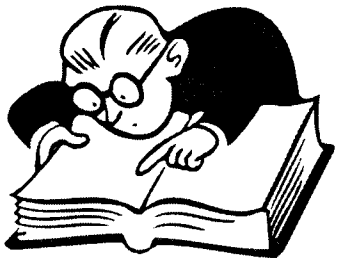

BULKY DOCUMENTS

(exceeds 300 pages)

Proceeding/Serial No: 91167151

Filed: 09-28-2007

Title: Opposer's First Notice of Reliance

Part 4 of 6

Processed by Duane Foster

Jacksonville

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FBI 002218
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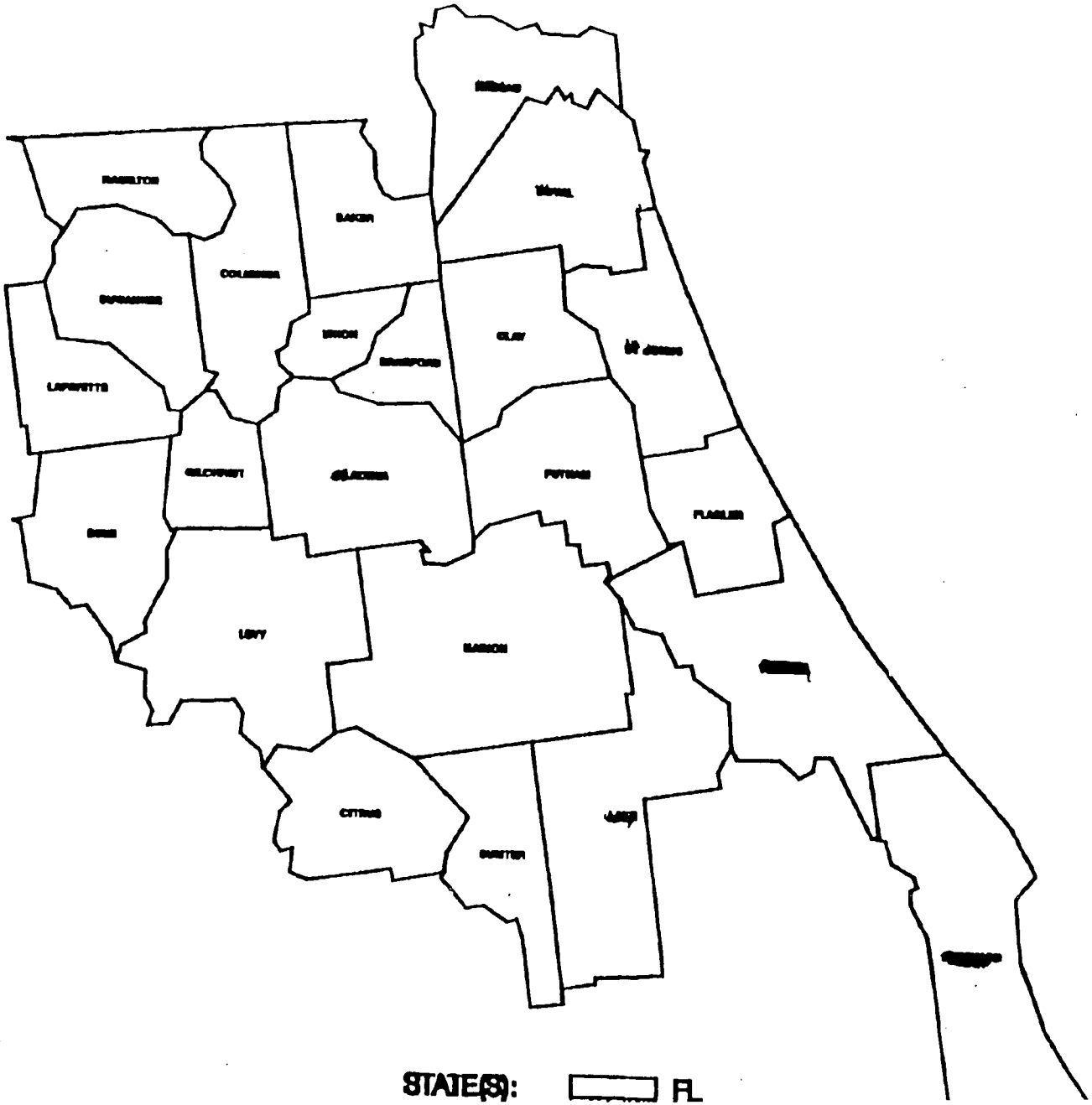
Flowers - Jacksonville



STATE(S): FL

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Flowers Industries Jacksonville - Monthly InfoScan Sales Analysis

Category: White, Soft Variety & Specialty

Flowers Jacksonville	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
FRESH BREAD CATEGORY															
Dollars (000)	$4,126	$4,102	$3,891	$3,854	$4,017	$4,188	$4,203	$4,044	$3,943	$3,986	$4,190	$4,626	$4,500	$4,229	$53,772
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)	$1,051	$1,011	$964	$910	$917	$1,000	$998	$991	$969	$998	$1,032	$1,130	$1,120	$1,041	$13,081
Dollar Share, Bread Ctgry	25.5	24.7	24.8	23.6	22.8	23.9	23.7	24.5	24.6	25.0	24.6	24.4	24.9	24.6	24.3
Interstate															
Dollars (000)	$922	$944	$923	$936	$1,024	$1,046	$1,051	$982	$951	$945	$1,004	$1,096	$1,027	$961	$12,889
Dollar Share, Bread Ctgry	22.3	23.0	23.7	24.3	25.5	25.0	25.0	24.3	24.1	23.7	24.0	23.7	22.8	22.7	24.0
Continental															
Dollars (000)	$192	$183	$175	$173	$191	$191	$193	$180	$186	$186	$192	$209	$221	$209	$2,458
Dollar Share, Bread Ctgry	4.7	4.4	4.5	4.5	4.8	4.6	4.6	4.4	4.7	4.7	4.6	4.5	4.9	4.9	4.6
Country Hearth															
Dollars (000)	$166	$167	$166	$172	$165	$184	$181	$183	$168	$163	$194	$229	$206	$192	$2,370
Dollar Share, Bread Ctgry	4.0	4.1	4.3	4.5	4.1	4.4	4.3	4.5	4.3	4.1	4.6	5.0	4.6	4.5	4.4
Pepperidge Farms															
Dollars (000)	$337	$325	$298	$279	$271	$291	$309	$309	$311	$305	$306	$353	$359	$348	$4,062
Dollar Share, Bread Ctgry	8.2	7.9	7.7	7.2	6.7	7.0	7.3	7.6	7.9	7.7	7.3	7.6	8.0	8.2	7.6
Arnold Oroweat															
Dollars (000)	$228	$235	$208	$218	$220	$222	$229	$226	$226	$234	$247	$265	$290	$286	$3,107
Dollar Share, Bread Ctgry	5.5	5.7	5.3	5.7	5.5	5.3	5.5	5.6	5.7	5.9	5.9	5.7	6.5	6.8	5.8
Roman Meal															
Dollars (000)	$20	$20	$19	$19	$19	$22	$20	$24	$21	$25	$20	$20	$18	$18	$264
Dollar Share, Bread Ctgry	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.6	0.5	0.6	0.5	0.4	0.4	0.4	0.5
Private Label															
Dollars (000)	$998	$1,008	$930	$930	$997	$1,006	$998	$940	$913	$929	$980	$1,074	$1,022	$944	$12,670
Dollar Share, Bread Ctgry	24.2	24.6	23.9	24.1	24.8	24.0	23.7	23.2	23.2	23.3	23.4	23.2	22.7	22.3	23.6
Jacksonville - All Other															
Dollars (000)	$199	$196	$195	$205	$199	$215	$214	$199	$190	$192	$206	$242	$230	$221	$2,705
Dollar Share, Bread Ctgry	4.8	4.8	5.0	5.3	5.0	5.1	5.1	4.9	4.8	4.8	4.9	5.2	5.1	5.2	5.0

Report 27a - Jacksonville - Bread Category (new) Monthly Dollars Report Source: Information Resources, Inc., 1996

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Flower Industries Jacksonville - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Flowers Jacksonville	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)	1,200	1,273	1,222	1,230	1,266	1,352	1,356	1,307	1,257	1,251	1,359	1,466	1,369	1,257	16,966
Dollars (000)	$1,455	$1,496	$1,435	$1,456	$1,555	$1,669	$1,631	$1,565	$1,511	$1,520	$1,637	$1,794	$1,662	$1,540	$20,470
Avg Price per Unit	$1.21	$1.17	$1.17	$1.18	$1.23	$1.23	$1.20	$1.20	$1.20	$1.21	$1.20	$1.22	$1.21	$1.23	$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															
Units (000)	211	205	201	180	169	206	218	244	251	222	229	251	269	246	2,891
Dollars (000)	$299	$303	$295	$282	$265	$323	$330	$346	$351	$333	$348	$376	$390	$356	$4,300
Avg Price per Unit	$1.42	$1.48	$1.47	$1.57	$1.57	$1.57	$1.52	$1.42	$1.39	$1.50	$1.52	$1.50	$1.45	$1.45	$1.49
Unit Share	17.6	16.1	16.5	14.6	13.3	15.3	16.0	18.7	20.0	17.8	16.8	17.1	19.6	19.6	17.0
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)	397	433	415	420	466	441	439	436	419	429	427	475	412	404	5,616
Dollars (000)	$606	$629	$612	$615	$698	$711	$704	$675	$631	$644	$663	$735	$661	$624	$8,603
Avg Price per Unit	$1.53	$1.45	$1.47	$1.46	$1.50	$1.61	$1.61	$1.55	$1.51	$1.50	$1.55	$1.55	$1.60	$1.54	$1.53
Unit Share	33.1	34.0	34.0	34.1	36.8	32.6	32.3	33.3	33.3	34.3	31.4	32.4	30.1	32.2	33.1
ACV Weighted Distribution	99.2%	99.2%	99.2%	99.2%	99.2%	99.3%	99.3%	99.3%	99.3%	99.3%	99.3%	99.3%	99.3%	99.3%	99.3%
Wonder															
Units (000)	48	40	33	34	39	38	35	41	48	44	45	49	55	49	552
Dollars (000)	$65	$57	$49	$50	$59	$59	$56	$59	$63	$61	$67	$75	$80	$72	$807
Avg Price per Unit	$1.33	$1.42	$1.48	$1.46	$1.50	$1.55	$1.59	$1.44	$1.33	$1.38	$1.48	$1.51	$1.44	$1.46	$1.46
Unit Share	4.0	3.2	2.7	2.8	3.1	2.8	2.6	3.1	3.8	3.5	3.3	3.4	4.0	3.9	3.3
ACV Weighted Distribution	94.3%	94.3%	94.2%	94.3%	94.3%	94.8%	94.8%	94.1%	94.0%	93.9%	94.0%	94.3%	93.0%	93.4%	94.8%
Private Label															
Units (000)	487	544	522	510	535	571	613	541	495	512	588	607	585	516	7,140
Dollars (000)	$405	$435	$407	$403	$451	$454	$465	$419	$401	$418	$469	$503	$462	$426	$5,712
Avg Price per Unit	$.83	$.80	$.78	$.79	$.84	$.80	$.76	$.77	$.81	$.81	$.80	$.83	$.79	$.82	$.80
Unit Share	40.6	42.7	42.7	41.4	42.3	42.2	45.2	41.4	39.3	40.9	43.2	41.4	42.8	41.1	42.1
ACV Weighted Distribution	99.6%	99.6%	99.6%	99.5%	99.5%	99.5%	99.5%	99.6%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Flowers Industries Jacksonville - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Flowers Jacksonville	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)	1,465	1,464	1,414	1,335	1,441	1,426	1,452	1,427	1,386	1,437	1,452	1,591	1,521	1,449	18,793
Dollars (000)	$2,083	$2,066	$1,997	$1,935	$2,103	$2,125	$2,154	$2,090	$2,012	$2,072	$2,128	$2,344	$2,251	$2,115	$27,394
Avg Price per Unit	$1.42	$1.41	$1.41	$1.45	$1.46	$1.49	$1.48	$1.46	$1.45	$1.44	$1.47	$1.47	$1.48	$1.46	$1.46
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)	416	399	372	334	338	369	356	353	337	365	369	409	402	379	4,780
Dollars (000)	$634	$610	$576	$551	$571	$601	$592	$571	$548	$586	$606	$672	$650	$607	$7,741
Avg Price per Unit	$1.52	$1.53	$1.55	$1.65	$1.69	$1.63	$1.66	$1.62	$1.63	$1.61	$1.64	$1.64	$1.62	$1.60	$1.62
Unit Share	28.4	27.2	26.3	25.0	23.5	25.8	24.5	24.7	24.3	25.4	25.4	25.7	26.4	26.2	25.4
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)	204	191	194	197	195	194	204	179	193	183	206	204	221	198	2,559
Dollars (000)	$306	$304	$302	$312	$317	$326	$338	$299	$312	$292	$329	$347	$354	$325	$4,156
Avg Price per Unit	$1.50	$1.59	$1.56	$1.58	$1.62	$1.68	$1.65	$1.68	$1.62	$1.59	$1.60	$1.70	$1.60	$1.64	$1.62
Unit Share	13.9	13.1	13.7	14.8	13.5	13.6	14.1	12.5	13.9	12.8	14.2	12.8	14.5	13.6	13.6
ACV Weighted Distribution	99.2%	99.2%	99.2%	99.2%	99.2%	99.3%	99.3%	99.3%	99.3%	99.3%	99.3%	99.3%	99.3%	99.3%	99.3%
COUNTRY HEARTH															
Units (000)	119	131	133	100	120	105	143	144	129	126	128	152	162	152	1,726
Dollars (000)	$151	$163	$159	$128	$153	$134	$171	$178	$163	$158	$159	$187	$197	$184	$2,134
Avg Price per Unit	$1.27	$1.25	$1.20	$1.28	$1.27	$1.27	$1.20	$1.24	$1.26	$1.25	$1.24	$1.23	$1.21	$1.21	$1.24
Unit Share	8.1	8.9	9.4	7.5	8.4	7.4	9.8	10.1	9.3	8.8	8.8	9.6	10.7	10.5	9.2
ACV Weighted Distribution	78.9%	78.9%	78.2%	78.1%	78.3%	78.2%	77.9%	78.4%	78.6%	78.6%	78.7%	78.3%	78.5%	79.1%	79.1%
ROMAN MEAL															
Units (000)	12	11	12	11	10	12	11	14	13	17	11	11	10	11	155
Dollars (000)	$20	$20	$19	$19	$19	$22	$20	$24	$21	$25	$20	$20	$18	$18	$264
Avg Price per Unit	$1.72	$1.75	$1.67	$1.76	$1.87	$1.76	$1.86	$1.74	$1.54	$1.48	$1.77	$1.77	$1.76	$1.64	$1.71
Unit Share	0.8	0.8	0.8	0.8	0.7	0.9	0.7	1.0	1.0	1.2	0.8	0.7	0.7	0.8	0.8
ACV Weighted Distribution	96.2%	98.7%	97.3%	97.6%	99.0%	99.0%	98.1%	97.4%	99.1%	98.4%	95.7%	96.5%	97.8%	97.1%	99.1%

Report 29a - Jacksonville - Soft Variety Monthly Sales Trends Source: Information Resources, Inc., 1996

FBI 002222
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Flowers Industries Jacksonville - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Flowers Jacksonville	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
TOTAL HOME PRIDE/WONDER															
Units (000)	80	81	79	80	83	80	85	74	75	80	79	84	88	84	1,050
Dollars (000)	$119	$117	$118	$117	$125	$126	$130	$116	$117	$119	$119	$126	$133	$129	$1,592
Avg Price per Unit	$1.50	$1.45	$1.50	$1.46	$1.51	$1.58	$1.53	$1.56	$1.56	$1.49	$1.51	$1.50	$1.52	$1.54	$1.52
Unit Share	5.4	5.5	5.6	6.0	5.7	5.6	5.9	5.2	5.4	5.5	5.4	5.3	5.8	5.8	5.6
ACV Weighted Distribution	94.3%	94.3%	94.2%	94.3%	94.3%	94.8%	94.8%	94.1%	94.0%	93.9%	97.9%	94.3%	93.0%	93.4%	97.9%
Private Label/Generic															
Units (000)	494	463	433	421	451	450	438	428	404	409	412	454	442	423	5,627
Dollars (000)	$557	$525	$490	$493	$512	$506	$500	$486	$469	$477	$477	$528	$522	$486	$6,470
Avg Price per Unit	$1.13	$1.13	$1.13	$1.17	$1.14	$1.13	$1.14	$1.14	$1.16	$1.17	$1.16	$1.16	$1.18	$1.15	$1.15
Unit Share	33.7	31.7	30.6	31.5	31.3	31.5	30.2	30.0	29.2	28.5	28.3	28.5	29.1	29.2	29.9
ACV Weighted Distribution	99.6%	99.6%	99.6%	99.5%	99.5%	99.5%	99.5%	99.6%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Flowers Industries Jacksonville - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Flowers Jacksonville	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)	721	703	645	620	623	641	635	626	614	604	620	718	691	685	8,427
Dollars (000)	$1,152	$1,122	$1,030	$1,021	$1,031	$1,056	$1,065	$1,034	$1,029	$1,040	$1,066	$1,209	$1,209	$1,176	$14,088
Avg Price per Unit	$1.60	$1.60	$1.60	$1.65	$1.65	$1.65	$1.68	$1.65	$1.67	$1.72	$1.72	$1.68	$1.75	$1.72	$1.67
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)	74	60	64	44	53	44	44	42	35	43	50	54	48	51	631
Dollars (000)	$110	$94	$89	$73	$79	$71	$70	$68	$58	$67	$73	$81	$80	$78	$980
Avg Price per Unit	$1.48	$1.57	$1.39	$1.64	$1.49	$1.62	$1.61	$1.61	$1.63	$1.58	$1.44	$1.51	$1.67	$1.52	$1.55
Unit Share	10.3	8.5	9.9	7.2	8.4	6.9	6.9	6.7	5.7	7.1	8.1	7.5	6.9	7.5	7.5
ACV Weighted Dist	99.8%	99.8%	99.8%	99.7%	100.0%	100.0%	100.0%	99.7%	99.6%	99.6%	99.6%	99.6%	100.0%	99.7%	100.0%
PEPPERIDGE FARM															
Units (000)	160	151	140	129	122	136	148	145	149	134	133	158	157	158	1,860
Dollars (000)	$337	$325	$298	$279	$271	$291	$309	$309	$311	$305	$306	$353	$359	$348	$4,062
Avg Price per Unit	$2.11	$2.15	$2.13	$2.16	$2.21	$2.15	$2.08	$2.13	$2.09	$2.28	$2.30	$2.23	$2.29	$2.21	$2.18
Unit Share	22.1	21.5	21.7	20.8	19.6	21.2	23.3	23.2	24.2	22.2	21.5	22.0	22.6	23.0	22.1
ACV Weighted Dist	99.3%	98.3%	98.3%	98.3%	97.1%	97.1%	97.3%	98.5%	97.4%	98.6%	97.4%	97.1%	97.1%	97.1%	98.6%
ARN/ORO/FRAN															
Units (000)	89	98	80	91	83	87	89	93	91	89	93	112	111	106	1,222
Dollars (000)	$185	$193	$172	$179	$179	$183	$191	$186	$193	$195	$209	$222	$247	$243	$2,593
Avg Price per Unit	$2.09	$1.96	$2.15	$1.97	$2.15	$2.12	$2.15	$2.01	$2.11	$2.19	$2.25	$1.99	$2.23	$2.30	$2.12
Unit Share	12.3	14.0	12.4	14.6	13.4	13.5	14.0	14.8	14.9	14.8	15.0	15.6	16.0	15.4	14.5
ACV Weighted Dist	95.0%	94.4%	95.7%	94.3%	94.5%	94.4%	94.4%	94.6%	94.7%	94.6%	94.8%	94.8%	94.8%	94.7%	95.7%
Bread Du Jour															
Units (000)	5	5	5	4	4	4	3	3	3	4	4	5	5	4	52
Dollars (000)	$8	$8	$7	$6	$7	$7	$6	$5	$6	$6	$6	$8	$8	$7	$89
Avg Price per Unit	$1.52	$1.51	$1.55	$1.56	$1.76	$1.82	$1.82	$1.82	$1.82	$1.83	$1.55	$1.57	$1.77	$1.79	$1.69
Unit Share	0.7	0.8	0.7	0.7	0.7	0.6	0.5	0.4	0.5	0.6	0.7	0.7	0.7	0.6	0.6
ACV Weighted Dist	74.7%	78.8%	74.7%	69.2%	74.2%	73.0%	70.7%	66.5%	63.1%	63.5%	62.3%	63.8%	63.9%	52.4%	78.8%

