12	$2.14	$2.23	$2.27	$2.34	$2.26	$2.21	$2.17	$2.03	$2.39	$2.19
Unit Share	0.5	0.5	0.4	0.4	0.4	0.3	0.3	0.3	0.4	0.4	0.3	0.4	0.5	0.4	0.4
ACV Weighted Distribution	73.2%	72.1%	72.0%	74.4%	76.6%	75.3%	72.3%	69.2%	77.0%	71.0%	77.3%	77.9%	80.5%	77.9%	80.5%
BREAD DUJOUR															
Units (000)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	12
Dollars (000)	$2	$2	$2	$2	$2	$2	$2	$2	$2	$2	$2	$2	$3	$2	$25
Avg Price per Unit	$2.27	$2.28	$1.97	$2.27	$2.26	$2.28	$2.28	$2.28	$2.31	$1.95	$2.11	$1.69	$1.98	$2.26	$2.12
Unit Share	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
ACV Weighted Distribution	77.5%	68.4%	70.4%	67.2%	67.6%	68.7%	67.3%	73.7%	70.1%	73.4%	78.2%	85.4%	84.2%	76.7%	85.4%
EARTH GRAINS															
Units (000)	22	23	23	23	23	23	22	23	23	23	22	23	27	22	300
Dollars (000)	$48	$49	$51	$50	$50	$50	$49	$53	$51	$49	$48	$51	$59	$49	$659
Avg Price per Unit	$2.16	$2.15	$2.16	$2.19	$2.18	$2.19	$2.21	$2.25	$2.20	$2.15	$2.21	$2.23	$2.19	$2.23	$2.19
Unit Share	2.0	2.1	2.3	2.1	2.2	2.0	1.9	1.9	2.0	2.1	1.9	1.9	2.2	1.8	2.0
ACV Weighted Distribution	96.7%	95.8%	97.3%	96.0%	96.0%	96.0%	97.5%	97.3%	95.8%	95.8%	95.7%	95.7%	95.7%	97.4%	97.5%
ARNOLD/OROWEAT/SUNMAID															
Units (000)	26	30	20	32	16	27	18	27	24	18	30	17	17	39	315
Dollars (000)	$51	$57	$44	$60	$37	$51	$41	$54	$49	$44	$59	$42	$41	$71	$650
Avg Price per Unit	$1.98	$1.89	$2.18	$1.86	$2.33	$1.90	$2.31	$2.02	$2.07	$2.40	$1.96	$2.44	$2.46	$1.80	$2.06
Unit Share	2.3	2.8	2.0	3.0	1.5	2.4	1.5	2.1	2.0	1.7	2.7	1.5	1.4	3.1	2.3
ACV Weighted Distribution	81.4%	82.1%	77.3%	77.6%	77.7%	78.8%	81.3%	82.1%	83.2%	83.2%	84.9%	85.4%	83.5%	83.4%	85.4%
PEPPERIDGE FARM															

CONFIDENTIAL COUNSEL ONLY

FBI 00847

Trend Analysis

Category: Class 3 - Specialty

Memphis-TN

	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Units (000)	12	11	11	12	12	12	13	12	13	14	14	14	14	13	164
Dollars (000)	$25	$23	$23	$24	$24	$25	$26	$27	$29	$29	$29	$30	$30	$28	$347
Avg Price per Unit	$2.05	$2.06	$2.03	$2.08	$2.08	$2.10	$2.07	$2.13	$2.15	$2.15	$2.18	$2.16	$2.12	$2.22	$2.12
Unit Share	1.1	1.0	1.1	1.1	1.1	1.1	1.1	1.0	1.2	1.2	1.2	1.2	1.1	1.0	1.1
ACV Weighted Distribution	73.8%	73.7%	73.5%	73.5%	74.9%	73.5%	71.4%	71.5%	72.4%	72.5%	72.5%	72.9%	73.0%	73.1%	74.9%

CONFIDENTIAL COUNSEL ONLY

FBI 00848

Flowers Industries Memphis - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Memphis, TN	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
CLASS 4 - BUNS															
Units (000)	228	216	253	267	397	334	456	305	401	235	257	209	228	298	3,855
Dollars (000)	$229	$231	$262	$281	$366	$330	$424	$316	$405	$254	$247	$223	$252	$260	$3,850
Avg Price per Unit	$1.00	$1.07	$1.03	$1.06	$.92	$.99	$.93	$1.04	$1.01	$1.08	$.96	$1.07	$1.10	$.87	$1.00
Unit Share	64.8	63.8	57.0	68.7	76.5	74.4	79.3	70.9	75.6	65.5	66.5	38.7	41.5	68.7	67.5
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
FLOWERS SB,FL															
Units (000)	1	1	2	3	5	5	4	4	3	2	4	5	5	5	48
Dollars (000)	$1	$1	$2	$3	$6	$5	$5	$5	$4	$3	$4	$5	$6	$6	$55
Avg Price per Unit	$1.11	$1.04	$1.03	$1.07	$1.05	$1.09	$1.13	$1.16	$1.33	$1.40	$1.10	$1.05	$1.17	$1.33	$1.15
Unit Share	0.3	0.4	0.4	0.8	1.0	1.1	0.7	0.9	0.5	0.7	1.0	0.8	1.0	1.1	0.9
ACV Weighted Distribution	12.9%	15.6%	12.6%	48.4%	51.4%	53.5%	54.3%	58.3%	59.4%	58.8%	55.5%	55.4%	74.5%	71.2%	74.5%
Harts/Lewis Bake Shop															
Units (000)	2	3	3	4	5	4	4	6	5	4	3	4	5	6	56
Dollars (000)	$3	$3	$4	$5	$6	$5	$5	$7	$6	$5	$4	$4	$7	$7	$70
Avg Price per Unit	$1.29	$1.20	$1.17	$1.20	$1.26	$1.24	$1.30	$1.20	$1.23	$1.27	$1.28	$1.24	$1.30	$1.26	$1.24
Unit Share	0.6	0.8	0.7	1.1	0.9	1.0	0.7	1.4	0.9	1.1	0.9	0.7	0.9	1.4	1.0
ACV Weighted Distribution	26.9%	36.0%	34.3%	47.1%	47.1%	47.3%	46.3%	49.2%	48.5%	47.4%	43.1%	43.0%	43.0%	42.9%	49.2%
WONDER															
Units (000)	8	7	8	7	7	7	7	7	7	7	7	29	10	7	118
Dollars (000)	$12	$11	$12	$11	$11	$12	$11	$12	$11	$11	$11	$36	$15	$11	$175
Avg Price per Unit	$1.59	$1.59	$1.46	$1.57	$1.59	$1.60	$1.61	$1.62	$1.63	$1.55	$1.58	$1.21	$1.52	$1.63	$1.48
Unit Share	2.2	2.1	1.9	1.8	1.3	1.7	1.2	1.7	1.3	2.0	1.8	5.4	1.8	1.6	2.6
ACV Weighted Distribution	90.7%	94.2%	96.9%	91.5%	94.3%	93.1%	93.1%	94.3%	94.9%	95.1%	97.0%	92.0%	88.3%	88.3%	97.0%
Colonial															
Units (000)	19	19	23	22	24	21	24	23	27	19	20	18	23	21	285
Dollars (000)	$25	$25	$30	$29	$31	$28	$33	$31	$35	$28	$28	$25	$33	$30	$385
Avg Price per Unit	$1.31	$1.32	$1.31	$1.32	$1.32	$1.32	$1.36	$1.33	$1.31	$1.43	$1.40	$1.39	$1.40	$1.39	$1.35
Unit Share	5.3	5.7	5.2	5.6	4.5	4.7	4.2	5.4	5.0	5.4	5.2	3.4	4.2	4.9	4.9
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

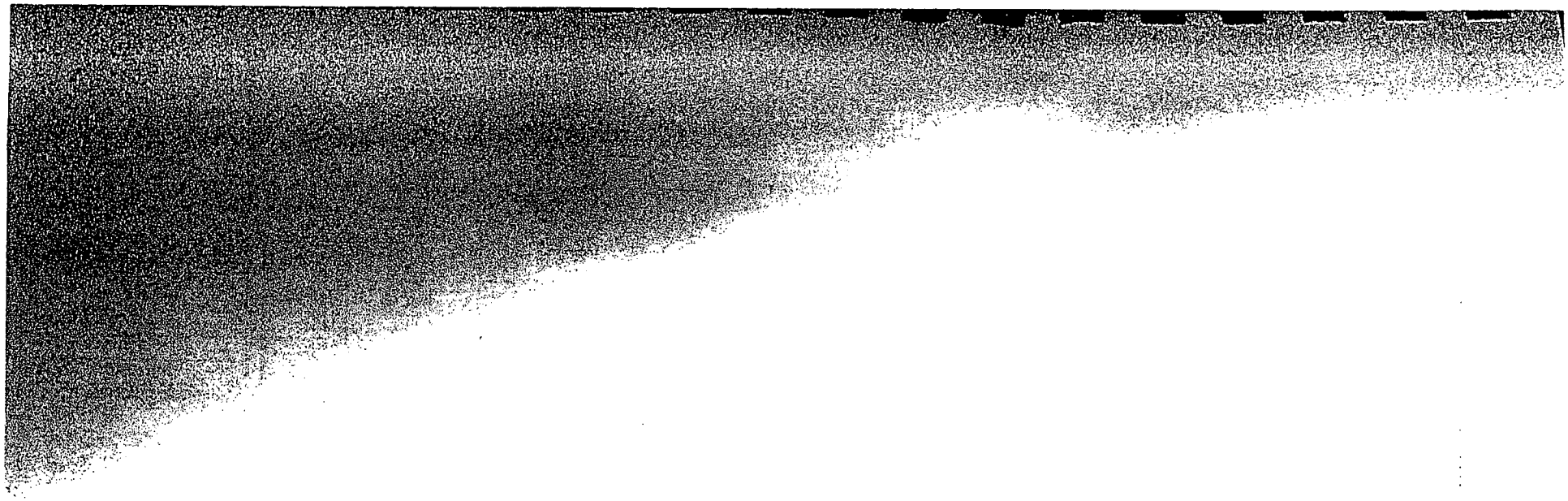
CONFIDENTIAL COUNSEL ONLY

Category Class 5 - Rolls

	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
CLASS 5 - ROLLS															
Units (000)	124	122	191	122	122	115	119	125	129	123	130	331	321	136	2,087
Dollars (000)	$198	$194	$250	$194	$197	$182	$197	$204	$216	$199	$214	$403	$433	$221	$3,104
Avg Price per Unit	$1.60	$1.59	$1.31	$1.60	$1.62	$1.58	$1.65	$1.63	$1.67	$1.61	$1.65	$1.22	$1.35	$1.63	$1.49
Unit Share	35.2	36.2	43.0	31.3	23.5	25.6	20.7	29.1	24.4	34.5	33.5	61.3	58.5	31.3	42.1
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
FLOWERS SB,FL															
Units (000)	0	1	9	9	7	9	7	7	7	6	6	9	8	7	91
Dollars (000)	$0	$1	$8	$8	$6	$8	$8	$7	$7	$6	$6	$9	$9	$7	$90
Avg Price per Unit	$1.89	$.95	$.85	$.85	$.87	$.91	$1.06	$1.05	$1.04	$1.05	$1.04	$1.06	$1.05	$1.08	$.98
Unit Share	0.0	0.3	2.0	2.3	1.4	2.0	1.3	1.6	1.2	1.6	1.5	1.7	1.5	1.6	1.7
ACV Weighted Distribution	4.7%	21.2%	53.9%	53.9%	53.5%	53.4%	54.2%	54.2%	59.8%	59.2%	55.4%	62.7%	78.5%	78.5%	78.5%
Harts/Lewis Bake Shop															
Units (000)	2	2	2	1	2	1	1	1	2	1	1	3	3	2	22
Dollars (000)	$3	$3	$3	$2	$2	$2	$2	$2	$2	$2	$2	$4	$4	$2	$33
Avg Price per Unit	$1.53	$1.44	$1.53	$1.51	$1.53	$1.50	$1.50	$1.50	$1.51	$1.51	$1.50	$1.43	$1.49	$1.38	$1.48
Unit Share	0.5	0.6	0.5	0.4	0.3	0.3	0.2	0.3	0.3	0.3	0.4	0.5	0.5	0.4	0.5
ACV Weighted Distribution	23.9%	24.0%	18.6%	18.8%	14.0%	14.0%	14.0%	14.4%	14.7%	14.4%	14.1%	14.4%	22.8%	17.6%	24.0%
WONDER															
Units (000)	8	7	8	7	7	7	7	7	7	7	7	29	10	7	118
Dollars (000)	$12	$11	$12	$11	$11	$12	$11	$12	$11	$11	$11	$36	$15	$11	$176
Avg Price per Unit	$1.59	$1.59	$1.46	$1.57	$1.59	$1.60	$1.61	$1.62	$1.63	$1.55	$1.58	$1.21	$1.52	$1.63	$1.48
Unit Share	2.2	2.1	1.9	1.8	1.3	1.7	1.2	1.7	1.3	2.0	1.8	5.4	1.8	1.6	2.6
ACV Weighted Distribution	90.7%	94.2%	96.9%	91.5%	94.3%	93.1%	93.1%	94.3%	94.9%	95.1%	97.0%	92.0%	88.3%	88.3%	97.0%
RAINBO/COLONIAL															
Units (000)	7	7	8	7	8	8	8	8	8	7	8	12	13	8	110
Dollars (000)	$11	$11	$12	$12	$12	$12	$12	$13	$13	$11	$13	$19	$19	$13	$170
Avg Price per Unit	$1.53	$1.54	$1.55	$1.56	$1.57	$1.56	$1.59	$1.58	$1.55	$1.62	$1.59	$1.52	$1.46	$1.51	$1.55
Unit Share	2.0	2.1	1.7	1.9	1.5	1.7	1.3	2.0	1.5	1.9	2.1	2.3	2.3	1.9	1.9
ACV Weighted Distribution	94.9%	96.4%	96.3%	96.3%	96.3%	96.3%	95.5%	93.9%	95.4%	95.0%	96.5%	96.1%	96.1%	95.5%	96.5%

CONFIDENTIAL COUNSEL ONLY

New Orleans



CONFIDENTIAL COUNSEL
ONLY

FBI 00851

New Orleans

FBI 00852

CONFIDENTIAL COUNSEL ONLY

Flower Industries New Orleans - Monthly InfoScan Sales Analysis

Category - White Soft Variety & Specialty

Flowers New Orleans Mobile	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks 98	Latest 52 Weeks
Category - Fresh Bread															
Dollars (000)	$3,785	$3,642	$3,497	$3,387	$3,139	$3,544	$3,838	$3,869	$3,707	$3,636	$3,714	$3,710	$3,770	$3,726	$47,179
Dollar Share, Bread Ctgry	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Flowers															
Dollars (000)	$1,583	$1,494	$1,423	$1,428	$1,418	$1,616	$1,725	$1,714	$1,694	$1,650	$1,711	$1,744	$1,790	$1,755	$21,163
Dollar Share, Bread Ctgry	41.8	41.0	40.7	42.2	45.2	45.6	45.0	44.3	45.7	45.4	46.1	47.0	47.5	47.1	44.9
Interstate															
Dollars (000)	$43	$46	$47	$49	$37	$39	$39	$44	$40	$38	$38	$34	$39	$35	$525
Dollar Share, Bread Ctgry	1.1	1.3	1.3	1.4	1.2	1.1	1.0	1.1	1.1	1.0	1.0	0.9	1.0	0.9	1.1
Coopersmith															
Dollars (000)	$82	$75	$64	$69	$62	$68	$74	$58	$64	$64	$61	$65	$65	$61	$851
Dollar Share, Bread Ctgry	2.2	2.0	1.8	2.0	2.0	1.9	1.9	1.5	1.7	1.8	1.6	1.8	1.7	1.6	1.8
Earth Grains Co.															
Dollars (000)	$143	$124	$123	$113	$103	$114	$120	$121	$114	$124	$137	$139	$141	$135	$1,609
Dollar Share, Bread Ctgry	3.8	3.4	3.5	3.3	3.3	3.2	3.1	3.1	3.1	3.4	3.7	3.8	3.8	3.6	3.4
Arnold Oroweat															
Dollars (000)	$50	$54	$47	$44	$37	$39	$41	$42	$41	$42	$45	$42	$46	$53	$574
Dollar Share, Bread Ctgry	1.3	1.5	1.3	1.3	1.2	1.1	1.1	1.1	1.1	1.2	1.2	1.1	1.2	1.4	1.2
Pepperidge Farms															
Dollars (000)	$136	$124	$137	$146	$119	$130	$144	$141	$152	$152	$160	$151	$149	$167	$1,873
Dollar Share, Bread Ctgry	3.6	3.4	3.9	4.3	3.8	3.7	3.8	3.7	4.1	4.2	4.3	4.1	4.0	4.5	4.0
Total Sunbeam															
Dollars (000)	$318	$308	$309	$288	$286	$318	$365	$365	$334	$329	$313	$315	$323	$295	$4,148
Dollar Share, Bread Ctgry	8.4	8.5	8.8	8.5	9.1	9.0	9.5	9.4	9.0	9.1	8.4	8.5	8.6	7.9	8.8
Private Label															
Dollars (000)	$1,103	$1,040	$955	$924	$833	$944	$1,068	$1,055	$934	$908	$918	$915	$929	$898	$12,321
Dollar Share, Bread Ctgry	29.1	28.5	27.3	27.3	26.5	26.6	27.8	27.3	25.2	25.0	24.7	24.7	24.6	24.1	26.1
ROMAN MEAL BREAD															
Dollars (000)	$56	$48	$43	$47	$36	$39	$43	$61	$43	$48	$45	$40	$46	$42	$581
Dollar Share, Bread Ctgry	1.5	1.3	1.2	1.4	1.1	1.1	1.1	1.6	1.1	1.3	1.2	1.1	1.2	1.1	1.2
All Other - New Orleans															
Dollars (000)	$472	$496	$516	$446	$400	$443	$446	$471	$495	$467	$483	$493	$489	$497	$6,143
Dollar Share, Bread Ctgry	12.5	13.6	14.8	13.2	12.8	12.5	11.6	12.2	13.3	12.8	13.0	13.3	13.0	13.3	13.0

CONFIDENTIAL COUNSEL ONLY

FBI 00853

Flowers Industries New Orleans- Monthly InfoScan Sales Analysis

Category: Class 1 - White

Flowers New Orleans-Mobile	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 1 - WHITE															
Units (000)	1,957	1,848	1,827	1,734	1,609	1,826	1,936	2,045	1,843	1,752	1,737	1,770	1,781	1,769	23,477
Dollars (000)	$2,245	$2,122	$2,095	$1,993	$1,866	$2,119	$2,300	$2,315	$2,157	$2,105	$2,123	$2,166	$2,193	$2,117	$27,671
Avg Price per Unit	$1.15	$1.15	$1.15	$1.15	$1.16	$1.16	$1.19	$1.13	$1.17	$1.20	$1.22	$1.22	$1.23	$1.20	$1.18
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Flowers															
Units (000)	622	587	562	566	552	641	677	687	668	656	672	689	707	690	8,356
Dollars (000)	$997	$940	$899	$912	$890	$1,032	$1,097	$1,101	$1,076	$1,052	$1,086	$1,113	$1,136	$1,113	$13,448
Avg Price per Unit	$1.60	$1.60	$1.60	$1.61	$1.61	$1.61	$1.62	$1.60	$1.61	$1.60	$1.62	$1.62	$1.61	$1.61	$1.61
Unit Share	31.8	31.8	30.8	32.7	34.3	35.1	35.0	33.6	36.3	37.4	38.7	38.9	39.7	39.0	35.6
ACV Weighted Distribution	94.7%	94.5%	94.6%	95.1%	94.9%	94.9%	94.9%	96.0%	96.0%	96.0%	96.1%	96.0%	96.0%	96.1%	96.1%
Sunbeam															
Units (000)	184	174	188	165	161	173	199	211	188	178	168	171	177	158	2,311
Dollars (000)	$249	$235	$243	$223	$223	$247	$289	$289	$261	$252	$242	$248	$256	$223	$3,229
Avg Price per Unit	$1.36	$1.35	$1.29	$1.35	$1.38	$1.43	$1.45	$1.37	$1.39	$1.42	$1.44	$1.45	$1.44	$1.41	$1.40
Unit Share	9.4	9.4	10.3	9.5	10.0	9.4	10.3	10.3	10.2	10.1	9.7	9.7	9.9	8.9	9.8
ACV Weighted Distribution	99.8%	99.8%	99.8%	99.9%	99.8%	99.8%	99.8%	99.7%	99.8%	99.8%	99.7%	99.8%	99.9%	99.9%	99.9%
Smiths															
Units (000)	2	1	0	1	1	1	1	1	1	1	1	1	1	1	9
Dollars (000)	$3	$1	$1	$1	$1	$1	$1	$1	$1	$1	$1	$1	$1	$1	$13
Avg Price per Unit	$1.40	$1.44	$1.48	$1.46	$1.46	$1.46	$1.47	$1.47	$1.45	$1.46	$1.46	$1.46	$1.45	$1.47	$1.46
Unit Share	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
ACV Weighted Distribution	23.2%	27.7%	8.7%	9.3%	8.2%	8.2%	8.6%	9.5%	9.1%	9.1%	8.9%	8.8%	8.6%	8.8%	27.7%
Interstate															
Units (000)	12	12	10	10	8	6	6	5	6	4	1	0	0	0	68
Dollars (000)	$18	$18	$15	$15	$11	$9	$9	$9	$10	$6	$1	$0	$0	$0	$103
Avg Price per Unit	$1.49	$1.49	$1.49	$1.45	$1.44	$1.55	$1.58	$1.61	$1.61	$1.62	$1.66	$1.44	$1.79	$1.79	$1.52

FBI 00854

Source: CONFIDENTIAL COUNSEL ONLY

1996

Flowers Industries New Orleans Monthly InfoScan Sales Analysis

Category: Class 1 - White

Flowers New Orleans Mobile	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Unit Share	0.6	0.7	0.6	0.6	0.5	0.3	0.3	0.3	0.3	0.2	0.0	0.0	0.0	0.0	0.3
ACV Weighted Distribution	43.8%	43.3%	42.8%	46.3%	45.7%	45.5%	45.5%	45.3%	45.5%	43.6%	42.0%	11.8%	12.0%	5.5%	46.3%
Private Label															
Units (000)	952	883	836	801	728	831	890	908	733	687	667	684	662	679	9,989
Dollars (000)	$729	$680	$646	$608	$540	$601	$682	$662	$561	$541	$529	$536	$522	$503	$7,611
Avg Price per Unit	$.77	$.77	$.77	$.76	$.74	$.72	$.77	$.73	$.77	$.79	$.79	$.78	$.79	$.74	$.76
Unit Share	48.7	47.8	45.8	46.2	45.2	45.5	46.0	44.4	39.8	39.2	38.4	38.6	37.2	38.4	42.5
ACV Weighted Distribution	100.0%	100.0%	99.3%	100.0%	82.9%	83.3%	84.2%	82.9%	82.9%	82.7%	82.7%	82.7%	82.3%	82.7%	100.0%

CONFIDENTIAL COUNSEL ONLY

FBI 00855

Flowers Industries New Orleans - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Flowers New Orleans-Mobile	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
CLASS 2 - SOFT VARIETY															
Units (000)	550	547	506	497	452	565	614	624	626	623	641	613	617	642	7,565
Dollars (000)	$797	$801	$742	$725	$666	$792	$864	$879	$886	$871	$898	$864	$867	$911	$10,766
Avg Price per Unit	$1.45	$1.46	$1.47	$1.46	$1.47	$1.40	$1.41	$1.41	$1.42	$1.40	$1.40	$1.41	$1.41	$1.42	$1.42
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
NATURES OWN															
Units (000)	192	191	182	175	168	196	205	208	215	213	217	206	209	221	2,605
Dollars (000)	$305	$307	$290	$282	$273	$315	$336	$343	$347	$345	$359	$339	$341	$362	$4,239
Avg Price per Unit	$1.59	$1.61	$1.60	$1.62	$1.62	$1.60	$1.63	$1.65	$1.61	$1.62	$1.65	$1.65	$1.64	$1.64	$1.63
Unit Share	34.9	34.9	35.9	35.1	37.2	34.8	33.5	33.4	34.4	34.1	33.8	33.6	33.8	34.4	34.4
ACV Weighted Distribution	95.0%	94.9%	94.9%	95.3%	95.1%	95.1%	95.1%	96.1%	96.2%	96.2%	96.2%	96.2%	97.0%	97.0%	97.0%
SMITHS															
Units (000)	43	30	24	32	30	33	33	20	23	27	24	28	36	31	372
Dollars (000)	$55	$45	$38	$46	$41	$46	$51	$35	$39	$41	$37	$42	$46	$41	$546
Avg Price per Unit	$1.28	$1.49	$1.56	$1.43	$1.35	$1.39	$1.53	$1.76	$1.72	$1.50	$1.52	$1.52	$1.27	$1.32	$1.47
Unit Share	7.8	5.5	4.8	6.5	6.7	5.9	5.4	3.2	3.7	4.4	3.8	4.6	5.8	4.8	4.9
ACV Weighted Distribution	32.8%	33.7%	33.7%	33.1%	32.2%	32.3%	32.3%	32.4%	32.2%	32.0%	31.3%	31.3%	28.9%	30.4%	33.7%
TTL SUNBEAM															
Units (000)	48	53	50	44	40	45	48	47	46	52	45	43	45	47	605
Dollars (000)	$69	$73	$66	$65	$63	$71	$76	$76	$74	$78	$71	$67	$68	$72	$919
Avg Price per Unit	$1.45	$1.38	$1.32	$1.47	$1.57	$1.59	$1.59	$1.60	$1.59	$1.50	$1.60	$1.55	$1.52	$1.54	$1.52
Unit Share	8.7	9.7	9.9	8.9	8.9	7.9	7.7	7.6	7.4	8.3	7.0	7.0	7.2	7.3	8.0
ACV Weighted Distribution	97.6%	97.5%	97.2%	96.9%	97.1%	95.2%	95.4%	95.3%	95.4%	95.3%	95.2%	95.3%	95.2%	95.2%	97.5%
ROMAN MEAL															
Units (000)	44	33	27	34	21	23	26	40	25	31	27	23	29	26	368
Dollars (000)	$56	$48	$43	$47	$36	$39	$43	$61	$43	$48	$45	$40	$46	$42	$581
Avg Price per Unit	$1.28	$1.46	$1.59	$1.35	$1.66	$1.65	$1.66	$1.53	$1.70	$1.58	$1.68	$1.71	$1.60	$1.63	$1.59

CONFIDENTIAL COUNSEL
FBI 00856

Flowers Industries New Orleans - Monthly InfoScan Sales Analysis

Category - Class 2 - Soft Variety

Flowers New Orleans-Mobile	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks Ending Feb 8, 98	Latest 52 Weeks
Unit Share	8.0	6.0	5.4	6.9	4.7	4.1	4.2	6.4	4.0	4.9	4.2	3.8	4.7	4.0	4.8
ACV Weighted Distribution	95.3%	94.5%	94.9%	94.6%	94.4%	92.1%	92.1%	93.4%	94.5%	94.7%	96.5%	96.3%	97.1%	99.0%	99.0%
CTTN/MER/TAY/AUT GRAIN															
Units (000)	19	21	25	28	22	24	25	28	23	24	27	25	28	26	326
Dollars (000)	$25	$28	$32	$34	$26	$30	$30	$35	$31	$32	$37	$34	$39	$35	$422
Avg Price per Unit	$1.33	$1.30	$1.25	$1.24	$1.22	$1.24	$1.22	$1.25	$1.33	$1.36	$1.37	$1.37	$1.39	$1.34	$1.30
Unit Share	3.5	3.9	5.0	5.6	4.8	4.2	4.1	4.5	3.7	3.8	4.2	4.0	4.5	4.1	4.3
ACV Weighted Distribution	87.2%	86.4%	86.3%	87.8%	87.4%	87.8%	87.1%	86.2%	85.3%	86.0%	82.8%	87.3%	87.2%	83.0%	87.8%
COUNTRY HEARTH															
Units (000)	36	37	36	35	32	29	33	26	38	30	43	38	29	37	443
Dollars (000)	$61	$63	$58	$55	$51	$46	$53	$45	$60	$50	$64	$60	$50	$58	$714
Avg Price per Unit	$1.71	$1.70	$1.61	$1.57	$1.60	$1.60	$1.62	$1.71	$1.58	$1.66	$1.49	$1.59	$1.71	$1.58	$1.61
Unit Share	6.5	6.7	7.1	7.0	7.0	5.1	5.3	4.2	6.1	4.9	6.7	6.2	4.7	5.7	5.9
ACV Weighted Distribution	69.0%	68.8%	68.5%	71.0%	69.5%	66.2%	66.4%	74.8%	75.1%	73.9%	76.2%	76.1%	78.3%	76.8%	78.3%
Private Label															
Units (000)	132	132	113	110	100	158	193	205	196	192	207	201	204	204	2,214
Dollars (000)	$153	$149	$131	$126	$113	$159	$189	$199	$192	$186	$199	$195	$203	$206	$2,247
Avg Price per Unit	$1.16	$1.12	$1.15	$1.15	$1.13	$1.01	$.98	$.97	$.98	$.97	$.96	$.97	$1.00	$1.01	$1.01
Unit Share	24.0	24.2	22.4	22.1	22.0	28.0	31.4	32.8	31.3	30.9	32.2	32.8	33.1	31.8	29.3
ACV Weighted Distribution	87.3%	89.4%	86.8%	87.4%	87.5%	87.3%	87.2%	85.5%	85.8%	86.0%	85.9%	85.9%	85.4%	84.8%	89.4%

FBI 00857

CONFIDENTIAL COUNSEL ONLY

FBI 00858

CONFIDENTIAL COUNSEL

Category - Class 2 - Soft Variety

New Orleans-Mobile	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Unit Share	8.0	6.0	5.4	6.9	4.7	4.1	4.2	6.4	4.0	4.9	4.2	3.8	4.7	4.0	4.8
ACV Weighted Distribution	95.3%	94.5%	94.9%	94.6%	94.4%	92.1%	92.1%	93.4%	94.5%	94.7%	96.5%	96.3%	97.1%	99.0%	99.0%
CTTN/MER/TAY/AUT GRAIN															
Units (000)	19	21	25	28	22	24	25	28	23	24	27	25	28	26	325
Dollars (000)	$25	$28	$32	$34	$26	$30	$30	$35	$31	$32	$37	$34	$39	$35	$422
Avg Price per Unit	$1.33	$1.30	$1.25	$1.24	$1.22	$1.24	$1.22	$1.25	$1.33	$1.36	$1.37	$1.37	$1.39	$1.34	$1.30
Unit Share	3.5	3.9	5.0	5.6	4.8	4.2	4.1	4.5	3.7	3.8	4.2	4.0	4.5	4.1	4.3
ACV Weighted Distribution	87.2%	86.4%	86.3%	87.8%	87.4%	87.8%	87.1%	86.2%	85.3%	86.0%	82.8%	87.3%	87.2%	83.0%	87.8%
COUNTRY HEARTH															
Units (000)	36	37	36	35	32	29	33	26	38	30	43	38	29	37	443
Dollars (000)	$61	$63	$58	$55	$51	$46	$53	$45	$60	$50	$64	$60	$50	$58	$714
Avg Price per Unit	$1.71	$1.70	$1.61	$1.57	$1.60	$1.60	$1.62	$1.71	$1.58	$1.66	$1.49	$1.59	$1.71	$1.58	$1.61
Unit Share	6.5	6.7	7.1	7.0	7.0	5.1	5.3	4.2	6.1	4.9	6.7	6.2	4.7	5.7	5.9
ACV Weighted Distribution	69.0%	68.8%	68.5%	71.0%	69.5%	66.2%	66.4%	74.8%	75.1%	73.9%	76.2%	76.1%	78.3%	76.8%	78.3%
Private Label															
Units (000)	132	132	113	110	100	158	193	205	196	192	207	201	204	204	2,214
Dollars (000)	$153	$149	$131	$126	$113	$159	$189	$199	$192	$186	$199	$195	$203	$206	$2,247
Avg Price per Unit	$1.16	$1.12	$1.15	$1.15	$1.13	$1.01	$.98	$.97	$.98	$.97	$.96	$.97	$1.00	$1.01	$1.01
Unit Share	24.0	24.2	22.4	22.1	22.0	28.0	31.4	32.8	31.3	30.9	32.2	32.8	33.1	31.8	29.3
ACV Weighted Distribution	87.3%	89.4%	86.8%	87.4%	87.5%	87.3%	87.2%	85.5%	85.8%	86.0%	85.9%	85.9%	85.4%	84.8%	89.4%

Flowers Industries - New Orleans - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Flowers New Orleans-Mobile	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Unit Share	11.5	11.4	12.0	11.3	11.8	12.5	11.7	11.7	11.3	11.1	11.8	12.2	11.8	11.2	11.7
ACV Weighted Distribution	52.1%	52.2%	56.1%	61.1%	61.3%	61.1%	60.9%	59.7%	59.6%	59.6%	59.6%	59.9%	58.9%	58.8%	61.3%
ARNOLDS/OROWEAT															
Units (000)	11	12	11	10	9	10	10	10	10	10	11	10	12	13	141
Dollars (000)	$27	$30	$27	$25	$22	$24	$27	$26	$26	$26	$29	$27	$31	$34	$356
Avg Price per Unit	$2.45	$2.42	$2.45	$2.45	$2.42	$2.42	$2.57	$2.55	$2.59	$2.56	$2.59	$2.60	$2.61	$2.58	$2.53
Unit Share	2.6	3.0	3.1	2.7	2.6	2.8	2.7	2.7	2.8	2.8	2.9	2.7	2.9	3.4	2.9
ACV Weighted Distribution	46.8%	51.6%	51.6%	50.9%	49.0%	47.0%	47.0%	46.5%	48.4%	45.8%	45.8%	46.5%	45.3%	41.2%	51.6%
TTL PL/GENERIC															
Units (000)	176	169	140	154	149	145	157	159	143	144	150	144	157	150	1959
Dollars (000)	$218	$208	$176	$188	$178	$180	$194	$191	$178	$178	$187	$180	$201	$186	$2,424
Avg Price per Unit	$1.23	$1.23	$1.26	$1.22	$1.19	$1.25	$1.24	$1.20	$1.24	$1.24	$1.25	$1.26	$1.28	$1.24	$1.24
Unit Share	41.9	41.2	38.0	40.4	42.9	40.9	41.4	42.1	39.1	39.6	39.2	37.0	38.6	38.5	39.9
ACV Weighted Distribution	85.0%	84.2%	82.5%	84.3%	85.3%	66.4%	65.7%	63.9%	67.1%	67.9%	65.0%	64.9%	60.6%	66.0%	85.3%
TOTAL ALL OTHERS															
Units (000)	64	59	55	51	46	47	50	49	47	47	50	59	57	48	665
Dollars (000)	$97	$90	$84	$80	$75	$77	$81	$80	$79	$79	$83	$98	$97	$78	$1,080
Avg Price per Unit	$1.53	$1.53	$1.52	$1.58	$1.62	$1.62	$1.64	$1.64	$1.67	$1.66	$1.66	$1.67	$1.70	$1.64	$1.62
Unit Share	15.1	14.4	15.0	13.3	13.3	13.4	13.1	12.9	13.0	13.1	13.0	15.2	14.1	12.3	13.5
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

CONFIDENTIAL COUNSEL
ONLY

Flowers Industries New Orleans- Monthly InfoScan Sales Analysis

Category Class 3 - Specialty

Flowers New Orleans-Mobile	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks 98	Latest 52 Weeks
Unit Share	11.5	11.4	12.0	11.3	11.8	12.5	11.7	11.7	11.3	11.1	11.8	12.2	11.8	11.2	11.7
ACV Weighted Distribution	52.1%	52.2%	56.1%	61.1%	61.3%	61.1%	60.9%	59.7%	59.6%	59.6%	59.6%	59.9%	58.9%	58.8%	61.3%
ARNOLDS/OROWEAT															
Units (000)	11	12	11	10	9	10	10	10	10	10	11	10	12	13	141
Dollars (000)	$27	$30	$27	$25	$22	$24	$27	$26	$26	$26	$29	$27	$31	$34	$356
Avg Price per Unit	$2.45	$2.42	$2.45	$2.45	$2.42	$2.42	$2.57	$2.55	$2.59	$2.56	$2.59	$2.60	$2.61	$2.58	$2.53
Unit Share	2.6	3.0	3.1	2.7	2.6	2.8	2.7	2.7	2.8	2.8	2.9	2.7	2.9	3.4	2.9
ACV Weighted Distribution	46.8%	51.6%	51.6%	50.9%	49.0%	47.0%	47.0%	46.5%	48.4%	45.8%	45.8%	46.5%	45.3%	41.2%	51.6%
TTL PL/GENERIC															
Units (000)	176	169	140	154	149	145	157	159	143	144	150	144	157	150	1,959
Dollars (000)	$218	$208	$176	$188	$178	$180	$194	$191	$178	$178	$187	$180	$201	$186	$2,424
Avg Price per Unit	$1.23	$1.23	$1.26	$1.22	$1.19	$1.25	$1.24	$1.20	$1.24	$1.24	$1.25	$1.26	$1.28	$1.24	$1.24
Unit Share	41.9	41.2	38.0	40.4	42.9	40.9	41.4	42.1	39.1	39.6	39.2	37.0	38.6	38.5	39.9
ACV Weighted Distribution	85.0%	84.2%	82.5%	84.3%	85.3%	66.4%	65.7%	63.9%	67.1%	67.9%	65.0%	64.9%	60.6%	66.0%	85.3%
TOTAL ALL OTHERS															
Units (000)	64	59	55	51	46	47	50	49	47	47	50	59	57	48	665
Dollars (000)	$97	$90	$84	$80	$75	$77	$81	$80	$79	$79	$83	$98	$97	$78	$1,080
Avg Price per Unit	$1.53	$1.53	$1.52	$1.58	$1.62	$1.62	$1.64	$1.64	$1.67	$1.66	$1.66	$1.67	$1.70	$1.64	$1.62
Unit Share	15.1	14.4	15.0	13.3	13.3	13.4	13.1	12.9	13.0	13.1	13.0	15.2	14.1	12.3	13.5
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

CONFIDENTIAL COUNSEL ONLY

FBI 00860

Provalis New Orleans-Mobile

	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks 98	Latest 52 Weeks
Unit Share	11.5	11.4	12.0	11.3	11.8	12.5	11.7	11.7	11.3	11.1	11.8	12.2	11.8	11.2	11.7
ACV Weighted Distribution	52.1%	52.2%	56.1%	61.1%	61.3%	61.1%	60.9%	59.7%	59.6%	59.6%	59.6%	59.9%	58.9%	58.8%	61.3%
ARNOLDS/OROWEAT															
Units (000)	11	12	11	10	9	10	10	10	10	10	11	10	12	13	141
Dollars (000)	$27	$30	$27	$25	$22	$24	$27	$26	$26	$26	$29	$27	$31	$34	$356
Avg Price per Unit	$2.45	$2.42	$2.45	$2.45	$2.42	$2.42	$2.57	$2.55	$2.59	$2.56	$2.59	$2.60	$2.61	$2.58	$2.53
Unit Share	2.6	3.0	3.1	2.7	2.6	2.8	2.7	2.7	2.8	2.8	2.9	2.7	2.9	3.4	2.9
ACV Weighted Distribution	46.8%	51.6%	51.6%	50.9%	49.0%	47.0%	47.0%	46.5%	48.4%	45.8%	45.8%	46.5%	45.3%	41.2%	51.6%
TTL PL/GENERIC															
Units (000)	176	169	140	154	149	145	157	159	143	144	150	144	157	150	1,959
Dollars (000)	$218	$208	$176	$188	$178	$180	$194	$191	$178	$178	$187	$180	$201	$186	$2,424
Avg Price per Unit	$1.23	$1.23	$1.26	$1.22	$1.19	$1.25	$1.24	$1.20	$1.24	$1.24	$1.25	$1.26	$1.28	$1.24	$1.24
Unit Share	41.9	41.2	38.0	40.4	42.9	40.9	41.4	42.1	39.1	39.6	39.2	37.0	38.6	38.5	39.9
ACV Weighted Distribution	85.0%	84.2%	82.5%	84.3%	85.3%	66.4%	65.7%	63.9%	67.1%	67.9%	65.0%	64.9%	60.6%	66.0%	85.3%
TOTAL ALL OTHERS															
Units (000)	64	59	55	51	46	47	50	49	47	47	50	59	57	48	665
Dollars (000)	$97	$90	$84	$80	$75	$77	$81	$80	$79	$79	$83	$98	$97	$78	$1,080
Avg Price per Unit	$1.53	$1.53	$1.52	$1.58	$1.62	$1.62	$1.64	$1.64	$1.67	$1.66	$1.66	$1.67	$1.70	$1.64	$1.62
Unit Share	15.1	14.4	15.0	13.3	13.3	13.4	13.1	12.9	13.0	13.1	13.0	15.2	14.1	12.3	13.5
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

CONFIDENTIAL COUNSEL ONLY

FBI 00861

Flowers Industries New Orleans - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Flowers New Orleans-Mobile	4 Weeks Ending Feb 15, 97	4 Weeks Ending Mar 15, 97	4 Weeks Ending Apr 12, 97	4 Weeks Ending May 10, 97	4 Weeks Ending Jun 14, 97	4 Weeks Ending Jul 12, 97	4 Weeks Ending Aug 9, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
UNI CLASS 4 - BUNS															
Units (000)	551	485	514	577	654	762	922	647	753	571	583	469	490	562	8,175
Dollars (000)	$542	$478	$522	$595	$657	$737	$868	$682	$724	$612	$578	$508	$534	$600	$8,291
Avg Price per Unit	$0.97	$0.99	$1.00	$1.03	$1.00	$0.97	$0.94	$1.05	$0.96	$1.07	$0.99	$1.08	$1.09	$1.07	$1.01
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Flowers															
Units (000)	66	68	70	72	84	91	104	87	89	79	80	67	73	85	1,048
Dollars (000)	$135	$106	$109	$113	$133	$144	$164	$138	$139	$123	$127	$106	$116	$133	$1,651
Avg Price per Unit	$1.56	$1.56	$1.56	$1.57	$1.58	$1.58	$1.58	$1.58	$1.58	$1.57	$1.58	$1.58	$1.58	$1.58	$1.58
Unit Share	11.5	12.0	11.2	12.5	12.8	12.0	11.3	13.5	11.8	13.8	13.8	14.3	15.0	15.0	12.8
ACV Weighted Distribution	85.3%	84.8%	83.7%	84.6%	85.3%	85.2%	85.1%	86.6%	86.6%	85.8%	85.8%	85.8%	87.0%	87.0%	87.0%
TOTAL SUNBEAM															
Units (000)	48	39	41	45	55	61	68	59	61	49	47	44	50	57	676
Dollars (000)	$72	$59	$61	$65	$80	$88	$97	$85	$91	$75	$72	$68	$77	$86	$1,006
Avg Price per Unit	$1.51	$1.50	$1.49	$1.44	$1.45	$1.43	$1.44	$1.45	$1.51	$1.54	$1.54	$1.54	$1.54	$1.51	$1.49
Unit Share	6.4	7.0	6.5	7.8	8.5	8.0	7.4	9.1	8.0	8.6	8.0	9.5	10.2	10.1	8.3
ACV Weighted Distribution	79.1%	76.8%	86.8%	90.9%	96.4%	96.3%	94.6%	94.8%	95.0%	94.9%	95.2%	95.3%	95.2%	95.1%	96.4%
Smiths/Coppermill															
Units (000)	29	29	30	27	25	27	28	25	25	23	23	21	21	20	323
Dollars (000)	$50	$49	$50	$45	$42	$45	$47	$43	$44	$41	$40	$37	$36	$34	$554
Avg Price per Unit	$1.71	$1.68	$1.68	$1.67	$1.67	$1.68	$1.71	$1.76	$1.75	$1.75	$1.75	$1.74	$1.74	$1.75	$1.71
Unit Share	3.9	5.2	4.8	4.7	3.8	3.5	3.0	3.8	3.4	4.1	3.9	4.5	4.2	3.5	4.0
ACV Weighted Distribution	31.4%	31.5%	31.4%	30.6%	29.7%	29.8%	29.8%	29.9%	29.8%	29.5%	28.7%	28.7%	26.1%	26.3%	31.5%
Interstate															
Units (000)	19	18	16	14	11	14	15	12	11	9	9	8	8	10	128
Dollars (000)	$33	$29	$28	$25	$17	$19	$21	$19	$15	$16	$15	$15	$14	$18	$262
Avg Price per Unit	$1.71	$1.66	$1.70	$1.71	$1.61	$1.38	$1.39	$1.62	$1.33	$1.56	$1.72	$1.72	$1.72	$1.72	$1.60
Unit Share	2.5	3.1	2.6	2.5	1.7	1.8	1.7	1.8	1.5	1.9	1.5	1.8	1.7	1.8	1.5

CONFIDENTIAL COUNSEL ONLY
FBI 00862

Industries New Orlea Monthly InfoScan Sales Analysis

Flowers Industries New Orleans - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Flowers New Orleans-Mobile	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
ACV Weighted Distribution	73.5%	72.5%	69.9%	56.0%	53.7%	52.2%	43.9%	43.4%	48.2%	42.5%	35.4%	39.2%	35.4%	39.0%	72.5%
Inbo/Colonial															
Units (000)	21	22	26	25	28	27	34	28	27	24	20	19	22	21	322
Dollars (000)	$28	$28	$34	$31	$35	$34	$44	$36	$37	$33	$27	$26	$29	$28	$423
Avg Price per Unit	$1.30	$1.31	$1.31	$1.22	$1.27	$1.28	$1.29	$1.26	$1.37	$1.38	$1.34	$1.37	$1.33	$1.37	$1.31
Unit Share	2.9	3.8	4.2	4.4	4.2	3.5	3.7	4.4	3.6	4.2	3.5	4.1	4.5	3.6	3.9
ACV Weighted Distribution	18.9%	19.2%	19.1%	19.0%	17.1%	17.1%	17.6%	18.4%	17.8%	17.8%	17.7%	17.5%	17.4%	19.4%	19.4%
TAL PRIVATE LABEL															
Units (000)	522	361	404	366	422	500	623	400	507	364	387	295	301	352	5,281
Dollars (000)	$376	$271	$296	$280	$312	$358	$436	$315	$356	$293	$275	$238	$241	$275	$3,946
Avg Price per Unit	$.72	$.75	$.73	$.76	$.74	$.72	$.70	$.79	$.70	$.81	$.71	$.81	$.80	$.78	$.75
Unit Share	69.5	64.1	64.9	63.5	64.5	65.6	67.6	61.8	67.3	63.7	66.4	63.0	61.4	62.7	64.6
ACV Weighted Distribution	99.6%	99.6%	98.9%	99.6%	99.3%	99.3%	99.6%	97.8%	97.7%	97.7%	97.7%	97.7%	98.0%	98.0%	99.6%

CONFIDENTIAL COUNSEL ONLY

FBI 00863

Flowers Industries New Orleans - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Flowers New Orleans-Mobile	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 5 - ROLLS															
Units (000)	213	200	279	190	184	184	183	202	206	223	274	649	549	221	3,544
Dollars (000)	$305	$282	$333	$269	$260	$261	$263	$279	$284	$290	$340	$597	$572	$300	$4,330
Avg Price per Unit	$1.43	$1.41	$1.19	$1.41	$1.42	$1.42	$1.44	$1.38	$1.38	$1.30	$1.24	$.92	$1.04	$1.36	$1.22
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Flowers															
Units (000)	11	10	10	9	10	8	9	11	11	12	15	45	45	18	213
Dollars (000)	$16	$15	$15	$13	$14	$13	$14	$19	$19	$21	$24	$70	$71	$29	$337
Avg Price per Unit	$1.53	$1.51	$1.52	$1.51	$1.52	$1.51	$1.57	$1.65	$1.65	$1.65	$1.64	$1.54	$1.60	$1.66	$1.58
Unit Share	5.1	4.9	3.6	4.6	5.2	4.5	4.9	5.6	5.6	5.6	5.3	7.0	8.1	8.0	6.0
ACV Weighted Distribution	75.1%	74.0%	71.2%	71.9%	74.6%	74.5%	72.6%	71.5%	74.2%	74.4%	77.2%	85.4%	86.5%	78.1%	86.5%
TOTAL SUNBEAM															
Units (000)	6	6	7	5	7	10	7	7	8	7	9	24	22	10	129
Dollars (000)	$9	$9	$11	$8	$11	$15	$11	$10	$12	$11	$13	$34	$33	$15	$193
Avg Price per Unit	$1.52	$1.51	$1.45	$1.47	$1.51	$1.50	$1.53	$1.55	$1.53	$1.53	$1.54	$1.44	$1.47	$1.53	$1.49
Unit Share	2.8	3.0	2.6	2.8	3.9	5.3	4.0	3.3	3.7	3.1	3.2	3.7	4.1	4.5	3.6
ACV Weighted Distribution	75.4%	74.4%	72.7%	73.6%	82.5%	82.3%	82.2%	82.8%	80.9%	80.5%	83.7%	83.6%	85.7%	85.7%	85.7%
Interstate															
Units (000)	6	6	6	6	4	4	5	5	6	6	6	6	6	7	73
Dollars (000)	$10	$9	$10	$10	$7	$7	$8	$8	$9	$9	$10	$9	$9	$11	$117
Avg Price per Unit	$1.65	$1.64	$1.64	$1.64	$1.61	$1.61	$1.61	$1.62	$1.62	$1.62	$1.62	$1.61	$1.58	$1.59	$1.62
Unit Share	2.7	2.8	2.1	3.1	2.3	2.4	2.8	2.5	2.7	2.6	2.2	0.9	1.1	3.2	2.0
ACV Weighted Distribution	42.8%	49.4%	50.1%	54.7%	44.4%	42.5%	44.0%	42.9%	45.1%	41.8%	42.2%	42.2%	43.4%	45.8%	54.7%
Rainbo/Colonial															
Units (000)	9	10	12	10	9	8	9	10	8	8	8	12	13	8	125
Dollars (000)	$14	$16	$18	$15	$14	$12	$14	$17	$13	$13	$13	$19	$19	$12	$197
Avg Price per Unit	$1.54	$1.57	$1.50	$1.58	$1.58	$1.57	$1.58	$1.64	$1.63	$1.63	$1.61	$1.52	$1.47	$1.60	$1.57
Unit Share	4.4	5.2	4.4	5.0	4.9	4.0	4.7	5.2	4.0	3.6	3.0	1.9	2.4	3.4	3.5

CONFIDENTIAL COUNSEL ONLY

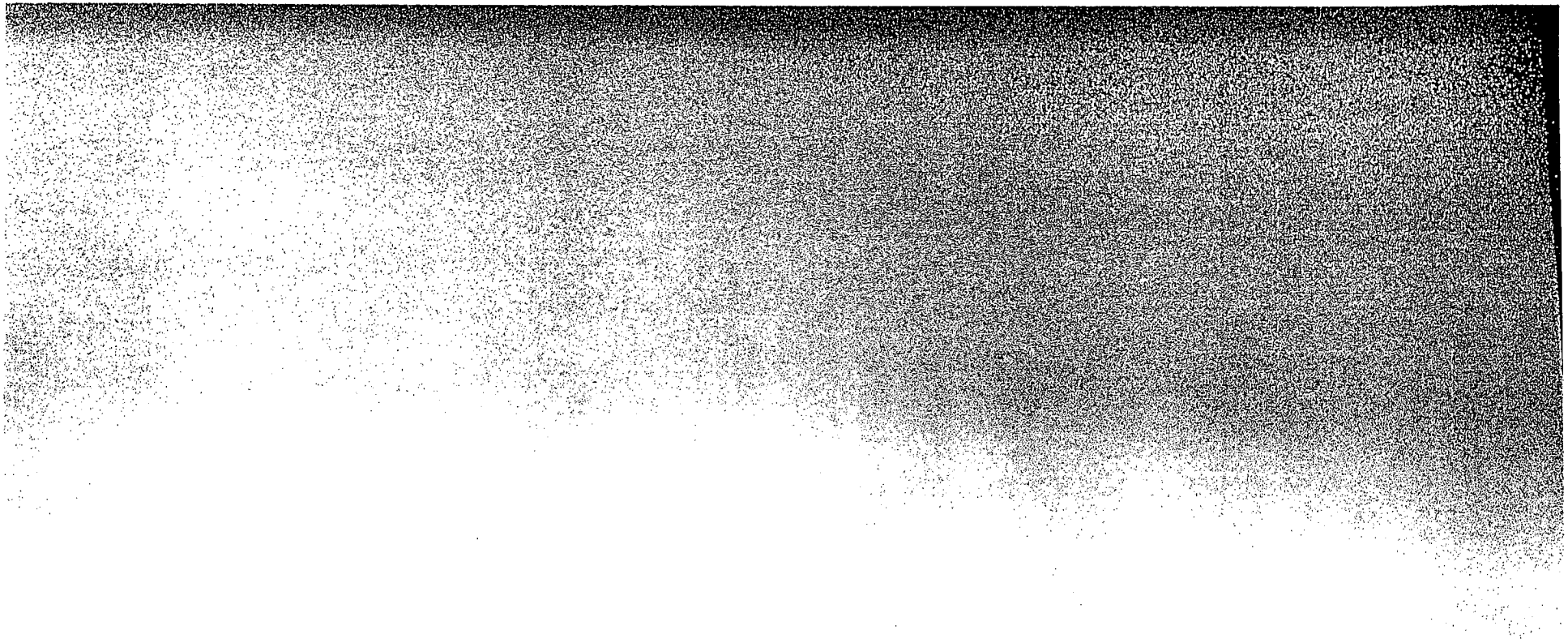
FBI 00864

Flowers Industries New Orleans - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

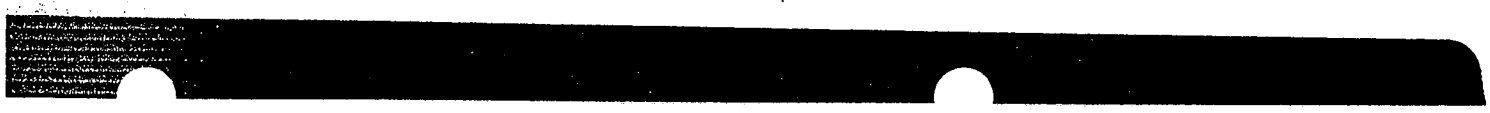
Flowers New Orleans-Mobile	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
ACV Weighted Distribution	9.5%	7.7%	16.0%	11.9%	10.8%	10.8%	11.2%	14.0%	11.4%	13.4%	13.2%	13.4%	13.2%	15.6%	16.0%
TTL PL/GENERIC															
Units (000)	69	68	131	55	56	54	57	52	57	77	115	419	318	65	1,521
Dollars (000)	$64	$62	$93	$49	$51	$50	$51	$49	$52	$62	$91	$248	$215	$56	$1,128
Avg Price per Unit	$.93	$.91	$.71	$.90	$.92	$.94	$.90	$.94	$.91	$.81	$.79	$.59	$.68	$.86	$.74
Unit Share	32.5	33.8	46.9	28.7	30.4	29.2	30.9	25.8	27.4	34.3	41.9	64.5	57.9	29.2	42.9
ACV Weighted Distribution	99.5%	99.4%	98.6%	99.1%	99.1%	99.0%	99.5%	97.6%	97.6%	97.5%	97.6%	97.6%	97.6%	97.6%	99.5%

CONFIDENTIAL COUNSEL ONLY



CONFIDENTIAL COUNSEL
ONLY

FBI 00866



Houston

Flower Industries Houston - Monthly InfoScan Sales Analysis

Category: White, Soft Variety & Specialty

Flowers Houston	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Category - Fresh Bread															
Dollars (000)	$5,689	$5,649	$5,642	$5,917	$5,925	$6,060	$6,015	$6,144	$5,858	$5,952	$5,961	$5,723	$5,909	$5,851	$76,606
Dollar Share, Bread Ctgry	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Flowers															
Dollars (000)	$1,185	$1,239	$1,290	$1,280	$1,259	$1,259	$1,259	$1,354	$1,246	$1,230	$1,231	$1,109	$1,199	$1,262	$16,217
Dollar Share, Bread Ctgry	20.8	21.9	22.9	21.6	21.2	20.8	20.9	22.0	21.3	20.7	20.7	19.4	20.3	21.6	21.2
Mrs. Bairds															
Dollars (000)	$1,354	$1,327	$1,386	$1,454	$1,485	$1,549	$1,587	$1,582	$1,556	$1,527	$1,501	$1,440	$1,474	$1,450	$19,317
Dollar Share, Bread Ctgry	23.8	23.5	24.6	24.6	25.1	25.6	26.4	25.7	26.6	25.7	25.2	25.2	24.9	24.8	25.2
Earth Grains Co.															
Dollars (000)	$711	$676	$600	$634	$643	$688	$687	$729	$659	$675	$732	$724	$698	$686	$8,831
Dollar Share, Bread Ctgry	12.5	12.0	10.6	10.7	10.9	11.4	11.4	11.9	11.2	11.3	12.3	12.6	11.8	11.7	11.5
Pepperidge Farms															
Dollars (000)	$199	$224	$217	$250	$252	$234	$230	$237	$244	$263	$258	$251	$267	$259	$3,188
Dollar Share, Bread Ctgry	3.5	4.0	3.9	4.2	4.3	3.9	3.8	3.9	4.2	4.4	4.3	4.4	4.5	4.4	4.2
Arnold Oroweat															
Dollars (000)	$266	$280	$254	$315	$257	$295	$241	$293	$276	$252	$270	$268	$287	$302	$3,591
Dollar Share, Bread Ctgry	4.7	5.0	4.5	5.3	4.3	4.9	4.0	4.8	4.7	4.2	4.5	4.7	4.9	5.2	4.7
Private Label															
Dollars (000)	$1,550	$1,488	$1,458	$1,544	$1,537	$1,556	$1,528	$1,472	$1,407	$1,535	$1,510	$1,445	$1,493	$1,458	$19,430
Dollar Share, Bread Ctgry	27.2	26.3	25.8	26.1	25.9	25.7	25.4	24.0	24.0	25.8	25.3	25.2	25.3	24.9	25.4
Houston - All Other															
Dollars (000)	$299	$300	$313	$318	$371	$338	$338	$323	$306	$297	$310	$328	$360	$316	$4,217
Dollar Share, Bread Ctgry	5.3	5.3	5.5	5.4	6.3	5.6	5.6	5.3	5.2	5.0	5.2	5.7	6.1	5.4	5.5

CONFIDENTIAL COUNSEL ONLY

FBI 00867

Flowers Industries Houston - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Flowers Houston	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 1 - WHITE															
Units (000)	2,622	2,594	2,627	2,708	2,809	2,921	2,969	3,045	2,988	2,847	2,719	2,758	2,802	2,716	36,504
Dollars (000)	$2,615	$2,557	$2,578	$2,655	$2,735	$2,845	$2,885	$2,988	$2,788	$2,765	$2,709	$2,702	$2,701	$2,643	$35,552
Avg Price per Unit	$1.00	$.99	$.98	$.98	$.97	$.97	$.97	$.98	$.93	$.97	$1.00	$.98	$.96	$.97	$.97
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Flowers SB,WW,FL															
Units (000)	694	676	733	742	744	771	787	797	715	709	685	671	675	698	9,403
Dollars (000)	$746	$727	$776	$786	$776	$804	$822	$875	$754	$752	$732	$706	$706	$721	$9,935
Avg Price per Unit	$1.08	$1.08	$1.06	$1.06	$1.04	$1.04	$1.04	$1.10	$1.05	$1.06	$1.07	$1.05	$1.05	$1.03	$1.06
Unit Share	26.5	26.1	27.9	27.4	26.5	26.4	26.5	26.2	23.9	24.9	25.2	24.3	24.1	25.7	25.8
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TTL MRS BAIRD'S															
Units (000)	614	662	710	702	702	739	773	803	974	821	772	756	868	807	10,089
Dollars (000)	$763	$749	$793	$795	$801	$829	$868	$898	$933	$899	$870	$855	$898	$871	$11,058
Avg Price per Unit	$1.24	$1.13	$1.12	$1.13	$1.14	$1.12	$1.12	$1.12	$.96	$1.09	$1.13	$1.13	$1.03	$1.08	$1.10
Unit Share	23.4	25.5	27.0	25.9	25.0	25.3	26.1	26.4	32.6	28.8	28.4	27.4	31.0	29.7	27.6
ACV Weighted Distribution	97.6%	97.6%	97.6%	97.7%	97.7%	97.7%	97.7%	97.8%	97.8%	97.8%	97.8%	97.7%	97.8%	97.8%	97.8%
Rainbo															
Units (000)	315	297	239	279	274	318	321	367	278	292	341	351	303	319	3,978
Dollars (000)	$318	$303	$251	$284	$296	$333	$336	$384	$297	$304	$356	$348	$308	$325	$4,125
Avg Price per Unit	$1.01	$1.02	$1.05	$1.02	$1.08	$1.05	$1.05	$1.04	$1.07	$1.04	$1.04	$.99	$1.02	$1.02	$1.04
Unit Share	12.0	11.4	9.1	10.3	9.8	10.9	10.8	12.1	9.3	10.2	12.5	12.7	10.8	11.7	10.9
ACV Weighted Distribution	96.0%	96.5%	96.5%	96.4%	96.8%	96.8%	96.3%	96.4%	96.5%	96.4%	96.5%	96.5%	96.6%	96.6%	96.6%
Private Label															
Units (000)	914	869	839	881	914	940	966	962	907	923	894	889	970	876	11,981
Dollars (000)	$679	$664	$638	$673	$686	$716	$721	$701	$679	$841	$812	$680	$697	$628	$8,516
Avg Price per Unit	$.74	$.76	$.76	$.76	$.75	$.76	$.75	$.73	$.75	$.91	$.91	$.77	$.72	$.72	$.71