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FBI 002224
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Flowers Industries Jacksonville - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Flowers Jacksonville	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
Harvest Ridge															
Units (000)	5	6	5	5	5	5	5	4	5	5	6	8	7	7	73
Dollars (000)	$10	$11	$9	$9	$9	$9	$9	$7	$8	$9	$12	$14	$12	$12	$130
Avg Price per Unit	$1.81	$1.70	$1.75	$1.81	$1.84	$1.84	$1.84	$1.84	$1.83	$1.84	$1.84	$1.74	$1.76	$1.84	$1.80
Unit Share	0.7	0.9	0.8	0.8	0.8	0.8	0.7	0.6	0.7	0.8	1.0	1.1	1.0	1.0	0.9
ACV Weighted Dist	61.6%	63.3%	66.2%	64.3%	64.4%	65.2%	65.2%	64.8%	64.8%	65.3%	72.6%	72.2%	72.5%	72.2%	72.6%
PRIVATE LABEL/GENERIC															
Units (000)	204	200	178	166	185	177	166	169	158	153	149	175	169	172	2,217
Dollars (000)	$238	$234	$212	$214	$231	$221	$216	$209	$203	$199	$197	$230	$219	$215	$2,801
Avg Price per Unit	$1.17	$1.17	$1.19	$1.29	$1.25	$1.25	$1.30	$1.24	$1.28	$1.31	$1.32	$1.32	$1.29	$1.25	$1.26
Unit Share	28.3	28.5	27.6	26.8	29.7	27.6	26.2	27.0	25.7	25.3	24.1	24.3	24.5	25.1	26.3
ACV Weighted Dist	97.7%	98.2%	97.9%	95.8%	97.9%	98.1%	96.8%	97.1%	97.6%	99.6%	91.8%	92.8%	94.1%	90.6%	99.6%

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FBI 002225
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Flowers Industries Jacksonville - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Flowers Jacksonville	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)	558	630	680	857	741	861	660	731	574	578	536	583	640	585	8,656
Dollars (000)	$584	$665	$705	$810	$788	$804	$693	$700	$626	$621	$578	$652	$684	$646	$8,972
Avg Price per Unit	$1.05	$1.05	$1.04	$.94	$1.06	$.93	$1.05	$.96	$1.09	$1.08	$1.08	$1.12	$1.07	$1.10	$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%
SUNBEAM/FLOWERS															
Units (000)	72	79	85	87	84	78	77	75	69	67	64	73	76	72	987
Dollars (000)	$86	$95	$102	$112	$110	$95	$95	$91	$85	$85	$82	$94	$97	$94	$1,236
Avg Price per Unit	$1.19	$1.20	$1.20	$1.29	$1.32	$1.22	$1.23	$1.21	$1.23	$1.27	$1.29	$1.29	$1.28	$1.30	$1.25
Unit Share	12.9	12.6	12.5	10.1	11.3	9.1	11.7	10.3	12.0	11.6	11.9	12.5	11.9	12.3	11.4
ACV Weighted Distribution	82.5%	83.3%	83.9%	82.8%	89.1%	88.0%	88.0%	88.0%	88.7%	88.7%	86.9%	86.9%	87.0%	88.4%	89.1%
Interstate															
Units (000)	84	90	94	110	106	108	91	86	77	79	74	81	85	83	1,165
Dollars (000)	$107	$120	$126	$137	$143	$138	$125	$117	$106	$109	$104	$113	$121	$117	$1,576
Avg Price per Unit	$1.27	$1.33	$1.34	$1.24	$1.34	$1.28	$1.37	$1.37	$1.38	$1.38	$1.41	$1.40	$1.42	$1.41	$1.35
Unit Share	15.1	14.3	13.8	12.9	14.4	12.6	13.8	11.7	13.4	13.6	13.8	13.9	13.3	14.1	13.5
ACV Weighted Distribution	97.3%	97.6%	97.3%	97.6%	97.2%	97.5%	97.5%	97.5%	97.4%	97.4%	97.4%	97.3%	97.4%	97.5%	97.6%
COUNTRY HEARTH															
Units (000)	11	13	13	15	15	16	13	14	14	14	12	14	16	15	184
Dollars (000)	$16	$19	$19	$21	$20	$22	$19	$19	$20	$20	$17	$20	$22	$22	$260
Avg Price per Unit	$1.46	$1.47	$1.42	$1.38	$1.36	$1.34	$1.40	$1.41	$1.43	$1.41	$1.43	$1.47	$1.43	$1.43	$1.41
Unit Share	2.0	2.0	2.0	1.8	2.0	1.9	2.0	1.9	2.4	2.4	2.2	2.4	2.4	2.6	2.1
ACV Weighted Distribution	66.2%	65.7%	65.3%	70.5%	70.0%	76.2%	70.7%	75.4%	75.7%	74.5%	72.0%	68.8%	69.4%	69.9%	76.2%
Private Label															
Units (000)	317	364	377	520	430	538	373	422	331	337	314	333	367	332	5,039
Dollars (000)	$246	$285	$289	$350	$333	$347	$284	$273	$261	$256	$238	$268	$277	$260	$3,721
Avg Price per Unit	$.77	$.78	$.76	$.67	$.77	$.65	$.76	$.65	$.79	$.76	$.76	$.81	$.76	$.78	$.74
Unit Share	56.8	57.8	55.5	60.7	58.0	62.4	56.6	57.8	57.6	58.3	58.6	57.1	57.4	56.8	58.2
ACV Weighted Distribution	99.6%	99.6%	99.6%	99.5%	99.5%	99.5%	99.5%	99.6%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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FBI 002226
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Flowers Industries Jacksonville - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Flowers Jacksonville

	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)	246	262	298	228	237	231	220	222	211	224	445	433	259	249	3,520
Dollars (000)	$368	$371	$410	$343	$346	$344	$336	$340	$316	$332	$537	$552	$377	$369	$4,973
Avg Price per Unit	$1.50	$1.41	$1.38	$1.50	$1.46	$1.49	$1.53	$1.53	$1.50	$1.49	$1.21	$1.28	$1.45	$1.48	$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%
Flowers															
Units (000)	55	66	57	50	61	54	51	53	53	51	60	69	60	61	745
Dollars (000)	$91	$94	$95	$85	$91	$87	$85	$86	$80	$81	$92	$102	$84	$86	$1,148
Avg Price per Unit	$1.65	$1.43	$1.68	$1.68	$1.49	$1.61	$1.68	$1.62	$1.52	$1.59	$1.53	$1.48	$1.41	$1.41	$1.54
Unit Share	22.4	25.1	19.0	22.0	25.6	23.4	23.1	23.7	25.0	22.8	13.5	15.9	23.0	24.7	21.2
ACV Weighted Distribution	94.2%	97.5%	97.6%	98.9%	98.9%	97.7%	97.7%	98.4%	98.4%	96.7%	95.3%	94.0%	92.8%	95.8%	98.9%
Interstate															
Units (000)	32	32	31	35	33	35	32	31	30	33	43	45	42	39	461
Dollars (000)	$45	$44	$46	$48	$46	$46	$45	$45	$43	$47	$61	$65	$58	$53	$648
Avg Price per Unit	$1.40	$1.39	$1.45	$1.34	$1.40	$1.33	$1.42	$1.45	$1.45	$1.43	$1.45	$1.44	$1.35	$1.38	$1.41
Unit Share	13.2	12.2	10.6	15.5	13.8	15.1	14.5	14.0	14.2	14.7	9.6	10.4	16.4	15.6	13.1
ACV Weighted Distribution	63.1%	62.3%	67.2%	65.4%	65.3%	63.7%	65.0%	63.2%	65.7%	68.9%	72.3%	72.2%	72.2%	72.5%	72.5%
Savonis															
Units (000)	4	4	3	4	4	4	4	4	4	4	4	5	4	3	50
Dollars (000)	$5	$6	$5	$6	$6	$6	$5	$6	$6	$6	$7	$7	$6	$5	$77
Avg Price per Unit	$1.53	$1.52	$1.52	$1.52	$1.52	$1.53	$1.52	$1.51	$1.51	$1.55	$1.58	$1.57	$1.57	$1.57	$1.54
Unit Share	1.4	1.4	1.1	1.7	1.6	1.6	1.6	1.7	1.8	1.9	0.9	1.1	1.6	1.4	1.4
ACV Weighted Distribution	59.5%	62.6%	61.6%	58.2%	63.6%	59.7%	60.9%	51.9%	61.1%	53.3%	57.5%	59.9%	53.6%	50.9%	63.6%
Wonder															
Units (000)	11	12	12	14	12	12	9	8	8	7	6	7	7	7	122
Dollars (000)	$13	$15	$14	$16	$15	$14	$11	$9	$10	$9	$8	$8	$9	$8	$147
Avg Price per Unit	$1.15	$1.20	$1.20	$1.12	$1.22	$1.17	$1.21	$1.22	$1.22	$1.22	$1.22	$1.22	$1.27	$1.27	$1.21
Unit Share	4.7	4.7	3.9	6.3	5.2	5.2	4.2	3.4	3.9	3.3	1.4	1.5	2.8	2.7	3.5
ACV Weighted Distribution	92.0%	91.9%	91.7%	94.5%	90.4%	95.6%	92.6%	89.5%	89.5%	86.8%	88.0%	87.3%	87.9%	88.8%	95.6%

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FBI 002227
CONFIDENTIAL

Monthly Sales Trends

Source: Information Resources, Inc., 1996

Flowers Industries Jacksonville - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Flowers Jacksonville	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
Langendorf															
Units (000)	3	3	3	2	2	2	2	2	2	2	10	9	3	3	45
Dollars (000)	$5	$4	$5	$4	$3	$3	$3	$3	$3	$3	$13	$13	$5	$5	$66
Avg Price per Unit	$1.51	$1.50	$1.50	$1.50	$1.50	$1.50	$1.50	$1.49	$1.51	$1.48	$1.34	$1.51	$1.51	$1.52	$1.47
Unit Share	1.3	1.1	1.1	1.1	0.9	0.9	0.9	0.8	0.9	0.9	2.2	2.0	1.3	1.2	1.3
ACV Weighted Distribution	57.5%	46.8%	47.6%	43.8%	43.4%	41.5%	39.9%	37.0%	38.7%	41.1%	55.8%	58.3%	44.7%	42.4%	58.3%
Private Label															
Units (000)	71	77	112	58	57	60	59	57	56	59	215	180	62	63	1,117
Dollars (000)	$78	$81	$106	$65	$63	$68	$65	$64	$61	$63	$172	$146	$69	$70	$1,093
Avg Price per Unit	$1.10	$1.05	$.95	$1.12	$1.09	$1.13	$1.10	$1.12	$1.08	$1.08	$.80	$.81	$1.11	$1.11	$.98
Unit Share	28.8	29.5	37.6	25.4	24.2	26.2	26.7	25.7	26.8	26.2	48.4	41.6	23.9	25.3	31.7
ACV Weighted Distribution	99.6%	99.6%	99.6%	99.5%	99.5%	99.2%	97.1%	98.9%	99.7%	100.0%	100.0%	100.0%	99.7%	99.8%	100.0%

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FBI 002228
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Monthly Sales Trends

Source: Information Resources, Inc., 1996

Atlanta

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ONLY

FBI 002229
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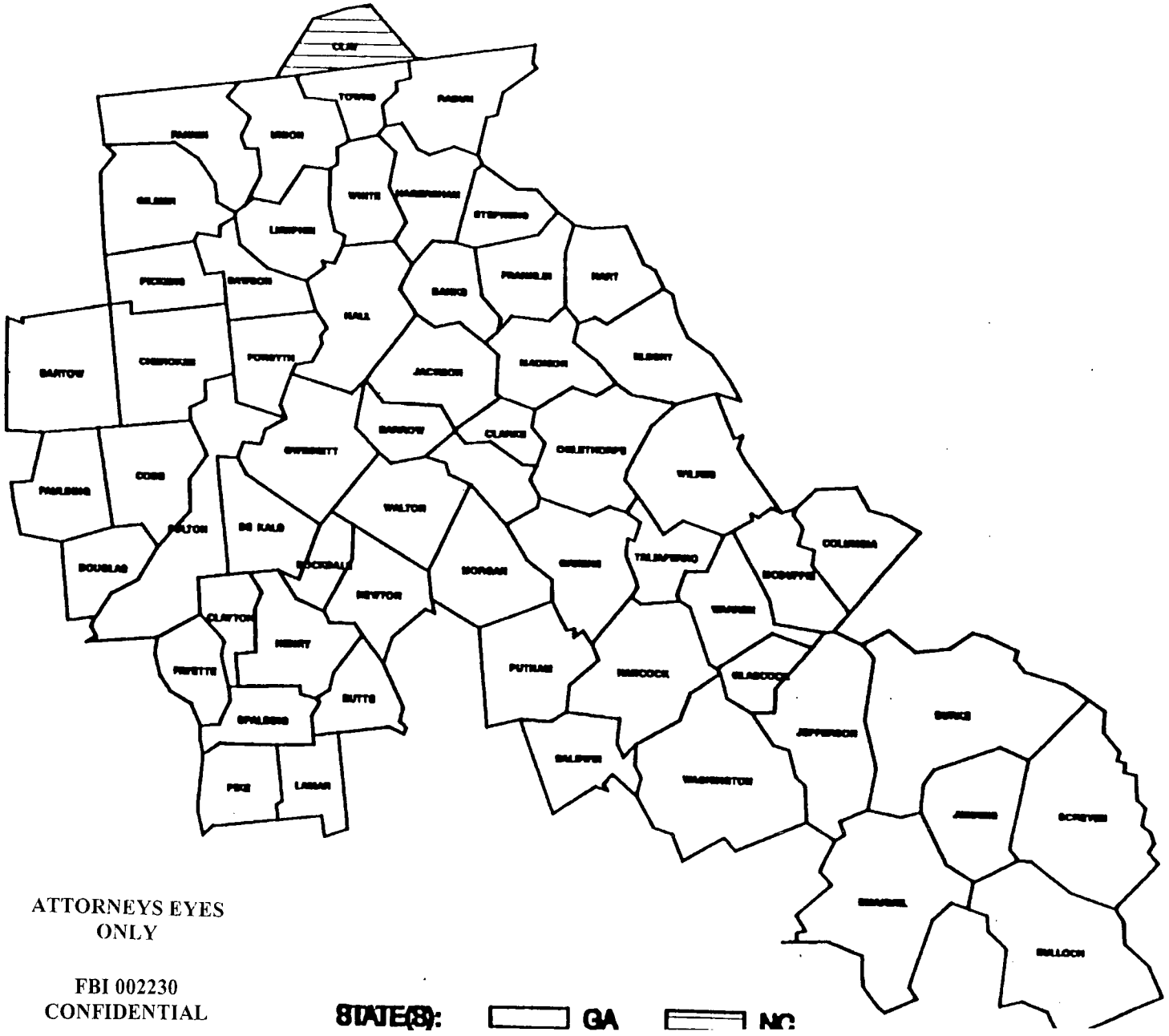
Flowers - Atlanta



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FBI 002230
CONFIDENTIAL

STATE(S): GA NC

Flowers Industries Atlanta - Monthly InfoScan Sales Analysis

Category: White, Soft Variety & Specialty

Flowers - Atlanta	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)	$5,344	$4,975	$4,828	$5,194	$5,568	$5,861	$5,984	$5,893	$5,832	$5,953	$6,102	$6,100	$5,667	$5,719	$73,675
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)	$1,687	$1,599	$1,564	$1,638	$1,750	$1,839	$1,853	$1,814	$1,806	$1,886	$1,933	$1,937	$1,813	$1,851	$23,281
Dollar Share, Bread Ctgry	31.6	32.1	32.4	31.5	31.4	31.4	31.0	30.8	31.0	31.7	31.7	31.7	32.0	32.4	31.6
Earth Grains Co.															
Dollars (000)	$1,281	$1,176	$1,136	$1,232	$1,315	$1,349	$1,379	$1,366	$1,302	$1,313	$1,375	$1,394	$1,206	$1,260	$16,805
Dollar Share, Bread Ctgry	24.0	23.6	23.5	23.7	23.6	23.0	23.0	23.2	22.3	22.1	22.5	22.9	21.3	22.0	22.8
Interstate															
Dollars (000)	$103	$99	$91	$97	$101	$123	$128	$116	$121	$122	$122	$133	$128	$132	$1,514
Dollar Share, Bread Ctgry	1.9	2.0	1.9	1.9	1.8	2.1	2.1	2.0	2.1	2.0	2.0	2.2	2.3	2.3	2.1
Pepperidge Farms															
Dollars (000)	$241	$218	$208	$211	$217	$223	$260	$260	$274	$270	$269	$267	$242	$253	$3,172
Dollar Share, Bread Ctgry	4.5	4.4	4.3	4.1	3.9	3.8	4.3	4.4	4.7	4.5	4.4	4.4	4.3	4.4	4.3
Arnold Oroweat															
Dollars (000)	$250	$241	$227	$240	$247	$252	$251	$261	$263	$270	$266	$252	$242	$260	$3,270
Dollar Share, Bread Ctgry	4.7	4.8	4.7	4.6	4.4	4.3	4.2	4.4	4.5	4.5	4.4	4.1	4.3	4.5	4.4
Coopersmith															
Dollars (000)	$16	$9	$7	$9	$9	$7	$10	$9	$8	$8	$7	$7	$8	$7	$105
Dollar Share, Bread Ctgry	0.3	0.2	0.2	0.2	0.2	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Roman Meal															
Dollars (000)	$72	$59	$59	$81	$67	$77	$94	$88	$78	$83	$84	$87	$89	$79	$1,025
Dollar Share, Bread Ctgry	1.4	1.2	1.2	1.6	1.2	1.3	1.6	1.5	1.3	1.4	1.4	1.4	1.6	1.4	1.4
Private Label															
Dollars (000)	$1,437	$1,329	$1,306	$1,374	$1,548	$1,647	$1,658	$1,613	$1,586	$1,602	$1,651	$1,639	$1,616	$1,513	$20,083
Dollar Share, Bread Ctgry	26.9	26.7	27.0	26.5	27.8	28.1	27.7	27.4	27.2	26.9	27.1	26.9	28.5	26.5	27.3
Atlanta - All Other															
Dollars (000)	$241	$241	$222	$268	$300	$337	$366	$370	$362	$376	$397	$391	$344	$362	$4,337
Dollar Share, Bread Ctgry	4.5	4.8	4.6	5.2	5.4	5.8	6.1	6.3	6.2	6.3	6.5	6.4	6.1	6.3	5.9

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FBI 002231
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Flower Industries Atlanta - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Flowers - Atlanta	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)	1,812	1,690	1,663	1,757	1,929	2,103	2,113	2,009	1,957	1,974	1,999	2,018	1,890	1,816	24,919
Dollars (000)	$2,362	$2,180	$2,137	$2,325	$2,544	$2,730	$2,747	$2,701	$2,612	$2,639	$2,706	$2,778	$2,513	$2,521	$33,135
Avg Price per Unit	$1.30	$1.29	$1.28	$1.32	$1.32	$1.30	$1.30	$1.34	$1.33	$1.34	$1.35	$1.38	$1.33	$1.39	$1.33
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)	425	390	400	453	463	473	491	464	461	472	476	467	424	425	5,859
Dollars (000)	$661	$616	$623	$709	$749	$786	$794	$767	$747	$764	$773	$809	$717	$740	$9,597
Avg Price per Unit	$1.56	$1.58	$1.56	$1.57	$1.62	$1.66	$1.62	$1.65	$1.62	$1.62	$1.62	$1.73	$1.69	$1.74	$1.64
Unit Share	23.4	23.1	24.0	25.8	24.0	22.5	23.2	23.1	23.5	23.9	23.8	23.2	22.4	23.4	23.5
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)	514	477	441	448	502	531	527	524	509	526	553	548	482	502	6,570
Dollars (000)	$814	$744	$713	$758	$835	$864	$879	$877	$834	$856	$903	$915	$802	$839	$10,819
Avg Price per Unit	$1.58	$1.56	$1.62	$1.69	$1.66	$1.63	$1.67	$1.67	$1.64	$1.63	$1.63	$1.67	$1.66	$1.67	$1.65
Unit Share	28.4	28.2	26.5	25.5	26.0	25.3	24.9	26.1	26.0	26.6	27.6	27.1	25.5	27.7	26.4
ACV Weighted Dist	97.8%	97.8%	97.9%	97.9%	97.9%	95.8%	95.9%	95.8%	95.8%	95.3%	95.7%	95.5%	95.6%	97.5%	97.9%
Interstate															
Units (000)	40	37	36	37	42	48	53	47	48	44	44	52	57	60	608
Dollars (000)	$64	$58	$54	$58	$62	$77	$80	$71	$74	$72	$72	$82	$80	$84	$925
Avg Price per Unit	$1.58	$1.55	$1.47	$1.56	$1.47	$1.59	$1.50	$1.53	$1.54	$1.65	$1.63	$1.58	$1.39	$1.40	$1.52
Unit Share	2.2	2.2	2.2	2.1	2.2	2.3	2.5	2.3	2.5	2.2	2.2	2.6	3.0	3.3	2.4
ACV Weighted Dist	42.8%	43.4%	39.4%	39.5%	40.2%	41.6%	44.6%	44.6%	41.1%	40.5%	41.2%	40.0%	40.4%	39.6%	44.6%
Kern's															
Units (000)	12	4	4	5	4	3	5	4	4	4	3	4	4	3	53
Dollars (000)	$12	$5	$5	$6	$7	$5	$8	$6	$6	$6	$5	$5	$6	$5	$75
Avg Price per Unit	$1.02	$1.20	$1.24	$1.35	$1.48	$1.48	$1.46	$1.52	$1.43	$1.46	$1.52	$1.50	$1.49	$1.59	$1.43
Unit Share	0.7	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
ACV Weighted Dist	2.1%	2.2%	1.6%	1.6%	1.5%	1.7%	1.7%	1.7%	1.7%	1.8%	1.8%	1.7%	2.3%	2.2%	2.3%

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Flower Industries Atlanta - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Flowers - Atlanta	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)	683	639	658	650	743	846	837	753	734	716	710	746	727	642	9,401
Dollars (000)	$631	$583	$582	$590	$670	$745	$724	$706	$693	$670	$681	$710	$669	$611	$8,635
Avg Price per Unit	$.92	$.91	$.88	$.91	$.90	$.88	$.87	$.94	$.94	$.94	$.96	$.95	$.92	$.95	$.92
Unit Share	37.7	37.8	39.5	37.0	38.5	40.2	39.6	37.5	37.5	36.3	35.5	37.0	38.5	35.4	37.7
ACV Weighted Dist	98.3%	98.5%	98.5%	98.5%	98.6%	98.8%	98.4%	98.5%	98.4%	98.4%	98.1%	98.1%	98.1%	98.1%	98.8%

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Flowers Industries Atlanta - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Flowers - Atlanta	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)	1,457	1,386	1,342	1,372	1,547	1,609	1,578	1,583	1,560	1,621	1,646	1,559	1,486	1,512	19,800
Dollars (000)	$2,062	$1,918	$1,867	$2,008	$2,144	$2,246	$2,311	$2,266	$2,273	$2,334	$2,419	$2,281	$2,224	$2,222	$28,512
Avg Price per Unit	$1.42	$1.38	$1.39	$1.46	$1.39	$1.40	$1.46	$1.43	$1.46	$1.44	$1.47	$1.46	$1.50	$1.47	$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%
Natures Own															
Units (000)	523	521	511	480	516	528	509	527	555	598	564	543	511	541	6,904
Dollars (000)	$875	$830	$824	$845	$893	$934	$927	$925	$974	$1,020	$1,022	$966	$935	$963	$12,059
Avg Price per Unit	$1.67	$1.59	$1.61	$1.76	$1.73	$1.77	$1.82	$1.76	$1.75	$1.71	$1.81	$1.78	$1.83	$1.78	$1.75
Unit Share	35.9	37.6	38.1	35.0	33.4	32.8	32.2	33.3	35.6	36.9	34.3	34.8	34.4	35.8	34.9
ACV Weighted Dist	99.4%	99.4%	99.4%	99.4%	99.4%	98.9%	98.8%	98.8%	98.8%	98.7%	98.8%	98.7%	98.7%	99.3%	99.4%
Col/Rainbo/FamRec/Grants															
Units (000)	141	113	119	147	149	146	156	151	142	135	149	154	112	110	1,783
Dollars (000)	$239	$212	$215	$253	$260	$266	$275	$273	$258	$248	$264	$267	$213	$215	$3,219
Avg Price per Unit	$1.70	$1.88	$1.81	$1.72	$1.74	$1.82	$1.76	$1.81	$1.82	$1.84	$1.77	$1.73	$1.90	$1.96	$1.81
Unit Share	9.7	8.2	8.9	10.7	9.7	9.1	9.9	9.5	9.1	8.3	9.1	9.9	7.5	7.3	9.0
ACV Weighted Dist	97.8%	97.8%	97.9%	97.9%	97.9%	95.8%	95.9%	95.8%	95.8%	95.3%	95.7%	95.5%	95.6%	95.7%	97.9%
Interstate															
Units (000)	23	26	23	23	23	27	27	26	27	30	29	32	28	27	348
Dollars (000)	$38	$41	$37	$39	$39	$46	$48	$45	$47	$49	$49	$51	$48	$47	$587
Avg Price per Unit	$1.64	$1.59	$1.63	$1.72	$1.68	$1.73	$1.74	$1.71	$1.75	$1.67	$1.67	$1.60	$1.71	$1.75	$1.69
Unit Share	1.6	1.9	1.7	1.6	1.5	1.7	1.7	1.6	1.7	1.8	1.8	2.0	1.9	1.8	1.8
ACV Weighted Dist	42.8%	43.4%	39.4%	39.5%	40.2%	41.6%	44.6%	44.6%	45.5%	44.9%	41.2%	45.2%	40.4%	39.6%	45.5%
ROMAN MEAL															
Units (000)	41	32	33	51	36	42	55	51	45	49	48	49	51	45	586
Dollars (000)	$72	$59	$59	$81	$67	$77	$94	$88	$78	$83	$84	$87	$89	$79	$1,025
Avg Price per Unit	$1.76	$1.85	$1.80	$1.60	$1.83	$1.83	$1.70	$1.73	$1.75	$1.71	$1.76	$1.77	$1.75	$1.76	$1.75
Unit Share	2.8	2.3	2.5	3.7	2.4	2.6	3.5	3.2	2.9	3.0	2.9	3.2	3.4	3.0	3.0
ACV Weighted Dist	100.0%	99.8%	99.9%	100.0%	100.0%	99.6%	99.6%	99.6%	99.6%	99.6%	100.0%	99.6%	99.6%	99.7%	100.0%

Flowers Industries Atlanta - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Flowers - Atlanta

	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)	648	604	571	589	743	771	714	731	689	741	773	697	700	707	9,030
Dollars (000)	$715	$652	$621	$676	$769	$787	$797	$794	$773	$837	$872	$806	$843	$800	$10,026
Avg Price per Unit	$1.10	$1.08	$1.09	$1.15	$1.04	$1.02	$1.12	$1.09	$1.12	$1.13	$1.13	$1.16	$1.21	$1.13	$1.11
Unit Share	44.5	43.6	42.5	43.0	48.0	48.0	45.2	46.2	44.1	45.7	47.0	44.7	47.1	46.8	45.6
ACV Weighted Dist	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.7%	99.8%	99.8%	99.8%	100.0%

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Flowers Industries Atlanta - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Flowers - Atlanta	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)	476	440	415	415	428	442	465	463	475	476	476	529	464	483	5,973
Dollars (000)	$978	$925	$854	$891	$917	$937	$983	$975	$997	$1,030	$1,022	$1,096	$976	$1,028	$12,630
Avg Price per Unit	$2.06	$2.10	$2.06	$2.15	$2.14	$2.12	$2.12	$2.10	$2.10	$2.16	$2.14	$2.07	$2.10	$2.13	$2.11
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 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)	91	80	76	61	64	60	58	67	70	63	73	86	75	71	905
Dollars (000)	$165	$155	$123	$124	$121	$122	$115	$116	$115	$123	$133	$153	$138	$147	$1,685
Avg Price per Unit	$1.82	$1.93	$1.61	$2.05	$1.87	$2.03	$1.97	$1.73	$1.64	$1.95	$1.82	$1.78	$1.83	$2.09	$1.86
Unit Share	19.1	18.2	18.3	14.6	15.0	13.6	12.6	14.5	14.7	13.2	15.4	16.3	16.2	14.6	15.2
ACV Weighted Dist	97.3%	97.9%	97.9%	97.9%	98.0%	97.9%	97.1%	97.1%	97.3%	97.2%	97.2%	98.5%	98.8%	98.8%	98.8%
ARN/ORO/FRAN															
Units (000)	87	87	78	84	85	91	86	88	88	91	88	88	81	84	1,120
Dollars (000)	$189	$184	$175	$185	$190	$197	$195	$196	$197	$206	$203	$192	$184	$198	$2,501
Avg Price per Unit	$2.18	$2.11	$2.24	$2.21	$2.25	$2.16	$2.26	$2.22	$2.25	$2.27	$2.29	$2.17	$2.28	$2.34	$2.23
Unit Share	18.2	19.7	18.8	20.2	19.7	20.6	18.6	19.0	18.4	19.0	18.6	16.7	17.5	17.5	18.7
ACV Weighted Dist	89.2%	90.1%	90.1%	90.1%	90.5%	90.9%	87.2%	87.3%	87.6%	89.5%	90.3%	90.4%	90.6%	90.6%	90.9%
EARTH GRAINS															
Units (000)	71	69	67	70	70	71	74	73	71	70	71	76	69	72	922
Dollars (000)	$156	$152	$148	$157	$158	$157	$162	$159	$156	$158	$158	$162	$142	$157	$2,026
Avg Price per Unit	$2.20	$2.21	$2.22	$2.23	$2.27	$2.21	$2.18	$2.18	$2.20	$2.26	$2.23	$2.14	$2.07	$2.17	$2.20
Unit Share	14.9	15.6	16.1	17.0	16.2	16.1	16.0	15.7	14.9	14.7	14.8	14.3	14.8	15.0	15.4
ACV Weighted Dist	97.3%	97.8%	97.8%	97.8%	97.9%	95.8%	95.7%	95.7%	95.5%	95.1%	95.5%	95.2%	95.6%	96.2%	97.9%
PEPPERIDGE FARM															
Units (000)	113	99	96	97	97	100	120	116	127	118	118	119	106	114	1,427
Dollars (000)	$241	$218	$208	$211	$217	$223	$260	$260	$274	$270	$269	$267	$242	$253	$3,172
Avg Price per Unit	$2.12	$2.21	$2.16	$2.18	$2.24	$2.22	$2.16	$2.24	$2.16	$2.28	$2.28	$2.25	$2.28	$2.23	$2.22
Unit Share	23.8	22.4	23.2	23.4	22.6	22.7	25.9	25.1	26.7	24.8	24.8	22.5	22.9	23.6	23.9
ACV Weighted Dist	90.5%	91.8%	91.6%	91.7%	91.9%	92.2%	91.5%	91.4%	91.7%	91.5%	91.5%	89.0%	89.2%	89.1%	92.2%

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Flowers Industries Atlanta - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Flowers - Atlanta	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)	29	25	24	22	35	38	41	37	38	58	45	75	61	64	562
Dollars (000)	$43	$42	$39	$38	$58	$63	$67	$65	$74	$107	$78	$127	$112	$101	$970
Avg Price per Unit	$1.50	$1.68	$1.62	$1.71	$1.67	$1.65	$1.66	$1.73	$1.95	$1.84	$1.73	$1.70	$1.84	$1.59	$1.73
Unit Share	6.0	5.6	5.7	5.4	8.1	8.6	8.7	8.0	8.0	12.2	9.5	14.1	13.1	13.2	9.4
ACV Weighted Dist	76.2%	78.3%	77.1%	75.0%	79.8%	75.8%	74.7%	72.9%	73.3%	73.2%	76.6%	75.8%	73.2%	70.8%	79.6%

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Flowers Industries Atlanta - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Flowers - Atlanta	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)	846	910	993	1,349	1,330	1,430	1,157	1,244	936	931	805	791	874	838	13,590
Dollars (000)	$907	$1,011	$1,074	$1,400	$1,357	$1,402	$1,199	$1,222	$1,053	$1,029	$922	$929	$963	$965	$14,527
Avg Price per Unit	$1.07	$1.11	$1.08	$1.04	$1.02	$.98	$1.04	$.98	$1.13	$1.10	$1.15	$1.17	$1.10	$1.15	$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%
SNBM/FLWRS/SPCL HRVST															
Units (000)	70	74	78	92	84	89	79	81	70	73	66	68	69	68	990
Dollars (000)	$92	$107	$112	$134	$122	$128	$114	$117	$103	$106	$98	$105	$106	$106	$1,459
Avg Price per Unit	$1.32	$1.46	$1.44	$1.46	$1.46	$1.44	$1.45	$1.45	$1.47	$1.46	$1.47	$1.54	$1.54	$1.55	$1.47
Unit Share	8.2	8.1	7.8	6.8	6.3	6.2	6.8	6.5	7.5	7.8	8.2	8.6	7.9	8.2	7.3
ACV Weighted Distribution	94.1%	93.5%	93.4%	96.2%	99.9%	99.8%	99.8%	99.8%	99.8%	99.5%	99.5%	99.5%	99.3%	99.3%	99.9%
RAINBO/COLONIAL															
Units (000)	136	156	172	226	210	201	185	179	150	150	130	120	124	129	2,132
Dollars (000)	$203	$231	$249	$331	$313	$298	$266	$259	$222	$222	$192	$191	$198	$204	$3,176
Avg Price per Unit	$1.49	$1.48	$1.45	$1.46	$1.49	$1.49	$1.44	$1.45	$1.48	$1.47	$1.48	$1.59	$1.59	$1.58	$1.49
Unit Share	16.1	17.1	17.3	16.8	15.8	14.0	16.0	14.4	16.0	16.2	16.1	15.1	14.2	15.4	15.7
ACV Weighted Distribution	97.8%	97.8%	97.9%	97.9%	97.9%	95.8%	95.9%	95.8%	95.8%	95.3%	95.7%	95.5%	95.6%	97.2%	97.9%
KERNS															
Units (000)	2	2	1	2	1	1	2	1	1	1	1	1	1	1	18
Dollars (000)	$4	$3	$2	$3	$2	$1	$2	$2	$2	$2	$2	$2	$2	$2	$27
Avg Price per Unit	$1.49	$1.51	$1.57	$1.57	$1.60	$1.58	$1.53	$1.52	$1.53	$1.53	$1.53	$1.52	$1.51	$1.54	$1.54
Unit Share	0.3	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1
ACV Weighted Distribution	2.1%	2.6%	1.6%	1.6%	1.5%	1.7%	1.7%	1.7%	1.7%	1.8%	1.8%	1.7%	2.3%	2.2%	2.6%
INTERSTATE															
Units (000)	5	5	5	6	5	7	6	6	5	5	5	5	4	4	68
Dollars (000)	$7	$7	$6	$8	$7	$10	$8	$8	$7	$7	$7	$6	$6	$6	$94
Avg Price per Unit	$1.38	$1.32	$1.31	$1.29	$1.40	$1.38	$1.41	$1.40	$1.42	$1.43	$1.43	$1.41	$1.42	$1.43	$1.38
Unit Share	0.6	0.6	0.5	0.5	0.4	0.5	0.5	0.5	0.6	0.5	0.6	0.6	0.4	0.5	0.5
ACV Weighted Distribution	38.4%	38.7%	39.2%	39.4%	39.7%	39.8%	38.8%	39.1%	40.4%	40.1%	40.4%	39.3%	10.8%	7.9%	40.4%

FBI 002238
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ATTORNEYS EYES ONLY

Monthly Sales Trends

Source: Information Resources, Inc., 1996

Flowers Industries Atlanta - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Flowers - Atlanta	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
PL/GENERIC															
Units (000)	542	572	627	866	886	979	762	843	600	593	505	500	559	531	8,824
Dollars (000)	$450	$503	$531	$697	$692	$741	$611	$628	$534	$507	$457	$458	$470	$475	$7,304
Avg Price per Unit	$.83	$.88	$.85	$.80	$.78	$.76	$.80	$.74	$.89	$.86	$.90	$.92	$.84	$.90	$.83
Unit Share	64.0	62.9	63.1	64.2	66.6	68.5	65.9	67.7	64.1	63.7	62.8	63.2	64.0	63.4	64.9
ACV Weighted Distribution	98.3%	98.5%	98.5%	98.5%	98.6%	98.8%	98.4%	98.5%	98.4%	98.4%	98.1%	98.1%	98.1%	98.1%	98.8%

ATTORNEYS EYES ONLY

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Flowers Industries Atlanta - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Flowers - Atlanta	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)	465	457	536	443	449	452	457	473	478	518	1,029	938	461	478	7,170
Dollars (000)	$748	$708	$777	$723	$719	$713	$758	$786	$785	$829	$1,336	$1,273	$758	$790	$10,956
Avg Price per Unit	$1.61	$1.55	$1.45	$1.63	$1.60	$1.58	$1.66	$1.66	$1.64	$1.60	$1.30	$1.36	$1.64	$1.65	$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%
Flowers															
Units (000)	99	94	89	82	91	95	82	81	80	82	106	103	79	84	1,150
Dollars (000)	$154	$138	$142	$138	$136	$143	$143	$142	$141	$145	$172	$170	$136	$140	$1,886
Avg Price per Unit	$1.56	$1.47	$1.59	$1.69	$1.50	$1.49	$1.73	$1.75	$1.75	$1.76	$1.62	$1.65	$1.71	$1.66	$1.64
Unit Share	21.2	20.5	16.7	18.5	20.2	21.1	18.0	17.1	16.8	15.9	10.3	11.0	17.2	17.6	16.0
ACV Weighted Dist	97.8%	97.7%	97.8%	99.6%	99.6%	99.2%	99.1%	99.2%	99.2%	99.3%	99.4%	99.5%	99.2%	99.0%	99.6%
Colonial/Rainbo															
Units (000)	39	38	40	35	41	39	41	40	43	43	67	62	39	40	568
Dollars (000)	$70	$66	$69	$62	$70	$67	$70	$69	$73	$74	$116	$108	$67	$69	$980
Avg Price per Unit	$1.76	$1.76	$1.73	$1.74	$1.72	$1.71	$1.71	$1.71	$1.72	$1.72	$1.72	$1.73	$1.72	$1.72	$1.72
Unit Share	8.5	8.2	7.5	8.0	9.0	8.6	9.0	8.6	8.9	8.3	6.5	6.7	8.5	8.3	7.9
ACV Weighted Dist	97.8%	97.8%	97.8%	94.4%	90.4%	90.0%	90.0%	89.9%	93.5%	93.0%	95.7%	95.5%	95.6%	97.0%	97.8%
KERNS															
Units (000)	2	1	1	1	1	0	0	0	0	0	0	0	0	0	6
Dollars (000)	$3	$2	$2	$2	$1	$1	$0	$0	$0	$0	$0	$0	$0	$0	$9
Avg Price per Unit	$1.61	$1.61	$1.58	$1.67	$1.70	$1.67	$1.59	$1.59	$1.59	$1.59	$1.59	$1.59	$1.59	$1.67	$1.63
Unit Share	0.4	0.3	0.2	0.2	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
ACV Weighted Dist	2.1%	2.6%	1.6%	1.6%	1.5%	1.2%	0.7%	0.8%	0.8%	0.8%	0.8%	0.8%	0.9%	0.8%	2.6%
Interstate															
Units (000)	7	7	7	8	8	9	9	9	9	8	8	7	3	3	95
Dollars (000)	$10	$11	$11	$12	$12	$14	$14	$13	$13	$13	$13	$10	$4	$4	$144
Avg Price per Unit	$1.52	$1.53	$1.53	$1.48	$1.54	$1.48	$1.52	$1.53	$1.53	$1.54	$1.53	$1.55	$1.52	$1.48	$1.52
Unit Share	1.5	1.5	1.3	1.8	1.8	2.1	2.0	1.8	1.8	1.6	0.8	0.7	0.6	0.6	1.3
ACV Weighted Dist	35.9%	38.3%	38.6%	38.8%	39.4%	40.1%	36.8%	35.6%	37.6%	35.8%	39.5%	39.0%	11.9%	14.3%	40.1%

ATTORNEYS EYES ONLY

FBI 002240
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Monthly Sales Trends