CONFIDENTIAL COUNSEL ONLY

FBI 00868

Flowers Industries Houston - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Flowers Houston	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 4 - BUNS															
Units (000)	831	841	937	937	1,108	1,151	1,293	1,011	1,106	874	918	715	746	816	12,454
Dollars (000)	$912	$926	$965	$1,002	$1,126	$1,188	$1,248	$1,049	$1,081	$930	$952	$782	$826	$878	$12,963
Avg Price per Unit	$1.10	$1.10	$1.03	$1.07	$1.02	$1.03	$.97	$1.04	$.98	$1.06	$1.04	$1.09	$1.11	$1.08	$1.04
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Flowers															
Units (000)	41	42	50	53	61	77	78	66	52	47	42	37	40	42	686
Dollars (000)	$59	$64	$72	$81	$83	$91	$88	$81	$80	$71	$64	$56	$62	$64	$958
Avg Price per Unit	$1.43	$1.51	$1.44	$1.53	$1.38	$1.19	$1.13	$1.23	$1.54	$1.52	$1.53	$1.54	$1.53	$1.51	$1.40
Unit Share	5.0	5.0	5.3	5.6	5.5	6.7	6.0	6.5	4.7	5.4	4.5	5.1	5.4	5.2	5.5
ACV Weighted Distribution	45.6%	52.1%	52.0%	52.3%	52.2%	59.0%	59.3%	59.7%	59.0%	58.9%	56.4%	56.5%	56.6%	56.1%	69.7%
Mrs Bairds															
Units (000)	154	150	161	137	155	165	174	163	149	125	117	110	118	123	1,848
Dollars (000)	$237	$232	$245	$212	$224	$231	$242	$227	$217	$194	$179	$169	$183	$189	$2,744
Avg Price per Unit	$1.54	$1.54	$1.52	$1.54	$1.45	$1.40	$1.39	$1.39	$1.46	$1.55	$1.54	$1.53	$1.54	$1.54	$1.48
Unit Share	18.6	17.8	17.2	14.7	14.0	14.3	13.5	16.1	13.5	14.3	12.7	15.4	15.9	15.0	14.8
ACV Weighted Distribution	97.6%	97.6%	97.6%	97.7%	97.7%	97.7%	97.7%	97.8%	97.8%	97.8%	97.8%	97.7%	97.8%	97.8%	97.8%
Roman Meal															
Units (000)	14	15	15	15	18	18	17	17	17	15	16	14	14	15	205
Dollars (000)	$23	$23	$24	$24	$28	$28	$27	$26	$27	$24	$25	$22	$23	$23	$323
Avg Price per Unit	$1.58	$1.58	$1.58	$1.58	$1.58	$1.57	$1.57	$1.57	$1.57	$1.57	$1.56	$1.56	$1.57	$1.56	$1.57
Unit Share	1.7	1.8	1.6	1.6	1.6	1.5	1.3	1.7	1.5	1.8	1.7	1.9	1.9	1.8	1.7
ACV Weighted Distribution	69.2%	68.7%	69.5%	70.1%	75.8%	72.1%	67.0%	67.9%	69.1%	71.0%	70.7%	71.8%	73.5%	69.7%	75.8%
Rainbo/Colonial															
Units (000)	96	96	96	101	135	155	181	131	147	120	112	105	107	116	1,603
Dollars (000)	$124	$131	$135	$144	$176	$193	$218	$164	$174	$151	$140	$129	$135	$147	$2,098
Avg Price per Unit	$1.30	$1.36	$1.40	$1.42	$1.31	$1.25	$1.21	$1.25	$1.18	$1.27	$1.26	$1.23	$1.25	$1.27	$1.27
Unit Share	11.5	11.5	10.3	10.8	12.2	13.4	14.0	12.9	13.3	13.7	12.2	14.7	14.4	14.2	12.9

CONFIDENTIAL COUNSEL ONLY
FBI 00874

Houston - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Flowers, Houston	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Unit Share	8.0	8.0	7.9	8.0	8.1	7.9	8.5	8.3	8.0	7.7	8.3	7.9	8.0	7.5	8.0
ACV Weighted Distribution	90.4%	93.9%	91.7%	92.7%	92.9%	92.9%	93.0%	93.2%	93.4%	93.3%	94.8%	94.9%	95.0%	95.1%	95.1%
TOTAL MRS BAIRDS															
Units (000)	25	25	26	27	29	26	26	27	25	26	25	22	24	25	333
Dollars (000)	$49	$49	$49	$53	$55	$51	$51	$53	$51	$52	$49	$43	$46	$49	$651
Avg Price per Unit	$1.94	$1.96	$1.93	$1.93	$1.91	$1.94	$1.93	$1.98	$2.02	$1.99	$1.99	$1.98	$1.87	$1.98	$1.95
Unit Share	4.4	4.1	4.4	4.2	4.6	4.1	4.4	4.3	4.2	4.3	3.9	3.5	3.6	3.8	4.1
ACV Weighted Distribution	91.8%	91.7%	91.7%	97.5%	97.4%	97.4%	97.3%	96.6%	96.7%	96.6%	96.8%	96.8%	96.8%	93.7%	97.5%
TTL PL/GENERIC															
Units (000)	184	194	186	203	211	202	197	191	193	212	215	212	224	236	2,676
Dollars (000)	$217	$231	$220	$240	$249	$236	$236	$207	$222	$250	$260	$258	$273	$288	$3,169
Avg Price per Unit	$1.18	$1.19	$1.18	$1.18	$1.18	$1.17	$1.20	$1.09	$1.15	$1.18	$1.21	$1.22	$1.22	$1.22	$1.18
Unit Share	31.9	32.1	32.2	31.4	33.4	31.9	33.0	30.8	31.5	34.7	34.4	34.2	33.5	36.3	33.0
ACV Weighted Distribution	69.1%	66.4%	68.5%	67.7%	67.0%	67.6%	65.8%	63.6%	61.9%	67.7%	67.4%	67.9%	69.0%	69.1%	69.1%
TOTAL ALL OTHERS															
Units (000)	84	81	81	79	76	76	80	71	70	66	68	75	85	64	972
Dollars (000)	$154	$148	$149	$146	$141	$141	$149	$135	$132	$126	$131	$146	$168	$128	$1,840
Avg Price per Unit	$1.84	$1.82	$1.83	$1.86	$1.85	$1.86	$1.86	$1.89	$1.89	$1.91	$1.92	$1.95	$1.98	$2.01	$1.89
Unit Share	14.5	13.4	14.1	12.1	12.1	12.0	13.4	11.5	11.5	10.8	11.0	12.0	12.6	9.8	12.0
ACV Weighted Distribution	96.7%	98.3%	100.0%	96.7%	97.7%	97.8%	97.9%	98.0%	96.8%	98.0%	97.8%	98.0%	98.1%	98.1%	100.0%

CONFIDENTIAL COUNSEL
ONLY

FBI 00873

Flowers Industries Houston - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Flowers Houston

	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
CLASS 3 - SPECIALTY															
Units (000)	578	605	579	647	631	633	597	621	611	611	623	620	670	651	8,099
Dollars (000)	$1,015	$1,064	$1,020	$1,149	$1,108	$1,106	$1,059	$1,080	$1,079	$1,091	$1,125	$1,117	$1,207	$1,178	$14,382
Avg Price per Unit	$1.76	$1.76	$1.76	$1.77	$1.76	$1.75	$1.77	$1.74	$1.77	$1.79	$1.81	$1.80	$1.80	$1.81	$1.78
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
COBBLESTONE MILL															
Units (000)	19	19	20	21	23	23	22	22	25	25	24	26	32	24	307
Dollars (000)	$38	$38	$40	$41	$47	$45	$45	$46	$51	$48	$48	$49	$56	$49	$603
Avg Price per Unit	$1.97	$2.01	$2.00	$1.99	$2.01	$1.99	$2.04	$2.05	$2.04	$1.92	$2.02	$1.86	$1.77	$2.00	$1.97
Unit Share	3.3	3.1	3.4	3.2	3.7	3.6	3.7	3.6	4.1	4.1	3.8	4.3	4.7	3.7	3.8
ACV Weighted Distribution	71.1%	71.0%	71.3%	73.9%	76.9%	77.1%	77.4%	77.0%	76.6%	78.2%	78.4%	80.3%	80.9%	78.9%	80.9%
ARN/ORO/FRAN/S-MD															
Units (000)	125	133	119	147	122	147	111	146	134	113	122	121	128	135	1,677
Dollars (000)	$265	$280	$252	$314	$257	$295	$241	$293	$276	$252	$270	$268	$287	$302	$3,589
Avg Price per Unit	$2.12	$2.09	$2.12	$2.14	$2.11	$2.01	$2.17	$2.01	$2.07	$2.23	$2.22	$2.23	$2.25	$2.24	$2.14
Unit Share	21.7	22.1	20.6	22.7	19.3	23.1	18.6	23.5	21.9	18.5	19.5	19.5	19.1	20.7	20.7
ACV Weighted Distribution	73.6%	73.9%	74.0%	73.5%	73.9%	73.8%	71.4%	71.0%	70.7%	71.8%	81.1%	83.3%	84.1%	84.5%	84.5%
TTL PEPPERIDGE FARM															
Units (000)	93	104	101	119	117	108	107	110	114	120	116	114	123	118	1,470
Dollars (000)	$199	$224	$217	$250	$252	$234	$230	$237	$244	$263	$258	$251	$267	$259	$3,188
Avg Price per Unit	$2.14	$2.16	$2.15	$2.11	$2.16	$2.17	$2.14	$2.15	$2.15	$2.20	$2.22	$2.20	$2.18	$2.20	$2.17
Unit Share	16.1	17.1	17.5	18.3	18.5	17.1	18.0	17.8	18.6	19.6	18.7	18.5	18.3	18.1	18.2
ACV Weighted Distribution	77.5%	77.9%	78.4%	75.4%	71.2%	75.1%	74.9%	77.7%	77.6%	78.4%	76.9%	79.3%	79.7%	79.7%	79.7%
TOTAL EARTH GRAINS															
Units (000)	46	49	46	52	51	50	51	51	49	47	52	49	53	49	648
Dollars (000)	$91	$95	$92	$104	$104	$101	$103	$104	$99	$95	$104	$98	$108	$100	$1,305
Avg Price per Unit	$1.96	$1.95	$2.02	$2.00	$2.03	$2.02	$2.02	$2.03	$2.02	$2.02	$2.01	$2.01	$2.03	$2.05	$2.02

CONFIDENTIAL COUNSEL ONLY

Flowers Industries Houston - Monthly InfoScan Sales Analysis

Category : Class 2 - Soft Variety

Flowers Houston	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
ACV Weighted Distribution	97.7%	98.2%	98.1%	98.3%	98.5%	98.0%	98.0%	98.0%	98.0%	98.0%	98.3%	98.3%	98.6%	98.6%	98.6%
Private Label															
Units (000)	556	513	531	570	531	541	516	520	481	540	567	484	490	515	6,801
Dollars (000)	$611	$560	$577	$604	$576	$581	$546	$545	$487	$575	$590	$492	$530	$527	$7,191
Avg Price per Unit	$1.10	$1.09	$1.09	$1.06	$1.09	$1.07	$1.06	$1.05	$1.01	$1.06	$1.04	$1.02	$1.08	$1.02	$1.06
Unit Share	35.1	32.7	34.3	35.6	34.4	33.3	32.2	32.1	29.3	32.2	34.2	32.4	31.5	31.2	32.7
ACV Weighted Distribution	97.4%	97.9%	98.1%	97.5%	97.0%	97.2%	96.9%	97.1%	96.9%	98.8%	98.8%	98.8%	98.5%	98.8%	98.8%

CONFIDENTIAL COUNSEL ONLY

FBI 00871

Flowers Industries Houston - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Flowers Houston	4 Weeks Ending Feb 9, '97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks Ending Feb 8, 98	52 Weeks Ending Feb 8, 98
CLASS 2 - SOFT VARIETY															
Units (000)	1,586	1,569	1,548	1,601	1,542	1,627	1,600	1,621	1,642	1,681	1,660	1,498	1,557	1,662	82,316
Dollars (000)	$1,955	$1,927	$1,941	$1,989	$1,945	$2,001	$1,964	$1,972	$1,898	$2,000	$2,029	$1,814	$1,885	$1,922	$102,281
Avg Price per Unit	$1.23	$1.23	$1.25	$1.24	$1.26	$1.23	$1.23	$1.22	$1.16	$1.19	$1.22	$1.21	$1.21	$1.16	$1.24
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Natures Own															
Units (000)	368	447	438	428	408	396	396	467	487	481	466	382	472	528	25,798
Dollars (000)	$499	$562	$572	$558	$537	$517	$503	$567	$589	$587	$596	$499	$558	$609	$27,265
Avg Price per Unit	$1.35	$1.26	$1.31	$1.30	$1.31	$1.31	$1.27	$1.21	$1.21	$1.22	$1.28	$1.31	$1.18	$1.15	$1.25
Unit Share	23.2	28.5	28.3	26.7	26.5	24.3	24.7	28.8	29.6	28.6	28.1	25.5	30.3	31.9	27.9
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
MRS BAIRDS/LESS															
Units (000)	385	366	362	407	415	477	470	431	449	415	390	389	361	373	21,366
Dollars (000)	$513	$503	$517	$578	$592	$640	$639	$601	$544	$547	$555	$517	$502	$501	$27,236
Avg Price per Unit	$1.33	$1.37	$1.43	$1.42	$1.43	$1.34	$1.36	$1.39	$1.21	$1.32	$1.42	$1.33	$1.39	$1.34	$1.36
Unit Share	24.3	23.3	23.4	25.4	26.9	29.3	29.3	26.6	27.4	24.7	23.5	26.0	23.2	22.5	26.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.9%	99.9%	99.9%	99.9%	99.9%	100.0%	100.0%
Rainbo/Colonial															
Units (000)	140	111	100	100	95	95	101	95	123	113	116	114	118	99	5,577
Dollars (000)	$169	$139	$134	$127	$128	$126	$132	$125	$152	$145	$145	$147	$149	$121	$6,911
Avg Price per Unit	$1.21	$1.25	$1.33	$1.28	$1.34	$1.32	$1.30	$1.32	$1.24	$1.28	$1.26	$1.29	$1.27	$1.22	$1.24
Unit Share	8.8	7.1	6.5	6.2	6.2	5.8	6.3	5.9	7.5	6.7	7.0	7.6	7.6	6.0	6.8
ACV Weighted Distribution	96.0%	96.5%	96.5%	96.4%	96.8%	96.8%	96.3%	96.4%	96.5%	96.2%	96.2%	96.2%	96.2%	96.0%	96.0%
Roman Meal															
Units (000)	86	88	74	66	64	79	66	68							
Dollars (000)	$113	$119	$104	$100	$95	$110	$98	$106							
Avg Price per Unit	$1.31	$1.35	$1.40	$1.51	$1.51	$1.39	$1.50	$1.56							
Unit Share	5.4	5.6	4.8	4.1	4.1	4.9	4.1	4.2							

CONFIDENTIAL COUNSEL ONLY

FBI 00870

Flowers Industries Houston - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Flowers Houston

4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
34.9	33.5	31.9	32.5	32.5	32.2	32.5	31.6	30.4	32.4	30.7	32.2	31.0	30.0	31.8
99.1%	100.0%	100.0%	99.1%	99.1%	99.1%	99.1%	99.1%	99.1%	99.1%	99.0%	99.1%	99.1%	99.1%	100.0%

CONFIDENTIAL COUNSEL ONLY

FBI 00869

Flowers Industries Houston - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Flowers Houston	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
TTL CLASS 5 - ROLLS															
Units (000)	371	342	461	351	367	343	340	328	321	330	373	1,160	946	330	5,991
Dollars (000)	$503	$472	$580	$504	$535	$488	$482	$479	$471	$483	$520	$1,164	$1,040	$470	$7,689
Avg Price per Unit	$1.36	$1.38	$1.26	$1.44	$1.46	$1.42	$1.42	$1.46	$1.46	$1.46	$1.39	$1.00	$1.10	$1.42	$1.28
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	99.1%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Flowers															
Units (000)	20	18	22	22	22	24	24	26	28	29	33	58	51	31	388
Dollars (000)	$34	$33	$39	$40	$40	$43	$44	$48	$52	$54	$60	$96	$85	$56	$690
Avg Price per Unit	$1.72	$1.78	$1.78	$1.84	$1.79	$1.84	$1.83	$1.86	$1.84	$1.85	$1.83	$1.65	$1.67	$1.81	$1.78
Unit Share	5.3	5.4	4.8	6.1	6.1	6.9	7.1	7.8	8.8	8.8	8.8	5.0	5.4	9.4	6.5
ACV Weighted Distribution	56.1%	56.3%	55.8%	59.1%	65.4%	68.9%	67.7%	68.8%	73.7%	75.1%	77.0%	76.7%	77.9%	77.8%	77.9%
Mrs. Bairds															
Units (000)	32	34	39	37	37	34	35	36	36	35	37	71	57	31	518
Dollars (000)	$52	$55	$63	$59	$59	$55	$56	$58	$58	$57	$58	$115	$92	$50	$835
Avg Price per Unit	$1.62	$1.61	$1.61	$1.61	$1.60	$1.60	$1.60	$1.61	$1.61	$1.61	$1.60	$1.63	$1.62	$1.60	$1.61
Unit Share	8.7	9.9	8.4	10.4	10.1	10.0	10.2	11.0	11.2	10.7	9.8	6.1	6.0	9.5	8.7
ACV Weighted Distribution	95.7%	94.9%	95.6%	95.2%	95.0%	96.8%	96.8%	96.8%	94.8%	96.4%	96.8%	96.8%	96.9%	96.9%	96.9%
Rainbo/Colonial															
Units (000)	6	5	5	4	4	4	4	4	4	3	4	21	15	5	81
Dollars (000)	$8	$7	$6	$5	$6	$5	$6	$6	$5	$5	$6	$32	$22	$7	$118
Avg Price per Unit	$1.28	$1.36	$1.43	$1.43	$1.46	$1.46	$1.47	$1.46	$1.41	$1.45	$1.42	$1.49	$1.49	$1.50	$1.46
Unit Share	1.6	1.4	1.0	1.0	1.1	1.1	1.1	1.2	1.1	1.0	1.1	1.8	1.6	1.4	1.3
ACV Weighted Distribution	38.9%	31.0%	26.1%	27.0%	28.9%	28.9%	27.2%	27.7%	27.9%	27.4%	33.6%	69.0%	63.4%	43.7%	69.0%
Private Label															
Units (000)	208	184	276	184	187	179	174	160	155	165	202	812	599	166	3,444
Dollars (000)	$230	$202	$284	$217	$230	$207	$199	$190	$186	$194	$223	$654	$543	$183	$3,491
Avg Price per Unit	$1.10	$1.10	$1.95	$1.18	$1.23	$1.15	$1.14	$1.19	$1.20	$1.17	$1.10	$.81	$.91	$1.11	$1.01

CONFIDENTIAL COUNSEL ONLY

Source: In

FBI 00876

96

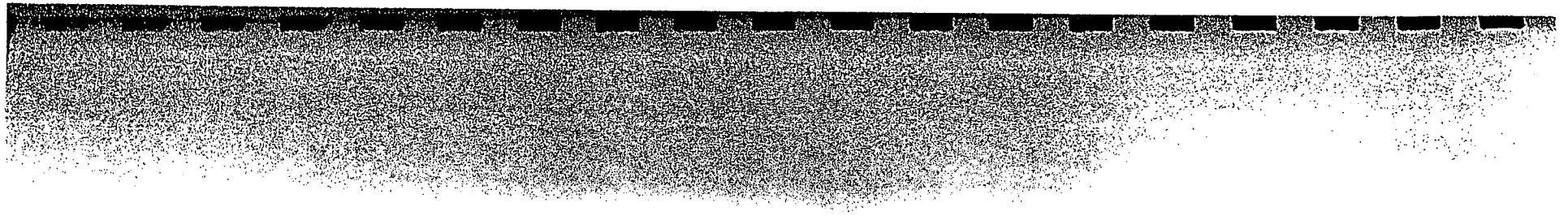
Flowers Industries Houston - Monthly InfoScan Sales Analysis

Category - Class 4 - Buns

Flowers Houston	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
ACV Weighted Distribution	92.2%	92.6%	92.6%	91.7%	93.3%	95.4%	93.8%	91.6%	93.8%	91.7%	89.9%	90.0%	89.9%	87.8%	95.4%
Private Label															
Units (000)	469	480	551	565	675	679	773	584	687	521	585	411	425	478	7,413
Dollars (000)	$409	$417	$424	$476	$544	$577	$603	$494	$525	$440	$495	$366	$381	$410	$6,152
Avg Price per Unit	$.87	$.87	$.77	$.84	$.81	$.85	$.78	$.85	$.76	$.85	$.85	$.89	$.90	$.86	$.83
Unit Share	56.5	57.1	58.9	60.3	60.9	58.9	59.8	57.8	62.1	59.5	63.7	57.4	57.0	58.6	59.5
ACV Weighted Distribution	91.6%	92.4%	92.3%	91.6%	91.4%	91.7%	91.7%	91.5%	90.2%	92.9%	93.2%	93.3%	93.8%	93.8%	93.8%

CONFIDENTIAL COUNSEL
ONLY

FBI 00875



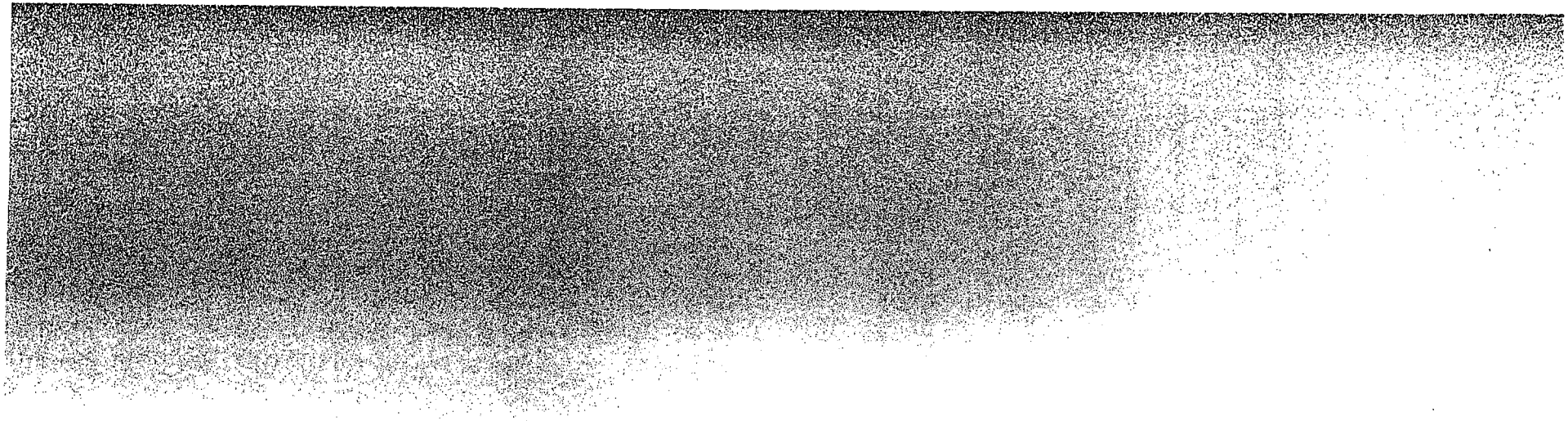
Flowers Industries Houston - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Flowers Houston	4 Weeks Ending Feb 9, 97	4 Weeks Ending Mar 9, 97	4 Weeks Ending Apr 6, 97	4 Weeks Ending May 4, 97	4 Weeks Ending Jun 1, 97	4 Weeks Ending Jun 29, 97	4 Weeks Ending Jul 27, 97	4 Weeks Ending Aug 24, 97	4 Weeks Ending Sep 21, 97	4 Weeks Ending Oct 19, 97	4 Weeks Ending Nov 16, 97	4 Weeks Ending Dec 14, 97	4 Weeks Ending Jan 11, 98	4 Weeks , 98	Latest 52 Weeks
Unit Share	56.2	53.7	60.0	52.4	51.0	52.4	51.2	48.9	48.3	50.0	54.2	70.0	63.3	50.1	57.5
ACV Weighted Distribution	91.4%	91.1%	90.6%	90.1%	89.7%	89.9%	90.0%	89.4%	89.1%	91.9%	92.3%	94.1%	94.0%	88.8%	94.1%

CONFIDENTIAL COUNSEL ONLY

FBI 00877



CONFIDENTIAL COUNSEL
ONLY

FBI 00878

Exhibit 12

Flowers Industries

Monthly Fresh Breads and Rolls Update
Through March 7, 1999

information resources inc

COPY

ATTORNEYS EYES ONLY

InfoScan Market Dollar Share Analysis

Class White, Variety, Specialty, Buns & Rolls

Total Flowers Fresh Bread + Rolls	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13, 98	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99
Flowers Birmingham														
$ Share: Ttl Bread & Rolls	37.8	36.6	37.1	37.6	37.8	37.6	38.4	37.7	39.0	39.8	38.8	39.7	39.7	39.5
$ Share: Ttl Bread & Rolls Chg YAG	NA	-2.7	-2.4	-0.9	1.3	0.5	1.5	0.4	1.5	2.8	3.3	3.8	2.1	1.6
Flowers - Atlanta														
$ Share: Ttl Bread & Rolls	28.3	28.0	27.7	27.2	26.8	26.9	26.8	26.6	27.5	28.0	26.6	26.9	27.9	28.4
$ Share: Ttl Bread & Rolls Chg YAG	NA	1.0	0.7	-0.1	-0.5	-0.3	0.7	-0.8	-0.1	1.1	-0.3	-1.2	-0.1	0.2
Roanoke, VA														
$ Share: Ttl Bread & Rolls	26.5	26.1	25.7	25.1	24.6	24.8	25.8	25.4	24.7	24.0	24.4	24.4	23.8	24.5
$ Share: Ttl Bread & Rolls Chg YAG	NA	1.6	1.6	1.6	1.8	2.3	2.2	0.7	0.2	-0.6	-0.4	0.4	-2.0	-2.0
Flowers Jacksonville														
$ Share: Ttl Bread & Rolls	24.8	24.1	23.9	23.0	22.5	23.1	23.3	23.8	24.0	24.2	23.3	23.3	24.0	23.9
$ Share: Ttl Bread & Rolls Chg YAG	NA	0.5	0.5	-0.8	-2.1	-1.4	-1.7	-2.2	-1.4	-0.5	-0.6	-0.5	0.1	-0.9
Flowers Houston														
$ Share: Ttl Bread & Rolls	21.8	21.5	20.6	20.1	20.5	20.2	20.6	19.4	20.5	21.1	20.2	20.7	22.4	22.4
$ Share: Ttl Bread & Rolls Chg YAG	NA	-0.3	-0.5	-0.4	0.1	-0.2	-1.3	-2.0	-0.7	0.3	1.2	1.2	0.8	0.6
Richmond/Norfolk														
$ Share: Ttl Bread & Rolls	23.1	22.2	21.7	21.2	21.5	22.5	22.9	22.5	22.3	21.7	21.3	21.5	20.7	21.3
$ Share: Ttl Bread & Rolls Chg YAG	NA	-0.6	-0.7	-0.5	0.7	1.1	0.5	0.9	-0.7	-1.2	-2.4	-0.3	-2.5	-1.7
Orlando, FL														
$ Share: Ttl Bread & Rolls	20.7	19.5	18.9	17.9	18.3	18.9	19.1	18.6	19.3	19.3	18.3	18.1	19.2	19.2
$ Share: Ttl Bread & Rolls Chg YAG	NA	0.2	-0.4	-2.2	-1.8	-1.1	-1.8	-2.8	-1.3	-0.3	-0.7	-1.6	-0.1	-1.5
Flowers San Antonio														
$ Share: Ttl Bread & Rolls	14.0	13.8	13.7	13.5	13.6	13.7	14.1	14.4	15.3	15.1	14.6	14.7	15.2	14.7
$ Share: Ttl Bread & Rolls Chg YAG	NA	1.2	1.4	1.1	1.6	1.0	1.8	2.3	1.4	1.3	1.4	1.0	1.1	0.7
Dallas/Ft Worth														
$ Share: Ttl Bread & Rolls	8.7	8.3	7.8	7.9	7.8	7.6	7.6	7.0	6.5	7.1	6.5	6.4	6.7	7.3
$ Share: Ttl Bread & Rolls Chg YAG	NA	2.4	1.3	1.3	0.8	0.3	0.4	-0.6	-1.2	-0.5	-0.5	-0.6	-1.5	-1.4
Flowers West Tex-New Mex														
$ Share: Ttl Bread & Rolls	13.8	12.1	12.2	11.3	10.5	9.6	10.1	10.2	9.9	11.8	12.7	13.3	13.1	13.7
$ Share: Ttl Bread & Rolls Chg YAG	NA	-1.6	0.2	0.2	-1.6	-2.7	-1.7	-2.2	-1.4	-0.7	1.3	1.8	0.6	-0.1
Memphis, TN														
$ Share: Ttl Bread & Rolls	8.6	8.4	7.8	8.1	8.6	10.4	11.9	10.6	11.4	10.7	9.8	10.0	10.7	11.4
$ Share: Ttl Bread & Rolls Chg YAG	NA	3.2	1.8	2.2	2.8	4.4	5.5	4.2	4.1	3.9	2.6	1.8	1.1	2.9

ATTORNEYS EYES ONLY

FBI 002169
CONFIDENTIAL

Report 1a - Market Ranking - Bread & Buns/Rolls Markets Ranked by Current Period Source: Information Resources, Inc., 1996