Source: Information Resources, Inc., 1996

Flowers Industries Atlanta - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Flowers - Atlanta	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)	158	161	226	163	154	159	170	184	192	216	607	522	181	188	3,124
Dollars (000)	$182	$177	$231	$196	$190	$192	$213	$241	$238	$251	$555	$482	$213	$224	$3,406
Avg Price per Unit	$1.15	$1.10	$1.03	$1.20	$1.23	$1.21	$1.25	$1.31	$1.24	$1.17	$.91	$.92	$1.18	$1.19	$1.09
Unit Share	34.0	35.3	42.1	36.9	34.3	35.3	37.2	39.0	40.3	41.6	59.0	55.7	39.2	39.2	43.6
ACV Weighted Dist	99.4%	99.5%	99.5%	99.5%	99.6%	99.7%	99.6%	98.7%	98.4%	99.3%	99.3%	99.3%	99.3%	99.3%	99.7%

ATTORNEYS EYES ONLY

FBI 002241
CONFIDENTIAL

Birmingham

ATTORNEYS EYES
ONLY

FBI 002242
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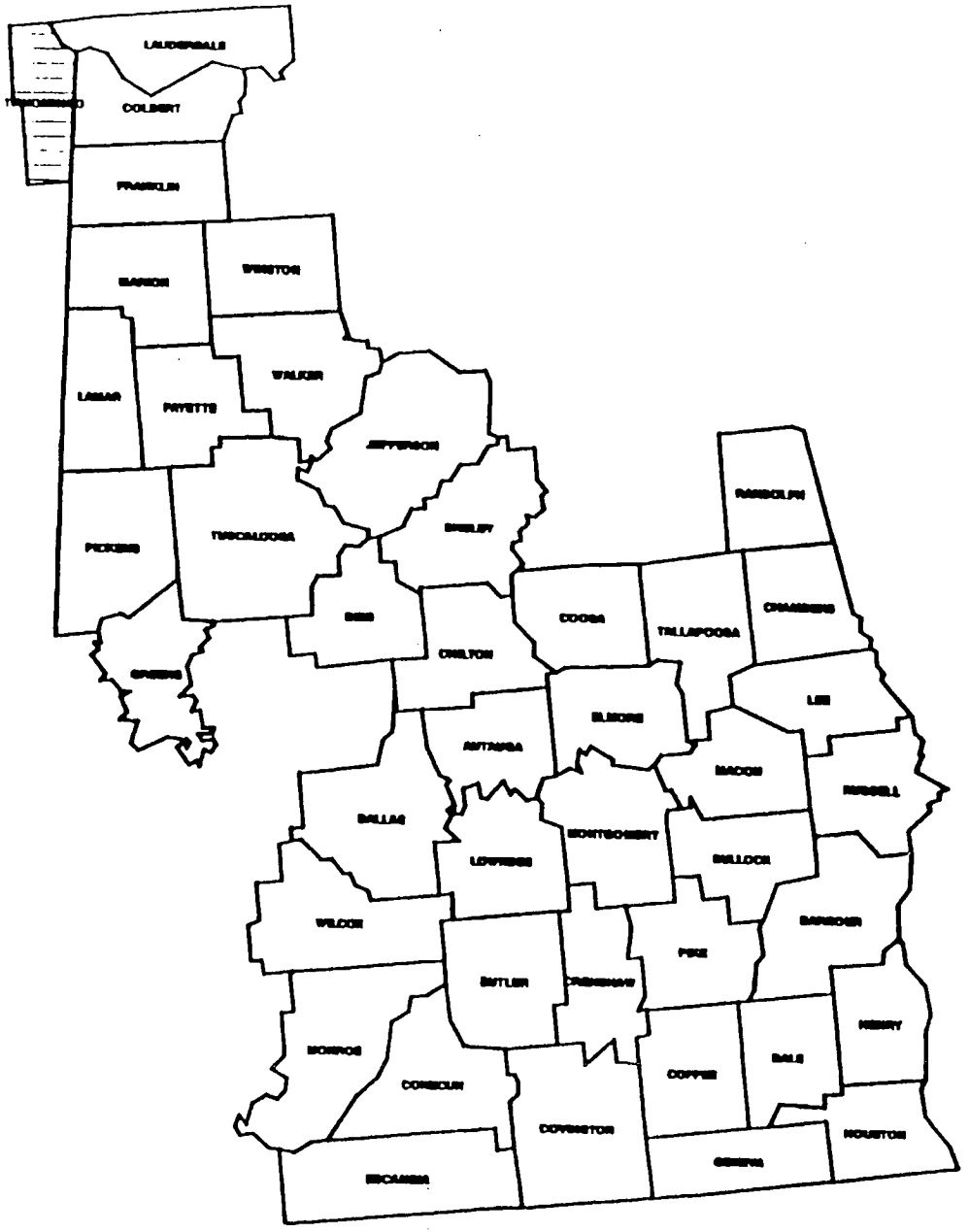
Flowers - Birmingham



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FBI 002243
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Flowers Industries Birmingham - Monthly InfoScan Sales Analysis

Category: White, Soft Variety & Specialty

Flowers Birmingham	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)	$3,300	$3,437	$3,314	$3,319	$3,463	$3,778	$3,805	$3,737	$3,581	$3,489	$3,588	$3,916	$3,543	$3,488	$46,459
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)	$1,368	$1,376	$1,392	$1,375	$1,438	$1,587	$1,596	$1,526	$1,509	$1,494	$1,557	$1,731	$1,516	$1,483	$19,579
Dollar Share, Bread Ctgry	41.5	40.0	42.0	41.4	41.5	42.0	41.9	40.8	42.1	42.8	43.4	44.2	42.8	42.5	42.1
Earth Grains Co.															
Dollars (000)	$419	$443	$426	$426	$431	$479	$470	$472	$449	$404	$404	$437	$385	$361	$5,567
Dollar Share, Bread Ctgry	12.7	12.9	12.9	12.8	12.5	12.7	12.3	12.6	12.5	11.6	11.3	11.2	10.9	10.3	12.0
Interstate															
Dollars (000)	$258	$292	$265	$258	$293	$306	$334	$334	$306	$291	$321	$331	$301	$301	$3,932
Dollar Share, Bread Ctgry	7.8	8.5	8.0	7.8	8.5	8.1	8.8	8.9	8.5	8.3	9.0	8.4	8.5	8.6	8.5
Pepperidge Farms															
Dollars (000)	$111	$98	$98	$98	$93	$95	$109	$112	$121	$117	$129	$139	$135	$134	$1,479
Dollar Share, Bread Ctgry	3.4	2.9	3.0	3.0	2.7	2.5	2.9	3.0	3.4	3.4	3.6	3.5	3.8	3.8	3.2
Arnold Oroweat															
Dollars (000)	$83	$90	$82	$84	$83	$87	$94	$92	$93	$92	$92	$102	$103	$104	$1,198
Dollar Share, Bread Ctgry	2.5	2.6	2.5	2.5	2.4	2.3	2.5	2.5	2.6	2.6	2.6	2.6	2.9	3.0	2.6
Roman Meal															
Dollars (000)	$48	$52	$48	$48	$53	$54	$55	$55	$45	$40	$39	$45	$34	$42	$609
Dollar Share, Bread Ctgry	1.4	1.5	1.4	1.5	1.5	1.4	1.4	1.5	1.3	1.1	1.1	1.2	1.0	1.2	1.3
Private Label															
Dollars (000)	$513	$519	$464	$477	$548	$608	$576	$577	$550	$545	$542	$564	$567	$551	$7,068
Dollar Share, Bread Ctgry	15.6	15.1	14.0	14.4	15.8	16.1	15.1	15.4	15.4	15.6	15.1	14.4	16.0	15.8	15.3
Birmingham - All Other															
Dollars (000)	$499	$568	$539	$552	$524	$563	$573	$569	$508	$506	$504	$566	$503	$513	$6,967
Dollar Share, Bread Ctgry	15.1	16.5	16.3	16.6	15.1	14.9	15.1	15.2	14.2	14.5	14.0	14.5	14.2	14.7	15.0

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FBI 002244
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Flower Industries Birmingham - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Flowers Birmingham	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)	1,214	1,214	1,185	1,190	1,294	1,427	1,440	1,319	1,260	1,200	1,210	1,340	1,194	1,137	16,409
Dollars (000)	$1,499	$1,508	$1,465	$1,462	$1,610	$1,804	$1,772	$1,661	$1,591	$1,524	$1,589	$1,765	$1,545	$1,487	$20,783
Avg Price per Unit	$1.23	$1.24	$1.24	$1.23	$1.24	$1.26	$1.23	$1.26	$1.26	$1.27	$1.31	$1.32	$1.29	$1.31	$1.27
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)	498	497	506	526	558	615	608	570	556	520	542	630	529	496	7,152
Dollars (000)	$786	$795	$809	$823	$885	$991	$985	$901	$877	$839	$898	$1,029	$869	$830	$11,529
Avg Price per Unit	$1.58	$1.60	$1.60	$1.56	$1.59	$1.61	$1.62	$1.58	$1.58	$1.61	$1.66	$1.63	$1.64	$1.67	$1.61
Unit Share	41.1	41.0	42.7	44.2	43.1	43.1	42.2	43.2	44.1	43.3	44.8	47.0	44.4	43.6	43.6
ACV Weighted Dist	98.0%	98.3%	98.3%	99.8%	99.8%	99.4%	99.4%	99.4%	99.8%	99.7%	99.7%	99.5%	99.3%	99.3%	99.8%
COLONIAL/RAINBO															
Units (000)	186	200	176	158	173	195	197	189	190	165	149	157	134	127	2,209
Dollars (000)	$271	$295	$272	$253	$268	$291	$292	$281	$274	$241	$248	$261	$223	$212	$3,411
Avg Price per Unit	$1.46	$1.48	$1.55	$1.60	$1.55	$1.49	$1.49	$1.49	$1.44	$1.46	$1.66	$1.66	$1.66	$1.67	$1.54
Unit Share	15.3	16.5	14.8	13.3	13.4	13.7	13.7	14.3	15.1	13.7	12.3	11.7	11.2	11.2	13.5
ACV Weighted Dist	88.1%	88.0%	90.7%	90.7%	88.4%	87.0%	90.0%	89.7%	89.5%	90.4%	89.9%	89.7%	86.5%	86.7%	90.7%
Interstate															
Units (000)	101	99	94	94	118	120	133	131	116	106	118	116	120	108	1,472
Dollars (000)	$173	$170	$162	$160	$196	$205	$213	$220	$191	$187	$204	$208	$195	$193	$2,503
Avg Price per Unit	$1.72	$1.72	$1.72	$1.69	$1.66	$1.70	$1.60	$1.68	$1.64	$1.76	$1.73	$1.80	$1.63	$1.79	$1.70
Unit Share	8.3	8.1	7.9	7.9	9.1	8.4	9.2	9.9	9.2	8.9	9.7	8.6	10.0	9.5	9.0
ACV Weighted Dist	50.6%	50.8%	52.5%	51.5%	50.7%	50.7%	50.7%	50.6%	50.1%	53.2%	54.6%	55.1%	51.2%	51.8%	55.1%
Private Label															
Units (000)	458	459	441	443	497	539	562	486	442	444	444	471	449	432	6,110
Dollars (000)	$364	$357	$318	$321	$385	$437	$411	$397	$362	$370	$366	$387	$373	$362	$4,847
Avg Price per Unit	$.79	$.78	$.72	$.73	$.78	$.81	$.73	$.82	$.82	$.83	$.83	$.82	$.83	$.84	$.79
Unit Share	37.7	37.8	37.2	37.2	38.4	37.8	39.0	36.9	35.1	37.0	36.7	35.1	37.6	38.0	37.2
ACV Weighted Dist	49.7%	48.6%	48.3%	48.4%	49.5%	49.6%	49.6%	51.0%	58.9%	60.3%	61.4%	61.2%	61.7%	64.0%	64.0%

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FBI 002245
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Flowers Industries Birmingham Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Flowers Birmingham	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)	641	630	629	637	687	729	746	783	750	743	732	753	754	739	9,310
Dollars (000)	$987	$994	$986	$985	$1,036	$1,109	$1,130	$1,168	$1,128	$1,113	$1,137	$1,191	$1,144	$1,157	$14,279
Avg Price per Unit	$1.54	$1.58	$1.57	$1.55	$1.51	$1.52	$1.52	$1.49	$1.50	$1.50	$1.55	$1.58	$1.52	$1.57	$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)	247	228	246	226	240	258	263	290	299	326	291	295	288	298	3,550
Dollars (000)	$413	$414	$430	$401	$414	$451	$469	$479	$504	$526	$521	$539	$514	$519	$6,182
Avg Price per Unit	$1.67	$1.81	$1.75	$1.77	$1.72	$1.75	$1.78	$1.65	$1.68	$1.61	$1.79	$1.83	$1.78	$1.74	$1.74
Unit Share	38.6	36.2	39.1	35.5	35.0	35.4	35.3	37.1	39.9	43.9	39.8	39.2	38.2	40.3	38.1
ACV Weighted Dist	98.0%	98.3%	98.3%	98.3%	98.3%	97.8%	97.8%	97.8%	98.2%	98.2%	98.2%	98.0%	97.7%	97.8%	98.3%
Interstate															
Units (000)	46	70	57	54	52	54	69	66	65	58	68	71	63	61	810
Dollars (000)	$84	$122	$103	$98	$96	$101	$121	$115	$114	$105	$117	$123	$106	$107	$1,427
Avg Price per Unit	$1.83	$1.73	$1.80	$1.81	$1.85	$1.85	$1.74	$1.73	$1.75	$1.80	$1.72	$1.73	$1.69	$1.75	$1.76
Unit Share	7.2	11.2	9.1	8.5	7.6	7.5	9.3	8.4	8.7	7.8	9.3	9.4	8.4	8.3	8.7
ACV Weighted Dist	50.6%	50.8%	52.5%	51.5%	50.7%	50.7%	50.7%	50.6%	50.1%	53.2%	54.6%	55.1%	51.2%	51.8%	55.1%
Family Recipe/Grants															
Units (000)	45	40	41	59	58	62	57	66	60	59	54	54	48	46	705
Dollars (000)	$72	$70	$73	$93	$92	$104	$94	$107	$97	$89	$85	$86	$77	$76	$1,143
Avg Price per Unit	$1.61	$1.77	$1.76	$1.57	$1.59	$1.67	$1.66	$1.62	$1.62	$1.49	$1.59	$1.58	$1.60	$1.65	$1.62
Unit Share	7.0	6.3	6.6	9.3	8.4	8.6	7.6	8.4	8.0	8.0	7.3	7.2	6.4	6.2	7.6
ACV Weighted Dist	87.2%	87.9%	93.9%	90.5%	91.4%	87.0%	90.0%	89.7%	89.3%	87.8%	86.8%	86.2%	86.5%	86.8%	93.8%
Roman Meal															
Units (000)	27	30	27	30	32	32	33	33	27	24	23	26	19	22	358
Dollars (000)	$48	$52	$48	$48	$53	$54	$55	$55	$45	$40	$39	$45	$34	$42	$609
Avg Price per Unit	$1.77	$1.71	$1.75	$1.61	$1.63	$1.69	$1.67	$1.68	$1.67	$1.63	$1.70	$1.75	$1.81	$1.89	$1.70
Unit Share	4.2	4.8	4.3	4.7	4.7	4.4	4.4	4.2	3.6	3.3	3.1	3.5	2.5	3.0	3.8
ACV Weighted Dist	99.0%	99.0%	98.4%	98.9%	98.8%	98.7%	98.7%	98.6%	99.2%	99.1%	99.2%	99.4%	99.4%	97.7%	99.4%

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Flowers Industries Birmingham Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Flowers Birmingham	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
Country Hearth															
Units (000)	7	6	10	13	12	11	12	11	10	7	9	11	23	26	160
Dollars (000)	$12	$10	$16	$21	$20	$19	$19	$17	$16	$12	$15	$19	$31	$39	$255
Avg Price per Unit	$1.62	$1.75	$1.61	$1.60	$1.62	$1.65	$1.59	$1.60	$1.61	$1.68	$1.81	$1.81	$1.38	$1.52	$1.59
Unit Share	1.1	0.9	1.5	2.1	1.8	1.6	1.6	1.4	1.4	1.0	1.2	1.4	3.0	3.5	1.7
ACV Weighted Dist	48.5%	48.2%	53.2%	54.0%	53.4%	50.4%	49.1%	44.3%	42.1%	39.7%	37.9%	37.9%	40.4%	41.1%	54.0%
Sunbeam															
Units (000)	22	19	18	18	17	17	18	19	14	11	10	11	9	9	190
Dollars (000)	$34	$34	$32	$33	$31	$32	$32	$35	$25	$21	$18	$20	$17	$18	$350
Avg Price per Unit	$1.55	$1.82	$1.82	$1.83	$1.83	$1.83	$1.82	$1.83	$1.83	$1.87	$1.87	$1.87	$1.87	$1.87	$1.84
Unit Share	3.4	3.0	2.8	2.9	2.5	2.4	2.4	2.5	1.8	1.5	1.3	1.4	1.2	1.3	2.0
ACV Weighted Dist	60.7%	60.4%	62.6%	61.8%	57.7%	55.2%	53.8%	61.3%	61.2%	52.6%	53.0%	52.8%	52.3%	53.1%	62.6%
Private Label															
Units (000)	132	146	133	137	151	159	155	163	166	149	158	153	160	156	1,984
Dollars (000)	$142	$154	$140	$146	$152	$158	$150	$164	$175	$161	$161	$165	$182	$176	$2,085
Avg Price per Unit	$1.08	$1.05	$1.05	$1.06	$1.01	$.99	$.97	$1.01	$1.05	$1.09	$1.02	$1.08	$1.14	$1.13	$1.05
Unit Share	20.6	23.2	21.1	21.6	21.9	21.8	20.7	20.9	22.1	20.0	21.5	20.3	21.2	21.1	21.3
ACV Weighted Dist	90.7%	92.7%	92.4%	89.2%	89.2%	88.3%	89.9%	91.1%	94.1%	92.2%	94.6%	96.5%	92.4%	90.9%	96.5%

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Flowers Industries Birmingham - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Flowers Birmingham	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)	211	205	197	191	180	184	194	197	202	186	195	236	215	202	2,584
Dollars (000)	$428	$420	$392	$393	$371	$388	$409	$412	$414	$402	$423	$492	$448	$439	$5,403
Avg Price per Unit	$2.03	$2.05	$1.99	$2.06	$2.07	$2.11	$2.10	$2.09	$2.05	$2.16	$2.16	$2.08	$2.08	$2.17	$2.09
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 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)	58	57	55	49	46	44	42	44	44	41	48	67	54	46	637
Dollars (000)	$114	$114	$99	$98	$88	$93	$90	$87	$83	$88	$101	$124	$99	$99	$1,261
Avg Price per Unit	$1.96	$2.00	$1.79	$2.01	$1.92	$2.12	$2.14	$1.99	$1.87	$2.15	$2.09	$1.84	$1.81	$2.12	$1.98
Unit Share	27.5	27.8	28.1	25.6	25.5	23.8	21.7	22.1	22.0	22.0	24.6	28.4	25.3	23.0	24.7
ACV Weighted Dist	96.6%	96.6%	96.9%	96.6%	96.4%	94.6%	94.7%	94.7%	95.3%	95.6%	94.8%	95.3%	95.1%	95.7%	96.9%
PEPPERIDGE FARM															
Units (000)	53	45	45	46	42	43	50	51	56	51	57	62	59	60	670
Dollars (000)	$111	$98	$98	$98	$93	$95	$109	$112	$121	$117	$129	$139	$135	$134	$1,479
Avg Price per Unit	$2.12	$2.17	$2.17	$2.13	$2.20	$2.18	$2.16	$2.21	$2.15	$2.29	$2.26	$2.22	$2.27	$2.24	$2.21
Unit Share	24.9	22.0	23.0	24.2	23.5	23.7	25.9	25.7	27.9	27.5	29.2	26.4	27.6	29.7	25.9
ACV Weighted Dist	79.6%	79.5%	80.9%	81.0%	79.2%	77.6%	70.9%	72.8%	77.3%	78.2%	77.5%	78.9%	78.9%	79.0%	81.0%
Arn/Oro/Fran															
Units (000)	34	36	34	34	34	35	39	38	38	38	37	43	41	40	487
Dollars (000)	$76	$82	$76	$77	$76	$80	$86	$85	$85	$85	$86	$97	$94	$95	$1,104
Avg Price per Unit	$2.25	$2.26	$2.23	$2.26	$2.25	$2.25	$2.22	$2.26	$2.21	$2.27	$2.31	$2.24	$2.31	$2.36	$2.27
Unit Share	16.1	17.8	17.2	17.8	18.8	19.3	19.9	19.1	19.0	20.2	19.0	18.3	19.0	19.9	18.9
ACV Weighted Dist	87.4%	85.5%	87.2%	84.5%	84.7%	86.2%	86.2%	88.3%	89.1%	87.9%	87.0%	86.6%	83.6%	83.5%	89.1%
EARTH GRAINS															
Units (000)	17	19	16	16	16	17	17	19	18	19	17	19	17	17	227
Dollars (000)	$37	$40	$36	$36	$34	$37	$37	$41	$40	$41	$38	$42	$38	$37	$495
Avg Price per Unit	$2.14	$2.13	$2.18	$2.19	$2.20	$2.19	$2.15	$2.14	$2.19	$2.10	$2.17	$2.23	$2.25	$2.25	$2.18
Unit Share	8.2	9.1	8.3	8.5	8.6	9.1	8.8	9.7	9.0	10.5	8.9	7.9	7.8	8.2	8.8
ACV Weighted Dist	87.6%	88.0%	87.4%	90.1%	87.7%	82.5%	82.3%	83.8%	84.5%	83.0%	74.7%	73.0%	72.9%	71.8%	90.1%