InfoScan Market Dollar Share Analysis

Class White, Variety, Specialty, Buns & Rolls

Total Flowers Industries (No Snbm)	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13, 98	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99
Flowers New Orleans-Mobile														
$ Share: Ttl Bread & Rolls	38.3	37.1	39.3	39.2	39.6	39.3	39.9	39.6	39.6	40.1	39.4	39.9	40.6	40.4
$ Share: Ttl Bread & Rolls Chg YAG	NA	5.2	5.7	4.3	4.0	4.5	4.4	3.7	3.3	3.2	3.1	3.2	2.7	2.1
Flowers Miami														
$ Share: Ttl Bread & Rolls	25.9	26.3	26.7	26.6	26.8	27.2	27.5	27.3	26.4	26.0	26.7	26.8	26.2	25.7
$ Share: Ttl Bread & Rolls Chg YAG	NA	1.3	1.6	1.6	1.2	1.4	2.1	2.1	1.1	1.9	1.8	1.9	0.3	-0.2
Raleigh/Greensboro														
$ Share: Ttl Bread & Rolls	24.0	23.5	23.5	22.7	22.8	22.7	22.7	22.2	22.0	21.7	21.5	21.6	21.2	21.8
$ Share: Ttl Bread & Rolls Chg YAG	NA	0.3	0.8	0.2	0.4	0.0	-0.5	-2.2	-2.4	-2.8	-2.6	-2.5	-2.4	-2.2
Charlotte, NC														
$ Share: Ttl Bread & Rolls	18.7	18.6	18.7	18.5	18.8	18.3	18.7	17.9	18.4	18.6	18.6	18.1	18.5	19.1
$ Share: Ttl Bread & Rolls Chg YAG	NA	-1.2	-0.2	-0.1	0.0	-0.7	-0.4	-1.3	-0.9	-0.9	-0.3	-0.5	-0.4	0.4
Flowers - East Tenn.														
$ Share: Ttl Bread & Rolls	19.3	19.4	20.0	20.4	20.5	20.3	19.9	17.5	17.8	17.2	16.9	17.0	17.0	17.7
$ Share: Ttl Bread & Rolls Chg YAG	NA	1.2	2.0	2.3	3.5	3.0	2.5	-0.4	0.7	-1.0	0.6	0.3	-0.2	-1.6
Flowers Tampa														
$ Share: Ttl Bread & Rolls	17.8	16.2	15.9	15.8	16.1	15.8	16.5	17.6	17.3	15.9	15.0	15.1	14.8	14.6
$ Share: Ttl Bread & Rolls Chg YAG	NA	0.6	0.0	-0.7	-0.3	-1.2	-0.7	-0.0	-0.7	-1.5	-1.9	-2.5	-2.2	-3.1
South Carolina														
$ Share: Ttl Bread & Rolls	13.2	13.1	12.7	13.3	13.3	13.3	13.1	13.5	13.3	12.6	12.3	12.7	12.7	13.2
$ Share: Ttl Bread & Rolls Chg YAG	NA	3.2	2.2	2.1	2.2	1.6	1.1	0.8	0.3	-0.9	-0.7	-0.9	-1.0	-0.0
Nashville, TN														
$ Share: Ttl Bread & Rolls	9.2	7.6	8.3	9.5	7.5	8.7	6.1	7.4	7.3	8.0	8.5	7.6	7.4	8.1
$ Share: Ttl Bread & Rolls Chg YAG	NA	-0.8	1.1	1.7	0.6	1.9	-2.1	-0.7	-1.0	-0.2	1.2	-0.9	-2.2	-1.1

ATTORNEYS EYES ONLY

FBI 002170
CONFIDENTIAL

Report 1b - Market Ranking - Bread & Buns/Rolls (Unit SBM) Ranked by Current Period Source: Information Resources, Inc., 1996

InfoScan Market Dollar Share Analysis

Category: Class 1 - White Bread

Flowers White Bread	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13, 98	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99
Flowers Birmingham														
$ Share: White	36.4	35.1	37.0	37.7	37.6	37.9	38.3	36.8	39.0	39.0	40.1	41.6	39.9	39.4
$ Share: White Chg YAG	NA	(3.4)	(0.7)	0.6	1.9	(0.3)	2.1	1.5	2.8	3.9	5.7	5.3	3.6	3.0
Flowers - Atlanta														
$ Share: White	28.0	28.3	29.2	30.5	29.4	28.8	28.9	28.4	28.6	29.0	28.6	29.1	28.5	29.4
$ Share: White Chg YAG	NA	1.4	2.6	3.1	1.6	2.2	2.9	(0.3)	1.9	3.0	2.1	1.2	1.2	1.4
Flowers Houston														
$ Share: White	28.6	29.0	27.1	27.3	28.7	28.5	28.3	27.9	29.3	28.6	28.8	29.1	29.1	27.7
$ Share: White Chg YAG	NA	(2.2)	(3.2)	(1.9)	(0.7)	(0.9)	(1.9)	(0.2)	1.2	0.7	1.5	1.8	0.8	(1.0)
Roanoke, VA														
$ Share: White	22.3	22.3	23.9	23.1	22.7	23.8	24.3	24.2	23.3	22.0	24.2	24.8	22.3	23.1
$ Share: White Chg YAG	NA	1.0	3.1	3.0	2.4	3.9	3.9	1.3	1.5	0.2	1.8	2.5	(1.8)	0.8
Richmond/Norfolk														
$ Share: White	12.8	13.7	14.1	15.7	14.8	17.0	17.7	17.7	17.6	14.0	14.1	15.4	13.4	15.0
$ Share: White Chg YAG	NA	(1.4)	(1.4)	1.5	(0.2)	2.6	2.4	2.5	1.6	(1.8)	(0.3)	(1.6)	(0.4)	2.2
Flowers Jacksonville														
$ Share: White	20.6	20.3	20.6	19.4	17.1	19.4	20.3	22.1	23.2	21.9	21.3	21.0	23.5	23.1
$ Share: White Chg YAG	NA	(0.3)	0.1	(2.6)	(5.4)	(3.4)	(2.2)	(2.0)	(0.7)	0.1	(0.7)	(0.6)	3.6	2.5
Orlando, FL														
$ Share: White	18.6	16.8	16.6	14.4	13.9	16.0	17.4	18.7	18.5	17.4	16.4	17.7	20.7	20.5
$ Share: White Chg YAG	NA	(0.1)	(0.7)	(5.3)	(5.4)	(3.4)	(2.7)	(3.6)	(2.6)	(1.0)	(1.9)	(2.6)	3.6	1.9
Dallas/Ft Worth														
$ Share: White	5.5	6.3	6.5	7.0	7.2	7.3	7.5	6.7	5.7	5.8	6.3	6.4	6.2	5.9
$ Share: White Chg YAG	NA	2.6	2.6	2.8	0.5	2.3	2.5	1.3	0.1	(0.7)	(0.2)	0.2	(1.4)	0.4
Flowers San Antonio														
$ Share: White	15.9	16.0	16.6	16.6	16.0	16.0	16.7	17.4	19.0	18.1	18.8	18.1	17.9	16.9
$ Share: White Chg YAG	NA	1.6	3.3	3.1	3.4	1.3	3.7	5.3	4.2	2.8	3.4	2.0	1.9	1.0
Flowers West Tex-New Mex														
$ Share: White	10.4	11.0	8.2	7.3	8.2	7.4	6.0	7.6	7.2	8.7	9.9	9.8	8.6	12.4
$ Share: White Chg YAG	NA	4.0	2.1	1.5	0.0	(0.1)	(1.4)	(3.7)	(3.1)	(2.0)	1.3	2.5	(1.3)	2.0
Memphis, TN														
$ Share: White	14.4	14.9	15.3	15.4	15.5	22.0	23.6	20.6	23.6	22.7	22.9	23.1	21.5	21.3
$ Share: White Chg YAG	NA	7.9	6.7	7.9	7.4	12.5	13.6	9.8	11.1	10.3	9.3	7.6	4.6	6.9

ATTORNEYS EYES ONLY

FBI 002171
CONFIDENTIAL

InfoScan Market Dollar Share Analysis

Category: Class 1 - White Bread

Flowers White Bread (No Sunbm)	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13, 98	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99
Flowers New Orleans-Mobile														
$ Share: White	52.9	49.8	54.4	53.2	53.2	52.7	54.2	52.4	52.1	54.3	54.1	54.5	53.5	55.0
$ Share: White Chg YAG	NA	7.9	9.8	6.7	5.6	6.1	7.7	3.7	3.3	4.3	3.5	3.6	1.9	2.1
Flowers Miami														
$ Share: White	18.9	20.6	21.6	22.8	23.2	24.3	25.2	26.7	26.3	22.5	21.9	22.5	20.8	19.9
$ Share: White Chg YAG	NA	1.8	1.4	2.5	2.8	3.4	5.1	8.3	7.8	4.7	2.6	3.9	2.6	1.0
South Carolina														
$ Share: White	5.4	5.3	5.4	6.7	7.2	7.8	8.4	9.7	9.6	8.3	8.3	8.6	8.1	8.2
$ Share: White Chg YAG	NA	(0.3)	(0.1)	1.0	1.5	1.2	2.2	3.4	3.4	1.4	2.0	2.0	2.6	2.8
Charlotte, NC														
$ Share: White	14.7	14.4	14.0	15.2	14.7	14.7	15.0	16.0	16.3	16.6	16.9	16.9	16.2	16.7
$ Share: White Chg YAG	NA	(2.1)	(1.4)	(0.1)	(1.5)	(2.0)	(1.3)	(0.9)	(0.1)	0.8	0.8	1.3	(0.3)	2.1
Raleigh/Greensboro														
$ Share: White	16.1	14.9	15.0	15.8	15.2	15.0	15.0	17.4	17.5	17.2	17.6	18.8	16.5	17.2
$ Share: White Chg YAG	NA	(0.7)	(0.3)	0.8	(0.4)	(1.2)	(2.2)	(1.3)	(0.2)	0.1	0.2	0.9	(1.1)	1.2
Flowers Tampa														
$ Share: White	18.2	12.6	12.4	9.7	10.7	9.6	12.6	18.0	16.0	11.7	12.0	12.0	11.6	11.8
$ Share: White Chg YAG	NA	(0.1)	(0.8)	(4.2)	(3.2)	(5.6)	(1.4)	0.6	(0.8)	(5.5)	(3.5)	(6.7)	(3.0)	(6.4)
Flowers - East Tenn.														
$ Share: White	11.5	9.7	12.2	14.1	14.2	13.5	13.9	12.0	11.7	11.4	13.4	11.7	12.4	11.5
$ Share: White Chg YAG	NA	(1.8)	1.1	5.3	3.7	2.0	4.1	(0.6)	1.9	(0.4)	2.7	0.6	0.8	(0.0)
Nashville, TN														
$ Share: White	17.9	13.7	14.9	16.2	12.4	15.0	9.9	13.4	13.3	13.2	13.7	12.7	11.4	11.4
$ Share: White Chg YAG	NA	(1.5)	4.1	3.2	1.5	3.9	(4.8)	(0.9)	(1.5)	(1.7)	(0.0)	(3.7)	(6.7)	(6.6)

ATTORNEYS EYES ONLY

FBI 002172
CONFIDENTIAL

Report 2b - Market Ranking - White Bread (No Sunbm) Markets Ranked by Current Period Source: Information Resources, Inc., 1996

InfoScan Market Dollar Share Analysis

Category: Class 1 - White - Private Label

Private Label White Bread	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13, 98	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99
Flowers - East Tenn.														
$ Share: White	23.2	21.7	23.3	23.6	24.4	25.1	24.7	26.5	24.9	24.5	24.0	24.2	25.8	26.4
$ Share: White Chg YAG	NA	0.8	1.3	1.7	2.2	2.1	1.3	4.4	2.4	1.9	1.2	1.5	4.5	3.2
Charlotte, NC														
$ Share: White	22.2	20.9	22.2	21.4	21.1	22.1	22.8	22.8	21.9	21.6	21.4	20.6	21.6	20.8
$ Share: White Chg YAG	NA	(0.7)	0.1	(1.1)	(1.8)	0.2	0.5	1.3	0.8	(0.2)	(0.5)	(0.7)	0.5	(1.4)
Flowers Houston														
$ Share: White	24.5	22.8	26.8	24.4	23.6	23.5	24.1	22.7	23.0	20.9	20.7	20.9	20.4	20.5
$ Share: White Chg YAG	NA	(1.3)	2.1	(0.0)	(0.9)	(0.9)	1.2	(1.1)	(1.5)	(2.2)	(3.8)	(3.4)	(2.7)	(4.0)
Roanoke, VA														
$ Share: White	19.2	18.2	19.1	20.3	20.9	20.8	20.7	20.4	19.7	19.8	20.3	19.3	20.4	20.2
$ Share: White Chg YAG	NA	(0.7)	1.9	2.4	2.8	1.3	0.8	1.3	0.1	0.7	1.3	0.7	1.6	1.1
Raleigh/Greensboro														
$ Share: White	17.5	17.1	17.7	18.0	17.6	17.4	16.7	16.3	16.2	16.2	15.5	15.0	15.8	15.3
$ Share: White Chg YAG	NA	(1.5)	(0.8)	(0.9)	(1.1)	(0.8)	(0.7)	0.0	(0.2)	(1.1)	(2.2)	(1.8)	(1.3)	(2.1)
Flowers West Tex-New Mex														
$ Share: White	45.4	44.9	42.0	39.6	49.6	45.8	41.7	47.2	41.9	41.0	38.9	36.4	38.2	36.6
$ Share: White Chg YAG	NA	(3.9)	(5.1)	(8.0)	(1.7)	(5.1)	(8.9)	6.2	(4.7)	(7.4)	(10.9)	(13.2)	(5.1)	(8.8)
Memphis, TN														
$ Share: White	39.4	37.2	36.9	37.8	39.5	35.5	33.6	30.8	34.4	34.9	33.5	35.1	34.0	36.5
$ Share: White Chg YAG	NA	(1.2)	(2.3)	(3.7)	(3.9)	(6.0)	(6.4)	(4.7)	(5.1)	(4.1)	(4.2)	(0.6)	(3.3)	(2.9)
Nashville, TN														
$ Share: White	23.1	23.2	24.4	22.2	23.3	25.8	24.6	24.1	23.7	24.7	26.3	24.8	27.8	31.5
$ Share: White Chg YAG	NA	(2.5)	(2.4)	(1.5)	1.1	3.4	2.4	(0.9)	(1.3)	(2.3)	0.1	(3.4)	1.4	8.5

ATTORNEYS EYES ONLY

FBI 002173
CONFIDENTIAL

InfoScan Market Dollar Share Analysis

Category: Class 1 - White - Private Label

Private Label White Bread	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13, 98	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99
Total Flower's Markets														
$ Share: White	28.0	28.1	28.6	27.8	28.4	28.0	28.1	27.4	26.6	26.8	27.1	26.5	27.5	27.2
$ Share: White Chg YAG	NA	(0.9)	(0.8)	(1.6)	(0.9)	(1.6)	(1.1)	(0.7)	(1.3)	(1.7)	(1.9)	(1.6)	(0.8)	(0.8)
Flowers San Antonio														
$ Share: White	46.9	46.1	46.2	47.4	48.3	47.6	47.9	48.3	45.5	44.8	44.2	45.2	45.7	47.3
$ Share: White Chg YAG	NA	(1.9)	(0.2)	(1.1)	0.0	(2.1)	(0.8)	2.0	4.4	(0.8)	0.7	(2.2)	0.2	0.4
Flowers Miami														
$ Share: White	48.4	48.4	48.0	47.2	48.6	46.9	46.9	42.0	44.7	46.9	48.1	47.0	47.8	47.1
$ Share: White Chg YAG	NA	2.9	2.1	2.1	3.5	2.4	1.1	(2.8)	(1.2)	0.2	0.8	0.7	0.1	(1.3)
South Carolina														
$ Share: White	30.8	31.0	32.2	30.2	29.2	29.0	30.0	30.3	28.6	28.9	30.4	28.3	29.1	29.3
$ Share: White Chg YAG	NA	(1.4)	(0.2)	(2.2)	(2.7)	(1.9)	(2.5)	0.1	(2.2)	(2.7)	(0.3)	(1.8)	(2.5)	(1.5)
Flowers Tampa														
$ Share: White	31.2	35.9	35.2	32.5	35.2	33.4	34.6	30.8	29.6	34.5	35.7	34.6	35.7	35.0
$ Share: White Chg YAG	NA	4.3	(1.3)	(4.6)	0.5	(4.6)	(1.9)	(3.6)	(5.8)	(1.0)	(2.6)	0.0	1.1	3.7
Richmond/Norfolk														
$ Share: White	29.2	30.4	32.4	31.3	31.0	28.2	27.3	28.3	27.3	28.6	27.4	27.8	30.1	30.5
$ Share: White Chg YAG	NA	1.9	3.6	(0.2)	0.7	(1.7)	(3.9)	(1.3)	(2.8)	(2.2)	(3.8)	(2.3)	0.7	1.2
Orlando, FL														
$ Share: White	30.2	32.7	31.5	31.4	33.7	31.1	33.6	31.2	30.0	31.8	33.1	32.1	30.4	31.3
$ Share: White Chg YAG	NA	2.8	(2.4)	(1.9)	2.0	(3.6)	1.3	1.5	(0.9)	(1.9)	(1.6)	(0.3)	(2.1)	1.0
Flowers Birmingham														
$ Share: White	18.2	17.0	15.8	15.9	17.7	18.2	17.3	17.4	17.0	17.8	17.1	16.5	18.0	18.0
$ Share: White Chg YAG	NA	0.5	(2.5)	(3.1)	(1.3)	(0.7)	(0.9)	(4.1)	(1.8)	(1.7)	(3.3)	(1.1)	0.4	(0.2)
Dallas/Ft Worth														
$ Share: White	21.4	23.1	25.0	23.9	26.4	24.1	25.4	23.5	23.0	20.9	20.9	22.0	21.8	20.7
$ Share: White Chg YAG	NA	(5.1)	(4.9)	(4.6)	(1.6)	(3.5)	(0.5)	2.2	0.5	(2.3)	(3.6)	(1.7)	(0.4)	(0.7)
Flowers - Atlanta														
$ Share: White	26.7	26.7	27.2	25.4	26.4	27.3	26.4	26.1	26.5	25.4	25.2	25.6	26.6	24.3
$ Share: White Chg YAG	NA	(1.8)	(1.6)	(1.8)	(1.4)	(1.0)	(1.7)	(1.2)	(1.2)	(1.9)	(2.1)	(0.9)	(1.2)	(2.4)
Flowers New Orleans-Mobile														
$ Share: White	22.1	22.3	22.3	23.8	22.7	23.5	22.4	23.4	22.3	22.4	22.2	21.8	23.1	21.7
$ Share: White Chg YAG	NA	(7.8)	(7.5)	(4.5)	(5.0)	(5.4)	(5.5)	(2.1)	(2.8)	(2.4)	(2.2)	(1.6)	(0.2)	(0.4)
Flowers Jacksonville														
$ Share: White	27.8	29.1	28.3	27.7	29.0	27.2	28.5	26.8	26.6	27.5	28.6	28.0	27.8	27.6
$ Share: White Chg YAG	NA	2.1	(0.7)	(1.0)	1.6	(1.9)	(0.2)	(0.3)	(1.2)	(2.7)	(2.3)	(1.3)	(2.1)	(0.2)

Report 3a - Market Ranking - P/L White Bread

Markets Ranked by Current Period

Source: Information Resources, Inc., 1996

ATTORNEYS EYES ONLY

FBI 002174
CONFIDENTIAL

InfoScan Market Dollar Share Analysis

Category: Class 2 - Soft Variety

TOTAL NATURES OWN

	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13, 98	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99
Total Flower's Markets														
$ Share: Soft Variety	27.5	26.9	26.8	26.6	26.2	26.4	26.3	26.1	26.4	27.3	27.6	27.6	27.8	28.1
$ Share: Soft Variety Chg YAG	NA	0.6	0.8	0.3	1.5	1.3	0.6	-0.0	-0.2	1.0	1.2	1.1	1.2	0.6
Flowers Miami														
$ Share: Soft Variety	47.4	47.8	48.5	48.7	48.2	48.4	47.9	47.7	47.1	46.8	49.3	50.3	50.8	50.6
$ Share: Soft Variety Chg YAG	NA	0.5	1.8	1.8	1.8	2.5	1.6	0.8	0.9	2.0	3.5	3.1	3.6	3.2
Flowers Birmingham														
$ Share: Soft Variety	41.8	41.6	43.6	40.7	40.0	40.7	41.5	41.0	44.7	47.2	45.9	45.3	44.9	44.9
$ Share: Soft Variety Chg YAG	NA	-3.5	0.9	-1.7	0.5	2.5	3.1	3.1	4.9	7.4	4.9	4.6	4.1	3.1
Roanoke, VA														
$ Share: Soft Variety	43.6	41.5	41.0	41.1	39.7	40.0	40.8	41.3	41.1	41.0	40.9	39.1	38.1	39.6
$ Share: Soft Variety Chg YAG	NA	-0.1	0.3	0.6	0.8	1.2	1.5	4.1	1.5	1.3	1.0	1.1	-0.1	-4.0
Flowers New Orleans-Mobile														
$ Share: Soft Variety	40.4	39.6	40.4	41.6	42.3	42.5	41.6	43.5	43.1	45.1	46.0	46.5	45.7	45.4
$ Share: Soft Variety Chg YAG	NA	0.6	1.5	0.7	2.6	3.7	2.6	4.3	3.5	5.1	6.7	7.1	6.0	5.0
Flowers - Atlanta														
$ Share: Soft Variety	42.4	43.3	44.1	42.1	41.6	41.6	40.1	40.8	42.9	43.7	42.3	42.3	42.0	43.3
$ Share: Soft Variety Chg YAG	NA	0.6	2.5	0.3	1.2	-0.4	1.0	0.1	-1.5	0.7	-0.7	-2.7	-0.4	0.9
Richmond/Norfolk														
$ Share: Soft Variety	39.4	35.2	33.7	33.3	36.3	36.7	36.9	37.0	37.9	37.6	38.6	38.3	37.4	36.1
$ Share: Soft Variety Chg YAG	NA	-2.2	-4.8	-4.4	4.5	0.2	0.7	1.8	-0.9	0.6	-3.0	3.9	0.0	-3.3
Flowers Jacksonville														
$ Share: Soft Variety	30.4	29.5	28.8	28.5	27.1	28.3	27.5	27.3	27.3	28.3	28.5	28.7	28.9	28.7
$ Share: Soft Variety Chg YAG	NA	0.9	0.7	-0.8	-1.8	-0.7	-2.4	-2.9	-2.0	-2.0	-0.6	-0.4	-0.2	-1.7
Flowers Houston														
$ Share: Soft Variety	31.0	29.1	31.3	29.6	29.0	28.5	29.4	27.4	29.1	32.0	32.6	32.9	36.6	38.2
$ Share: Soft Variety Chg YAG	NA	-0.4	3.2	1.9	3.2	2.9	0.6	-3.6	-0.3	2.6	5.1	3.3	4.9	7.3
Orlando, FL														
$ Share: Soft Variety	25.6	24.6	23.6	23.6	23.8	24.5	23.8	22.4	23.6	24.2	24.7	23.8	24.2	24.4
$ Share: Soft Variety Chg YAG	NA	0.0	-1.1	-2.4	-0.8	-0.5	-2.6	-3.0	-0.3	0.0	0.9	-0.2	0.3	-1.2
Flowers Tampa														
$ Share: Soft Variety	23.6	23.0	22.0	23.7	22.5	22.8	21.9	21.8	22.3	21.8	22.0	22.7	22.4	22.3
$ Share: Soft Variety Chg YAG	NA	0.2	-1.1	-0.8	0.1	-0.7	-2.6	-1.4	-0.9	-0.0	-0.8	0.3	-1.0	-1.3
Flowers - East Tenn.														
$ Share: Soft Variety	22.5	25.6	23.1	21.1	21.2	21.4	21.0	19.7	22.1	22.4	20.4	23.1	20.2	22.5
$ Share: Soft Variety Chg YAG	NA	5.9	3.9	0.6	4.6	5.1	2.3	1.1	2.9	2.7	1.9	2.8	2.5	0.0

ATTORNEYS EYES ONLY

FBI 002175
CONFIDENTIAL

InfoScan Market Dollar Share Analysis

Category: Class 2 - Soft Variety

TOTAL NATURES OWN

	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13, 98	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99
Raleigh/Greensboro														
$ Share: Soft Variety	22.2	21.6	22.7	20.8	20.7	20.7	21.7	22.0	21.8	21.4	21.7	21.0	21.1	21.7
$ Share: Soft Variety Chg YAG	NA	0.7	2.7	0.2	2.2	1.6	1.9	2.0	0.1	-1.1	-0.8	-1.1	0.6	-0.5
Charlotte, NC														
$ Share: Soft Variety	16.7	16.5	17.9	16.7	17.1	17.0	17.8	17.8	18.8	19.4	19.4	18.4	18.1	19.4
$ Share: Soft Variety Chg YAG	NA	-1.6	1.3	-0.2	1.6	1.3	1.8	2.1	1.4	1.0	1.9	1.8	2.1	2.6
Flowers San Antonio														
$ Share: Soft Variety	14.8	15.5	14.8	14.5	15.7	15.4	15.4	16.1	16.9	17.3	17.2	17.5	19.4	19.0
$ Share: Soft Variety Chg YAG	NA	3.1	2.2	2.2	3.2	3.8	2.9	1.7	1.9	2.7	2.3	3.4	5.0	4.2
South Carolina														
$ Share: Soft Variety	23.7	24.4	22.3	23.0	22.4	23.1	21.9	21.6	20.8	20.0	21.1	20.6	19.7	20.3
$ Share: Soft Variety Chg YAG	NA	9.2	5.7	4.7	4.1	3.6	0.8	-0.8	-2.7	-4.6	-4.5	-5.2	-6.2	-3.4
Dallas/Ft Worth														
$ Share: Soft Variety	14.8	12.0	11.5	11.9	12.1	11.6	11.4	10.2	10.6	13.0	11.8	11.3	10.3	11.6
$ Share: Soft Variety Chg YAG	NA	2.6	1.7	0.5	3.5	2.1	-0.2	-2.3	-2.7	0.5	1.5	0.7	-1.5	-3.2
Flowers West Tex-New Mex														
$ Share: Soft Variety	22.8	17.4	19.8	20.5	16.0	15.0	17.6	16.3	14.5	18.3	22.4	24.0	22.9	20.9
$ Share: Soft Variety Chg YAG	NA	-8.2	-2.5	-1.0	-4.8	-8.8	-3.8	-4.6	-3.1	-2.6	1.6	2.2	0.9	-1.9
Memphis, TN														
$ Share: Soft Variety	6.7	6.0	5.6	5.5	5.7	5.5	7.0	7.7	6.4	7.0	6.6	6.5	7.7	9.8
$ Share: Soft Variety Chg YAG	NA	0.2	-0.7	-2.1	-0.2	-0.3	1.2	1.9	0.9	2.3	1.1	-0.5	0.8	3.2
Nashville, TN														
$ Share: Soft Variety	2.0	2.0	2.8	3.1	1.8	1.7	2.1	2.1	2.5	5.5	7.9	6.0	5.6	7.8
$ Share: Soft Variety Chg YAG	NA	-0.9	-0.2	0.2	-0.4	-0.6	-0.4	-0.0	0.4	3.6	6.0	3.8	3.4	5.9

ATTORNEYS EYES ONLY

FBI 002176
CONFIDENTIAL

InfoScan Market Dollar Share Analysis

Category: Class 2 - Soft Variety - Private Label

Private Label Soft Variety	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13, 98	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99
Total Flower's Markets														
$ Share: Soft Variety	22.2	21.8	21.4	21.4	21.3	21.2	20.8	21.5	21.1	21.0	21.0	20.0	21.1	21.1
$ Share: Soft Variety Chg YAG	NA	-0.7	-1.8	-1.7	-1.5	-0.9	-1.8	-0.6	-0.8	-0.9	-0.8	-1.7	-1.2	-1.1
Flowers San Antonio														
$ Share: Soft Variety	36.9	36.5	36.2	36.7	36.4	35.9	35.8	34.3	33.3	34.1	33.3	32.8	33.5	34.5
$ Share: Soft Variety Chg YAG	NA	-0.6	-0.1	0.7	-1.0	-1.4	-2.1	-3.0	-1.3	-1.2	-2.2	-3.1	-3.3	-2.4
Flowers Miami														
$ Share: Soft Variety	22.2	22.0	21.8	20.9	20.6	21.5	20.5	21.7	21.5	22.0	20.9	20.8	21.6	20.8
$ Share: Soft Variety Chg YAG	NA	-1.5	-3.0	-2.4	-1.9	-0.4	-1.2	-0.6	-0.8	-0.8	-2.5	-1.7	-0.9	-1.4
Flowers Tampa														
$ Share: Soft Variety	22.0	20.7	20.3	19.9	19.2	20.0	18.8	19.4	19.3	19.3	19.9	19.4	20.0	19.4
$ Share: Soft Variety Chg YAG	NA	-1.6	-4.5	-4.3	-3.9	-1.2	-3.0	-2.4	-2.1	-2.0	-1.4	-1.3	-1.3	-2.6
Flowers Houston														
$ Share: Soft Variety	26.4	28.8	25.4	27.4	28.0	26.2	26.1	25.2	21.3	23.1	22.2	21.1	19.8	21.7
$ Share: Soft Variety Chg YAG	NA	-0.9	-5.0	-2.2	-1.1	-1.6	-1.5	-0.5	-7.5	-6.0	-4.9	-7.0	-7.7	-4.7
Flowers New Orleans-Mobile														
$ Share: Soft Variety	21.1	20.5	18.7	18.1	18.3	18.8	18.6	18.3	18.2	17.6	19.2	19.2	20.2	19.4
$ Share: Soft Variety Chg YAG	NA	2.9	1.3	1.1	-1.8	-3.0	-4.0	-3.3	-3.2	-4.6	-3.4	-4.2	-2.7	-1.7
Dallas/Ft Worth														
$ Share: Soft Variety	26.5	27.6	24.6	24.4	25.5	23.9	22.0	23.0	23.9	25.6	23.9	24.0	24.8	25.3
$ Share: Soft Variety Chg YAG	NA	3.5	-1.9	0.3	2.4	0.8	-2.7	-0.6	0.4	2.2	-0.5	-2.6	-0.5	-1.2
Flowers - Atlanta														
$ Share: Soft Variety	32.9	32.2	31.6	32.1	33.4	32.5	31.9	32.5	31.0	31.5	33.0	30.1	33.2	31.7
$ Share: Soft Variety Chg YAG	NA	-3.2	-2.7	-2.7	-1.2	-0.3	-4.6	-2.7	-1.0	-0.4	1.5	0.1	0.0	-1.2
South Carolina														
$ Share: Soft Variety	22.5	20.0	21.7	20.4	19.1	19.9	22.5	23.9	21.9	22.2	26.2	21.9	25.1	25.5
$ Share: Soft Variety Chg YAG	NA	-0.7	-1.2	-2.5	-4.0	-1.1	-0.0	3.8	1.5	2.5	5.8	1.5	4.1	3.0
Orlando, FL														
$ Share: Soft Variety	17.7	17.0	16.5	16.7	15.3	16.0	15.5	15.9	16.2	15.7	15.9	15.7	15.8	15.4
$ Share: Soft Variety Chg YAG	NA	-0.8	-3.7	-3.3	-1.8	-0.7	-1.9	-1.2	-1.1	-1.8	-1.2	-1.1	-0.8	-2.3
Roanoke, VA														
$ Share: Soft Variety	22.2	23.0	23.1	23.2	23.6	23.5	22.7	23.7	24.5	23.4	24.5	24.1	25.3	24.0
$ Share: Soft Variety Chg YAG	NA	0.1	-0.7	-1.6	-0.8	1.2	0.8	0.1	2.3	1.1	1.2	0.6	1.0	1.8

ATTORNEYS EYES ONLY

FBI 002177
CONFIDENTIAL

Report 5a - Market Ranking - P/L Soft Variety Markets Ranked by Current Period

Source: Information Resources, Inc., 1996

InfoScan Market Dollar Share Analysis

Category: Class 2 - Soft Variety - Private Label

Private Label Soft Variety	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13, 98	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99
Flowers Jacksonville														
$ Share: Soft Variety	15.8	14.8	14.4	15.0	13.9	14.0	13.7	13.8	13.9	13.9	13.7	13.3	14.0	13.3
$ Share: Soft Variety Chg YAG	NA	-1.3	-3.1	-2.6	-1.8	-1.2	-2.0	-1.3	-1.8	-1.9	-1.8	-1.9	-1.1	-2.5
Flowers - East Tenn.														
$ Share: Soft Variety	17.2	17.5	19.7	18.1	19.3	19.5	18.8	20.9	20.9	18.9	20.0	18.2	21.6	24.4
$ Share: Soft Variety Chg YAG	NA	0.7	1.7	3.7	3.3	3.2	2.7	3.7	3.9	2.3	3.5	2.5	3.3	7.2
Charlotte, NC														
$ Share: Soft Variety	15.7	14.3	14.6	14.2	12.9	13.8	14.1	15.7	15.0	15.2	15.0	14.6	15.1	15.0
$ Share: Soft Variety Chg YAG	NA	-1.6	-1.7	-2.0	-3.9	-1.2	-1.3	0.9	-0.0	1.3	0.4	-0.0	0.1	-0.7
Flowers Birmingham														
$ Share: Soft Variety	12.7	13.7	12.7	13.3	13.5	13.2	12.2	12.9	13.8	12.9	13.2	12.8	13.8	13.6
$ Share: Soft Variety Chg YAG	NA	1.7	1.5	2.2	0.5	0.6	-0.2	0.6	2.2	1.4	2.2	1.9	1.6	0.9
Richmond/Norfolk														
$ Share: Soft Variety	10.9	11.3	11.3	11.4	12.8	12.2	13.2	13.0	12.7	11.5	11.0	11.6	11.4	12.1
$ Share: Soft Variety Chg YAG	NA	-1.7	-2.3	-2.2	-0.8	-2.3	-0.1	-1.2	-1.7	-2.7	-2.0	-1.1	1.1	1.3
Raleigh/Greensboro														
$ Share: Soft Variety	11.3	11.1	11.5	11.5	11.8	11.7	10.6	11.7	12.1	12.1	11.5	10.7	12.1	11.9
$ Share: Soft Variety Chg YAG	NA	-0.8	-0.2	-1.1	-1.1	-0.7	-1.0	-0.0	0.8	1.2	-0.1	-0.1	0.4	0.6
Flowers West Tex-New Mex														
$ Share: Soft Variety	25.7	24.2	24.5	24.9	24.1	20.7	24.3	21.9	18.7	23.1	23.4	25.9	27.0	23.3
$ Share: Soft Variety Chg YAG	NA	1.8	3.8	2.4	2.7	-5.4	1.2	-1.9	-4.9	-3.2	-2.1	-0.2	0.2	-2.3
Memphis, TN														
$ Share: Soft Variety	34.4	34.0	36.8	35.8	34.4	37.0	35.0	37.3	36.6	33.0	36.0	38.7	40.4	36.7
$ Share: Soft Variety Chg YAG	NA	4.4	5.7	6.5	3.4	5.4	4.6	7.3	8.5	1.8	3.5	5.1	8.8	2.3
Nashville, TN														
$ Share: Soft Variety	39.2	40.4	38.6	40.7	43.8	42.4	48.4	49.7	47.3	47.9	43.5	47.4	53.0	58.5
$ Share: Soft Variety Chg YAG	NA	10.2	7.1	9.6	12.6	9.2	17.8	15.6	15.4	15.7	11.2	14.0	12.6	19.3

ATTORNEYS EYES ONLY

FBI 002178
CONFIDENTIAL

Report 5a - Market Ranking - P/L Soft Variety Markets Ranked by Current Period Source: Information Resources, Inc., 1996

InfoScan Market D[illegible]lar Share Analysis

Category: Class 3 - Specialty

TOTAL COBBLESTONE MILL

	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13, 98	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99
Total Flower's Markets														
$ Share: Specialty	9.3	9.1	8.8	8.0	7.6	7.2	6.8	6.6	6.0	6.4	6.8	7.3	6.9	7.3
$ Share: Specialty Chg	NA	0.9	0.7	0.0	-0.4	-0.7	-0.9	-1.1	-1.7	-1.0	-1.8	-1.5	-1.7	-2.0
Flowers Birmingham														
$ Share: Specialty	26.6	27.1	25.3	24.9	23.7	23.9	22.0	21.0	20.0	21.8	23.8	25.2	22.0	22.5
$ Share: Specialty Chg	NA	-0.0	-1.4	-0.2	-0.7	-0.2	-1.7	-3.9	-3.4	-2.6	-2.8	-1.2	-4.2	-4.1
Flowers - Atlanta														
$ Share: Specialty	16.9	16.7	14.4	14.0	13.1	13.0	11.7	11.9	11.5	12.0	13.1	14.0	14.1	14.3
$ Share: Specialty Chg	NA	0.5	-1.5	-1.0	-1.9	-1.4	-2.9	-2.7	-2.7	-2.0	-3.6	-2.2	-1.2	-2.6
Flowers - East Tenn.														
$ Share: Specialty	19.3	18.8	18.2	16.2	15.8	14.6	13.2	13.7	12.3	12.8	13.8	14.0	12.8	13.5
$ Share: Specialty Chg	NA	3.1	2.5	0.9	0.2	-0.7	-1.5	-0.7	-3.1	-2.6	-3.0	-3.4	-4.0	-5.8
Raleigh/Greensboro														
$ Share: Specialty	15.8	15.9	14.4	13.6	12.6	12.0	11.1	11.3	10.5	10.2	10.7	11.2	10.6	11.2
$ Share: Specialty Chg	NA	1.4	0.6	0.2	-0.5	-0.5	-1.6	-2.7	-3.7	-3.7	-3.3	-4.4	-3.2	-4.6
Charlotte, NC														
$ Share: Specialty	14.3	13.6	13.2	13.3	12.6	10.4	9.9	8.7	8.4	8.3	8.5	8.6	9.3	9.9
$ Share: Specialty Chg	NA	-1.0	-0.5	-0.1	-0.5	-2.4	-2.8	-3.6	-2.9	-3.5	-4.0	-4.2	-2.9	-4.3
Richmond/Norfolk														
$ Share: Specialty	10.5	11.4	12.5	10.3	9.6	9.8	9.1	9.0	8.4	8.3	9.7	10.9	9.3	9.7
$ Share: Specialty Chg	NA	-0.3	2.1	-0.3	-1.4	0.2	-0.2	-0.1	-2.3	-1.8	-2.4	-2.4	-0.9	-0.8
Flowers New Orleans-Mobile														
$ Share: Specialty	11.3	11.9	12.3	11.0	10.4	10.2	9.8	9.7	9.2	9.0	9.5	10.0	11.0	10.7
$ Share: Specialty Chg	NA	2.6	3.1	1.5	0.9	1.3	0.2	0.1	-0.2	-0.3	0.1	0.4	0.5	-0.6
Roanoke, VA														
$ Share: Specialty	14.1	14.1	12.8	12.4	11.7	10.6	10.2	10.3	9.1	9.1	10.1	11.5	9.9	10.2
$ Share: Specialty Chg	NA	4.0	3.0	3.1	2.2	1.0	0.5	-0.4	-1.2	-1.0	-2.9	-2.4	-2.5	-3.9
Flowers Jacksonville														
$ Share: Specialty	9.6	8.4	8.6	7.1	7.6	6.7	6.6	6.6	5.6	6.5	6.8	6.7	6.6	6.6
$ Share: Specialty Chg	NA	0.0	0.3	-1.0	-0.7	-1.2	-1.2	-1.6	-2.0	-0.5	-0.9	-1.0	-1.5	-3.0
Flowers Tampa														
$ Share: Specialty	7.9	7.7	7.5	6.7	6.4	6.1	5.9	5.9	5.2	6.3	6.1	6.7	6.0	6.1
$ Share: Specialty Chg	NA	1.2	1.3	0.2	-0.2	-0.2	-0.3	-0.6	-2.4	-0.7	-1.8	-1.8	-1.4	-1.9
Flowers Miami														
$ Share: Specialty	7.4	7.0	7.2	6.1	5.8	5.6	5.4	5.5	4.8	5.5	6.0	6.4	6.0	6.4
$ Share: Specialty Chg	NA	0.1	0.7	0.2	-0.4	0.0	-0.4	0.0	-0.7	-0.2	-0.9	-0.4	-2.9	-1.0

ATTORNEYS EYES ONLY

FBI 002179
CONFIDENTIAL

Source: Information Resources, Inc., 1996

InfoScan Market D[illegible]lar Share Analysis

Category: Class 3 - Specialty

TOTAL COBBLESTONE MILL

	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13, 98	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99
Orlando, FL														
$ Share: Specialty	8.9	7.7	8.0	6.6	7.4	6.2	5.9	5.5	4.5	5.2	5.3	5.5	5.3	5.6
$ Share: Specialty Chg	NA	1.0	1.1	-0.2	0.6	-0.3	-0.4	-1.3	-2.1	-0.8	-1.4	-1.4	-2.0	-3.3
South Carolina														
$ Share: Specialty	11.3	12.2	12.8	12.1	11.3	10.2	8.7	9.1	8.7	9.0	9.8	11.0	11.4	13.1
$ Share: Specialty Chg	NA	3.2	3.6	3.0	2.3	1.2	-0.2	-0.5	-0.2	0.5	0.2	0.5	1.0	1.8
Flowers San Antonio														
$ Share: Specialty	7.7	6.9	6.6	6.1	5.3	5.3	5.3	5.2	4.7	4.6	4.6	4.7	4.0	4.2
$ Share: Specialty Chg	NA	0.7	0.9	-0.3	-0.6	-0.2	-0.5	-1.0	-1.4	-1.1	-2.0	-2.0	-2.6	-3.5
Flowers Houston														
$ Share: Specialty	6.2	7.6	6.3	5.1	4.1	4.3	3.8	3.4	3.2	3.2	3.4	3.8	3.6	3.8
$ Share: Specialty Chg	NA	3.7	2.7	0.8	-0.0	0.0	-0.5	-1.3	-1.2	-1.1	-1.0	-0.8	-0.6	-2.4
Dallas/Ft Worth														
$ Share: Specialty	5.5	5.5	4.7	4.2	4.0	3.7	3.4	3.3	2.5	2.4	2.6	3.0	3.4	3.8
$ Share: Specialty Chg	NA	0.6	-0.0	-0.3	-1.4	-5.4	-2.4	-2.1	-2.1	-1.7	-3.2	-3.0	-1.2	-1.7
Flowers West Tex-New Mex														
$ Share: Specialty	4.1	5.1	7.0	5.4	4.5	3.9	3.8	3.7	3.5	3.4	3.5	4.2	4.3	4.9
$ Share: Specialty Chg	NA	2.5	4.8	3.4	2.7	2.1	1.8	1.5	1.3	1.2	1.2	1.6	1.9	0.8
Memphis, TN														
$ Share: Specialty	5.5	5.7	4.5	4.2	4.0	4.2	3.7	3.7	3.5	3.3	3.5	3.4	3.4	4.2
$ Share: Specialty Chg	NA	0.9	-0.0	-0.7	-0.2	-0.3	-0.2	-1.0	-1.5	-0.7	-0.8	-1.7	-2.1	-1.3
Nashville, TN														
$ Share: Specialty	1.7	1.8	2.0	2.0	1.5	1.3	1.4	1.5	1.2	1.4	1.7	1.7	2.2	2.6
$ Share: Specialty Chg	NA	-0.9	-0.5	-0.2	-0.4	-0.4	-0.3	-0.3	-0.5	-0.0	0.4	0.0	0.6	0.9

ATTORNEYS EYES ONLY

FBI 002180
CONFIDENTIAL

InfoScan Market Dollar Share Analysis

Category: Class 4 - Buns

Total Flowers Buns	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13, 98	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99
Flowers Birmingham														
$ Share: Buns	34.2	32.9	34.3	32.4	32.3	31.0	34.2	34.9	35.7	36.0	37.6	39.1	38.1	37.4
$ Share: Buns Chg YAG	NA	-3.5	-0.9	-2.2	-1.4	-1.0	0.5	0.5	2.4	3.2	4.6	4.9	4.1	3.2
Roanoke, VA														
$ Share: Buns	17.5	17.7	18.6	17.2	15.0	14.9	16.0	15.7	14.8	14.1	14.2	13.8	14.5	14.7
$ Share: Buns Chg YAG	NA	1.6	2.1	0.3	-0.6	-0.9	-0.4	-2.0	-2.1	-3.8	-3.8	-4.4	-2.7	-2.7
Richmond/Norfolk														
$ Share: Buns	19.7	17.9	17.7	16.0	16.9	17.0	18.2	17.9	16.4	17.9	19.9	19.9	18.8	20.4
$ Share: Buns Chg YAG	NA	-2.6	-0.5	-1.1	-0.6	-1.5	-1.0	-0.7	-2.9	-1.2	1.7	2.1	-0.9	0.7
Flowers Jacksonville														
$ Share: Buns	19.9	19.5	19.4	19.3	18.8	17.8	19.6	19.3	19.5	18.9	19.3	19.4	19.3	19.3
$ Share: Buns Chg YAG	NA	-0.7	-0.2	0.7	-0.3	-0.6	-0.2	-0.4	-0.1	-0.9	-0.3	-0.7	-0.0	-0.7
Flowers - Atlanta														
$ Share: Buns	13.6	13.4	13.0	12.4	11.4	11.2	12.2	12.2	12.5	13.1	13.6	14.4	14.0	13.8
$ Share: Buns Chg YAG	NA	1.2	-0.6	-3.1	-3.6	-3.0	-0.3	0.3	0.6	0.6	0.9	1.0	0.5	0.3
Orlando, FL														
$ Share: Buns	14.4	14.4	14.0	14.0	14.1	14.3	16.1	15.4	15.5	14.5	14.7	15.0	15.2	15.2
$ Share: Buns Chg YAG	NA	-2.7	-2.1	-0.5	-0.8	-0.1	0.9	0.8	0.7	-0.3	-0.2	-0.7	0.4	0.8
Flowers Houston														
$ Share: Buns	11.6	10.8	10.0	9.4	8.9	8.8	10.7	10.1	10.6	10.5	11.1	11.1	11.0	10.9
$ Share: Buns Chg YAG	NA	0.2	-1.1	-1.3	-1.9	-1.2	-0.5	-0.7	-0.6	0.3	0.2	-0.1	0.1	-0.6
Dallas/Ft Worth														
$ Share: Buns	10.8	11.5	11.0	9.9	9.0	7.8	7.7	6.5	7.7	7.9	7.7	7.3	8.8	10.8
$ Share: Buns Chg YAG	NA	5.0	2.1	3.2	2.0	0.7	0.9	-0.6	0.5	1.8	0.9	0.2	-0.5	0.0
Flowers West Tex-New Mex														
$ Share: Buns	16.1	15.1	14.0	12.8	15.3	13.3	14.8	13.6	15.2	15.8	18.0	17.4	16.0	16.9
$ Share: Buns Chg YAG	NA	-1.6	-2.3	-2.0	-1.5	-2.3	0.1	0.5	0.4	0.8	2.6	2.1	1.3	0.7
Memphis, TN														
$ Share: Buns	3.3	3.3	2.8	3.7	3.1	2.3	3.2	3.2	4.0	3.4	3.5	3.6	3.8	4.9
$ Share: Buns Chg YAG	NA	2.2	1.3	1.8	1.2	0.6	1.4	1.9	1.8	1.1	0.8	0.5	0.8	1.6

ATTORNEYS EYES ONLY

FBI 002181
CONFIDENTIAL

Markets Ranked by Current Period

Source: Information Resources, Inc., 1996

InfoScan Market Dollar Share Analysis

Category: Class 4 - Buns

Ttl Flowers Buns (No Sunbeam)	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13, 98	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99
Flowers Miami														
$ Share: Buns	24.2	23.1	22.3	21.8	24.2	24.5	26.8	25.7	26.4	25.7	25.8	26.2	24.4	24.8
$ Share: Buns Chg YAG	NA	2.6	1.1	0.8	2.6	2.9	5.2	2.8	2.5	1.2	1.9	3.5	1.5	0.6
Flowers New Orleans-Mobile														
$ Share: Buns	23.7	23.2	25.1	25.4	26.6	24.3	24.4	26.0	25.7	24.9	25.5	25.7	26.1	23.8
$ Share: Buns Chg YAG	NA	5.3	5.7	4.7	6.7	4.8	3.5	6.2	4.9	2.5	4.1	3.5	3.4	0.2
Flowers - East Tenn.														
$ Share: Buns	25.0	21.7	27.1	25.3	25.0	25.7	25.2	19.9	20.3	18.1	19.0	19.2	18.1	21.2
$ Share: Buns Chg YAG	NA	-2.0	2.9	-0.9	2.8	3.8	1.9	-1.0	-1.1	-7.3	-2.1	-2.1	-4.4	-3.8
Raleigh/Greensboro														
$ Share: Buns	20.7	21.1	21.0	20.2	20.4	21.2	20.5	19.8	19.2	19.6	20.2	19.9	19.2	18.9
$ Share: Buns Chg YAG	NA	-1.2	-1.0	-0.8	-0.9	-0.5	-0.9	-2.9	-3.7	-2.7	-2.1	-3.0	-2.1	-1.8
Charlotte, NC														
$ Share: Buns	16.4	17.0	16.8	15.5	15.9	16.5	17.2	15.1	15.7	16.8	18.0	17.6	17.5	17.0
$ Share: Buns Chg YAG	NA	1.4	1.5	0.2	0.5	0.7	1.2	-0.9	-0.2	1.3	2.4	0.7	1.8	0.7
Flowers Tampa														
$ Share: Buns	9.2	9.1	9.5	9.7	10.0	9.8	10.8	10.4	10.3	9.7	9.7	10.0	9.8	9.8
$ Share: Buns Chg YAG	NA	-1.5	-1.3	0.5	0.4	-0.6	0.0	-0.0	-0.0	-0.9	-0.6	-0.2	0.3	0.6
South Carolina														
$ Share: Buns	8.9	9.2	9.9	10.0	8.9	8.6	8.7	8.3	8.1	8.8	8.7	8.6	9.2	9.4
$ Share: Buns Chg YAG	NA	1.8	2.5	1.2	0.4	0.3	1.1	-0.1	-0.7	-0.4	-0.9	-1.1	-0.3	0.4
Flowers San Antonio														
$ Share: Buns	5.1	4.8	4.9	4.5	4.8	5.6	5.6	5.7	6.4	6.4	6.4	5.9	5.7	5.1
$ Share: Buns Chg YAG	NA	-1.6	-2.8	-3.2	-3.4	-2.2	-2.2	-0.5	-0.4	0.3	-0.1	-0.4	0.2	-0.1
Nashville, TN														
$ Share: Buns	11.8	11.5	11.1	12.8	12.3	13.1	9.3	9.5	11.2	10.9	12.7	11.0	9.0	10.6
$ Share: Buns Chg YAG	NA	-0.7	-1.9	1.3	0.6	3.3	-1.5	-2.4	-1.3	-0.9	0.7	-3.0	-3.8	-1.2

ATTORNEYS EYES ONLY

FBI 002182
CONFIDENTIAL

Markets Ranked by Current Period

Source: Information Resources, Inc., 1996

InfoScan Market Dollar Share Analysis

Category: Class 5 - Rolls

Total Flowers Rolls	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13, 98	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99
Flowers Birmingham														
$ Share: Rolls	30.8	30.7	25.8	34.3	35.5	33.3	33.5	31.9	31.4	31.2	25.8	26.7	30.0	29.9
$ Share: Rolls Chg YAG	NA	1.8	-9.8	0.6	5.2	4.8	3.0	-3.9	-2.6	-1.9	-1.5	3.3	-1.7	-1.0
Richmond/Norfolk														
$ Share: Rolls	21.7	22.8	21.3	22.1	22.4	21.7	21.6	21.1	19.0	18.2	13.5	14.5	14.7	16.8
$ Share: Rolls Chg YAG	NA	2.0	0.4	1.7	1.1	1.2	1.8	0.8	-2.1	-4.9	-6.3	-1.8	-7.8	-4.9
Flowers - Atlanta														
$ Share: Rolls	20.6	19.5	18.3	19.2	18.9	20.0	18.9	18.0	17.9	17.5	12.9	13.3	17.9	17.7
$ Share: Rolls Chg YAG	NA	1.9	-1.7	-0.1	-1.0	-0.2	0.3	-1.4	0.0	-0.8	-3.6	-3.2	-2.6	-2.9
Roanoke, VA														
$ Share: Rolls	18.9	18.6	15.8	18.5	18.3	19.3	18.9	17.5	16.2	15.0	12.6	13.8	16.0	15.7
$ Share: Rolls Chg YAG	NA	-0.4	-3.3	0.0	0.0	1.2	0.7	-1.6	-2.1	-3.0	-2.9	0.2	-2.8	-3.2
Flowers Jacksonville														
$ Share: Rolls	24.7	25.3	23.2	24.7	26.2	25.2	25.4	25.2	25.4	24.4	17.2	18.5	22.4	23.4
$ Share: Rolls Chg YAG	NA	6.0	2.8	4.9	5.7	5.1	4.6	-1.6	-0.1	0.9	-2.1	-1.6	-4.6	-1.3
Orlando, FL														
$ Share: Rolls	23.4	23.4	20.6	22.4	23.4	23.2	22.8	21.4	22.7	21.5	13.5	13.6	17.0	17.6
$ Share: Rolls Chg YAG	NA	7.2	2.6	5.3	5.0	5.2	4.5	-2.0	-1.2	-0.1	-1.9	-4.1	-7.5	-5.8
Flowers Houston														
$ Share: Rolls	11.3	11.8	10.1	10.9	11.5	11.2	11.1	10.3	10.5	10.1	7.3	8.1	10.0	10.7
$ Share: Rolls Chg YAG	NA	5.0	2.3	3.4	2.6	2.1	1.1	-0.8	-0.7	-1.5	-0.9	-0.0	-1.9	-0.6
Dallas/Ft Worth														
$ Share: Rolls	10.7	9.9	7.9	8.8	8.7	8.3	8.7	8.5	7.4	6.5	4.3	4.6	6.3	6.5
$ Share: Rolls Chg YAG	NA	1.1	-2.7	-1.4	-2.2	-3.1	-1.8	-1.8	-2.4	-3.3	-2.3	-2.4	-4.4	-4.2
Flowers West Tex-New Mex														
$ Share: Rolls	9.2	11.3	9.3	13.8	11.9	9.2	10.8	9.2	8.7	14.9	8.3	10.0	12.0	13.3
$ Share: Rolls Chg YAG	NA	3.9	2.8	8.3	5.7	3.8	5.0	3.0	1.4	6.8	2.4	3.1	4.4	4.1
Memphis, TN														
$ Share: Rolls	5.8	5.4	3.6	5.3	6.3	6.8	6.4	4.7	5.8	5.4	3.4	3.5	4.8	6.5
$ Share: Rolls Chg YAG	NA	1.4	-1.5	1.1	0.5	1.3	1.5	0.1	1.3	1.4	0.3	0.6	-1.0	0.7

ATTORNEYS EYES ONLY

FBI 002183
CONFIDENTIAL

InfoScan Market Dollar Share Analysis

Category: Class 5 - Rolls

Ttl Flowers Rolls (No Sunbeam)	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13, 98	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99
Flowers New Orleans-Mobile														
$ Share: Rolls	25.2	22.9	23.1	26.0	24.7	24.6	25.5	26.6	25.0	23.3	20.1	21.8	25.3	25.6
$ Share: Rolls Chg YAG	NA	6.0	3.4	3.9	2.7	2.7	4.0	5.4	4.1	3.2	-0.1	-0.9	0.3	0.4
Flowers Miami														
$ Share: Rolls	22.1	22.6	21.6	23.0	22.7	22.3	23.1	22.4	21.6	20.4	19.6	18.1	20.5	21.3
$ Share: Rolls Chg YAG	NA	6.6	4.6	5.7	4.0	4.1	4.3	1.3	-1.4	-1.2	2.6	1.1	-3.4	-0.8
Raleigh/Greensboro														
$ Share: Rolls	24.0	23.4	21.5	22.0	23.5	23.3	23.3	20.6	19.3	18.3	15.0	14.7	17.5	18.0
$ Share: Rolls Chg YAG	NA	0.5	-2.7	-1.4	-0.7	-0.9	0.6	-2.8	-3.6	-4.6	-6.2	-5.3	-5.9	-5.9
Flowers Tampa														
$ Share: Rolls	16.4	17.1	15.5	18.9	22.1	20.8	20.2	19.2	19.2	16.6	9.8	10.2	14.8	15.2
$ Share: Rolls Chg YAG	NA	4.2	0.6	3.0	5.6	4.7	3.2	-0.4	-0.5	-1.9	-2.5	-3.0	-3.9	-1.2
Charlotte, NC														
$ Share: Rolls	18.4	18.0	17.0	18.7	19.8	18.5	18.3	16.4	16.3	14.7	12.8	11.3	14.4	15.0
$ Share: Rolls Chg YAG	NA	-1.6	-3.6	-1.6	-0.0	0.1	-0.0	-1.7	-1.4	-3.5	-3.4	-4.5	-3.4	-3.4
South Carolina														
$ Share: Rolls	13.9	12.9	12.5	14.7	14.8	14.0	12.7	14.0	13.4	12.3	9.4	10.0	12.6	13.7
$ Share: Rolls Chg YAG	NA	3.2	1.9	3.0	2.8	2.9	0.7	1.7	1.4	1.3	0.0	-0.7	-1.0	-0.2
Flowers - East Tenn.														
$ Share: Rolls	16.6	16.2	14.5	16.8	18.0	16.6	16.9	16.4	15.7	14.4	11.4	11.2	13.8	13.2
$ Share: Rolls Chg YAG	NA	-1.5	-4.0	-0.0	0.1	-1.8	-1.5	-2.1	-2.6	-2.3	-1.9	-1.1	-2.8	-3.5
Flowers San Antonio														
$ Share: Rolls	14.0	14.3	13.6	14.7	15.3	15.2	15.5	14.4	12.3	13.2	8.5	9.7	11.7	13.0
$ Share: Rolls Chg YAG	NA	-0.5	-1.3	-0.1	-1.1	-0.9	-0.6	-1.2	-5.5	-3.4	0.6	-0.5	-4.8	-1.1
Nashville, TN														
$ Share: Rolls	2.2	1.6	1.9	2.9	1.5	1.3	1.5	1.5	1.4	2.1	2.0	1.8	2.4	2.5
$ Share: Rolls Chg YAG	NA	-0.5	-0.4	1.2	0.2	-0.3	-0.3	-0.5	-0.8	0.4	0.5	0.4	0.3	0.3

ATTORNEYS EYES ONLY

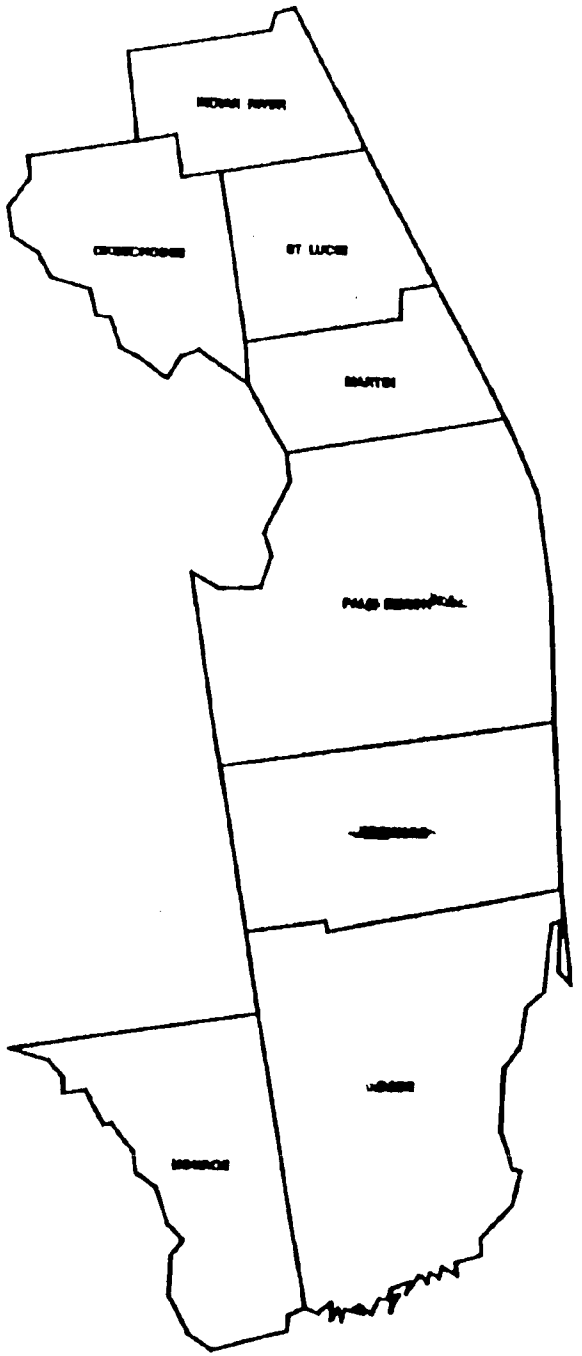
FBI 002184
CONFIDENTIAL

Miami

ATTORNEYS EYES
ONLY

FBI 002185
CONFIDENTIAL

Flowers - Miami



ATTORNEYS EYES
ONLY

FBI 002186
CONFIDENTIAL

Flower Industries Miami - Monthly InfoScan Sales Analysis

Category: White, Soft Variety & Specialty

Flowers Miami

	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13, 98	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99	Latest 52 Weeks
Category - Fresh Bread															
Dollars (000)	$7,765	$7,800	$7,148	$6,861	$6,729	$7,075	$7,145	$7,601	$6,925	$7,260	$7,603	$8,060	$7,853	$7,781	$95,841
Dollar Share, Bread Ctgry	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Flowers															
Dollars (000)	$2,055	$2,111	$1,996	$1,904	$1,857	$1,981	$1,998	$2,123	$1,857	$1,920	$2,097	$2,247	$2,114	$2,039	$26,246
Dollar Share, Bread Ctgry	26.5	27.1	27.9	27.7	27.6	28.0	28.0	27.9	26.8	26.4	27.6	27.9	26.9	26.2	27.4
Total Interstate															
Dollars (000)	$579	$574	$516	$490	$475	$512	$518	$577	$487	$498	$489	$494	$442	$461	$6,534
Dollar Share, Bread Ctgry	7.5	7.4	7.2	7.1	7.1	7.2	7.2	7.6	7.0	6.9	6.4	6.1	5.6	5.9	6.8
Ttl Pepperidge Farms															
Dollars (000)	$920	$893	$798	$738	$695	$728	$778	$856	$867	$892	$891	$971	$995	$1,005	$11,106
Dollar Share, Bread Ctgry	11.8	11.4	11.2	10.8	10.3	10.3	10.9	11.3	12.5	12.3	11.7	12.0	12.7	12.9	11.6
Arnold/Oroweat/Fran/Tou															
Dollars (000)	$724	$730	$645	$617	$603	$601	$623	$664	$620	$714	$734	$755	$839	$861	$9,005
Dollar Share, Bread Ctgry	9.3	9.4	9.0	9.0	9.0	8.5	8.7	8.7	9.0	9.8	9.7	9.4	10.7	11.1	9.4
Roman Meal Bread															
Dollars (000)	$36	$32	$33	$28	$30	$29	$28	$38	$32	$40	$45	$37	$31	$31	$433
Dollar Share, Bread Ctgry	0.5	0.4	0.5	0.4	0.4	0.4	0.4	0.5	0.5	0.5	0.6	0.5	0.4	0.4	0.5
Private Label/Generic															
Dollars (000)	$2,488	$2,524	$2,267	$2,126	$2,134	$2,276	$2,195	$2,221	$2,102	$2,130	$2,268	$2,433	$2,316	$2,236	$29,229
Dollar Share, Bread Ctgry	32.0	32.4	31.7	31.0	31.7	32.2	30.7	29.2	30.4	29.3	29.8	30.2	29.5	28.7	30.5
Miami - All Other															
Dollars (000)	$963	$936	$893	$958	$934	$947	$1,007	$1,122	$959	$1,067	$1,080	$1,122	$1,115	$1,149	$13,288
Dollar Share, Bread Ctgry	12.4	12.0	12.5	14.0	13.9	13.4	14.1	14.8	13.8	14.7	14.2	13.9	14.2	14.8	13.9