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Flowers Industries Birmingham - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Flowers Birmingham	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
PL/GENERIC															
Units (000)	12	13	11	11	10	8	10	11	14	12	8	9	16	13	146
Dollars (000)	$17	$18	$15	$15	$13	$12	$13	$14	$20	$19	$12	$13	$25	$19	$209
Avg Price per Unit	$1.37	$1.38	$1.32	$1.35	$1.39	$1.43	$1.40	$1.37	$1.41	$1.51	$1.42	$1.45	$1.58	$1.48	$1.43
Unit Share	5.7	6.5	5.7	5.9	5.3	4.6	4.9	5.4	6.9	6.6	4.3	3.9	7.3	6.2	5.7
ACV Weighted Dist	39.0%	39.6%	36.2%	34.2%	32.9%	33.0%	34.5%	36.6%	44.8%	44.6%	43.5%	45.3%	45.0%	42.4%	45.3%

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Flowers Industries Birmingham - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Flowers Birmingham	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)	604	734	762	955	880	998	780	847	693	653	603	612	637	620	9,774
Dollars (000)	$660	$780	$796	$968	$869	$965	$839	$846	$749	$711	$657	$669	$696	$681	$10,225
Avg Price per Unit	$1.09	$1.06	$1.04	$1.01	$.99	$.97	$1.08	$1.00	$1.08	$1.09	$1.09	$1.09	$1.09	$1.10	$1.05
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)	134	150	158	177	160	169	148	140	130	124	122	124	125	125	1,852
Dollars (000)	$188	$212	$227	$260	$236	$252	$220	$208	$191	$185	$179	$186	$190	$186	$2,732
Avg Price per Unit	$1.40	$1.41	$1.44	$1.47	$1.48	$1.49	$1.48	$1.49	$1.47	$1.49	$1.48	$1.50	$1.52	$1.49	$1.48
Unit Share	22.2	20.4	20.7	18.5	18.2	16.9	19.0	16.5	18.8	19.0	20.2	20.3	19.7	20.2	18.9
ACV Weighted Dist	93.4%	93.3%	96.5%	95.3%	94.6%	94.3%	94.2%	93.9%	93.9%	94.5%	96.4%	96.2%	92.5%	93.0%	96.5%
Interstate															
Units (000)	14	17	14	16	17	16	14	15	12	11	10	11	11	12	177
Dollars (000)	$21	$24	$21	$22	$24	$23	$20	$21	$18	$17	$15	$17	$18	$18	$259
Avg Price per Unit	$1.43	$1.42	$1.42	$1.40	$1.44	$1.43	$1.44	$1.44	$1.52	$1.52	$1.53	$1.53	$1.53	$1.52	$1.46
Unit Share	2.4	2.3	1.9	1.7	1.9	1.6	1.8	1.7	1.7	1.7	1.6	1.9	1.8	1.9	1.8
ACV Weighted Dist	43.6%	45.0%	47.3%	46.5%	44.5%	44.3%	45.2%	43.7%	45.8%	49.9%	47.9%	48.4%	46.3%	45.4%	49.9%
RAINBO/COLONIAL															
Units (000)	60	67	68	83	72	82	70	70	61	53	44	45	44	49	808
Dollars (000)	$83	$92	$93	$117	$102	$114	$96	$98	$84	$73	$62	$62	$63	$67	$1,123
Avg Price per Unit	$1.37	$1.37	$1.38	$1.40	$1.40	$1.39	$1.38	$1.39	$1.37	$1.38	$1.40	$1.40	$1.45	$1.37	$1.39
Unit Share	10.0	9.1	8.9	8.7	8.2	8.2	8.9	8.3	8.8	8.1	7.4	7.3	6.8	7.9	8.3
ACV Weighted Dist	87.9%	87.8%	90.4%	90.5%	87.7%	90.3%	89.9%	89.7%	89.5%	89.4%	89.9%	89.2%	89.5%	89.4%	90.5%
Private Label															
Units (000)	222	260	260	350	333	383	295	349	253	248	224	225	234	228	3,643
Dollars (000)	$179	$203	$194	$240	$244	$268	$243	$237	$206	$208	$189	$184	$193	$191	$2,799
Avg Price per Unit	$.81	$.78	$.75	$.69	$.73	$.70	$.82	$.68	$.81	$.84	$.84	$.82	$.82	$.84	$.77
Unit Share	36.7	35.5	34.1	36.7	37.9	38.4	37.9	41.1	36.5	38.0	37.2	36.7	36.8	36.8	37.3
ACV Weighted Dist	48.2%	48.0%	46.7%	47.9%	48.0%	48.2%	49.4%	50.9%	58.7%	60.3%	61.4%	53.6%	61.7%	64.0%	64.0%

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Flowers Industries Birmingham Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Flowers Birmingham	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)	357	371	488	336	346	329	346	363	352	352	641	638	352	345	5,260
Dollars (000)	$549	$553	$692	$510	$526	$509	$549	$585	$559	$548	$890	$933	$551	$556	$7,964
Avg Price per Unit	$1.54	$1.49	$1.42	$1.52	$1.52	$1.55	$1.59	$1.61	$1.59	$1.56	$1.39	$1.46	$1.56	$1.61	$1.51
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)	75	72	78	72	65	67	68	65	61	62	102	103	60	57	931
Dollars (000)	$102	$101	$112	$109	$100	$103	$103	$99	$92	$93	$139	$142	$90	$89	$1,373
Avg Price per Unit	$1.37	$1.41	$1.44	$1.51	$1.54	$1.54	$1.52	$1.52	$1.52	$1.51	$1.37	$1.38	$1.50	$1.56	$1.47
Unit Share	20.9	19.3	15.9	21.6	18.9	20.4	19.5	17.8	17.2	17.5	15.9	16.1	17.1	16.6	17.7
ACV Weighted Dist	95.8%	96.4%	96.4%	96.0%	93.9%	93.9%	91.8%	91.5%	91.4%	93.6%	95.5%	95.9%	91.4%	92.1%	96.4%
RAINBO/COLONIAL															
Units (000)	14	17	16	15	13	15	15	17	16	15	32	29	14	13	228
Dollars (000)	$23	$27	$26	$24	$21	$24	$24	$28	$27	$25	$50	$48	$23	$22	$369
Avg Price per Unit	$1.61	$1.60	$1.61	$1.62	$1.63	$1.65	$1.64	$1.63	$1.65	$1.60	$1.55	$1.62	$1.68	$1.68	$1.62
Unit Share	4.0	4.6	3.4	4.4	3.7	4.4	4.2	4.8	4.6	4.4	5.0	4.6	3.8	3.8	4.3
ACV Weighted Dist	60.2%	58.6%	55.4%	57.7%	56.4%	59.2%	60.3%	60.3%	61.7%	62.3%	60.9%	60.4%	62.3%	61.3%	62.3%
Interstate															
Units (000)	13	14	14	13	14	13	13	13	12	10	11	12	12	13	164
Dollars (000)	$20	$21	$21	$20	$22	$20	$20	$19	$19	$17	$19	$20	$20	$21	$260
Avg Price per Unit	$1.54	$1.55	$1.54	$1.52	$1.54	$1.54	$1.54	$1.54	$1.63	$1.63	$1.68	$1.68	$1.66	$1.65	$1.59
Unit Share	3.7	3.7	2.8	3.9	4.1	3.8	3.8	3.4	3.4	2.9	1.8	1.9	3.5	3.7	3.1
ACV Weighted Dist	48.6%	49.7%	51.5%	50.5%	48.4%	48.6%	48.6%	48.6%	46.1%	49.7%	49.2%	47.1%	47.3%	47.1%	51.5%
Private Label															
Units (000)	67	78	93	66	62	59	63	61	66	74	144	128	78	75	1,047
Dollars (000)	$66	$75	$82	$65	$62	$60	$65	$64	$68	$75	$124	$108	$76	$79	$1,004
Avg Price per Unit	$.98	$.96	$.88	$1.00	$1.00	$1.01	$1.03	$1.05	$1.03	$1.01	$.86	$.84	$.98	$1.05	$.96
Unit Share	18.8	21.1	19.2	19.5	17.9	17.9	18.2	16.9	18.7	21.1	22.4	20.0	22.1	21.9	19.9
ACV Weighted Dist	90.0%	89.8%	89.5%	86.3%	97.2%	97.6%	99.5%	99.5%	97.5%	99.5%	99.9%	99.9%	99.9%	99.9%	99.9%

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Monthly Sales Trends

Source: Information Resources, Inc., 1996

Charlotte

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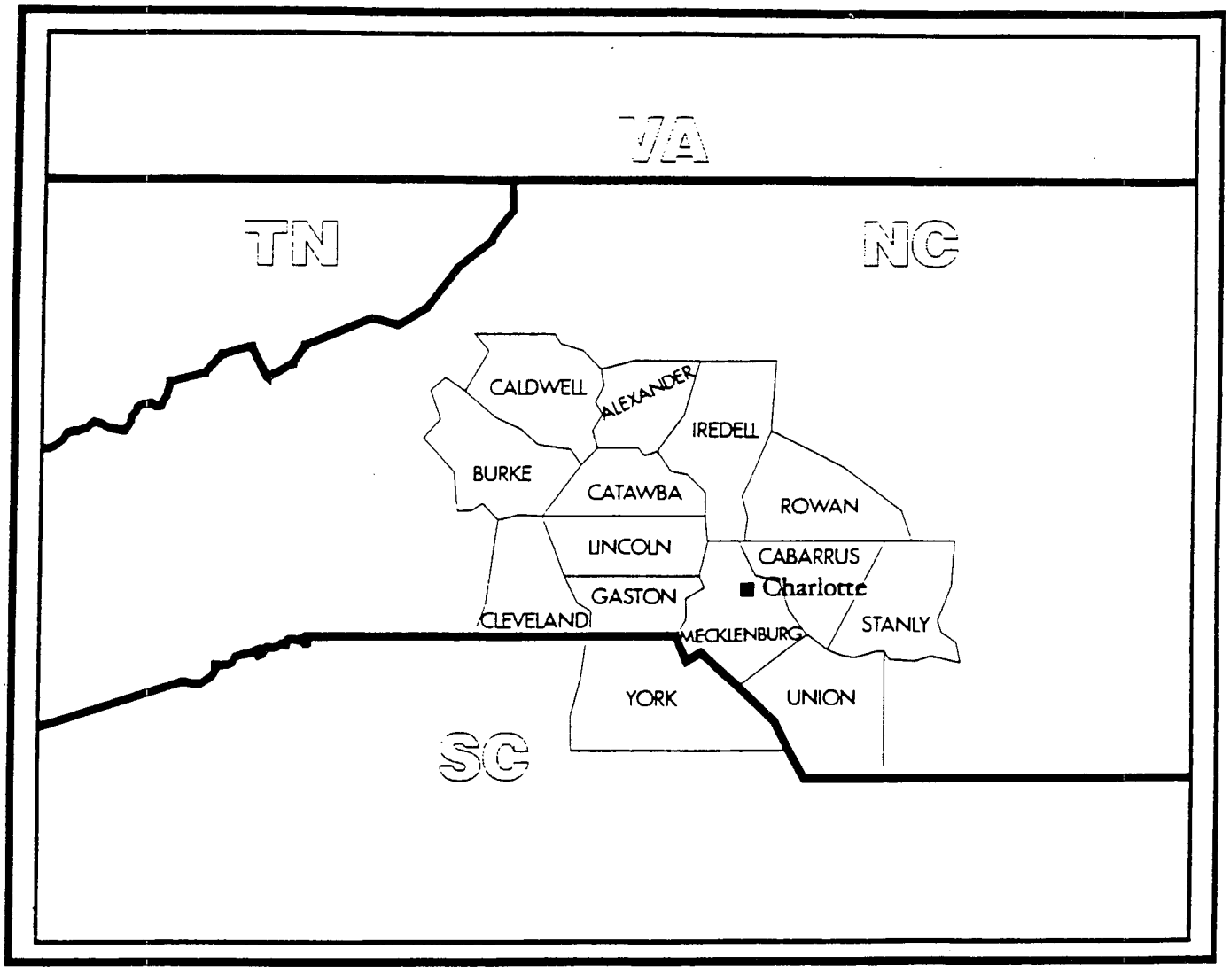

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information resources

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Flower Industries Charlotte - Monthly InfoScan Sales Analysis

Category: White, Soft Variety & Specialty

Charlotte, NC	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)	$3,048	$2,887	$2,846	$2,894	$2,985	$3,114	$2,979	$2,974	$2,890	$2,913	$2,914	$3,145	$2,802	$2,932	$38,276
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)	$586	$550	$552	$565	$580	$588	$568	$557	$555	$569	$580	$615	$538	$590	$7,406
Dollar Share, Bread Ctgry	19.2	19.0	19.4	19.5	19.4	18.9	19.1	18.7	19.2	19.5	19.9	19.6	19.2	20.1	19.4
Interstate															
Dollars (000)	$872	$862	$828	$853	$899	$917	$870	$851	$810	$809	$812	$886	$811	$844	$11,051
Dollar Share, Bread Ctgry	28.6	29.8	29.1	29.5	30.1	29.5	29.2	28.6	28.0	27.8	27.9	28.2	28.9	28.8	28.9
Coopersmith															
Dollars (000)	$17	$16	$16	$17	$17	$19	$18	$18	$17	$17	$13	$14	$8	$4	$194
Dollar Share, Bread Ctgry	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.5	0.4	0.3	0.1	0.5
Pepperidge Farms															
Dollars (000)	$113	$106	$103	$103	$101	$105	$110	$126	$128	$129	$124	$137	$118	$122	$1,511
Dollar Share, Bread Ctgry	3.7	3.7	3.6	3.6	3.4	3.4	3.7	4.2	4.4	4.4	4.3	4.4	4.2	4.2	3.9
Arnold Oroweat															
Dollars (000)	$93	$95	$86	$87	$88	$90	$95	$102	$104	$116	$112	$118	$116	$126	$1,334
Dollar Share, Bread Ctgry	3.1	3.3	3.0	3.0	2.9	2.9	3.2	3.4	3.6	4.0	3.8	3.7	4.1	4.3	3.5
Roman Meal															
Dollars (000)	$15	$15	$14	$16	$16	$16	$17	$18	$17	$16	$17	$17	$16	$17	$214
Dollar Share, Bread Ctgry	0.5	0.5	0.5	0.5	0.5	0.5	0.6	0.6	0.6	0.5	0.6	0.6	0.6	0.6	0.6
Private Label															
Dollars (000)	$732	$655	$668	$655	$660	$726	$694	$723	$672	$678	$668	$712	$658	$666	$8,836
Dollar Share, Bread Ctgry	24.0	22.7	23.5	22.6	22.1	23.3	23.3	24.3	23.2	23.3	22.9	22.6	23.5	22.7	23.1
All Other - Charlotte															
Dollars (000)	$617	$583	$575	$596	$619	$649	$605	$575	$584	$575	$583	$641	$534	$559	$7,677
Dollar Share, Bread Ctgry	20.2	20.2	20.2	20.6	20.7	20.8	20.3	19.3	20.2	19.8	20.0	20.4	19.0	19.1	20.1

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Monthly Sales Trends

Source: Information Resources, Inc., 1996

Flowers Industries Charlotte - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Charlotte, NC

	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)	1,329	1,261	1,252	1,320	1,354	1,429	1,335	1,264	1,207	1,209	1,230	1,329	1,169	1,251	16,612
Dollars (000)	$1,844	$1,756	$1,721	$1,796	$1,886	$1,973	$1,838	$1,794	$1,726	$1,707	$1,725	$1,880	$1,656	$1,712	$23,171
Avg Price per Unit	$1.39	$1.39	$1.37	$1.36	$1.39	$1.38	$1.38	$1.42	$1.43	$1.41	$1.40	$1.41	$1.42	$1.37	$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)	160	150	143	180	165	173	164	165	160	168	179	201	154	172	2,173
Dollars (000)	$271	$252	$241	$273	$277	$291	$275	$287	$282	$284	$292	$318	$269	$287	$3,627
Avg Price per Unit	$1.69	$1.68	$1.69	$1.52	$1.68	$1.68	$1.68	$1.74	$1.76	$1.69	$1.63	$1.58	$1.75	$1.66	$1.67
Unit Share	12.1	11.9	11.4	13.6	12.2	12.1	12.3	13.0	13.3	13.9	14.6	15.1	13.1	13.8	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%	99.4%	99.4%	99.5%	100.0%
Interstate															
Units (000)	419	418	396	410	434	442	389	376	349	344	350	388	362	398	5,057
Dollars (000)	$692	$692	$658	$678	$721	$733	$675	$656	$618	$609	$620	$688	$629	$657	$8,634
Avg Price per Unit	$1.65	$1.66	$1.66	$1.65	$1.66	$1.66	$1.74	$1.74	$1.77	$1.77	$1.77	$1.77	$1.74	$1.65	$1.71
Unit Share	31.5	33.2	31.6	31.0	32.1	30.9	29.1	29.8	28.9	28.5	28.5	29.2	30.9	31.8	30.4
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%
Bosts/Wonder															
Units (000)	67	62	58	65	68	68	61	54	53	51	52	53	41	45	733
Dollars (000)	$112	$104	$97	$108	$113	$113	$102	$92	$87	$90	$86	$95	$73	$72	$1,233
Avg Price per Unit	$1.67	$1.67	$1.67	$1.67	$1.67	$1.67	$1.67	$1.70	$1.65	$1.76	$1.65	$1.78	$1.78	$1.61	$1.68
Unit Share	5.1	4.9	4.7	4.9	5.0	4.8	4.6	4.3	4.4	4.2	4.3	4.0	3.5	3.6	4.4
ACV Weighted Distribution	100.0%	100.0%	96.1%	96.1%	96.1%	96.5%	96.4%	93.9%	93.8%	93.1%	92.0%	91.7%	96.9%	86.6%	100.0%
Wald/Sunbeam															
Units (000)	207	196	202	211	222	238	222	207	209	210	215	229	191	204	2,757
Dollars (000)	$321	$303	$305	$314	$340	$359	$329	$314	$326	$322	$328	$358	$300	$311	$4,211
Avg Price per Unit	$1.55	$1.54	$1.51	$1.49	$1.53	$1.51	$1.48	$1.52	$1.56	$1.53	$1.53	$1.56	$1.57	$1.53	$1.53
Unit Share	15.6	15.6	16.2	16.0	16.4	16.6	16.6	16.4	17.3	17.4	17.4	17.3	16.4	16.3	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%

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Flowers Industries Charlotte - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Charlotte, NC	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)	454	413	432	435	445	487	479	442	417	417	418	440	407	416	5,647
Dollars (000)	$409	$367	$382	$384	$399	$436	$418	$409	$378	$368	$368	$387	$358	$356	$5,011
Avg Price per Unit	$.90	$.89	$.89	$.88	$.90	$.90	$.87	$.92	$.91	$.88	$.88	$.88	$.88	$.86	$.89
Unit Share	34.1	32.8	34.5	32.9	32.9	34.0	35.9	35.0	34.5	34.5	33.9	33.1	34.8	33.3	34.0
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%