ATTORNEYS EYES ONLY

FBI 002187
CONFIDENTIAL

Monthly Sales Trends

Source: Information Resources, Inc., 1996

Flowers Industries Miami - M thly InfoScan Sales Analysis

Category: Class 1 - White

Flowers Miami	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13, 98	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99	Latest 52 Weeks
TTL CLASS 1 - WHITE															
Units (000)	1,875	1,954	1,815	1,761	1,750	1,937	1,968	2,100	1,797	1,846	2,043	2,144	2,036	1,894	25,044
Dollars (000)	$1,896	$1,974	$1,817	$1,788	$1,799	$2,009	$1,970	$2,186	$1,988	$1,892	$2,104	$2,226	$2,068	$1,979	$25,799
Avg Price per Unit	$1.01	$1.01	$1.00	$1.02	$1.03	$1.04	$1.00	$1.04	$1.11	$1.02	$1.03	$1.04	$1.02	$1.05	$1.03
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Flowers															
Units (000)	269	285	275	294	316	344	346	407	364	310	326	377	325	298	4,267
Dollars (000)	$410	$466	$449	$465	$475	$551	$561	$659	$586	$486	$522	$565	$486	$450	$6,720
Avg Price per Unit	$1.52	$1.63	$1.63	$1.58	$1.50	$1.60	$1.62	$1.62	$1.61	$1.57	$1.60	$1.50	$1.50	$1.51	$1.58
Unit Share	14.4	14.6	15.1	16.7	18.1	17.8	17.6	19.4	20.3	16.8	15.9	17.6	15.9	15.7	17.0
ACV Weighted Distribution	99.8%	99.7%	99.6%	99.4%	99.3%	99.1%	100.0%	99.3%	99.6%	99.4%	100.0%	100.0%	100.0%	100.0%	100.0%
Holsum/Bahama															
Units (000)	149	153	136	133	129	140	158	180	165	140	142	141	138	139	1,896
Dollars (000)	$229	$238	$223	$218	$212	$230	$248	$297	$251	$207	$212	$214	$198	$204	$2,953
Avg Price per Unit	$1.54	$1.56	$1.64	$1.64	$1.64	$1.64	$1.57	$1.65	$1.52	$1.48	$1.49	$1.51	$1.44	$1.47	$1.56
Unit Share	7.9	7.8	7.5	7.6	7.4	7.2	8.0	8.6	9.2	7.6	6.9	6.6	6.8	7.3	7.6
ACV Weighted Distribution	98.5%	98.4%	98.3%	98.1%	98.6%	98.6%	98.6%	98.6%	98.6%	98.4%	98.5%	98.0%	98.5%	98.5%	98.6%
Sunbeam															
Units (000)	123	123	110	104	76	118	73	128	77	120	132	155	154	166	1,537
Dollars (000)	$151	$160	$148	$140	$114	$155	$112	$166	$114	$153	$169	$195	$191	$208	$2,024
Avg Price per Unit	$1.23	$1.29	$1.34	$1.35	$1.49	$1.31	$1.53	$1.30	$1.48	$1.28	$1.28	$1.26	$1.24	$1.25	$1.32
Unit Share	6.5	6.3	6.1	5.9	4.4	6.1	3.7	6.1	4.3	6.5	6.5	7.2	7.6	8.7	6.1
ACV Weighted Distribution	64.7%	64.7%	64.6%	63.1%	62.0%	61.2%	61.3%	61.4%	63.1%	61.8%	62.0%	61.6%	63.0%	64.7%	64.7%
Wonder															
Units (000)	15	14	13	12	14	14	13	35	34	34	37	41	45	43	350
Dollars (000)	$23	$23	$21	$19	$21	$23	$22	$56	$54	$53	$58	$64	$67	$69	$551
Avg Price per Unit	$1.52	$1.61	$1.62	$1.62	$1.54	$1.68	$1.66	$1.61	$1.55	$1.55	$1.58	$1.57	$1.50	$1.60	$1.58
Unit Share	0.8	0.7	0.7	0.7	0.8	0.7	0.7	1.7	1.9	1.9	1.8	1.9	2.2	2.3	1.4
ACV Weighted Distribution	8.2%	8.1%	8.2%	8.1%	12.0%	16.3%	15.7%	68.7%	69.2%	46.9%	45.9%	45.6%	45.9%	49.5%	69.2%

ATTORNEYS EYES ONLY

FBI 002188
CONFIDENTIAL

Flowers Industries Miami - M thly InfoScan Sales Analysis

Category: Class 1 - White

Flowers Miami

	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13, 98	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99	Latest 52 Weeks
Interstate															
Units (000)	15	16	14	14	14	14	14	15	17	15	16	16	15	15	196
Dollars (000)	$22	$23	$21	$19	$21	$22	$22	$23	$26	$23	$24	$25	$22	$22	$293
Avg Price per Unit	$1.49	$1.42	$1.49	$1.39	$1.52	$1.59	$1.54	$1.55	$1.50	$1.51	$1.52	$1.52	$1.50	$1.40	$1.50
Unit Share	0.8	0.8	0.8	0.8	0.8	0.7	0.7	0.7	1.0	0.8	0.8	0.8	0.7	0.8	0.8
ACV Weighted Distribution	2.7%	2.7%	2.7%	2.9%	2.9%	2.8%	2.8%	2.8%	2.8%	2.7%	2.8%	2.8%	2.9%	3.0%	3.0%
Private Label															
Units (000)	1,236	1,328	1,247	1,182	1,175	1,270	1,342	1,310	1,134	1,219	1,364	1,374	1,332	1,229	16,507
Dollars (000)	$1,052	$1,097	$1,002	$965	$998	$1,066	$1,047	$1,036	$997	$1,015	$1,149	$1,182	$1,124	$1,067	$13,746
Avg Price per Unit	$.85	$.83	$.80	$.82	$.85	$.84	$.78	$.79	$.88	$.83	$.84	$.86	$.84	$.87	$.83
Unit Share	65.9	67.9	68.7	67.1	67.1	65.6	68.2	62.4	63.1	66.1	66.8	64.1	65.4	64.9	65.9
ACV Weighted Distribution	99.5%	99.5%	99.3%	99.0%	98.7%	98.4%	99.1%	98.7%	99.2%	98.9%	99.0%	99.0%	99.3%	99.8%	99.8%

ATTORNEYS EYES ONLY

FBI 002189
CONFIDENTIAL

Flowers Industries Miami - M thly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Flowers Miami

	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13, 98	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99	Latest 52 Weeks
TTL CLASS 2 - SOFT VARIETY															
Units (000)	2,000	1,856	1,727	1,608	1,626	1,658	1,700	1,719	1,584	1,802	1,880	1,917	1,875	1,875	22,827
Dollars (000)	$2,838	$2,828	$2,636	$2,483	$2,425	$2,501	$2,526	$2,583	$2,297	$2,586	$2,683	$2,790	$2,712	$2,731	$33,782
Avg Price per Unit	$1.42	$1.52	$1.53	$1.54	$1.49	$1.51	$1.49	$1.50	$1.45	$1.44	$1.43	$1.46	$1.45	$1.46	$1.48
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Natures Own															
Units (000)	840	758	718	665	650	681	692	721	640	734	823	839	864	830	9,616
Dollars (000)	$1,346	$1,352	$1,279	$1,208	$1,168	$1,212	$1,209	$1,232	$1,082	$1,211	$1,323	$1,402	$1,378	$1,383	$16,439
Avg Price per Unit	$1.60	$1.78	$1.78	$1.82	$1.80	$1.78	$1.75	$1.71	$1.69	$1.65	$1.61	$1.67	$1.60	$1.67	$1.71
Unit Share	42.0	40.8	41.6	41.3	40.0	41.1	40.7	42.0	40.4	40.8	43.8	43.8	46.0	44.3	42.1
ACV Weighted Distribution	99.8%	99.7%	99.6%	99.4%	99.3%	99.1%	100.0%	99.3%	99.6%	99.4%	100.0%	100.0%	100.0%	100.0%	100.0%
Country Hearth															
Units (000)	135	125	125	141	131	118	137	135	133	140	151	159	133	144	1,770
Dollars (000)	$176	$180	$179	$189	$175	$166	$182	$190	$179	$194	$205	$215	$189	$201	$2,445
Avg Price per Unit	$1.30	$1.44	$1.44	$1.34	$1.34	$1.41	$1.33	$1.41	$1.35	$1.39	$1.36	$1.36	$1.42	$1.40	$1.38
Unit Share	6.8	6.8	7.2	8.8	8.1	7.1	8.0	7.9	8.4	7.8	8.0	8.3	7.1	7.7	7.8
ACV Weighted Distribution	72.0%	72.0%	71.9%	70.4%	69.5%	68.5%	68.7%	68.7%	70.3%	68.9%	68.8%	68.7%	70.0%	71.8%	72.0%
Holsum/Bahama															
Units (000)	186	150	127	112	111	122	100	99	101	148	139	125	105	124	1,561
Dollars (000)	$253	$239	$202	$191	$185	$200	$184	$185	$155	$206	$194	$192	$157	$177	$2,466
Avg Price per Unit	$1.36	$1.60	$1.59	$1.71	$1.67	$1.64	$1.83	$1.87	$1.53	$1.39	$1.40	$1.54	$1.50	$1.42	$1.58
Unit Share	9.3	8.1	7.3	6.9	6.8	7.4	5.9	5.7	6.4	8.2	7.4	6.5	5.6	6.6	6.8
ACV Weighted Distribution	98.5%	98.4%	98.3%	98.1%	98.6%	98.6%	98.6%	98.6%	98.6%	98.4%	98.5%	98.0%	98.5%	98.5%	98.6%
Interstate															
Units (000)	9	9	9	7	7	7	9	9	8	10	9	9	9	8	111
Dollars (000)	$15	$14	$13	$11	$11	$12	$15	$16	$14	$15	$14	$14	$15	$14	$179
Avg Price per Unit	$1.54	$1.55	$1.57	$1.56	$1.60	$1.75	$1.69	$1.71	$1.66	$1.48	$1.59	$1.58	$1.71	$1.63	$1.62
Unit Share	0.5	0.5	0.5	0.5	0.4	0.4	0.5	0.5	0.5	0.6	0.5	0.5	0.5	0.4	0.5
ACV Weighted Distribution	31.3%	30.7%	30.8%	28.6%	28.9%	28.7%	36.5%	36.7%	33.7%	34.1%	34.9%	29.1%	36.6%	23.0%	36.7%

ATTORNEYS EYES ONLY

FBI 002190
CONFIDENTIAL

Monthly Sales Trends

Source: Information Resources, Inc., 1996

Flowers Industries Miami - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Flowers Miami	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13, 98	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99	Latest 52 Weeks
Roman Meal															
Units (000)	23	17	19	14	17	15	15	23	20	25	24	22	16	16	244
Dollars (000)	$36	$32	$33	$28	$30	$29	$28	$38	$32	$40	$45	$37	$31	$31	$433
Avg Price per Unit	$1.58	$1.87	$1.78	$1.96	$1.75	$1.89	$1.90	$1.63	$1.55	$1.59	$1.83	$1.73	$1.90	$1.89	$1.77
Unit Share	1.1	0.9	1.1	0.9	1.0	0.9	0.9	1.3	1.3	1.4	1.3	1.1	0.9	0.9	1.1
ACV Weighted Distribution	99.5%	99.5%	99.3%	97.2%	97.0%	98.4%	99.1%	98.7%	99.2%	97.0%	97.3%	97.3%	94.8%	95.4%	99.5%
Private Label															
Units (000)	549	534	500	445	456	479	456	491	430	494	496	520	504	504	6,309
Dollars (000)	$630	$623	$574	$519	$499	$538	$519	$559	$493	$568	$561	$581	$586	$569	$7,191
Avg Price per Unit	$1.15	$1.17	$1.15	$1.17	$1.09	$1.12	$1.14	$1.14	$1.15	$1.15	$1.13	$1.12	$1.16	$1.13	$1.14
Unit Share	27.4	28.7	28.9	27.7	28.0	28.9	26.8	28.5	27.1	27.4	26.4	27.1	26.9	26.9	27.6
ACV Weighted Distribution	99.3%	99.2%	99.0%	98.5%	98.1%	97.6%	98.1%	98.2%	98.8%	98.4%	98.3%	98.1%	99.0%	99.6%	99.6%

ATTORNEYS EYES ONLY

FBI 002191
CONFIDENTIAL

Flowers Industries Miami - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Flowers Miami	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13, 98	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99	Latest 52 Weeks
Class 3 - Specialty															
Units (000)	1,728	1,697	1,505	1,409	1,375	1,418	1,431	1,522	1,430	1,440	1,458	1,651	1,600	1,614	19,552
Dollars (000)	$2,911	$2,870	$2,578	$2,478	$2,405	$2,458	$2,539	$2,717	$2,540	$2,675	$2,698	$2,920	$2,950	$2,946	$34,774
Avg Price per Unit	$1.68	$1.69	$1.71	$1.76	$1.75	$1.73	$1.77	$1.79	$1.78	$1.86	$1.85	$1.77	$1.84	$1.83	$1.78
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Cobblestone Mill															
Units (000)	135	123	135	88	81	79	79	86	75	88	101	112	106	122	1,276
Dollars (000)	$217	$202	$187	$152	$139	$137	$138	$150	$122	$146	$162	$186	$176	$189	$2,088
Avg Price per Unit	$1.60	$1.65	$1.39	$1.73	$1.71	$1.74	$1.74	$1.74	$1.62	$1.65	$1.61	$1.66	$1.66	$1.55	$1.64
Unit Share	7.8	7.2	8.9	6.2	5.9	5.6	5.5	5.7	5.3	6.1	6.9	6.8	6.6	7.5	6.5
ACV Weighted Distribution	99.5%	99.5%	99.3%	99.0%	98.7%	98.4%	99.1%	98.7%	99.2%	98.9%	99.0%	99.0%	99.3%	99.8%	99.8%
Pepperidge Farms															
Units (000)	440	425	378	345	320	344	379	394	418	402	403	450	450	469	5,177
Dollars (000)	$920	$893	$798	$738	$695	$728	$778	$856	$867	$892	$891	$971	$995	$1,005	$11,108
Avg Price per Unit	$2.09	$2.10	$2.11	$2.14	$2.18	$2.12	$2.05	$2.17	$2.08	$2.22	$2.21	$2.16	$2.21	$2.14	$2.15
Unit Share	25.5	25.1	25.1	24.5	23.2	24.3	26.5	25.9	29.2	27.9	27.7	27.3	28.1	29.0	26.5
ACV Weighted Distribution	99.8%	99.8%	99.7%	99.5%	99.4%	99.2%	99.2%	100.0%	99.6%	99.5%	99.4%	99.1%	100.0%	100.0%	100.0%
Arnolds/Oro/Fran/Touf															
Units (000)	316	334	272	280	257	256	262	300	268	302	312	353	351	357	3,905
Dollars (000)	$669	$676	$596	$572	$560	$556	$578	$618	$574	$661	$681	$701	$780	$800	$8,353
Avg Price per Unit	$2.12	$2.02	$2.19	$2.04	$2.18	$2.17	$2.21	$2.06	$2.15	$2.19	$2.18	$1.99	$2.22	$2.24	$2.14
Unit Share	18.3	19.7	18.0	19.9	18.7	18.1	18.3	19.7	18.7	21.0	21.4	21.4	22.0	22.1	20.0
ACV Weighted Distribution	99.8%	99.8%	99.7%	99.5%	99.4%	99.2%	99.2%	100.0%	99.6%	99.5%	99.4%	99.1%	99.7%	99.8%	100.0%
A&C Italian Bakeries															
Units (000)	3	0	0	0	2	3	3	3	3	3	3	4	3	4	31
Dollars (000)	$4	$0	$0	$0	$4	$5	$4	$5	$5	$5	$5	$6	$5	$6	$50
Avg Price per Unit	$1.62	NA	NA	$1.63	$1.62	$1.61	$1.61	$1.61	$1.61	$1.61	$1.61	$1.60	$1.60	$1.61	$1.61
Unit Share	0.2	0.0	0.0	0.0	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
ACV Weighted Distribution	41.8%	0.0%	0.0%	8.5%	20.3%	20.1%	15.3%	17.1%	13.0%	12.2%	11.8%	11.3%	10.9%	12.5%	20.3%

ATTORNEYS EYES ONLY

FBI 002192
CONFIDENTIAL

Montly Sales Trends

Source: Information Resources, Inc., 1996

Flowers Industries Miami - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Flowers Miami	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13, 98	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99	Latest 52 Weeks
Bread Du Jour															
Units (000)	2	2	1	1	1	1	1	1	1	2	2	2	2	2	18
Dollars (000)	$3	$3	$2	$2	$2	$2	$2	$2	$2	$3	$3	$4	$3	$3	$32
Avg Price per Unit	$1.62	$1.66	$1.67	$1.66	$1.84	$1.87	$1.87	$1.87	$1.88	$1.87	$1.74	$1.75	$1.85	$1.86	$1.79
Unit Share	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
ACV Weighted Distribution	8.6%	8.6%	7.3%	7.3%	8.2%	7.3%	7.2%	7.2%	9.1%	20.6%	19.0%	17.5%	16.3%	13.2%	20.6%
Private Label															
Units (000)	618	594	511	453	471	492	442	443	424	369	376	461	421	423	5,878
Dollars (000)	$720	$710	$612	$566	$566	$590	$557	$548	$533	$471	$482	$587	$524	$513	$7,260
Avg Price per Unit	$1.17	$1.20	$1.20	$1.25	$1.20	$1.20	$1.26	$1.24	$1.26	$1.28	$1.28	$1.27	$1.25	$1.21	$1.24
Unit Share	35.7	35.0	33.9	32.1	34.2	34.7	30.9	29.1	29.6	25.6	25.8	28.0	26.3	26.2	30.1
ACV Weighted Distribution	99.3%	99.2%	99.0%	98.5%	98.1%	97.6%	97.6%	98.0%	98.8%	98.3%	96.3%	96.2%	98.9%	99.6%	99.6%

ATTORNEYS EYES ONLY

FBI 002193
CONFIDENTIAL

Flowers Industries Miami - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Flowers Miami

	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13, 98	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99	Latest 52 Weeks
TTL CLASS 4 - BUNS															
Units (000)	918	982	1,019	1,217	1,049	1,257	1,052	1,159	887	930	913	983	1,095	996	13,539
Dollars (000)	$1,068	$1,147	$1,152	$1,284	$1,228	$1,292	$1,156	$1,138	$1,061	$1,068	$1,053	$1,167	$1,167	$1,124	$15,036
Avg Price per Unit	$1.16	$1.17	$1.13	$1.05	$1.17	$1.03	$1.10	$.98	$1.20	$1.15	$1.15	$1.19	$1.07	$1.13	$1.11
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TTL FLWR/DNDEE/SPCHRV															
Units (000)	89	96	92	102	105	118	98	106	92	94	102	122	113	109	1,348
Dollars (000)	$105	$117	$113	$135	$131	$136	$113	$122	$106	$108	$114	$130	$119	$114	$1,560
Avg Price per Unit	$1.18	$1.22	$1.23	$1.32	$1.24	$1.15	$1.15	$1.15	$1.16	$1.16	$1.12	$1.07	$1.06	$1.05	$1.16
Unit Share	9.7	9.7	9.0	8.4	10.1	9.4	9.3	9.2	10.4	10.1	11.1	12.4	10.3	10.9	10.0
ACV Weighted Distribution	79.8%	80.8%	83.8%	92.4%	88.1%	88.1%	78.7%	88.5%	86.3%	78.3%	87.5%	88.5%	88.1%	86.7%	92.4%
HOLSUM															
Units (000)	29	33	31	36	38	37	29	30	30	28	26	27	27	32	403
Dollars (000)	$47	$53	$50	$56	$54	$58	$46	$47	$40	$36	$34	$36	$36	$38	$585
Avg Price per Unit	$1.59	$1.59	$1.59	$1.59	$1.42	$1.60	$1.59	$1.59	$1.36	$1.31	$1.31	$1.30	$1.31	$1.19	$1.45
Unit Share	3.2	3.4	3.1	2.9	3.6	2.9	2.8	2.6	3.3	3.0	2.8	2.8	2.5	3.2	3.0
ACV Weighted Distribution	98.2%	98.1%	98.0%	98.1%	97.3%	97.0%	97.8%	97.9%	97.7%	97.3%	97.3%	96.6%	96.8%	97.1%	98.1%
Sunbeam															
Units (000)	28	38	49	55	57	59	54	51	51	55	54	60	57	61	699
Dollars (000)	$36	$41	$48	$55	$56	$58	$53	$50	$50	$54	$53	$60	$56	$61	$695
Avg Price per Unit	$1.29	$1.08	$.99	$.99	$.99	$.99	$.99	$.99	$.99	$.99	$.99	$.99	$.99	$.99	$1.00
Unit Share	3.0	3.8	4.8	4.5	5.4	4.7	5.1	4.4	5.7	5.9	5.9	6.1	5.2	6.1	5.2
ACV Weighted Distribution	62.7%	64.7%	64.6%	63.1%	62.0%	61.2%	61.3%	61.4%	63.1%	61.8%	62.0%	61.6%	63.0%	64.7%	64.7%
Wonder															
Units (000)	2	3	3	3	3	3	2	2	2	5	6	6	5	5	48
Dollars (000)	$4	$5	$5	$5	$4	$4	$3	$3	$3	$6	$7	$7	$6	$6	$64
Avg Price per Unit	$1.58	$1.58	$1.58	$1.59	$1.59	$1.59	$1.59	$1.59	$1.20	$1.18	$1.18	$1.18	$1.18	$1.18	$1.34
Unit Share	0.3	0.3	0.3	0.2	0.3	0.2	0.2	0.2	0.3	0.6	0.6	0.6	0.5	0.5	0.4
ACV Weighted Distribution	5.8%	5.7%	6.3%	5.7%	5.5%	5.4%	5.3%	5.7%	14.9%	27.4%	28.0%	18.2%	20.5%	16.5%	28.0%

ATTORNEYS EYES ONLY

FBI 002194
CONFIDENTIAL

Monthly Sales Trends

Source: Information Resources, Inc., 1996

Flowers Industries Miami - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Flowers Miami	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13, 98	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99	Latest 52 Weeks
Interstate															
Units (000)	11	12	10	10	11	10	10	11	9	9	10	10	11	11	134
Dollars (000)	$19	$21	$19	$19	$20	$20	$19	$20	$16	$16	$19	$19	$19	$19	$246
Avg Price per Unit	$1.79	$1.82	$1.86	$1.89	$1.90	$1.90	$1.87	$1.86	$1.82	$1.83	$1.88	$1.87	$1.79	$1.65	$1.84
Unit Share	1.1	1.2	1.0	0.8	1.0	0.8	1.0	0.9	1.0	1.0	1.1	1.1	1.0	1.1	1.0
ACV Weighted Distribution	32.1%	31.5%	31.9%	32.7%	33.1%	33.0%	33.1%	33.1%	33.7%	34.3%	34.9%	34.1%	34.1%	30.1%	34.9%
TTL PL/GENERIC															
Units (000)	501	536	522	680	548	693	533	618	437	487	479	489	547	488	7,057
Dollars (000)	$426	$454	$431	$499	$476	$500	$441	$411	$399	$403	$399	$443	$444	$416	$5,716
Avg Price per Unit	$.85	$.85	$.82	$.73	$.87	$.72	$.83	$.67	$.91	$.83	$.83	$.91	$.81	$.85	$.81
Unit Share	54.6	54.6	51.3	55.9	52.2	55.1	50.7	53.3	49.2	52.4	52.4	49.7	50.0	49.0	52.1
ACV Weighted Distribution	99.5%	99.5%	99.3%	99.0%	98.7%	98.4%	99.1%	98.7%	99.2%	98.9%	99.0%	99.0%	99.3%	99.8%	99.6%

ATTORNEYS EYES ONLY

FBI 002195
CONFIDENTIAL

Monthly Sales Trends

Source: Information Resources, Inc., 1996

Flowers Industries Miami - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Flowers Miami	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13, 98	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week . Ending Mar 7, 99	Latest 52 Weeks
TTL CLASS 5 - ROLLS															
Units (000)	383	413	418	332	323	340	339	349	329	362	623	596	411	417	5,251
Dollars (000)	$620	$625	$635	$537	$516	$540	$530	$561	$524	$563	$858	$874	$639	$666	$8,067
Avg Price per Unit	$1.62	$1.52	$1.52	$1.61	$1.60	$1.59	$1.56	$1.61	$1.59	$1.55	$1.38	$1.47	$1.56	$1.60	$1.54
Unit Share, Flowers Rolls	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	99.4%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
FLOWERS/DNDEE/SP HRVST															
Units (000)	14	15	19	14	12	14	12	12	14	13	50	36	16	17	243
Dollars (000)	$17	$18	$23	$17	$14	$17	$15	$15	$17	$15	$61	$45	$20	$20	$296
Avg Price per Unit	$1.20	$1.22	$1.25	$1.20	$1.20	$1.20	$1.19	$1.19	$1.20	$1.22	$1.22	$1.24	$1.22	$1.22	$1.22
Unit Share, Flowers Rolls	3.7	3.6	4.4	4.2	3.7	4.1	3.7	3.5	4.3	3.5	8.0	6.0	3.9	4.0	4.6
ACV Weighted Distribution	42.9%	52.2%	76.6%	45.6%	39.3%	38.7%	45.2%	42.3%	38.4%	38.6%	78.1%	82.3%	49.8%	44.3%	82.3%
INTERSTATE															
Units (000)	9	9	9	7	6	6	4	5	6	5	8	9	7	8	89
Dollars (000)	$14	$14	$13	$12	$11	$9	$7	$9	$9	$8	$12	$12	$10	$10	$136
Avg Price per Unit	$1.52	$1.52	$1.55	$1.66	$1.64	$1.61	$1.56	$1.66	$1.60	$1.53	$1.45	$1.40	$1.40	$1.38	$1.53
Unit Share, Flowers Rolls	2.5	2.2	2.1	2.2	2.0	1.6	1.3	1.5	1.8	1.4	1.3	1.5	1.7	1.8	1.7
ACV Weighted Distribution	30.9%	30.2%	30.6%	31.3%	31.6%	31.6%	31.6%	31.6%	32.6%	33.1%	33.7%	32.9%	29.8%	27.9%	33.7%
WONDER															
Units (000)	3	3	3	4	4	4	3	2	3	5	5	4	5	5	50
Dollars (000)	$4	$4	$4	$5	$5	$6	$4	$3	$3	$6	$6	$5	$6	$6	$65
Avg Price per Unit	$1.37	$1.40	$1.37	$1.17	$1.25	$1.48	$1.45	$1.42	$1.23	$1.25	$1.25	$1.25	$1.27	$1.27	$1.30
Unit Share, Flowers Rolls	0.8	0.8	0.8	1.3	1.2	1.2	0.8	0.7	0.8	1.3	0.7	0.7	1.2	1.2	1.0
ACV Weighted Distribution	8.2%	8.1%	8.2%	8.1%	8.4%	15.7%	12.8%	8.0%	18.2%	44.6%	41.4%	37.6%	36.9%	35.6%	44.6%
Private Label Rolls															
Units (000)	107	122	145	94	94	102	97	95	96	102	254	203	108	114	1,626
Dollars (000)	$130	$144	$159	$117	$114	$126	$118	$120	$117	$124	$241	$203	$131	$140	$1,854
Avg Price per Unit	$1.21	$1.18	$1.10	$1.25	$1.22	$1.24	$1.21	$1.26	$1.22	$1.22	$.95	$1.00	$1.21	$1.22	$1.14
Unit Share, Flowers Rolls	28.0	29.7	34.7	28.2	29.0	29.9	28.6	27.2	29.2	28.2	40.8	34.2	26.4	27.4	31.0
ACV Weighted Distribution	98.9%	99.2%	99.3%	98.5%	98.1%	97.6%	97.6%	98.2%	98.7%	98.3%	98.3%	98.1%	96.1%	97.0%	99.3%

ATTORNEYS EYES ONLY

FBI 002196
CONFIDENTIAL

Monthly Sales Trends

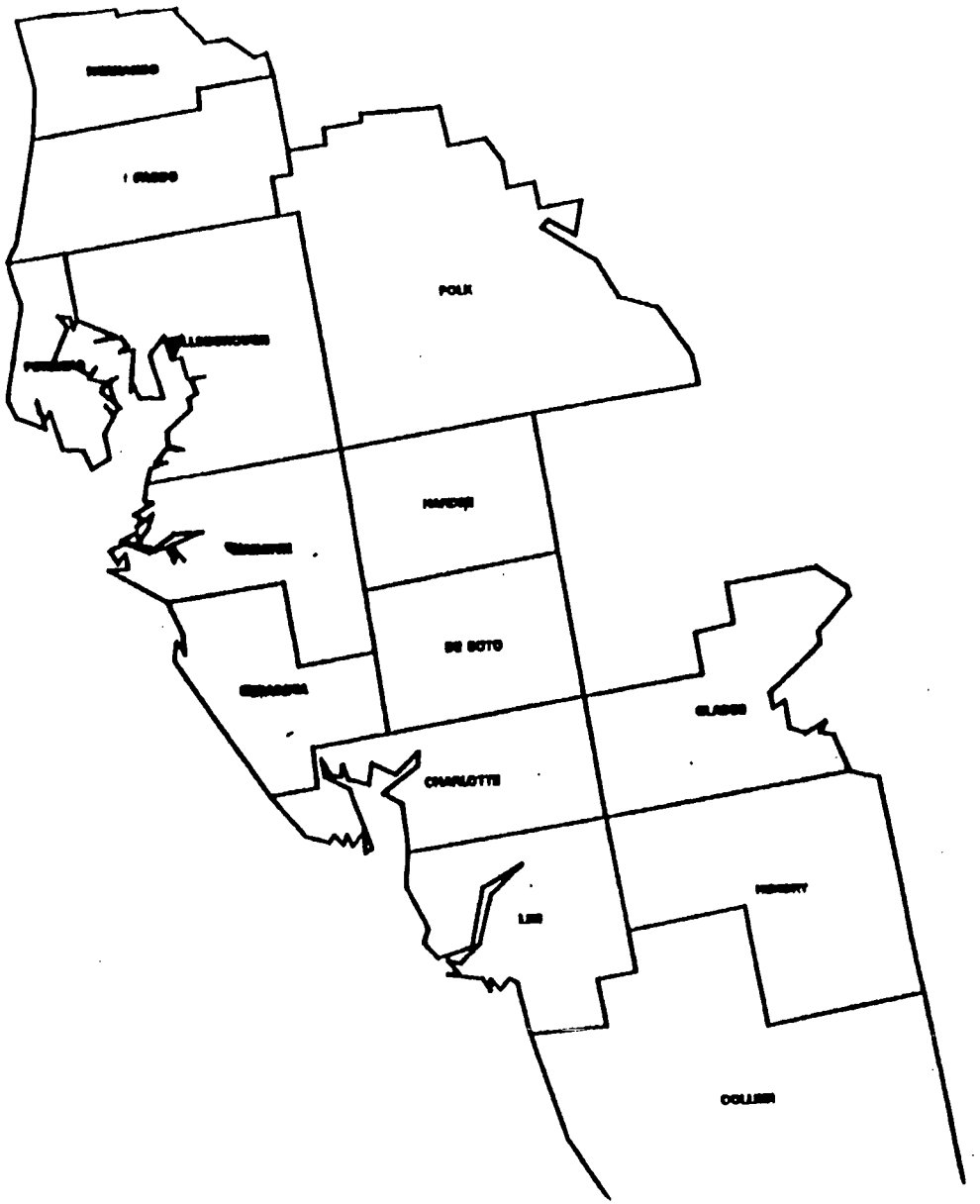
Source: Information Resources, Inc., 1996

Tampa

ATTORNEYS EYES
ONLY

FBI 002197
CONFIDENTIAL

Flowers - Tampa



ATTORNEYS EYES ONLY

FBI 002198
CONFIDENTIAL

Flowers Industries Tampa - Monthly InfoScan Sales Analysis

Category: White, Soft Variety & Specialty

Flowers Tampa	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13, 98	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99	Latest 52 Weeks
Category - Fresh Bread															
Dollars (000)	$6,984	$6,865	$6,128	$5,564	$5,686	$5,867	$5,773	$5,874	$6,134	$6,370	$6,753	$7,244	$7,070	$6,938	$82,265
Dollar Share, Bread Ctgry	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Flowers															
Dollars (000)	$1,321	$1,174	$1,037	$930	$955	$976	$992	$1,096	$1,117	$995	$940	$1,019	$962	$945	$13,137
Dollar Share, Bread Ctgry	18.9	17.1	16.9	16.7	16.8	16.6	17.2	18.7	18.2	15.6	13.9	14.1	13.6	13.6	16.0
Interstate															
Dollars (000)	$834	$896	$865	$838	$911	$983	$948	$919	$958	$968	$1,000	$1,038	$959	$914	$12,198
Dollar Share, Bread Ctgry	11.9	13.1	14.1	15.1	16.0	16.8	16.4	15.6	15.6	15.2	14.8	14.3	13.6	13.2	14.8
Continental															
Dollars (000)	$610	$584	$530	$488	$508	$509	$507	$498	$620	$597	$610	$627	$666	$651	$7,395
Dollar Share, Bread Ctgry	8.7	8.5	8.6	8.8	8.9	8.7	8.8	8.5	10.1	9.4	9.0	8.7	9.4	9.4	9.0
Country Hearth															
Dollars (000)	$478	$482	$468	$445	$415	$435	$407	$402	$382	$412	$485	$550	$482	$477	$5,841
Dollar Share, Bread Ctgry	6.8	7.0	7.6	8.0	7.3	7.4	7.0	6.8	6.2	6.5	7.2	7.6	6.8	6.9	7.1
Pepperidge Farms															
Dollars (000)	$790	$711	$595	$482	$441	$446	$484	$540	$574	$629	$644	$720	$736	$783	$7,785
Dollar Share, Bread Ctgry	11.3	10.4	9.7	8.7	7.8	7.6	8.4	9.2	9.4	9.9	9.5	9.9	10.4	11.3	9.5
ROMAN MEAL BREAD															
Dollars (000)	$23	$20	$16	$16	$14	$18	$20	$31	$21	$38	$19	$19	$17	$19	$268
Dollar Share, Bread Ctgry	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.5	0.3	0.6	0.3	0.3	0.2	0.3	0.3
Arnold Oroweat															
Dollars (000)	$601	$624	$493	$457	$442	$427	$432	$464	$480	$537	$573	$604	$685	$708	$6,927
Dollar Share, Bread Ctgry	8.6	9.1	8.0	8.2	7.8	7.3	7.5	7.9	7.8	8.4	8.5	8.3	9.7	10.2	8.4
Private Label															
Dollars (000)	$1,792	$1,841	$1,640	$1,451	$1,560	$1,602	$1,510	$1,456	$1,525	$1,606	$1,766	$1,851	$1,809	$1,707	$21,323
Dollar Share, Bread Ctgry	25.7	26.8	26.8	26.1	27.4	27.3	26.2	24.8	24.9	25.2	26.2	25.6	25.6	24.6	25.9
Tampa - All Other															
Dollars (000)	$535	$533	$485	$456	$440	$471	$472	$468	$455	$588	$716	$816	$755	$736	$7,391
Dollar Share, Bread Ctgry	7.7	7.8	7.9	8.2	7.7	8.0	8.2	8.0	7.4	9.2	10.6	11.3	10.7	10.6	9.0

ATTORNEYS EYES ONLY

FBI 002199
CONFIDENTIAL

Flower Industries Tampa - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Flowers Tampa	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13, 98	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99	Latest 52 Weeks
TTL CLASS 1 - WHITE															
Units (000)	1,753	1,738	1,641	1,602	1,603	1,785	1,723	1,747	1,840	1,715	1,934	1,956	1,829	1,731	22,844
Dollars (000)	$1,958	$1,956	$1,849	$1,787	$1,868	$2,072	$1,928	$1,941	$2,108	$1,975	$2,187	$2,248	$2,087	$1,954	$25,959
Avg Price per Unit	$1.12	$1.13	$1.13	$1.11	$1.16	$1.16	$1.12	$1.11	$1.15	$1.15	$1.13	$1.15	$1.14	$1.13	$1.14
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Flowers White Bread															
Units (000)	326	180	162	113	134	141	188	320	279	161	183	192	178	180	2,410
Dollars (000)	$365	$255	$240	$182	$204	$208	$250	$358	$346	$241	$272	$279	$251	$241	$3,326
Avg Price per Unit	$1.12	$1.42	$1.48	$1.60	$1.52	$1.48	$1.33	$1.12	$1.24	$1.49	$1.49	$1.45	$1.41	$1.34	$1.38
Unit Share	18.6	10.3	9.8	7.1	8.4	7.9	10.9	18.3	15.2	9.4	9.5	9.8	9.7	10.4	10.5
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	99.7%	98.9%	98.9%	98.9%	99.7%	99.0%	98.9%	99.0%	99.2%	99.5%	100.0%
Interstate															
Units (000)	372	432	410	418	436	457	445	429	464	434	449	467	428	436	5,704
Dollars (000)	$547	$612	$601	$592	$658	$721	$685	$661	$697	$658	$687	$713	$650	$612	$8,547
Avg Price per Unit	$1.47	$1.41	$1.47	$1.42	$1.51	$1.58	$1.54	$1.54	$1.50	$1.52	$1.53	$1.53	$1.52	$1.40	$1.50
Unit Share	21.2	24.9	25.0	26.1	27.2	25.6	25.8	24.5	25.2	25.3	23.2	23.9	23.4	25.2	25.0
ACV Weighted Distribution	95.5%	95.4%	95.4%	95.5%	95.5%	95.4%	95.4%	95.5%	95.5%	95.2%	95.4%	95.5%	95.6%	95.7%	95.7%
Wonder															
Units (000)	210	176	157	147	144	140	137	147	267	174	159	166	207	198	2,221
Dollars (000)	$270	$252	$227	$211	$225	$233	$218	$217	$338	$252	$250	$258	$295	$282	$3,258
Avg Price per Unit	$1.28	$1.43	$1.45	$1.43	$1.56	$1.66	$1.59	$1.47	$1.27	$1.45	$1.57	$1.56	$1.42	$1.42	$1.47
Unit Share	12.0	10.1	9.5	9.2	9.0	7.9	8.0	8.4	14.5	10.2	8.2	8.5	11.3	11.5	9.7
ACV Weighted Distribution	95.5%	95.4%	95.4%	95.5%	95.5%	95.4%	95.4%	95.5%	95.3%	95.2%	97.1%	97.1%	97.3%	97.3%	97.3%
Sunbeam															
Units (000)	7	8	8	6	4	7	5	7	5	7	8	9	8	9	93
Dollars (000)	$9	$10	$11	$9	$6	$9	$7	$9	$8	$9	$10	$11	$11	$11	$122
Avg Price per Unit	$1.25	$1.31	$1.31	$1.36	$1.48	$1.31	$1.51	$1.27	$1.45	$1.25	$1.23	$1.23	$1.24	$1.27	$1.31
Unit Share	0.4	0.5	0.5	0.4	0.3	0.4	0.3	0.4	0.3	0.4	0.4	0.5	0.5	0.5	0.4
ACV Weighted Distribution	4.6%	4.6%	4.6%	4.6%	4.5%	4.6%	4.6%	4.6%	5.0%	4.9%	4.8%	4.6%	4.5%	4.3%	5.0%

ATTORNEYS EYES ONLY

FBI 002200
CONFIDENTIAL

Flower Industries Tampa - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Flowers Tampa	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13, 98	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99	Latest 52 Weeks
Private Label															
Units (000)	723	850	818	733	800	868	879	778	760	842	987	952	915	825	11,007
Dollars (000)	$611	$702	$652	$581	$657	$692	$667	$598	$625	$680	$781	$777	$745	$683	$8,839
Avg Price per Unit	$.85	$.83	$.80	$.79	$.82	$.80	$.76	$.77	$.82	$.81	$.79	$.82	$.81	$.83	$.80
Unit Share	41.3	48.9	49.9	45.8	49.9	48.6	51.0	44.6	41.3	49.1	51.0	48.7	50.0	47.7	48.2
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	99.7%	99.7%	99.7%	99.7%	99.7%	99.8%	99.7%	99.5%	99.6%	99.6%	100.0%

ATTORNEYS EYES ONLY

FBI 002201
CONFIDENTIAL

Flowers Industries Tampa - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Flowers Tampa	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13, 98	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99	Latest 52 Weeks
CLASS 2 - SOFT VARIETY															
Units (000)	2,158	2,226	2,039	1,811	1,910	1,937	1,968	1,970	2,005	2,131	2,197	2,356	2,259	2,210	27,019
Dollars (000)	$2,941	$3,022	$2,765	$2,516	$2,658	$2,720	$2,709	$2,707	$2,767	$2,939	$3,030	$3,237	$3,129	$3,006	$37,205
Avg Price per Unit	$1.36	$1.36	$1.36	$1.39	$1.39	$1.40	$1.38	$1.37	$1.38	$1.38	$1.38	$1.37	$1.39	$1.36	$1.38
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
NATURES OWN															
Units (000)	453	440	372	349	358	397	379	398	407	382	409	460	448	423	5,224
Dollars (000)	$694	$696	$608	$596	$599	$619	$594	$591	$618	$639	$665	$736	$701	$669	$8,332
Avg Price per Unit	$1.53	$1.58	$1.64	$1.71	$1.67	$1.56	$1.57	$1.48	$1.52	$1.67	$1.63	$1.60	$1.57	$1.58	$1.60
Unit Share	21.0	19.8	18.2	19.3	18.7	20.5	19.3	20.2	20.3	17.9	18.6	19.5	19.8	19.2	19.3
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	99.7%	99.7%	99.7%	99.7%	99.7%	99.8%	99.8%	99.8%	99.8%	99.8%	100.0%
COUNTRY HEARTH															
Units (000)	353	392	388	266	310	258	334	321	296	327	347	391	391	393	4,413
Dollars (000)	$442	$479	$456	$332	$398	$323	$400	$399	$380	$408	$421	$469	$474	$471	$5,409
Avg Price per Unit	$1.25	$1.22	$1.17	$1.25	$1.29	$1.25	$1.20	$1.24	$1.28	$1.25	$1.22	$1.20	$1.21	$1.20	$1.23
Unit Share	16.3	17.6	19.0	14.7	16.2	13.3	17.0	16.3	14.7	15.3	15.8	16.6	17.3	17.8	16.3
ACV Weighted Distribution	99.9%	99.7%	99.6%	99.6%	99.2%	98.6%	98.6%	98.7%	98.7%	98.7%	98.7%	98.7%	99.0%	99.2%	99.7%
Home Pride/Wonder															
Units (000)	200	198	184	169	171	160	177	169	165	225	223	220	219	217	2,497
Dollars (000)	$290	$285	$265	$246	$252	$249	$262	$256	$250	$312	$320	$320	$325	$322	$3,684
Avg Price per Unit	$1.45	$1.44	$1.44	$1.45	$1.47	$1.56	$1.48	$1.51	$1.52	$1.39	$1.43	$1.46	$1.49	$1.48	$1.47
Unit Share	9.3	8.9	9.0	9.4	9.0	8.2	9.0	8.6	8.2	10.6	10.2	9.3	9.7	9.8	9.2
ACV Weighted Distribution	95.5%	95.4%	95.4%	95.5%	95.5%	95.4%	95.4%	95.5%	95.5%	95.2%	95.4%	95.5%	95.6%	95.7%	95.7%
Interstate															
Units (000)	190	186	173	161	158	151	164	159	161	214	200	205	186	188	2,305
Dollars (000)	$278	$276	$256	$239	$245	$255	$256	$250	$254	$302	$304	$317	$300	$295	$3,548
Avg Price per Unit	$1.46	$1.48	$1.48	$1.48	$1.55	$1.69	$1.56	$1.58	$1.58	$1.41	$1.52	$1.55	$1.61	$1.57	$1.54
Unit Share	8.8	8.4	8.5	8.9	8.3	7.8	8.3	8.1	8.0	10.0	9.1	8.7	8.2	8.5	8.5
ACV Weighted Distribution	95.5%	95.4%	95.4%	95.5%	95.5%	95.4%	95.4%	95.5%	95.5%	95.2%	95.4%	95.5%	95.6%	95.7%	95.7%

ATTORNEYS EYES ONLY

FBI 002202
CONFIDENTIAL

Flowers Industries Tampa - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Flowers Tampa	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13, 98	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99	Latest 52 Weeks
HOLSUM/BAHAMA															
Units (000)	18	16	13	11	9	10	11	12	11	14	11	11	11	11	153
Dollars (000)	$27	$25	$20	$17	$13	$15	$16	$18	$15	$19	$15	$14	$15	$15	$217
Avg Price per Unit	$1.52	$1.60	$1.54	$1.48	$1.44	$1.45	$1.44	$1.47	$1.39	$1.36	$1.30	$1.31	$1.33	$1.33	$1.42
Unit Share	0.8	0.7	0.6	0.6	0.5	0.5	0.6	0.6	0.5	0.7	0.5	0.5	0.5	0.5	0.6
ACV Weighted Distribution	22.1%	22.1%	22.2%	22.5%	22.2%	22.0%	21.9%	21.8%	21.7%	21.2%	17.6%	15.8%	18.2%	19.1%	22.5%
TOTAL ROMAN MEAL															
Units (000)	14	11	9	10	8	11	13	22	13	31	10	12	10	12	172
Dollars (000)	$23	$20	$16	$16	$14	$18	$20	$31	$21	$38	$19	$19	$17	$19	$268
Avg Price per Unit	$1.65	$1.73	$1.80	$1.59	$1.85	$1.60	$1.56	$1.41	$1.64	$1.24	$1.79	$1.68	$1.75	$1.54	$1.56
Unit Share	0.6	0.5	0.4	0.6	0.4	0.6	0.7	1.1	0.6	1.5	0.5	0.5	0.4	0.5	0.6
ACV Weighted Distribution	94.3%	92.1%	88.5%	89.2%	89.5%	89.5%	93.4%	92.6%	89.7%	94.7%	87.4%	84.9%	90.4%	94.0%	94.7%
Private Label															
Units (000)	953	884	795	678	740	727	677	690	704	732	786	843	832	814	9,900
Dollars (000)	$1,081	$1,019	$899	$792	$825	$817	$772	$782	$810	$847	$899	$971	$968	$933	$11,333
Avg Price per Unit	$1.13	$1.15	$1.13	$1.17	$1.12	$1.12	$1.14	$1.13	$1.15	$1.16	$1.14	$1.15	$1.16	$1.15	$1.14
Unit Share	44.2	39.7	39.0	37.4	38.7	37.5	34.4	35.0	35.1	34.3	35.8	35.8	36.8	36.8	36.6
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	99.7%	99.7%	99.7%	99.7%	99.7%	99.8%	99.8%	99.8%	99.8%	99.8%	100.0%

ATTORNEYS EYES ONLY

FBI 002203
CONFIDENTIAL

Flowers Industries Tampa - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Flowers Tampa	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13, 98	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99	Latest 52 Weeks
CLASS 3 - SPECIALTY															
Units (000)	1,646	1,571	1,324	1,150	1,113	1,107	1,100	1,143	1,199	1,315	1,342	1,526	1,468	1,529	16,885
Dollars (000)	$2,618	$2,494	$2,098	$1,850	$1,806	$1,783	$1,796	$1,886	$1,981	$2,162	$2,251	$2,504	$2,534	$2,615	$27,760
Avg Price per Unit	$1.59	$1.59	$1.58	$1.61	$1.62	$1.61	$1.63	$1.65	$1.65	$1.64	$1.68	$1.64	$1.73	$1.71	$1.64
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Dist	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
COBBLESTONE MILL															
Units (000)	121	111	111	67	63	58	56	59	56	84	83	104	83	85	1,020
Dollars (000)	$208	$191	$158	$124	$115	$109	$106	$110	$104	$136	$136	$167	$153	$158	$1,766
Avg Price per Unit	$1.71	$1.73	$1.42	$1.85	$1.84	$1.88	$1.88	$1.88	$1.85	$1.61	$1.65	$1.60	$1.83	$1.85	$1.73
Unit Share	7.4	7.1	8.4	5.8	5.6	5.2	5.1	5.1	4.7	6.4	6.2	6.8	5.7	5.6	6.0
ACV Weighted Dist	100.0%	100.0%	100.0%	100.0%	98.5%	98.9%	97.7%	97.5%	97.6%	97.7%	97.7%	99.0%	99.3%	99.5%	100.0%
PEPPERIDGE FARM															
Units (000)	382	336	285	227	203	213	237	244	279	282	286	327	327	361	3,607
Dollars (000)	$790	$711	$595	$482	$441	$446	$484	$540	$574	$629	$644	$720	$736	$783	$7,785
Avg Price per Unit	$2.07	$2.12	$2.09	$2.12	$2.17	$2.10	$2.04	$2.21	$2.06	$2.23	$2.25	$2.20	$2.25	$2.17	$2.16
Unit Share	23.2	21.4	21.5	19.7	18.3	19.2	21.6	21.4	23.3	21.4	21.3	21.4	22.3	23.6	21.4
ACV Weighted Dist	99.1%	97.1%	97.0%	96.3%	95.4%	94.7%	94.7%	99.6%	95.1%	95.3%	95.7%	95.9%	96.4%	96.9%	99.6%
ARN/ORO/FRAN/SnMd															
Units (000)	224	265	184	192	166	163	166	195	188	203	213	260	257	261	2,713
Dollars (000)	$464	$496	$393	$366	$349	$341	$350	$377	$396	$438	$467	$496	$565	$584	$5,618
Avg Price per Unit	$2.08	$1.87	$2.14	$1.90	$2.10	$2.09	$2.11	$1.94	$2.10	$2.16	$2.19	$1.90	$2.20	$2.24	$2.07
Unit Share	13.6	16.9	13.9	16.7	14.9	14.7	15.1	17.0	15.7	15.4	15.9	17.1	17.5	17.1	16.1
ACV Weighted Dist	100.0%	99.9%	99.9%	99.9%	99.6%	99.7%	99.7%	99.7%	99.7%	99.7%	99.7%	99.5%	99.6%	99.6%	99.9%
Bread Du Jour															
Units (000)	37	33	27	22	19	15	15	15	18	18	27	32	27	26	292
Dollars (000)	$50	$46	$38	$32	$32	$27	$26	$26	$32	$32	$40	$48	$46	$47	$473
Avg Price per Unit	$1.38	$1.41	$1.41	$1.44	$1.71	$1.80	$1.80	$1.80	$1.80	$1.80	$1.47	$1.49	$1.74	$1.80	$1.62
Unit Share	2.2	2.1	2.0	1.9	1.7	1.4	1.3	1.3	1.5	1.3	2.0	2.1	1.8	1.7	1.7
ACV Weighted Dist	94.1%	91.2%	91.3%	93.7%	93.7%	93.4%	93.7%	92.9%	93.6%	93.0%	94.5%	95.0%	95.0%	95.0%	95.0%

ATTORNEYS EYES ONLY

FBI 002204
CONFIDENTIAL

Flowers Industries Tampa - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Flowers Tampa	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13, 98	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99	Latest 52 Weeks
PRIVATE LABEL/GENERIC															
Units (000)	396	358	301	247	271	242	220	224	233	230	243	288	287	302	3,446
Dollars (000)	$462	$427	$362	$314	$336	$298	$284	$278	$300	$303	$320	$376	$371	$377	$4,346
Avg Price per Unit	$1.17	$1.19	$1.21	$1.27	$1.24	$1.23	$1.29	$1.24	$1.29	$1.32	$1.31	$1.30	$1.29	$1.25	$1.26
Unit Share	24.1	22.8	22.7	21.5	24.4	21.9	20.0	19.6	19.4	17.5	18.1	18.9	19.5	19.8	20.4
ACV Weighted Dist	100.0%	99.9%	99.8%	98.4%	99.5%	98.7%	98.9%	98.9%	98.8%	99.0%	98.9%	98.8%	99.1%	99.4%	99.9%

ATTORNEYS EYES ONLY

FBI 002205
CONFIDENTIAL

Flowers Industries Tampa - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Flowers Tampa	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13,	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99	Latest 52 Weeks
TOTAL CLASS 4 - BUNS															
Units (000)	870	974	991	1,165	1,000	1,205	908	1,053	834	861	828	875	978	907	12,579
Dollars (000)	$866	$965	$969	$1,065	$1,005	$1,074	$890	$914	$865	$859	$830	$912	$944	$924	$12,217
Avg Price per Unit	$1.00	$.99	$.98	$.91	$1.00	$.89	$.98	$.87	$1.04	$1.00	$1.00	$1.04	$.96	$1.02	$.97
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Dist	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
FLWRS/DANDEE/SPC HUST															
Units (000)	32	33	32	33	37	38	36	32	35	20	3	3	3	3	306
Dollars (000)	$38	$40	$40	$43	$45	$44	$42	$37	$40	$24	$3	$3	$3	$3	$367
Avg Price per Unit	$1.18	$1.23	$1.24	$1.32	$1.23	$1.16	$1.16	$1.16	$1.16	$1.22	$1.04	$.99	$.99	$.99	$1.20
Unit Share	3.7	3.4	3.2	2.8	3.7	3.1	4.0	3.1	4.2	2.3	0.3	0.3	0.3	0.3	2.4
ACV Weighted Dist	40.8%	44.5%	45.3%	45.8%	49.5%	58.2%	55.2%	48.2%	47.9%	47.9%	4.8%	4.6%	4.5%	4.3%	58.2%
Wonder															
Units (000)	18	19	17	16	18	16	15	16	17	18	19	20	19	18	229
Dollars (000)	$18	$21	$19	$17	$20	$19	$16	$18	$19	$20	$21	$22	$22	$21	$256
Avg Price per Unit	$1.00	$1.08	$1.10	$1.10	$1.13	$1.17	$1.10	$1.10	$1.10	$1.09	$1.09	$1.11	$1.19	$1.19	$1.12
Unit Share	2.1	2.0	1.7	1.4	1.8	1.4	1.6	1.6	2.1	2.1	2.4	2.2	1.9	2.0	1.8
ACV Weighted Dist	32.8%	30.1%	35.4%	38.4%	42.1%	40.3%	42.4%	43.7%	45.6%	41.5%	40.8%	42.4%	42.8%	43.5%	45.6%
COUNTRY HEARTH															
Units (000)	19	21	23	33	32	34	25	25	25	24	22	22	25	30	341
Dollars (000)	$24	$26	$28	$40	$38	$40	$30	$31	$30	$28	$26	$27	$31	$36	$411
Avg Price per Unit	$1.25	$1.26	$1.21	$1.19	$1.18	$1.18	$1.22	$1.21	$1.23	$1.21	$1.19	$1.21	$1.20	$1.20	$1.20
Unit Share	2.2	2.1	2.3	2.9	3.2	2.8	2.7	2.4	2.9	2.7	2.7	2.6	2.6	3.3	2.7
ACV Weighted Dist	61.2%	63.4%	75.2%	84.1%	80.4%	82.1%	78.5%	82.4%	83.6%	79.3%	82.8%	72.4%	78.6%	80.4%	84.1%
Interstate															
Units (000)	81	85	80	84	84	80	73	74	73	74	70	78	76	75	1,005
Dollars (000)	$82	$93	$89	$94	$96	$94	$82	$84	$83	$83	$80	$89	$94	$92	$1,152
Avg Price per Unit	$1.02	$1.09	$1.12	$1.11	$1.14	$1.19	$1.13	$1.13	$1.14	$1.11	$1.13	$1.14	$1.23	$1.23	$1.15
Unit Share	9.3	8.7	8.1	7.2	8.4	6.6	8.0	7.0	8.8	8.6	8.5	8.9	7.8	8.2	8.0
ACV Weighted Dist	87.9%	89.0%	90.6%	95.2%	95.2%	94.4%	94.4%	94.4%	94.5%	94.2%	94.5%	94.8%	95.2%	95.5%	95.5%

ATTORNEYS EYES ONLY

Monthly Sales Trends

Source: Information Resources, Inc., 1996

FBI 002206
CONFIDENTIAL

Flowers Industries Tampa - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Flowers Tampa	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13,	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99	Latest 52 Weeks
HOLSUM															
Units (000)	3	3	2	2	2	2	2	2	2	2	2	2	2	2	27
Dollars (000)	$4	$4	$4	$4	$3	$3	$3	$3	$3	$3	$2	$2	$2	$2	$37
Avg Price per Unit	$1.48	$1.48	$1.50	$1.49	$1.33	$1.51	$1.50	$1.49	$1.24	$1.24	$1.20	$1.18	$1.20	$1.14	$1.36
Unit Share	0.3	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.2	0.2	0.2	0.2	0.2
ACV Weighted Dist	18.6%	15.6%	15.5%	15.3%	15.1%	14.3%	14.2%	16.6%	14.3%	14.1%	14.3%	10.3%	10.4%	10.6%	16.6%
Bunny															
Units (000)	2	3	3	3	3	3	3	3	3	13	28	34	43	43	185
Dollars (000)	$3	$4	$5	$5	$5	$5	$4	$4	$5	$17	$35	$40	$47	$46	$222
Avg Price per Unit	$1.49	$1.49	$1.49	$1.56	$1.59	$1.59	$1.59	$1.59	$1.59	$1.29	$1.25	$1.16	$1.09	$1.09	$1.20
Unit Share	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4	1.5	3.3	3.9	4.4	4.7	1.5
ACV Weighted Dist	19.9%	19.7%	19.0%	20.2%	22.7%	21.0%	19.7%	19.2%	19.6%	47.6%	48.6%	46.2%	43.0%	42.1%	48.6%
PRIVATE LABEL/GENERIC															
Units (000)	590	673	665	819	669	855	618	728	552	583	558	576	658	592	8,546
Dollars (000)	$470	$533	$513	$581	$531	$589	$472	$483	$449	$449	$430	$470	$487	$465	$6,451
Avg Price per Unit	$.80	$.79	$.77	$.71	$.79	$.69	$.76	$.66	$.81	$.77	$.77	$.81	$.74	$.79	$.75
Unit Share	67.8	69.1	67.2	70.3	66.9	71.0	68.0	69.1	66.1	67.7	67.4	65.9	67.3	65.2	67.9
ACV Weighted Dist	100.0%	100.0%	100.0%	100.0%	99.7%	99.7%	99.7%	99.7%	99.7%	99.8%	99.8%	99.8%	99.6%	99.6%	100.0%