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Flowers Industries Charlotte - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Charlotte, NC	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)	863	831	829	801	840	861	802	786	759	769	769	814	747	810	10,418
Dollars (000)	$1,350	$1,308	$1,293	$1,267	$1,333	$1,357	$1,302	$1,289	$1,243	$1,250	$1,263	$1,357	$1,238	$1,298	$16,799
Avg Price per Unit	$1.57	$1.57	$1.56	$1.58	$1.59	$1.58	$1.62	$1.64	$1.64	$1.62	$1.64	$1.67	$1.66	$1.60	$1.61
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)	135	128	141	119	132	134	138	128	135	136	137	140	129	144	1,741
Dollars (000)	$226	$216	$232	$211	$228	$231	$232	$229	$233	$242	$245	$250	$224	$252	$3,025
Avg Price per Unit	$1.67	$1.69	$1.65	$1.78	$1.73	$1.72	$1.68	$1.79	$1.73	$1.78	$1.79	$1.78	$1.73	$1.75	$1.74
Unit Share	15.6	15.4	17.0	14.8	15.7	15.6	17.2	16.3	17.8	17.7	17.8	17.2	17.3	17.7	16.7
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%	99.4%	99.4%	99.5%	100.0%
Interstate															
Units (000)	103	95	97	102	100	106	103	107	107	122	109	104	98	101	1,350
Dollars (000)	$177	$166	$168	$173	$176	$181	$192	$192	$190	$198	$189	$194	$179	$183	$2,381
Avg Price per Unit	$1.73	$1.75	$1.73	$1.69	$1.77	$1.72	$1.86	$1.80	$1.78	$1.63	$1.72	$1.86	$1.83	$1.81	$1.76
Unit Share	11.9	11.4	11.7	12.8	11.9	12.3	12.8	13.6	14.0	15.9	14.2	12.8	13.1	12.5	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%
BOSTS/WONDER/HM PR															
Units (000)	7	6	6	6	6	7	6	5	5	4	4	5	4	4	67
Dollars (000)	$12	$10	$10	$11	$11	$12	$11	$8	$8	$7	$7	$9	$7	$7	$119
Avg Price per Unit	$1.73	$1.74	$1.73	$1.73	$1.73	$1.73	$1.73	$1.76	$1.80	$1.81	$1.81	$1.82	$1.81	$1.81	$1.76
Unit Share	0.8	0.7	0.7	0.8	0.7	0.8	0.8	0.6	0.6	0.5	0.5	0.6	0.5	0.5	0.6
ACV Weighted Distribution	84.4%	88.3%	79.9%	88.2%	84.3%	84.9%	80.5%	68.7%	75.5%	66.1%	56.5%	54.7%	54.4%	51.0%	88.3%
SBEAM/WALD/NAT GR															
Units (000)	54	55	52	49	50	50	49	50	47	45	45	49	44	45	629
Dollars (000)	$97	$94	$92	$90	$89	$92	$88	$89	$88	$85	$82	$89	$82	$84	$1,144
Avg Price per Unit	$1.78	$1.71	$1.78	$1.82	$1.79	$1.82	$1.79	$1.80	$1.86	$1.88	$1.85	$1.84	$1.87	$1.88	$1.82
Unit Share	6.3	6.6	6.3	6.2	5.9	5.9	6.1	6.3	6.2	5.9	5.8	6.0	5.9	5.6	6.0
ACV Weighted Distribution	96.0%	96.0%	96.0%	96.0%	96.0%	96.1%	96.6%	96.6%	100.0%	96.7%	100.0%	100.0%	100.0%	100.0%	100.0%

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Flowers Industries Charlotte - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Charlotte, NC	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)	252	231	230	216	207	231	219	237	220	233	226	242	221	234	2,947
Dollars (000)	$323	$289	$286	$271	$262	$290	$276	$314	$294	$309	$300	$324	$300	$310	$3,824
Avg Price per Unit	$1.28	$1.25	$1.24	$1.26	$1.26	$1.25	$1.26	$1.32	$1.33	$1.33	$1.33	$1.34	$1.36	$1.33	$1.30
Unit Share	29.3	27.8	27.7	26.9	24.6	26.9	27.4	30.2	29.0	30.2	29.4	29.8	29.5	28.8	28.3
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%

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Flowers Industries Charlotte - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Charlotte, NC	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)	259	248	237	222	217	223	218	234	234	250	242	269	236	252	3,083
Dollars (000)	$480	$454	$432	$427	$416	$431	$426	$466	$468	$498	$485	$534	$475	$508	$6,021
Avg Price per Unit	$1.85	$1.83	$1.82	$1.93	$1.92	$1.93	$1.95	$1.99	$2.00	$1.99	$2.01	$1.98	$2.01	$2.02	$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)	40	34	39	30	29	24	22	20	20	20	23	25	22	25	333
Dollars (000)	$68	$62	$57	$57	$52	$45	$42	$41	$39	$41	$41	$46	$44	$51	$617
Avg Price per Unit	$1.69	$1.83	$1.47	$1.89	$1.79	$1.88	$1.89	$1.99	$2.01	$2.01	$1.80	$1.80	$2.00	$2.04	$1.85
Unit Share	15.6	13.6	16.4	13.6	13.5	10.7	10.2	8.7	8.3	8.2	9.4	9.4	9.3	9.8	10.8
ACV Weighted Distribution	91.4%	91.5%	89.2%	89.3%	89.5%	89.1%	89.1%	89.2%	89.2%	88.5%	87.2%	94.8%	99.4%	97.3%	99.4%
TTL ARNOLD/ORO/FRAN															
Units (000)	38	41	35	34	36	36	39	42	43	48	45	48	45	53	544
Dollars (000)	$83	$85	$77	$75	$77	$80	$84	$91	$93	$104	$102	$107	$104	$116	$1,195
Avg Price per Unit	$2.22	$2.08	$2.20	$2.21	$2.16	$2.23	$2.18	$2.19	$2.18	$2.15	$2.26	$2.21	$2.32	$2.21	$2.20
Unit Share	14.5	16.4	14.7	15.4	16.5	16.0	17.7	17.8	18.3	19.4	18.6	17.9	19.1	20.8	17.6
ACV Weighted Distribution	83.8%	87.6%	86.3%	82.4%	86.8%	82.5%	83.9%	84.4%	84.9%	84.9%	83.6%	78.2%	78.2%	85.1%	87.6%
TTL PEPPERIDGE FARM															
Units (000)	54	52	49	47	46	48	51	59	59	57	55	62	52	54	689
Dollars (000)	$113	$106	$103	$103	$101	$105	$110	$126	$128	$129	$124	$137	$118	$122	$1,511
Avg Price per Unit	$2.10	$2.07	$2.11	$2.20	$2.18	$2.18	$2.16	$2.14	$2.18	$2.29	$2.26	$2.23	$2.26	$2.24	$2.19
Unit Share	20.7	20.8	20.5	21.1	21.3	21.5	23.3	25.0	25.1	22.6	22.6	22.9	22.1	21.6	22.3
ACV Weighted Distribution	85.4%	85.3%	85.5%	86.4%	85.6%	85.5%	85.8%	87.1%	87.6%	86.9%	85.5%	90.4%	86.2%	86.8%	90.4%
Harvest Ridge															
Units (000)	2	2	1	1	1	1	1	1	2	1	2	2	1	2	19
Dollars (000)	$3	$3	$3	$3	$3	$3	$2	$2	$3	$2	$3	$4	$3	$4	$36
Avg Price per Unit	$1.85	$1.97	$1.97	$2.00	$1.99	$1.99	$1.96	$1.94	$1.84	$1.79	$1.80	$1.80	$1.82	$1.81	$1.89
Unit Share	0.7	0.6	0.6	0.6	0.6	0.6	0.6	0.5	0.7	0.4	0.7	0.8	0.6	0.8	0.6
ACV Weighted Distribution	35.0%	38.0%	36.5%	36.3%	36.4%	36.7%	37.2%	40.1%	39.4%	27.6%	32.2%	40.2%	36.1%	39.1%	40.2%

Flowers Industries Charlotte - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Charlotte, NC	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 PL/GENERIC															
Units (000)	68	64	58	52	50	58	51	58	56	68	62	72	64	65	779
Dollars (000)	$101	$93	$87	$81	$79	$90	$83	$99	$95	$110	$102	$117	$105	$107	$1,247
Avg Price per Unit	$1.49	$1.45	$1.50	$1.56	$1.58	$1.56	$1.62	$1.71	$1.68	$1.61	$1.64	$1.62	$1.63	$1.63	$1.60
Unit Share	26.2	25.7	24.3	23.4	22.9	25.8	23.5	24.8	24.1	27.3	25.7	26.9	27.3	25.9	25.3
ACV Weighted Distribution	100.0%	96.0%	90.0%	90.1%	92.7%	92.5%	92.8%	93.7%	93.7%	90.0%	89.3%	85.8%	85.9%	86.2%	96.0%

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Flowers Industries Charlotte - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Charlotte, NC

	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)	549	629	703	920	817	917	656	691	562	524	474	505	498	513	8,408
Dollars (000)	$597	$689	$763	$957	$862	$955	$714	$733	$636	$595	$539	$580	$567	$585	$9,175
Avg Price per Unit	$1.09	$1.09	$1.09	$1.04	$1.05	$1.04	$1.09	$1.06	$1.13	$1.14	$1.14	$1.15	$1.14	$1.14	$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%
SPC HVST															
Units (000)	55	66	75	89	80	92	76	62	54	52	50	54	53	54	857
Dollars (000)	$76	$92	$104	$124	$110	$128	$98	$88	$77	$74	$71	$77	$74	$76	$1,192
Avg Price per Unit	$1.38	$1.38	$1.38	$1.39	$1.38	$1.39	$1.30	$1.42	$1.41	$1.41	$1.42	$1.42	$1.41	$1.41	$1.39
Unit Share	10.0	10.5	10.7	9.7	9.8	10.0	11.5	8.9	9.7	10.0	10.6	10.7	10.6	10.5	10.2
ACV Weighted Distribution	78.9%	78.5%	78.4%	78.7%	78.4%	82.4%	78.0%	76.8%	76.3%	75.7%	75.9%	75.1%	75.4%	76.3%	82.4%
TTL WALDENSIAN/SNBEAM															
Units (000)	57	68	74	92	83	92	63	64	56	52	44	50	47	48	833
Dollars (000)	$82	$97	$107	$134	$119	$134	$91	$92	$81	$76	$63	$74	$69	$71	$1,207
Avg Price per Unit	$1.44	$1.44	$1.44	$1.45	$1.44	$1.45	$1.44	$1.44	$1.44	$1.44	$1.43	$1.48	$1.47	$1.47	$1.45
Unit Share	10.3	10.7	10.5	10.0	10.1	10.1	9.6	9.3	10.0	10.0	9.3	9.9	9.4	9.4	9.9
ACV Weighted Distribution	96.0%	96.0%	96.0%	100.0%	96.0%	100.0%	96.6%	96.6%	96.7%	96.7%	100.0%	100.0%	100.0%	100.0%	100.0%
INTERSTATE															
Units (000)	87	100	106	127	112	128	90	101	87	78	72	81	80	82	1,242
Dollars (000)	$117	$135	$141	$170	$151	$171	$125	$134	$125	$112	$104	$118	$115	$120	$1,721
Avg Price per Unit	$1.34	$1.34	$1.33	$1.34	$1.35	$1.34	$1.40	$1.32	$1.44	$1.44	$1.45	$1.45	$1.45	$1.46	$1.39
Unit Share	15.9	15.9	15.1	13.8	13.7	14.0	13.7	14.7	15.4	14.9	15.2	16.0	16.0	16.0	14.8
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%
TOTAL BOSTS/WONDER															
Units (000)	1	0	1	1	1	1	1	1	1	1	0	1	0	0	8
Dollars (000)	$1	$0	$1	$2	$1	$1	$1	$1	$1	$1	$1	$1	$0	$0	$11
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	$1.47	$1.49	NA	$1.38
Unit Share	0.2	0.0	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.1
ACV Weighted Distribution	2.7%	2.5%	2.5%	2.5%	2.7%	2.9%	2.4%	2.5%	2.8%	2.4%	1.6%	1.6%	1.5%	0.0%	2.9%

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Monthly Sales Trends

Source: Information Resources, Inc., 1996

Flowers Industries Charlotte - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Charlotte, NC	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 PL/GENERIC															
Units (000)	316	357	407	548	490	556	388	420	327	302	273	283	279	292	4,920
Dollars (000)	$263	$296	$339	$433	$394	$439	$330	$341	$284	$263	$238	$248	$242	$255	$4,102
Avg Price per Unit	$.83	$.83	$.83	$.79	$.80	$.79	$.85	$.81	$.87	$.87	$.87	$.88	$.87	$.87	$.83
Unit Share	57.5	56.8	57.9	59.6	59.9	60.6	59.1	60.8	58.2	57.7	57.5	56.0	56.0	56.8	58.5
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%

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Flowers Industries Charlotte - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Charlotte, NC

	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)	276	268	300	265	249	247	234	241	246	260	411	432	244	258	3,654
Dollars (000)	$396	$371	$416	$383	$358	$353	$344	$362	$376	$395	$580	$624	$368	$395	$5,324
Avg Price per Unit	$1.43	$1.38	$1.39	$1.45	$1.43	$1.43	$1.47	$1.50	$1.53	$1.52	$1.41	$1.45	$1.51	$1.53	$1.46
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)	48	49	48	47	48	44	42	37	38	35	45	43	34	37	548
Dollars (000)	$73	$67	$71	$71	$71	$65	$63	$59	$61	$58	$74	$70	$53	$59	$844
Avg Price per Unit	$1.50	$1.37	$1.48	$1.51	$1.46	$1.49	$1.51	$1.61	$1.63	$1.63	$1.64	$1.63	$1.55	$1.61	$1.54
Unit Share	17.5	18.2	15.9	17.9	19.4	17.8	17.9	15.3	15.4	13.6	11.0	10.0	14.1	14.3	15.0
ACV Weighted Distribution	78.2%	75.6%	81.5%	81.6%	84.2%	84.3%	84.2%	84.5%	84.7%	84.2%	84.3%	86.7%	97.8%	95.7%	97.8%
Interstate															
Units (000)	32	31	38	37	35	35	31	37	36	37	52	57	31	37	495
Dollars (000)	$49	$49	$59	$57	$54	$54	$50	$59	$58	$59	$83	$91	$52	$61	$787
Avg Price per Unit	$1.53	$1.56	$1.55	$1.54	$1.55	$1.55	$1.62	$1.59	$1.62	$1.61	$1.59	$1.59	$1.65	$1.64	$1.59
Unit Share	11.6	11.6	12.6	14.1	14.0	14.2	13.3	15.4	14.6	14.2	12.7	13.3	12.8	14.4	13.6
ACV Weighted Distribution	94.1%	94.5%	100.0%	100.0%	96.2%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TTL WALDENSIAN/SUNBEAM															
Units (000)	10	8	11	10	9	9	8	8	9	9	21	20	10	11	143
Dollars (000)	$16	$14	$18	$17	$15	$14	$13	$13	$15	$15	$34	$34	$17	$18	$238
Avg Price per Unit	$1.65	$1.66	$1.67	$1.67	$1.66	$1.66	$1.65	$1.65	$1.65	$1.65	$1.67	$1.70	$1.67	$1.68	$1.67
Unit Share	3.6	3.1	3.6	3.8	3.7	3.5	3.4	3.3	3.7	3.5	5.0	4.6	4.3	4.1	3.9
ACV Weighted Distribution	79.0%	81.4%	81.5%	81.4%	81.4%	77.0%	76.3%	76.4%	83.7%	88.4%	100.0%	100.0%	96.9%	91.6%	100.0%
Private Label															
Units (000)	119	115	134	106	98	101	94	97	99	108	192	196	104	106	1,548
Dollars (000)	$129	$120	$138	$116	$106	$108	$104	$111	$117	$124	$200	$214	$121	$123	$1,702
Avg Price per Unit	$1.09	$1.04	$1.03	$1.09	$1.09	$1.07	$1.11	$1.14	$1.18	$1.15	$1.04	$1.09	$1.16	$1.16	$1.10
Unit Share	42.9	43.0	44.6	40.0	39.1	40.9	40.1	40.4	40.4	41.4	46.6	45.4	42.4	41.0	42.4
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%

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Raleigh/Greensboro

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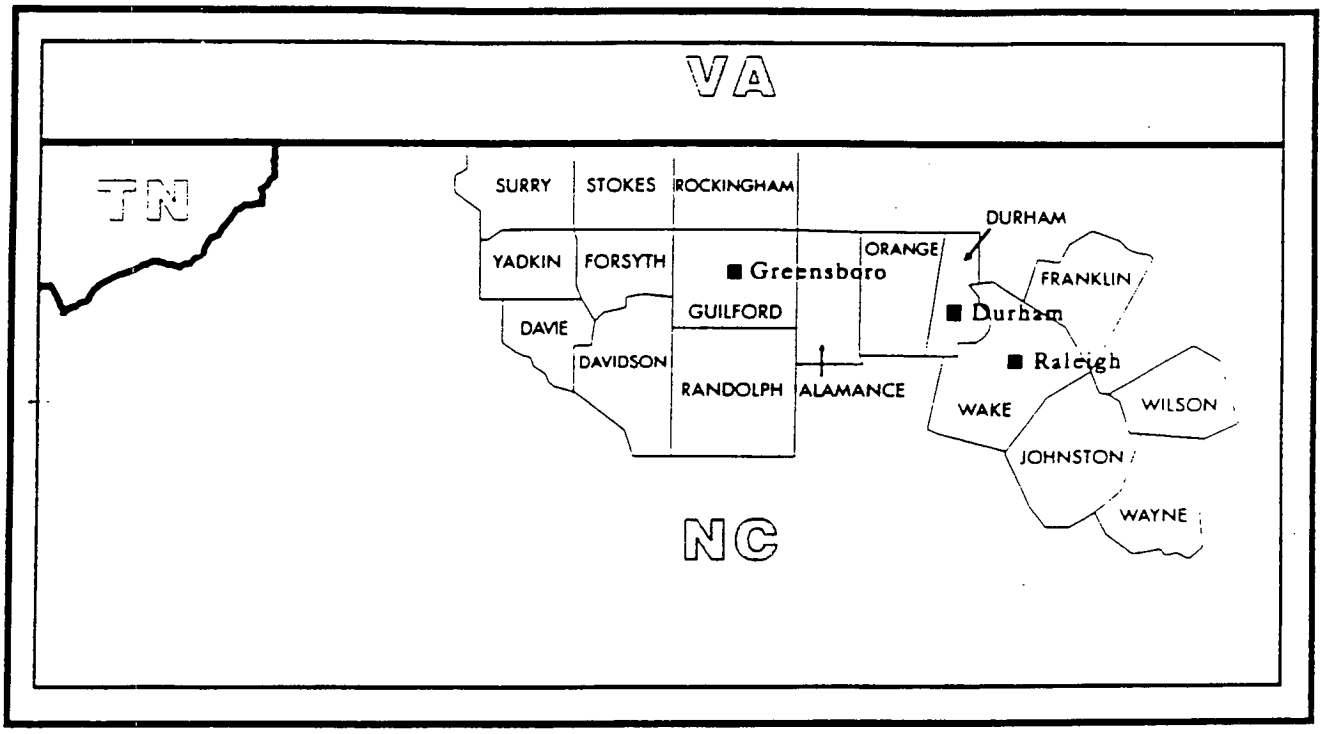

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Flower Industries Greensboro/Raleigh - Monthly InfoScan Sales Analysis

Category: White, Soft Variety & Specialty

Raleigh/Greensboro	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)	$3,652	$3,552	$3,438	$3,592	$3,762	$3,918	$4,028	$3,772	$3,853	$3,804	$3,980	$4,504	$4,169	$4,134	$50,506
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)	$899	$850	$840	$842	$876	$905	$930	$861	$880	$855	$912	$1,049	$916	$940	$11,655
Dollar Share, Bread Ctgry	24.6	23.9	24.4	23.4	23.3	23.1	23.1	22.8	22.8	22.5	22.9	23.3	22.0	22.7	23.1
Interstate															
Dollars (000)	$1,119	$1,129	$1,074	$1,127	$1,198	$1,266	$1,316	$1,208	$1,213	$1,225	$1,278	$1,454	$1,350	$1,325	$16,161
Dollar Share, Bread Ctgry	30.7	31.8	31.2	31.4	31.9	32.3	32.7	32.0	31.5	32.2	32.1	32.3	32.4	32.0	32.0
Continental															
Dollars (000)	$236	$221	$207	$213	$220	$231	$241	$216	$232	$211	$217	$241	$243	$241	$2,933
Dollar Share, Bread Ctgry	6.5	6.2	6.0	5.9	5.8	5.9	6.0	5.7	6.0	5.5	5.4	5.4	5.8	5.8	5.8
Franklin															
Dollars (000)	$277	$272	$262	$290	$306	$328	$344	$318	$321	$297	$337	$383	$321	$335	$4,112
Dollar Share, Bread Ctgry	7.6	7.6	7.6	8.1	8.1	8.4	8.5	8.4	8.3	7.8	8.5	8.5	7.7	8.1	8.1
Pepperidge Farms															
Dollars (000)	$173	$160	$153	$160	$159	$163	$178	$174	$181	$185	$184	$210	$200	$197	$2,304
Dollar Share, Bread Ctgry	4.7	4.5	4.5	4.5	4.2	4.2	4.4	4.6	4.7	4.9	4.6	4.7	4.8	4.8	4.6
Arnold Oroweat															
Dollars (000)	$162	$155	$151	$166	$167	$169	$182	$175	$183	$183	$197	$218	$220	$216	$2,383
Dollar Share, Bread Ctgry	4.4	4.4	4.4	4.6	4.4	4.3	4.5	4.6	4.8	4.8	4.9	4.8	5.3	5.2	4.7
Roman Meal															
Dollars (000)	$13	$12	$12	$14	$12	$12	$16	$17	$15	$15	$16	$16	$13	$13	$163
Dollar Share, Bread Ctgry	0.3	0.3	0.3	0.4	0.3	0.3	0.4	0.5	0.4	0.4	0.4	0.3	0.3	0.3	0.4
Private Label															
Dollars (000)	$630	$609	$606	$641	$677	$696	$668	$640	$661	$654	$657	$721	$712	$683	$8,626
Dollar Share, Bread Ctgry	17.3	17.1	17.6	17.8	18.0	17.8	16.6	17.0	17.2	17.2	16.5	16.0	17.1	16.5	17.1
Raleigh - All Other															
Dollars (000)	$143	$144	$135	$139	$146	$148	$153	$162	$166	$180	$183	$214	$195	$185	$2,149
Dollar Share, Bread Ctgry	3.9	4.1	3.9	3.9	3.9	3.8	3.8	4.3	4.3	4.7	4.6	4.7	4.7	4.5	4.3

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Flowers Industries Raleigh/Greensboro - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Raleigh/Greensboro	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)	1,458	1,443	1,371	1,496	1,536	1,609	1,635	1,534	1,523	1,494	1,558	1,791	1,640	1,633	20,264
Dollars (000)	$1,991	$1,964	$1,860	$1,981	$2,099	$2,215	$2,247	$2,156	$2,172	$2,122	$2,215	$2,552	$2,335	$2,286	$28,203
Avg Price per Unit	$1.37	$1.36	$1.36	$1.32	$1.37	$1.38	$1.37	$1.41	$1.43	$1.42	$1.42	$1.42	$1.42	$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)	189	174	167	206	192	200	202	220	219	216	238	302	221	235	2,792
Dollars (000)	$320	$292	$278	$312	$319	$333	$336	$374	$380	$365	$391	$479	$385	$394	$4,638
Avg Price per Unit	$1.69	$1.68	$1.67	$1.51	$1.66	$1.67	$1.66	$1.71	$1.74	$1.69	$1.64	$1.58	$1.74	$1.68	$1.66
Unit Share	13.0	12.0	12.2	13.8	12.5	12.4	12.3	14.3	14.4	14.5	15.3	16.9	13.5	14.4	13.8
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.3%	99.3%	99.3%	99.3%	99.2%	99.2%	99.2%	99.5%	100.0%
Interstate															
Units (000)	588	602	563	587	627	660	671	619	607	599	618	707	675	677	8,212
Dollars (000)	$919	$939	$879	$915	$985	$1,042	$1,068	$984	$986	$990	$1,032	$1,182	$1,110	$1,090	$13,202
Avg Price per Unit	$1.56	$1.56	$1.56	$1.56	$1.57	$1.58	$1.59	$1.59	$1.62	$1.65	$1.67	$1.67	$1.64	$1.61	$1.61
Unit Share	40.3	41.7	41.1	39.2	40.8	41.0	41.0	40.4	39.9	40.1	39.7	39.5	41.2	41.5	40.5
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%
Sunbeam White Bread															
Units (000)	149	149	139	157	168	180	192	173	175	163	182	206	169	182	2,236
Dollars (000)	$216	$215	$204	$229	$248	$261	$274	$257	$265	$245	$277	$316	$261	$272	$3,326
Avg Price per Unit	$1.45	$1.44	$1.47	$1.45	$1.48	$1.45	$1.43	$1.49	$1.51	$1.51	$1.52	$1.53	$1.54	$1.49	$1.49
Unit Share	10.2	10.3	10.2	10.5	10.9	11.2	11.7	11.3	11.5	10.9	11.7	11.5	10.3	11.1	11.0
ACV Weighted Distribution	86.5%	86.6%	89.6%	100.0%	98.1%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	97.7%	97.7%	97.7%	100.0%
Wonder															
Units (000)	99	92	88	90	95	99	96	91	93	83	84	95	101	90	1,197
Dollars (000)	$126	$117	$111	$113	$120	$134	$132	$125	$132	$118	$118	$135	$143	$127	$1,624
Avg Price per Unit	$1.28	$1.27	$1.26	$1.27	$1.26	$1.35	$1.37	$1.37	$1.41	$1.41	$1.41	$1.42	$1.41	$1.41	$1.36
Unit Share	6.8	6.4	6.4	6.0	6.2	6.2	5.9	5.9	6.1	5.6	5.4	5.3	6.2	5.5	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%	100.0%	100.0%

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Source: Information Resources, Inc., 1996

Flowers Industries Raleigh/Greensboro - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Raleigh/Greensboro	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)	395	389	381	425	420	436	438	392	396	396	406	446	430	421	5,376
Dollars (000)	$348	$336	$329	$357	$369	$385	$375	$351	$352	$343	$344	$381	$370	$351	$4,643
Avg Price per Unit	$.88	$.86	$.86	$.84	$.88	$.88	$.85	$.90	$.89	$.87	$.85	$.85	$.86	$.83	$.86
Unit Share	27.1	26.9	27.8	28.4	27.3	27.1	26.8	25.6	26.0	26.5	26.0	24.9	26.2	25.8	26.5
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.3%	99.3%	99.3%	99.3%	99.2%	99.2%	99.2%	99.5%	100.0%

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Flowers Industries Raleigh/Greensboro - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Raleigh/Greensboro	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)	1,297	1,255	1,243	1,238	1,330	1,380	1,391	1,232	1,286	1,285	1,337	1,478	1,394	1,396	17,244
Dollars (000)	$1,938	$1,898	$1,871	$1,896	$2,025	$2,106	$2,155	$1,926	$1,997	$1,997	$2,098	$2,338	$2,190	$2,173	$26,670
Avg Price per Unit	$1.49	$1.51	$1.50	$1.53	$1.52	$1.53	$1.55	$1.56	$1.55	$1.55	$1.57	$1.58	$1.57	$1.56	$1.55
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	246	259	222	245	253	274	237	249	240	255	276	268	270	3,295
Dollars (000)	$431	$410	$424	$394	$420	$436	$468	$423	$435	$426	$454	$490	$461	$472	$5,714
Avg Price per Unit	$1.66	$1.67	$1.64	$1.77	$1.71	$1.72	$1.71	$1.78	$1.75	$1.78	$1.78	$1.77	$1.72	$1.75	$1.73
Unit Share	20.0	19.6	20.8	17.9	18.4	18.4	19.7	19.3	19.4	18.7	19.1	18.7	19.2	19.3	19.1
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.3%	99.3%	99.3%	99.3%	99.2%	99.2%	99.2%	99.5%	100.0%
Interstate															
Units (000)	118	107	113	125	121	130	132	124	126	140	140	146	130	129	1,663
Dollars (000)	$197	$186	$191	$208	$210	$219	$244	$219	$223	$231	$242	$266	$235	$231	$2,905
Avg Price per Unit	$1.66	$1.73	$1.70	$1.66	$1.73	$1.69	$1.84	$1.77	$1.77	$1.65	$1.73	$1.82	$1.81	$1.79	$1.75
Unit Share	9.1	8.6	9.1	10.1	9.1	9.4	9.5	10.1	9.8	10.9	10.4	9.9	9.3	9.2	9.6
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%
HOME PRIDE/WONDER															
Units (000)	62	59	56	56	55	54	59	48	54	52	56	64	59	69	741
Dollars (000)	$105	$99	$92	$95	$96	$93	$106	$88	$96	$89	$95	$102	$96	$108	$1,255
Avg Price per Unit	$1.70	$1.68	$1.63	$1.71	$1.75	$1.73	$1.79	$1.83	$1.78	$1.71	$1.70	$1.59	$1.62	$1.56	$1.69
Unit Share	4.8	4.7	4.5	4.5	4.1	3.9	4.2	3.9	4.2	4.1	4.2	4.3	4.3	5.0	4.3
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.3%	99.3%	99.3%	99.3%	99.2%	97.2%	99.2%	99.5%	100.0%
SUNBEAM/FRANKLINS															
Units (000)	38	32	32	34	34	36	39	34	30	27	32	37	33	34	435
Dollars (000)	$61	$57	$57	$61	$58	$66	$69	$61	$56	$51	$60	$67	$59	$63	$786
Avg Price per Unit	$1.59	$1.76	$1.78	$1.82	$1.72	$1.82	$1.78	$1.77	$1.84	$1.89	$1.85	$1.82	$1.81	$1.85	$1.81
Unit Share	3.0	2.6	2.6	2.7	2.6	2.6	2.8	2.8	2.4	2.1	2.4	2.5	2.4	2.4	2.5
ACV Weighted Distribution	86.5%	86.6%	89.6%	97.3%	98.1%	97.3%	97.3%	97.5%	97.6%	100.0%	100.0%	97.7%	97.7%	97.7%	100.0%

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Source: Information Resources, Inc., 1996

Flowers Industries Raleigh/Greensboro - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Raleigh/Greensboro	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)	8	7	7	9	7	8	10	10	9	9	9	9	7	8	110
Dollars (000)	$13	$12	$12	$14	$12	$12	$16	$17	$15	$15	$16	$16	$13	$13	$183
Avg Price per Unit	$1.49	$1.62	$1.67	$1.59	$1.72	$1.53	$1.55	$1.69	$1.66	$1.70	$1.77	$1.69	$1.83	$1.68	$1.66
Unit Share	0.7	0.6	0.6	0.7	0.5	0.6	0.7	0.8	0.7	0.7	0.7	0.6	0.5	0.6	0.6
ACV Weighted Distribution	87.5%	87.6%	89.1%	85.0%	81.9%	80.9%	80.6%	93.6%	90.3%	82.9%	85.6%	85.5%	85.6%	81.8%	93.6%
COUNTRY HEARTH															
Units (000)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4
Dollars (000)	$1	$1	$1	$1	$0	$1	$1	$1	$1	$1	$0	$1	$1	$1	$8
Avg Price per Unit	$1.98	$1.98	$1.98	$1.99	$1.99	$1.97	$1.92	$1.93	$2.01	$1.91	$2.07	$2.05	$2.05	$2.02	$1.99
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	6.5%	5.0%	4.5%	4.5%	4.5%	8.0%	8.0%	8.0%	7.8%	10.4%	8.0%	8.3%	8.1%	8.5%	10.4%
Private Label															
Units (000)	257	240	239	247	271	276	272	252	268	272	281	300	300	288	3,506
Dollars (000)	$283	$273	$277	$284	$308	$311	$294	$289	$310	$311	$313	$340	$342	$333	$3,982
Avg Price per Unit	$1.10	$1.13	$1.16	$1.15	$1.14	$1.13	$1.08	$1.15	$1.15	$1.14	$1.11	$1.13	$1.14	$1.15	$1.14
Unit Share	19.8	19.2	19.2	19.9	20.3	20.0	19.5	20.4	20.9	21.2	21.0	20.3	21.5	20.6	20.3
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.3%	99.3%	99.3%	99.3%	99.2%	99.2%	99.2%	99.5%	100.0%

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Flowers Industries Raleigh/Greensb - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Raleigh/Greensboro	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)	294	284	274	275	274	272	288	270	283	282	297	346	317	320	3,782
Dollars (000)	$567	$549	$518	$544	$541	$542	$570	$553	$578	$576	$607	$699	$650	$652	$7,578
Avg Price per Unit	$1.93	$1.93	$1.89	$1.98	$1.97	$1.99	$1.98	$2.05	$2.04	$2.04	$2.04	$2.02	$2.05	$2.04	$2.00
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%
TTL COBBLESTONE MILL															
Units (000)	54	48	50	40	39	35	34	31	30	29	36	44	35	36	487
Dollars (000)	$90	$87	$75	$74	$68	$65	$63	$63	$61	$59	$65	$78	$69	$73	$900
Avg Price per Unit	$1.67	$1.82	$1.48	$1.86	$1.75	$1.85	$1.86	$2.00	$2.02	$2.02	$1.80	$1.80	$2.00	$2.05	$1.85
Unit Share	18.2	16.9	18.4	14.5	14.3	12.8	11.8	11.7	10.6	10.3	12.1	12.6	10.9	11.2	12.9
ACV Weighted Distribution	93.4%	93.4%	94.5%	93.4%	93.4%	93.8%	94.7%	94.8%	98.0%	94.6%	94.4%	94.3%	94.3%	94.6%	98.0%
ARN/ORO/FRAN															
Units (000)	71	72	67	74	75	75	81	78	82	84	86	99	94	95	1,061
Dollars (000)	$162	$155	$151	$166	$167	$169	$182	$175	$183	$183	$197	$218	$220	$216	$2,383
Avg Price per Unit	$2.27	$2.15	$2.24	$2.25	$2.22	$2.26	$2.24	$2.25	$2.25	$2.19	$2.28	$2.21	$2.33	$2.27	$2.25
Unit Share	24.2	25.3	24.5	27.0	27.5	27.5	28.1	28.9	28.8	29.7	29.0	28.5	29.7	29.6	28.1
ACV Weighted Distribution	92.2%	92.2%	92.2%	93.9%	92.2%	91.8%	91.4%	91.7%	91.9%	91.7%	91.8%	91.5%	91.6%	92.0%	93.9%
TTL PEPPERIDGE FARM															
Units (000)	82	75	72	73	72	74	82	78	82	81	81	93	89	88	1,040
Dollars (000)	$173	$160	$153	$160	$159	$163	$178	$174	$181	$185	$184	$210	$200	$197	$2,304
Avg Price per Unit	$2.11	$2.12	$2.13	$2.21	$2.21	$2.19	$2.18	$2.22	$2.20	$2.28	$2.27	$2.25	$2.25	$2.25	$2.22
Unit Share	27.9	26.5	26.3	26.4	26.2	27.2	28.3	29.0	29.0	28.7	27.3	27.0	28.1	27.5	27.5
ACV Weighted Distribution	100.0%	96.4%	96.4%	96.4%	96.5%	96.5%	95.6%	95.6%	95.8%	92.8%	92.8%	92.8%	91.9%	92.1%	96.5%
Harvest Ridge															
Units (000)	2	2	2	2	2	2	2	2	2	2	3	3	2	2	28
Dollars (000)	$3	$4	$3	$3	$4	$4	$4	$4	$4	$4	$5	$6	$5	$4	$54
Avg Price per Unit	$1.84	$1.91	$1.92	$1.92	$1.91	$1.91	$1.93	$1.91	$1.92	$1.92	$1.92	$1.93	$1.92	$1.91	$1.92
Unit Share	0.6	0.7	0.6	0.6	0.7	0.8	0.6	0.8	0.7	0.8	0.9	0.9	0.8	0.7	0.7
ACV Weighted Distribution	40.0%	40.0%	39.8%	40.1%	43.1%	43.3%	45.6%	43.5%	41.3%	44.8%	50.5%	48.5%	52.5%	50.4%	52.5%

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Flowers Industries Raleigh/Greensb - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Raleigh/Greensboro	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 PL/GENERIC															
Units (000)	32	32	29	31	31	30	30	29	31	32	33	41	36	35	420
Dollars (000)	$44	$47	$42	$44	$44	$42	$40	$41	$45	$46	$48	$59	$48	$48	$595
Avg Price per Unit	$1.40	$1.45	$1.44	$1.43	$1.41	$1.37	$1.32	$1.45	$1.46	$1.42	$1.46	$1.45	$1.37	$1.37	$1.41
Unit Share	10.8	11.3	10.6	11.2	11.4	11.2	10.4	10.6	11.0	11.5	11.2	11.8	11.2	11.0	11.1
ACV Weighted Distribution	90.5%	96.3%	96.5%	96.5%	93.5%	87.7%	90.1%	92.1%	85.8%	89.9%	89.7%	87.2%	83.0%	83.5%	96.5%

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Flowers Industries Raleigh/Greensboro - Monthly InfoScan Sales Analysis

Category: Class 4- Buns

Raleigh/Greensboro

	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)	570	653	748	959	896	1,015	743	731	628	574	529	586	619	613	9,295
Dollars (000)	$624	$718	$809	$996	$968	$1,056	$808	$790	$713	$646	$610	$674	$703	$686	$10,178
Avg Price per Unit	$1.10	$1.10	$1.08	$1.04	$1.08	$1.04	$1.09	$1.08	$1.14	$1.13	$1.15	$1.15	$1.14	$1.12	$1.09
Unit Share	193.7	229.8	272.6	349.1	326.9	373.1	257.8	271.3	221.7	203.8	178.2	169.4	195.4	191.6	245.8
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%
SP HVST/NAT OWN															
Units (000)	58	67	79	96	94	109	75	11	12	13	9	11	10	10	596
Dollars (000)	$85	$98	$115	$140	$135	$158	$106	$19	$21	$21	$16	$19	$18	$17	$884
Avg Price per Unit	$1.45	$1.46	$1.45	$1.45	$1.44	$1.44	$1.43	$1.77	$1.72	$1.68	$1.79	$1.80	$1.80	$1.80	$1.48
Unit Share	19.8	23.7	28.8	35.1	34.3	40.2	25.9	3.9	4.3	4.5	3.1	3.1	3.2	3.0	15.8
ACV Weighted Distribution	86.3%	83.2%	82.5%	86.4%	86.4%	88.3%	84.2%	78.6%	76.0%	75.8%	75.4%	75.1%	79.5%	81.3%	88.3%
INTERSTATE															
Units (000)	105	118	125	157	145	162	120	125	110	101	92	105	108	107	1,575
Dollars (000)	$141	$158	$166	$207	$194	$209	$165	$166	$154	$142	$130	$147	$152	$151	$2,140
Avg Price per Unit	$1.34	$1.34	$1.34	$1.32	$1.33	$1.29	$1.37	$1.32	$1.40	$1.40	$1.40	$1.41	$1.41	$1.41	$1.36
Unit Share	35.7	41.4	45.4	57.2	53.0	59.6	41.7	46.4	38.7	35.9	31.1	30.2	34.2	33.3	41.6
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)	12	15	19	22	18	20	14	16	12	10	8	7	10	10	182
Dollars (000)	$16	$20	$22	$28	$24	$26	$19	$21	$16	$14	$11	$10	$13	$13	$237
Avg Price per Unit	$1.30	$1.30	$1.14	$1.30	$1.33	$1.33	$1.34	$1.31	$1.33	$1.33	$1.32	$1.32	$1.32	$1.32	$1.30
Unit Share	4.1	5.3	6.9	7.9	6.5	7.3	4.9	6.0	4.3	3.7	2.8	2.2	3.2	3.1	4.8
ACV Weighted Distribution	47.1%	54.3%	56.8%	56.8%	57.0%	71.1%	69.4%	71.7%	60.0%	46.9%	44.3%	35.0%	35.1%	35.8%	71.7%
TOTAL SUNBEAM															
Units (000)	15	17	18	29	27	29	23	24	20	18	20	20	20	21	286
Dollars (000)	$21	$23	$25	$39	$36	$39	$32	$33	$28	$24	$27	$29	$28	$29	$392
Avg Price per Unit	$1.37	$1.37	$1.38	$1.37	$1.34	$1.35	$1.37	$1.37	$1.37	$1.38	$1.36	$1.41	$1.41	$1.38	$1.37
Unit Share	5.3	6.0	6.7	10.4	9.8	10.6	8.1	8.8	7.1	6.2	6.7	5.8	6.3	6.6	7.6
ACV Weighted Distribution	58.1%	58.2%	61.1%	70.1%	69.4%	71.0%	73.1%	73.0%	70.2%	63.3%	66.2%	58.1%	58.5%	59.0%	73.1%
PRIVATE LABEL															
Units (000)	319	366	431	550	516	602	431	417	359	328	296	333	350	350	5,328
Dollars (000)	$259	$298	$350	$428	$425	$469	$351	$334	$307	$277	$256	$288	$303	$294	$4,380
Avg Price per Unit	$.81	$.81	$.81	$.78	$.82	$.78	$.81	$.80	$.86	$.84	$.87	$.87	$.87	$.84	$.82
Unit Share	108.4	128.7	157.0	200.2	188.4	221.2	149.6	154.6	126.6	116.4	99.6	96.1	110.5	109.4	140.9
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.3%	99.3%	99.3%	99.3%	99.2%	99.2%	99.2%	99.2%	100.0%