ATTORNEYS EYES ONLY

FBI 002207
CONFIDENTIAL

Flowers Industries Tampa - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Flowers Tampa	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31,	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13,	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99	Latest 52 Weeks
TOTAL CLASS 5 - ROLLS															
Units (000)	326	334	383	256	253	254	242	243	254	269	581	525	293	293	4,180
Dollars (000)	$480	$486	$523	$386	$369	$378	$360	$367	$382	$402	$697	$689	$442	$458	$5,937
Avg Price per Unit	$1.47	$1.46	$1.36	$1.51	$1.46	$1.49	$1.49	$1.51	$1.51	$1.49	$1.20	$1.31	$1.51	$1.56	$1.42
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.7%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Flwr/Dandee/Spc Harv															
Units (000)	10	9	13	8	7	8	8	9	10	6	2	2	1	1	81
Dollars (000)	$14	$13	$18	$12	$10	$12	$12	$12	$13	$8	$3	$2	$1	$1	$118
Avg Price per Unit	$1.37	$1.44	$1.43	$1.52	$1.55	$1.55	$1.51	$1.38	$1.39	$1.40	$1.34	$1.32	$1.40	$1.46	$1.45
Unit Share	3.1	2.8	3.3	3.1	2.7	3.0	3.4	3.6	3.8	2.0	0.4	0.3	0.2	0.3	1.9
ACV Weighted Distribution	36.0%	38.8%	39.4%	39.4%	38.0%	39.0%	37.2%	36.5%	37.2%	36.0%	8.2%	5.4%	4.5%	4.3%	39.4%
COUNTRY HEARTH															
Units (000)	13	13	14	10	8	9	8	9	9	12	56	40	10	10	210
Dollars (000)	$20	$20	$19	$16	$13	$15	$13	$14	$14	$18	$59	$45	$16	$16	$277
Avg Price per Unit	$1.55	$1.46	$1.37	$1.56	$1.60	$1.58	$1.58	$1.58	$1.58	$1.49	$1.05	$1.10	$1.57	$1.57	$1.32
Unit Share	3.9	4.0	3.7	3.9	3.3	3.6	3.4	3.6	3.6	4.4	9.7	7.7	3.4	3.5	5.0
ACV Weighted Distribution	85.5%	81.2%	87.1%	84.4%	83.4%	76.5%	78.5%	71.6%	71.6%	85.1%	94.0%	88.5%	83.1%	85.5%	94.0%
Interstate															
Units (000)	8	7	8	7	6	6	7	7	7	7	15	14	14	15	121
Dollars (000)	$11	$10	$11	$9	$8	$9	$9	$9	$10	$10	$20	$18	$18	$18	$158
Avg Price per Unit	$1.34	$1.32	$1.34	$1.34	$1.34	$1.36	$1.34	$1.35	$1.38	$1.35	$1.34	$1.26	$1.23	$1.22	$1.31
Unit Share	2.4	2.2	2.1	2.8	2.4	2.5	2.8	2.7	2.9	2.6	2.5	2.7	4.9	5.0	2.9
ACV Weighted Distribution	45.0%	39.8%	42.5%	48.5%	41.9%	46.4%	40.9%	43.1%	42.7%	42.8%	48.0%	43.3%	45.0%	43.3%	48.5%
Private Label Rolls															
Units (000)	97	106	163	70	68	75	74	69	74	77	285	229	76	76	1,443
Dollars (000)	$112	$121	$170	$84	$77	$89	$86	$82	$85	$90	$250	$214	$88	$91	$1,526
Avg Price per Unit	$1.15	$1.14	$1.04	$1.19	$1.13	$1.18	$1.16	$1.19	$1.14	$1.17	$.88	$.94	$1.17	$1.19	$1.06
Unit Share	29.7	31.8	42.6	27.5	26.8	29.5	30.7	28.4	29.3	28.6	49.1	43.6	25.8	26.0	34.5
ACV Weighted Distribution	95.6%	97.0%	97.3%	96.8%	96.8%	95.1%	97.0%	97.0%	97.0%	97.1%	97.1%	97.2%	97.0%	97.0%	97.3%

ATTORNEYS EYES ONLY

FBI 002208
CONFIDENTIAL

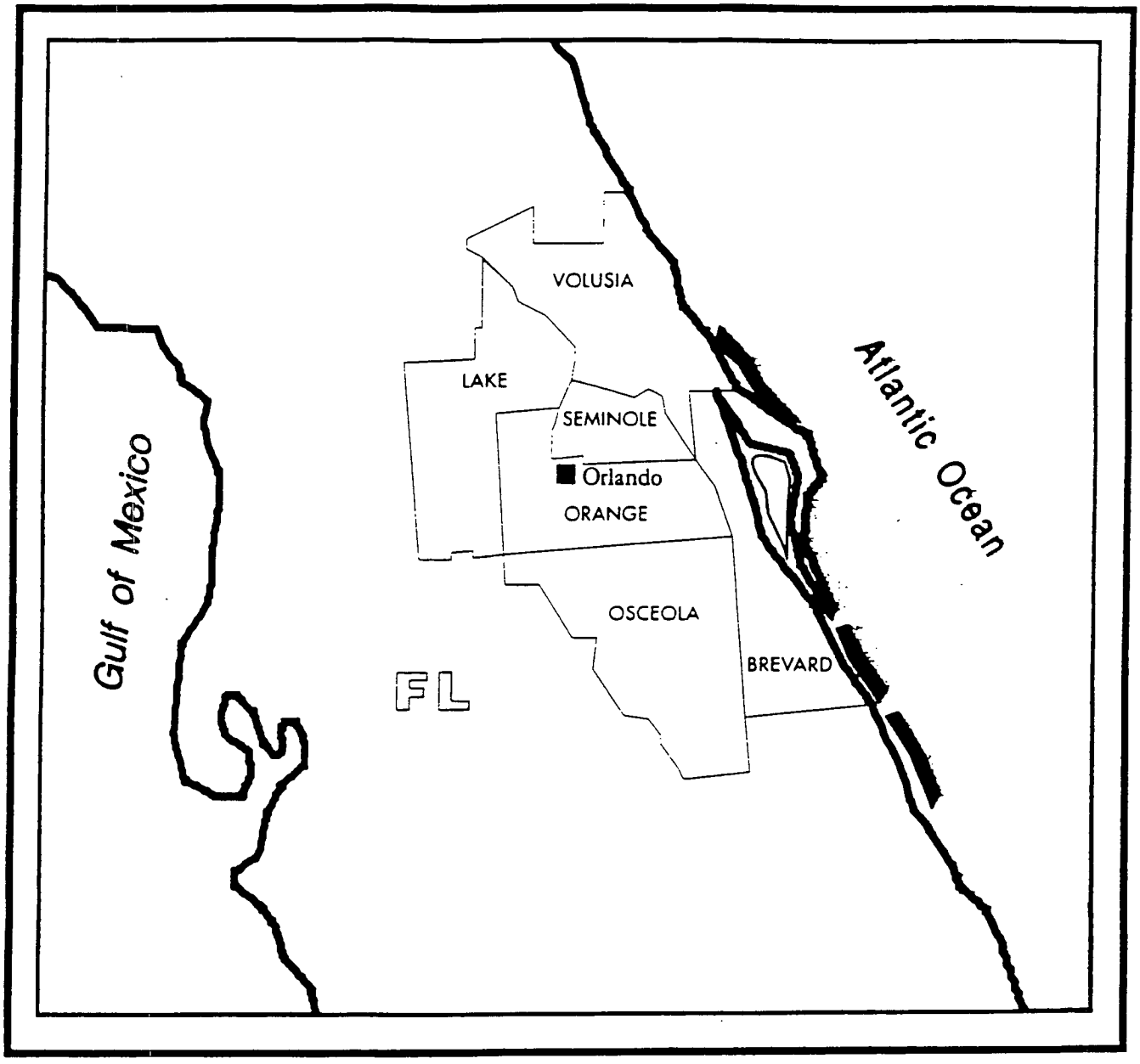
Monthly Sales Trends

Source: Information Resources, Inc., 1996

Orlando

ATTORNEYS EYES
ONLY

FBI 002209
CONFIDENTIAL



ATTORNEYS EYES
ONLY

FBI 002210
CONFIDENTIAL

information resources

Copyright © 1996

Flowers Industries Orlando - Monthly InfoScan Sales Analysis

Category: White, Soft Variety & Specialty

Orlando, FL

	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13, 98	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99	Latest 52 Weeks
Category - Fresh Bread															
Dollars (000)	$3,519	$3,425	$3,192	$3,157	$3,292	$3,499	$3,544	$3,290	$3,280	$3,349	$3,602	$4,054	$3,963	$3,811	$45,457
Dollar Share, Bread Ctgry	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Flowers															
Dollars (000)	$751	$682	$626	$577	$615	$679	$686	$626	$644	$666	$699	$773	$794	$759	$8,827
Dollar Share, Bread Ctgry	21.3	19.9	19.6	18.3	18.7	19.4	19.3	19.0	19.6	19.9	19.4	19.1	20.0	19.9	19.4
Interstate															
Dollars (000)	$654	$656	$639	$635	$684	$714	$694	$642	$630	$658	$692	$765	$726	$696	$8,832
Dollar Share, Bread Ctgry	18.6	19.1	20.0	20.1	20.8	20.4	19.6	19.5	19.2	19.7	19.2	18.9	18.3	18.3	19.4
Continental															
Dollars (000)	$241	$224	$211	$212	$222	$225	$234	$218	$230	$228	$239	$260	$283	$272	$3,057
Dollar Share, Bread Ctgry	6.8	6.5	6.6	6.7	6.7	6.4	6.6	6.6	7.0	6.8	6.6	6.4	7.1	7.1	6.7
Country Hearth															
Dollars (000)	$188	$184	$185	$200	$190	$218	$217	$212	$194	$189	$231	$279	$243	$225	$2,770
Dollar Share, Bread Ctgry	5.3	5.4	5.8	6.3	5.8	6.2	6.1	6.4	5.9	5.7	6.4	6.9	6.1	5.9	6.1
Pepperidge Farms															
Dollars (000)	$292	$286	$254	$239	$233	$254	$283	$296	$296	$294	$299	$344	$352	$349	$3,779
Dollar Share, Bread Ctgry	8.3	8.4	8.0	7.6	7.1	7.3	8.0	9.0	9.0	8.8	8.3	8.5	8.9	9.2	8.3
Roman Meal															
Dollars (000)	$11	$11	$9	$9	$9	$10	$9	$15	$10	$9	$9	$10	$9	$8	$125
Dollar Share, Bread Ctgry	0.3	0.3	0.3	0.3	0.3	0.3	0.2	0.4	0.3	0.3	0.3	0.2	0.2	0.2	0.3
Arnold Oroweat															
Dollars (000)	$218	$222	$193	$200	$199	$202	$213	$207	$212	$221	$239	$260	$283	$280	$2,932
Dollar Share, Bread Ctgry	6.2	6.5	6.0	6.3	6.1	5.8	6.0	6.3	6.5	6.6	6.6	6.4	7.1	7.3	6.5
Private Label															
Dollars (000)	$941	$941	$855	$857	$917	$954	$961	$858	$851	$866	$950	$1,070	$992	$945	$12,017
Dollar Share, Bread Ctgry	26.7	27.5	26.8	27.1	27.9	27.3	27.1	26.1	26.0	25.9	26.4	26.4	25.0	24.8	26.4
Orlando - All Other															
Dollars (000)	$221	$217	$219	$225	$219	$237	$246	$216	$213	$216	$244	$293	$281	$277	$3,103
Dollar Share, Bread Ctgry	6.3	6.3	6.9	7.1	6.7	6.8	6.9	6.6	6.5	6.5	6.8	7.2	7.1	7.3	6.8

ATTORNEYS EYES ONLY

FBI 002211
CONFIDENTIAL

Flower Industries Orlando - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Orlando, FL	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13, 98	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99	Latest 52 Weeks
TTL CLASS 1 - WHITE															
Units (000)	1,036	1,052	971	1,013	1,001	1,117	1,127	990	1,064	1,021	1,184	1,273	1,231	1,137	14,182
Dollars (000)	$1,195	$1,182	$1,115	$1,136	$1,199	$1,325	$1,283	$1,152	$1,153	$1,175	$1,331	$1,495	$1,399	$1,314	$16,257
Avg Price per Unit	$1.15	$1.12	$1.15	$1.12	$1.20	$1.19	$1.14	$1.16	$1.08	$1.15	$1.12	$1.17	$1.14	$1.16	$1.15
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Flowers															
Units (000)	172	140	126	101	106	141	156	159	158	139	147	183	209	197	1,962
Dollars (000)	$222	$199	$185	$163	$167	$211	$223	$215	$214	$205	$219	$264	$289	$269	$2,823
Avg Price per Unit	$1.29	$1.42	$1.47	$1.62	$1.57	$1.50	$1.43	$1.36	$1.35	$1.48	$1.48	$1.44	$1.38	$1.37	$1.44
Unit Share	16.6	13.3	13.0	10.0	10.6	12.6	13.8	16.0	14.9	13.6	12.5	14.4	17.0	17.3	13.8
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Interstate															
Units (000)	311	329	313	317	324	323	314	290	349	332	345	356	329	332	4,252
Dollars (000)	$450	$458	$447	$442	$481	$505	$482	$445	$448	$457	$488	$537	$500	$467	$6,159
Avg Price per Unit	$1.44	$1.39	$1.43	$1.39	$1.49	$1.56	$1.53	$1.53	$1.29	$1.38	$1.41	$1.51	$1.52	$1.41	$1.45
Unit Share	30.0	31.3	32.2	31.3	32.4	28.9	27.9	29.3	32.7	32.5	29.1	27.9	26.7	29.2	30.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Wonder															
Units (000)	78	60	53	55	53	51	53	56	76	63	62	65	81	76	804
Dollars (000)	$100	$85	$78	$79	$84	$85	$85	$82	$97	$86	$94	$101	$116	$108	$1,179
Avg Price per Unit	$1.29	$1.43	$1.45	$1.44	$1.58	$1.66	$1.59	$1.46	$1.28	$1.37	$1.52	$1.57	$1.43	$1.42	$1.47
Unit Share	7.5	5.7	5.5	5.4	5.3	4.6	4.7	5.7	7.2	6.2	5.2	5.1	6.6	6.7	5.7
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Private Label															
Units (000)	429	484	439	457	472	509	560	451	447	451	557	576	564	493	6,459
Dollars (000)	$361	$387	$351	$356	$405	$412	$431	$359	$346	$374	$441	$480	$426	$411	$5,179
Avg Price per Unit	$.84	$.80	$.80	$.78	$.86	$.81	$.77	$.80	$.77	$.83	$.79	$.83	$.75	$.83	$.80
Unit Share	41.4	46.0	45.2	45.1	47.2	45.5	49.6	45.6	42.0	44.1	47.0	45.3	45.8	43.3	45.5
ACV Weighted Distribution	99.7%	99.7%	99.7%	99.7%	99.7%	99.8%	99.8%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

ATTORNEYS EYES ONLY

FBI 002212
CONFIDENTIAL

Flowers Industries Orlando - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Orlando, FL

	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13, 98	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99	Latest 52 Weeks
CLASS 2 - SOFT VARIETY															
Units (000)	1,163	1,151	1,089	1,033	1,093	1,119	1,160	1,084	1,127	1,156	1,197	1,300	1,267	1,226	15,003
Dollars (000)	$1,606	$1,581	$1,495	$1,446	$1,540	$1,604	$1,627	$1,522	$1,518	$1,582	$1,665	$1,839	$1,804	$1,713	$20,937
Avg Price per Unit	$1.38	$1.37	$1.37	$1.40	$1.41	$1.43	$1.40	$1.40	$1.35	$1.37	$1.39	$1.41	$1.42	$1.40	$1.40
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
NATURES OWN															
Units (000)	269	249	225	204	230	257	247	222	227	239	253	268	272	259	3,151
Dollars (000)	$411	$390	$353	$341	$367	$393	$388	$340	$358	$384	$412	$437	$436	$418	$5,016
Avg Price per Unit	$1.53	$1.56	$1.57	$1.67	$1.60	$1.53	$1.57	$1.53	$1.58	$1.60	$1.63	$1.63	$1.60	$1.62	$1.59
Unit Share	23.1	21.6	20.7	19.7	21.0	22.9	21.3	20.5	20.1	20.7	21.1	20.6	21.5	21.1	21.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
COUNTRY HEARTH															
Units (000)	138	144	149	117	139	126	173	168	150	147	150	182	192	176	2,013
Dollars (000)	$174	$179	$177	$149	$176	$156	$204	$206	$187	$184	$188	$224	$232	$214	$2,475
Avg Price per Unit	$1.26	$1.24	$1.18	$1.27	$1.26	$1.24	$1.17	$1.22	$1.25	$1.25	$1.25	$1.23	$1.21	$1.21	$1.23
Unit Share	11.9	12.5	13.7	11.4	12.8	11.2	15.0	15.5	13.3	12.7	12.6	14.0	15.1	14.4	13.4
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
HOME PRIDE/WONDER															
Units (000)	89	88	85	86	88	84	95	86	83	95	95	101	105	102	1,193
Dollars (000)	$130	$128	$123	$125	$129	$131	$141	$129	$125	$134	$136	$147	$155	$152	$1,758
Avg Price per Unit	$1.46	$1.45	$1.45	$1.46	$1.47	$1.55	$1.49	$1.51	$1.51	$1.41	$1.44	$1.46	$1.47	$1.49	$1.47
Unit Share	7.7	7.7	7.8	8.3	8.0	7.5	8.2	7.9	7.4	8.2	7.9	7.8	8.3	8.3	8.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Interstate															
Units (000)	136	129	126	127	129	120	134	124	115	138	133	144	136	142	1,695
Dollars (000)	$199	$190	$186	$189	$197	$204	$207	$192	$178	$195	$197	$220	$219	$222	$2,596
Avg Price per Unit	$1.46	$1.48	$1.48	$1.48	$1.53	$1.70	$1.54	$1.55	$1.55	$1.41	$1.49	$1.53	$1.61	$1.56	$1.53
Unit Share	11.7	11.2	11.5	12.3	11.8	10.7	11.6	11.4	10.2	12.0	11.1	11.1	10.7	11.6	11.3
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

ATTORNEYS EYES ONLY

FBI 002214
CONFIDENTIAL

Flowers Industries Orlando - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Orlando, FL	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13, 98	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99	Latest 52 Weeks
Roman Meal															
Units (000)	6	6	5	5	5	6	5	9	6	6	5	5	5	5	74
Dollars (000)	$11	$11	$9	$9	$9	$10	$9	$15	$10	$9	$9	$10	$9	$8	$125
Avg Price per Unit	$1.67	$1.79	$1.78	$1.72	$1.87	$1.63	$1.82	$1.65	$1.50	$1.55	$1.72	$1.77	$1.74	$1.58	$1.69
Unit Share	0.6	0.5	0.5	0.5	0.4	0.5	0.4	0.8	0.6	0.5	0.5	0.4	0.4	0.4	0.5
ACV Weighted Distribution	91.3%	96.9%	93.7%	94.5%	97.7%	97.7%	95.6%	93.9%	97.8%	96.2%	90.2%	93.4%	96.0%	94.1%	97.8%
Ttl Private Label/Generic															
Units (000)	474	442	408	390	413	430	421	404	392	386	401	460	445	431	5,423
Dollars (000)	$544	$511	$471	$469	$481	$502	$497	$469	$467	$462	$476	$548	$531	$504	$6,390
Avg Price per Unit	$1.15	$1.16	$1.15	$1.20	$1.16	$1.17	$1.18	$1.16	$1.19	$1.20	$1.19	$1.19	$1.19	$1.17	$1.18
Unit Share	40.7	38.4	37.5	37.7	37.8	38.4	36.3	37.2	34.8	33.4	33.5	35.4	35.1	35.2	36.2
ACV Weighted Distribution	99.7%	99.7%	99.7%	99.7%	99.7%	99.8%	99.8%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

ATTORNEYS EYES ONLY

FBI 002213
CONFIDENTIAL

Flowers Industries Orlando - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Orlando, FL	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13, 98	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99	Latest 52 Weeks
CLASS 3 - SPECIALTY															
Units (000)	766	733	674	645	656	682	695	673	665	650	678	804	771	783	9,109
Dollars (000)	$1,160	$1,114	$1,019	$1,007	$1,023	$1,064	$1,099	$1,052	$1,060	$1,068	$1,109	$1,282	$1,279	$1,261	$14,438
Avg Price per Unit	$1.51	$1.52	$1.51	$1.56	$1.56	$1.56	$1.58	$1.56	$1.59	$1.64	$1.64	$1.59	$1.66	$1.61	$1.59
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Dist	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
COBBLESTONE MILL															
Units (000)	71	55	59	40	54	41	40	37	30	35	41	47	41	53	572
Dollars (000)	$104	$86	$81	$66	$76	$66	$64	$58	$48	$56	$59	$70	$67	$71	$869
Avg Price per Unit	$1.46	$1.56	$1.38	$1.64	$1.40	$1.60	$1.59	$1.57	$1.63	$1.60	$1.43	$1.51	$1.66	$1.35	$1.52
Unit Share	9.3	7.5	8.7	6.3	8.3	6.1	5.8	5.5	4.4	5.4	6.0	5.8	5.3	6.7	6.3
ACV Weighted Dist	99.4%	99.4%	99.5%	99.3%	100.0%	100.0%	100.0%	99.2%	99.2%	99.2%	99.1%	99.2%	100.0%	99.2%	100.0%
PEPPERIDGE FARM															
Units (000)	138	135	119	111	106	119	138	145	143	128	130	154	154	158	1,740
Dollars (000)	$292	$286	$254	$239	$233	$254	$283	$296	$296	$294	$299	$344	$352	$349	$3,779
Avg Price per Unit	$2.12	$2.13	$2.13	$2.16	$2.21	$2.13	$2.05	$2.04	$2.07	$2.29	$2.30	$2.23	$2.29	$2.20	$2.17
Unit Share	18.0	18.4	17.7	17.2	16.1	17.5	19.8	21.6	21.5	19.7	19.2	19.2	19.9	20.2	19.1
ACV Weighted Dist	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.1%	99.1%	99.1%	100.0%
TTL ARN/ORO/FRAN															
Units (000)	95	104	82	94	86	88	92	96	94	93	100	123	118	114	1,283
Dollars (000)	$202	$207	$179	$188	$188	$190	$200	$194	$199	$207	$225	$245	$267	$263	$2,751
Avg Price per Unit	$2.14	$2.00	$2.18	$2.00	$2.18	$2.15	$2.18	$2.03	$2.12	$2.23	$2.25	$1.99	$2.26	$2.30	$2.14
Unit Share	12.3	14.2	12.2	14.5	13.1	13.0	13.2	14.2	14.1	14.3	14.8	15.3	15.3	14.6	14.1
ACV Weighted Dist	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
PRIVATE LABEL/GENERIC															
Units (000)	228	216	194	182	203	201	196	190	179	169	168	207	198	201	2,503
Dollars (000)	$271	$256	$235	$237	$256	$257	$255	$236	$233	$223	$223	$273	$257	$250	$3,190
Avg Price per Unit	$1.19	$1.19	$1.21	$1.30	$1.26	$1.28	$1.31	$1.25	$1.30	$1.32	$1.32	$1.32	$1.29	$1.24	$1.27
Unit Share	29.8	29.4	28.8	28.3	30.9	29.5	28.1	28.2	27.0	26.0	24.8	25.8	25.7	25.6	27.5
ACV Weighted Dist	99.7%	99.7%	99.7%	99.7%	99.7%	99.8%	99.8%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

ATTORNEYS EYES ONLY

FBI 002215
CONFIDENTIAL

Source: Information Resources, Inc., 1996

Flowers Industries Orlando - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Orlando, FL

	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13, 98	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99	Latest 52 Weeks
TTL CLASS 4 - BUNS															
Units (000)	496	541	574	742	632	747	584	637	498	491	470	519	577	547	7,561
Dollars (000)	$503	$556	$585	$700	$656	$695	$596	$609	$525	$517	$497	$569	$605	$595	$7,705
Avg Price per Unit	$1.01	$1.03	$1.02	$.94	$1.04	$.93	$1.02	$.96	$1.05	$1.05	$1.06	$1.10	$1.05	$1.09	$1.02
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
SNBM/FLWR/SPC HVST															
Units (000)	42	45	45	48	48	50	51	44	44	41	40	48	52	53	610
Dollars (000)	$50	$54	$55	$63	$63	$60	$62	$51	$53	$51	$51	$61	$65	$66	$754
Avg Price per Unit	$1.19	$1.21	$1.22	$1.31	$1.30	$1.20	$1.20	$1.18	$1.21	$1.24	$1.26	$1.27	$1.24	$1.24	$1.24
Unit Share	8.4	8.3	7.8	6.5	7.6	6.7	8.8	6.9	8.9	8.4	8.6	9.3	9.0	9.7	8.1
ACV Weighted Distribution	65.0%	64.7%	65.3%	62.7%	77.5%	74.7%	74.7%	74.4%	76.7%	77.1%	74.7%	74.8%	74.8%	77.5%	77.5%
INTERSTATE															
Units (000)	92	89	89	95	87	84	78	71	69	70	65	74	75	72	1,019
Dollars (000)	$99	$103	$104	$110	$105	$104	$94	$83	$83	$84	$79	$90	$97	$95	$1,231
Avg Price per Unit	$1.08	$1.16	$1.17	$1.16	$1.20	$1.24	$1.19	$1.18	$1.20	$1.20	$1.21	$1.22	$1.29	$1.31	$1.21
Unit Share	18.5	16.4	15.5	12.8	13.8	11.3	13.4	11.1	13.9	14.3	13.9	14.2	13.0	13.2	13.5
ACV Weighted Distribution	96.9%	96.9%	97.1%	96.2%	95.2%	95.6%	95.6%	95.6%	95.6%	95.6%	95.6%	95.5%	95.6%	95.7%	97.1%
COUNTRY HEARTH															
Units (000)	11	12	13	17	16	16	13	13	13	13	11	13	15	16	179
Dollars (000)	$15	$16	$17	$22	$20	$20	$18	$16	$17	$18	$16	$18	$20	$22	$240
Avg Price per Unit	$1.39	$1.40	$1.36	$1.31	$1.30	$1.27	$1.32	$1.31	$1.37	$1.34	$1.39	$1.40	$1.36	$1.36	$1.34
Unit Share	2.2	2.1	2.2	2.2	2.5	2.2	2.3	2.0	2.5	2.7	2.4	2.5	2.6	2.9	2.4
ACV Weighted Distribution	75.8%	75.5%	75.3%	87.7%	92.6%	98.5%	95.1%	93.0%	93.6%	90.6%	84.5%	86.6%	87.2%	87.9%	98.5%
TTL PL/GENERIC															
Units (000)	284	322	325	467	386	481	346	363	295	291	281	303	339	319	4,518
Dollars (000)	$218	$253	$249	$323	$302	$320	$265	$240	$229	$223	$214	$245	$257	$251	$3,371
Avg Price per Unit	$.77	$.79	$.77	$.69	$.78	$.67	$.77	$.66	$.78	$.77	$.76	$.81	$.76	$.79	$.75
Unit Share	57.2	59.5	56.7	63.0	61.0	64.3	59.2	56.9	59.2	59.3	59.8	58.4	58.8	58.4	59.7
ACV Weighted Distribution	99.7%	99.7%	99.7%	99.7%	99.7%	99.8%	99.8%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

ATTORNEYS EYES ONLY

FBI 002216
CONFIDENTIAL

Monthly Sales Trends

Source: Information Resources, Inc., 1996

Flowers Industries Orlando - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Orlando, FL

	4 Weeks Ending Mar 8, 98	4 Weeks Ending Apr 5, 98	4 Weeks Ending May 3, 98	4 Week Ending May 31, 98	4 Week Ending Jun 28, 98	4 Week Ending Jul 26, 98	4 Week Ending Aug 23, 98	4 Week Ending Sep 20, 98	4 Week Ending Oct 18, 98	4 Week Ending Nov 15, 98	4 Week Ending Dec 13, 98	4 Week Ending Jan 10, 99	4 Week Ending Feb 7, 99	4 Week Ending Mar 7, 99	Latest 52 Weeks
TTL CLASS 5 - ROLLS															
Units (000)	195	206	237	171	186	180	177	171	164	171	380	361	205	199	2,810
Dollars (000)	$282	$286	$317	$253	$262	$263	$261	$259	$241	$250	$442	$450	$297	$296	$3,878
Avg Price per Unit	$1.45	$1.39	$1.34	$1.48	$1.41	$1.46	$1.47	$1.52	$1.47	$1.46	$1.16	$1.25	$1.45	$1.49	$1.38
Unit Share	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sunbeam/Flowers															
Units (000)	42	50	40	34	42	39	36	34	36	34	40	42	35	36	499
Dollars (000)	$66	$67	$65	$57	$61	$61	$59	$56	$55	$54	$60	$61	$51	$52	$759
Avg Price per Unit	$1.58	$1.34	$1.64	$1.66	$1.47	$1.56	$1.63	$1.62	$1.51	$1.59	$1.48	$1.47	$1.46	$1.43	$1.52
Unit Share	21.4	24.4	16.8	19.9	22.4	21.9	20.6	20.1	22.2	19.7	10.6	11.5	16.9	18.3	17.8
ACV Weighted Distribution	89.7%	94.3%	94.3%	97.3%	97.4%	94.6%	94.7%	96.2%	96.2%	92.4%	89.3%	86.3%	83.5%	90.0%	97.4%
Interstate															
Units (000)	19	19	18	19	18	19	21	18	18	20	25	28	27	27	275
Dollars (000)	$22	$22	$21	$22	$21	$22	$24	$21	$22	$23	$31	$33	$31	$31	$324
Avg Price per Unit	$1.16	$1.16	$1.20	$1.17	$1.18	$1.17	$1.16	$1.18	$1.21	$1.18	$1.23	$1.19	$1.15	$1.14	$1.18
Unit Share	9.7	9.2	7.4	11.0	9.4	10.5	11.6	10.4	11.1	11.6	6.6	7.7	13.3	13.4	9.8
ACV Weighted Distribution	45.3%	47.9%	49.0%	47.7%	47.8%	51.1%	50.0%	49.7%	53.3%	57.6%	61.5%	57.0%	60.5%	55.8%	61.5%
Country Hearth															
Units (000)	5	5	5	3	3	2	2	3	2	3	14	11	3	2	60
Dollars (000)	$7	$8	$8	$6	$5	$4	$4	$4	$4	$4	$16	$13	$4	$4	$84
Avg Price per Unit	$1.62	$1.52	$1.44	$1.65	$1.66	$1.68	$1.66	$1.67	$1.72	$1.51	$1.08	$1.20	$1.66	$1.69	$1.40
Unit Share	2.3	2.6	2.3	2.0	1.6	1.3	1.3	1.6	1.3	1.7	3.8	3.0	1.3	1.2	2.1
ACV Weighted Distribution	66.8%	72.1%	75.6%	61.6%	62.5%	44.5%	50.5%	37.3%	29.1%	54.0%	83.9%	80.7%	54.0%	39.4%	83.9%
Private Label															
Units (000)	55	58	91	44	45	49	48	41	45	44	187	157	51	51	911
Dollars (000)	$61	$64	$88	$50	$51	$57	$54	$48	$50	$50	$145	$127	$58	$58	$900
Avg Price per Unit	$1.12	$1.10	$.96	$1.15	$1.13	$1.16	$1.13	$1.16	$1.11	$1.12	$.78	$.81	$1.14	$1.16	$.99
Unit Share	27.9	28.0	38.5	25.5	24.4	27.4	27.1	24.1	27.3	25.9	49.2	43.4	24.6	25.4	32.4
ACV Weighted Distribution	99.7%	99.7%	99.7%	99.7%	99.6%	99.0%	94.1%	98.2%	99.3%	100.0%	100.0%	100.0%	99.4%	99.5%	100.0%

ATTORNEYS EYES ONLY

FBI 002217
CONFIDENTIAL

Monthly Sales Trends

Source: Information Resources, Inc., 1996