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Flowers Industries Raleigh/Greensboro - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Raleigh/Greensboro

	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)	299	301	339	304	297	281	282	283	296	305	551	614	335	326	4,513
Dollars (000)	$447	$434	$486	$458	$445	$421	$430	$438	$457	$472	$756	$889	$512	$506	$6,704
Avg Price per Unit	$1.50	$1.44	$1.44	$1.51	$1.50	$1.50	$1.52	$1.55	$1.55	$1.55	$1.37	$1.45	$1.53	$1.55	$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%
Flowers															
Units (000)	69	74	67	65	69	63	65	54	52	51	68	78	57	55	818
Dollars (000)	$107	$102	$105	$101	$105	$98	$100	$90	$88	$87	$114	$130	$90	$91	$1,299
Avg Price per Unit	$1.55	$1.37	$1.56	$1.55	$1.52	$1.55	$1.55	$1.67	$1.69	$1.69	$1.67	$1.67	$1.57	$1.66	$1.59
Unit Share	23.1	24.6	19.8	21.4	23.1	22.5	22.9	19.1	17.7	16.8	12.3	12.7	17.0	16.9	18.1
ACV Weighted Distribution	93.4%	93.4%	93.4%	93.4%	93.4%	93.8%	94.7%	94.7%	94.8%	95.9%	95.7%	95.6%	95.7%	96.0%	96.0%
Interstate															
Units (000)	39	37	44	44	43	41	41	47	49	46	62	88	46	50	638
Dollars (000)	$58	$57	$67	$67	$66	$64	$65	$75	$76	$73	$100	$135	$76	$79	$1,001
Avg Price per Unit	$1.50	$1.52	$1.53	$1.53	$1.55	$1.56	$1.61	$1.58	$1.57	$1.58	$1.61	$1.52	$1.64	$1.59	$1.57
Unit Share	12.9	12.4	13.0	14.5	14.3	14.5	14.4	16.8	16.4	15.1	11.3	14.4	13.9	15.3	14.1
ACV Weighted Distribution	100.0%	97.4%	94.8%	97.4%	97.4%	97.6%	97.7%	97.6%	97.5%	97.4%	97.4%	100.0%	100.0%	97.5%	100.0%
TOTAL WONDER															
Units (000)	1	1	1	1	1	1	1	1	1	0	3	3	1	1	15
Dollars (000)	$2	$2	$2	$2	$1	$1	$1	$1	$1	$1	$4	$4	$1	$1	$21
Avg Price per Unit	$1.58	$1.58	$1.58	$1.58	$1.61	$1.59	$1.59	$1.61	$1.61	$1.57	$1.09	$1.32	$1.69	$1.69	$1.44
Unit Share	0.4	0.3	0.3	0.4	0.2	0.3	0.3	0.3	0.2	0.1	0.6	0.5	0.2	0.2	0.3
ACV Weighted Distribution	29.6%	21.5%	23.5%	23.4%	20.0%	19.6%	20.2%	19.5%	16.2%	9.0%	30.0%	27.4%	18.9%	12.4%	30.0%
Sunbeam/Flowers															
Units (000)	4	5	5	4	4	4	4	5	5	6	10	11	7	6	75
Dollars (000)	$7	$7	$7	$6	$5	$6	$6	$7	$8	$9	$14	$16	$11	$9	$113
Avg Price per Unit	$1.48	$1.36	$1.38	$1.47	$1.51	$1.59	$1.60	$1.60	$1.60	$1.53	$1.38	$1.47	$1.60	$1.61	$1.50
Unit Share	1.5	1.7	1.4	1.3	1.2	1.5	1.4	1.7	1.7	1.9	1.9	1.8	2.0	1.8	1.7
ACV Weighted Distribution	49.3%	50.6%	44.4%	40.5%	46.6%	48.5%	48.4%	49.7%	57.9%	56.9%	66.7%	63.3%	51.5%	55.0%	66.7%

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Flowers Industries Raleigh/Greensboro - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Raleigh/Greensboro	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)	96	96	124	99	96	90	87	89	98	101	240	233	118	109	1,579
Dollars (000)	$104	$105	$126	$111	$108	$98	$96	$100	$109	$113	$224	$234	$130	$120	$1,674
Avg Price per Unit	$1.09	$1.10	$1.02	$1.12	$1.13	$1.08	$1.10	$1.12	$1.11	$1.12	$.93	$1.01	$1.10	$1.10	$1.06
Unit Share :	32.2	31.7	36.5	32.4	32.2	32.2	31.0	31.6	33.2	33.1	43.6	37.9	35.2	33.5	35.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.3%	99.3%	99.3%	99.3%	99.2%	99.2%	99.2%	99.5%	100.0%

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East Tennessee

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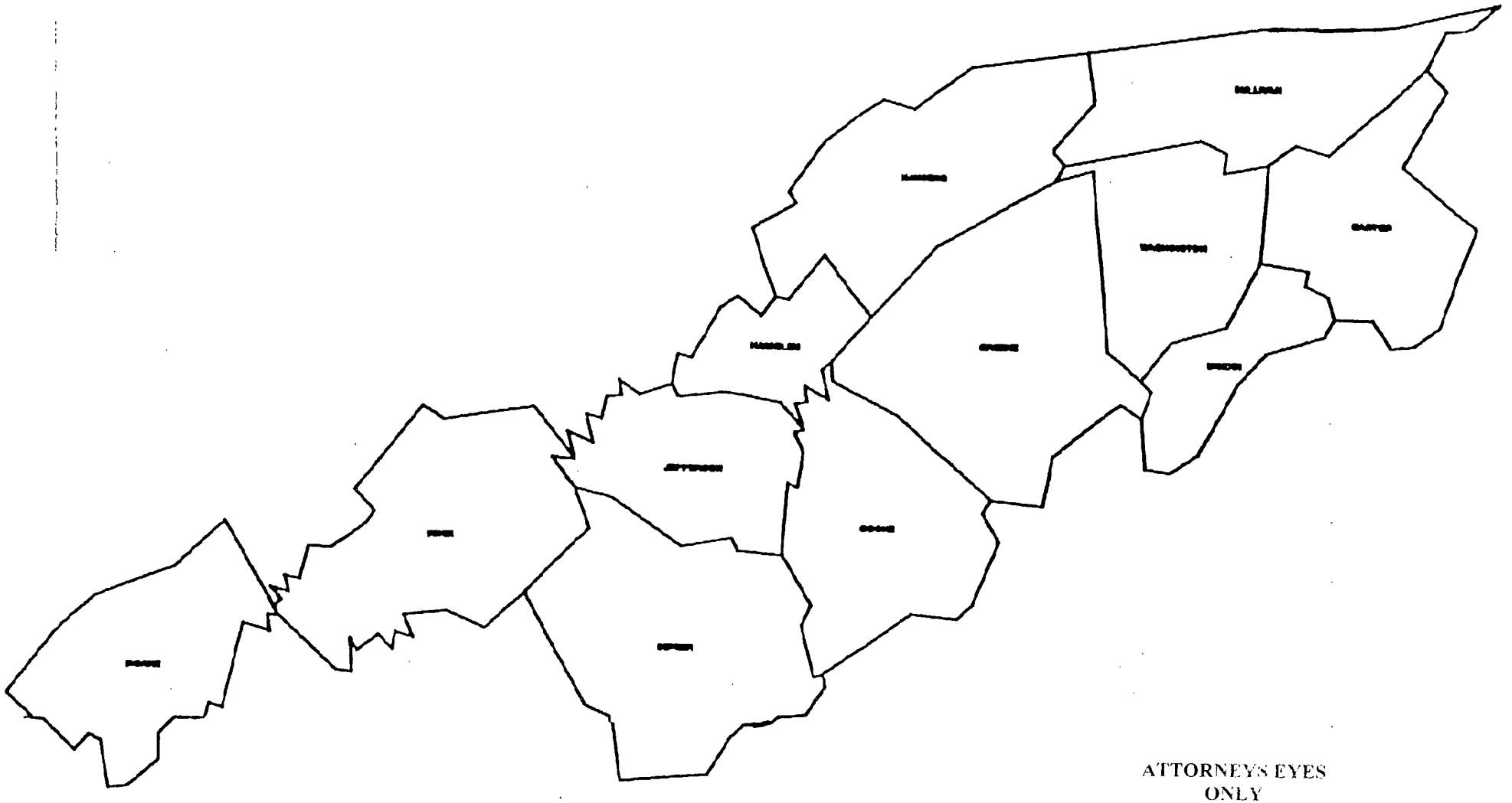
Flowers - East Tennessee



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Flower Industries East Tennessee- Monthly InfoScan Sales Analysis

Category: White, Soft Variety & Specialty

Flowers - East Tenn.	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)	$1,450	$1,460	$1,430	$1,474	$1,593	$1,604	$1,561	$1,571	$1,538	$1,583	$1,550	$1,664	$1,458	$1,500	$19,984
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)	$270	$283	$276	$287	$313	$307	$297	$267	$270	$277	$279	$301	$253	$266	$3,677
Dollar Share, Bread Ctgry	18.6	19.4	19.3	19.5	19.7	19.2	19.0	17.0	17.5	17.5	18.0	18.1	17.3	17.8	18.4
Earth Grains Co.															
Dollars (000)	$247	$237	$221	$225	$237	$219	$224	$224	$246	$277	$272	$297	$239	$240	$3,157
Dollar Share, Bread Ctgry	17.0	16.2	15.4	15.2	14.9	13.6	14.3	14.3	16.0	17.5	17.6	17.8	16.4	16.0	15.8
Interstate															
Dollars (000)	$307	$321	$310	$341	$364	$365	$352	$347	$332	$343	$331	$357	$318	$308	$4,388
Dollar Share, Bread Ctgry	21.2	22.0	21.7	23.1	22.8	22.8	22.6	22.1	21.6	21.6	21.4	21.4	21.8	20.5	22.0
Coopersmith															
Dollars (000)	$152	$155	$146	$140	$143	$162	$146	$152	$141	$140	$140	$146	$118	$126	$1,855
Dollar Share, Bread Ctgry	10.5	10.6	10.2	9.5	9.0	10.1	9.3	9.7	9.1	8.8	9.0	8.8	8.1	8.4	9.3
Pepperidge Farms															
Dollars (000)	$55	$54	$53	$53	$56	$56	$58	$64	$62	$63	$60	$66	$60	$61	$767
Dollar Share, Bread Ctgry	3.8	3.7	3.7	3.6	3.5	3.5	3.7	4.1	4.0	4.0	3.9	4.0	4.1	4.1	3.8
Arnold Oroweat															
Dollars (000)	$3	$3	$3	$3	$3	$3	$3	$3	$3	$4	$5	$5	$6	$6	$50
Dollar Share, Bread Ctgry	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.4	0.4	0.2
Private Label															
Dollars (000)	$326	$327	$341	$351	$397	$406	$389	$418	$395	$384	$382	$398	$391	$421	$5,001
Dollar Share, Bread Ctgry	22.5	22.4	23.8	23.8	24.9	25.3	24.9	26.6	25.7	24.3	24.7	23.9	26.8	28.1	25.0
All Other - East Tenn															
Dollars (000)	$89	$80	$80	$74	$80	$85	$91	$94	$91	$95	$80	$95	$73	$71	$1,089
Dollar Share, Bread Ctgry	6.2	5.5	5.6	5.0	5.0	5.3	5.9	6.0	5.9	6.0	5.2	5.7	5.0	4.7	5.4

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Report 57 - East Tennessee - Bread Category Monthly Sales Trends Source: Information Resources, Inc., 1996

Flowers Industries East Tennessee - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Flowers - East Tenn.	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)	603	621	594	645	694	691	686	701	658	671	691	725	643	612	8,631
Dollars (000)	$833	$848	$830	$883	$967	$974	$949	$963	$913	$932	$945	$1,010	$872	$855	$11,942
Avg Price per Unit	$1.38	$1.37	$1.40	$1.37	$1.39	$1.41	$1.38	$1.37	$1.39	$1.39	$1.37	$1.39	$1.36	$1.40	$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%
Flowers															
Units (000)	66	55	70	83	92	84	87	75	71	70	85	77	71	65	985
Dollars (000)	$96	$82	$101	$125	$138	$132	$132	$116	$107	$106	$126	$119	$108	$98	$1,489
Avg Price per Unit	$1.44	$1.48	$1.46	$1.49	$1.50	$1.57	$1.51	$1.55	$1.52	$1.51	$1.50	$1.53	$1.52	$1.50	$1.51
Unit Share	11.0	8.9	11.7	12.9	13.2	12.1	12.8	10.7	10.7	10.4	12.2	10.7	11.0	10.7	11.4
ACV Weighted Distribution	99.6%	99.5%	99.5%	99.5%	99.2%	96.9%	98.4%	98.4%	98.4%	98.2%	98.4%	98.5%	98.5%	99.7%	99.7%
Interstate															
Units (000)	109	141	114	138	142	144	139	144	127	121	142	147	139	114	1,752
Dollars (000)	$190	$222	$197	$221	$241	$244	$234	$234	$212	$211	$221	$239	$214	$193	$2,884
Avg Price per Unit	$1.74	$1.58	$1.72	$1.60	$1.70	$1.69	$1.68	$1.63	$1.68	$1.75	$1.56	$1.63	$1.54	$1.69	$1.65
Unit Share	18.1	22.7	19.2	21.4	20.4	20.9	20.3	20.6	19.2	18.0	20.6	20.3	21.6	18.6	20.3
ACV Weighted Distribution	98.0%	98.0%	98.0%	98.0%	98.0%	97.8%	97.8%	97.8%	97.8%	97.8%	97.8%	97.8%	97.8%	97.6%	98.0%
Colonial/Rainbo/Iron Kids															
Units (000)	123	113	99	99	105	93	95	99	115	133	127	142	109	110	1,436
Dollars (000)	$193	$186	$171	$175	$186	$167	$168	$171	$191	$212	$206	$232	$183	$186	$2,432
Avg Price per Unit	$1.57	$1.65	$1.73	$1.76	$1.77	$1.80	$1.77	$1.73	$1.66	$1.59	$1.62	$1.64	$1.68	$1.70	$1.69
Unit Share	20.3	18.2	16.6	15.4	15.1	13.4	13.8	14.1	17.5	19.8	18.4	19.6	17.0	17.9	16.7
ACV Weighted Distribution	94.9%	94.8%	95.2%	95.2%	95.9%	97.0%	97.6%	98.7%	98.2%	97.8%	98.4%	98.4%	97.8%	98.6%	98.7%
Sunbeam/Kerns															
Units (000)	81	91	87	73	80	91	79	85	78	81	81	79	65	72	1,042
Dollars (000)	$128	$139	$134	$120	$128	$147	$135	$142	$132	$134	$132	$139	$110	$118	$1,710
Avg Price per Unit	$1.57	$1.52	$1.55	$1.64	$1.61	$1.62	$1.71	$1.67	$1.69	$1.64	$1.64	$1.77	$1.70	$1.63	$1.64
Unit Share	13.5	14.7	14.6	11.4	11.5	13.1	11.5	12.1	11.9	12.1	11.7	10.9	10.1	11.8	12.1
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%

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Source: Information Resources, Inc., 1996

Flowers Industries East Tennessee - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Flowers - East Tenn.	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)	202	197	202	228	249	251	248	262	234	235	233	254	237	228	3,058
Dollars (000)	$194	$184	$193	$208	$236	$244	$235	$256	$227	$228	$227	$244	$225	$226	$2,935
Avg Price per Unit	$.96	$.94	$.96	$.91	$.95	$.97	$.95	$.98	$.97	$.97	$.97	$.96	$.95	$.99	$.96
Unit Share	33.5	31.7	34.1	35.3	35.9	36.3	36.2	37.3	35.6	35.0	33.7	35.0	36.9	37.3	35.4
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	99.7%	98.7%	98.7%	98.7%	99.0%	99.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Flowers Industries East Tennessee - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Flowers - East Tenn.	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)	406	440	394	409	436	440	429	423	426	440	417	431	406	408	5,500
Dollars (000)	$585	$625	$583	$600	$652	$664	$637	$624	$624	$644	$613	$649	$588	$625	$8,127
Avg Price per Unit	$1.44	$1.42	$1.48	$1.47	$1.49	$1.51	$1.48	$1.47	$1.46	$1.46	$1.47	$1.51	$1.45	$1.53	$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)	87	118	81	81	83	86	79	76	86	92	72	90	72	83	1,099
Dollars (000)	$131	$160	$135	$127	$138	$142	$134	$123	$138	$144	$125	$150	$119	$140	$1,774
Avg Price per Unit	$1.52	$1.36	$1.66	$1.56	$1.66	$1.65	$1.69	$1.61	$1.60	$1.57	$1.74	$1.68	$1.66	$1.68	$1.61
Unit Share	21.3	26.8	20.5	19.8	19.1	19.6	18.5	18.0	20.2	20.9	17.2	20.8	17.6	20.4	20.0
ACV Weighted Distribution	99.6%	99.5%	99.5%	99.5%	99.2%	96.9%	98.4%	98.4%	98.4%	98.2%	98.4%	98.5%	98.5%	99.7%	99.7%
Interstate															
Units (000)	81	55	73	73	76	67	72	62	70	86	61	66	61	67	688
Dollars (000)	$117	$98	$113	$119	$122	$121	$118	$113	$119	$131	$110	$118	$104	$115	$1,502
Avg Price per Unit	$1.45	$1.79	$1.56	$1.63	$1.60	$1.82	$1.65	$1.82	$1.71	$1.53	$1.80	$1.78	$1.70	$1.72	$1.69
Unit Share	19.9	12.5	18.5	17.9	17.5	15.1	16.7	14.6	16.3	19.5	14.7	15.3	15.0	16.3	16.1
ACV Weighted Distribution	98.0%	98.0%	98.0%	98.0%	98.0%	97.8%	97.8%	97.8%	97.8%	97.8%	97.8%	97.8%	97.8%	97.6%	98.0%
ROMAN MEAL															
Units (000)	12	10	11	9	9	9	11	9	8	16	19	10	8	9	139
Dollars (000)	$18	$18	$19	$17	$18	$17	$20	$17	$15	$24	$26	$18	$14	$15	$239
Avg Price per Unit	$1.54	$1.74	$1.67	$1.93	$1.92	$1.84	$1.74	$1.85	$1.86	$1.48	$1.41	$1.88	$1.88	$1.71	$1.72
Unit Share	2.9	2.4	2.9	2.1	2.1	2.1	2.6	2.2	1.9	3.7	4.5	2.2	1.9	2.2	2.5
ACV Weighted Distribution	100.0%	99.6%	100.0%	100.0%	100.0%	98.0%	97.7%	97.7%	100.0%	100.0%	100.0%	98.0%	98.0%	98.1%	100.0%
Colonial Rainbo/FR/GF															
Units (000)	9	7	7	7	7	7	8	8	9	9	9	9	10	7	103
Dollars (000)	$14	$12	$11	$13	$13	$14	$14	$14	$16	$16	$16	$16	$17	$13	$183
Avg Price per Unit	$1.54	$1.78	$1.72	$1.81	$1.88	$1.88	$1.83	$1.83	$1.80	$1.73	$1.80	$1.79	$1.64	$1.76	$1.79
Unit Share	2.2	1.5	1.7	1.8	1.6	1.7	1.8	1.8	2.0	2.1	2.1	2.1	2.5	1.8	1.9
ACV Weighted Distribution	94.9%	95.2%	95.2%	95.2%	95.2%	96.1%	94.3%	94.4%	96.5%	95.9%	95.1%	95.9%	94.5%	91.8%	96.5%

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FBI 002281
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Flowers Industries East Tennessee - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Flowers - East Tenn.	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
Sunbeam/Kerns															
Units (000)	26	14	14	16	14	15	14	13	13	12	10	11	9	11	169
Dollars (000)	$37	$24	$23	$27	$25	$26	$25	$23	$23	$21	$19	$20	$16	$19	$291
Avg Price per Unit	$1.42	$1.68	$1.71	$1.68	$1.72	$1.73	$1.75	$1.75	$1.74	$1.75	$1.77	$1.76	$1.73	$1.65	$1.72
Unit Share	6.5	3.2	3.4	4.0	3.3	3.5	3.3	3.1	3.1	2.8	2.5	2.6	2.3	2.8	3.1
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.7%	99.7%	99.7%	99.3%	100.0%
Private Label															
Units (000)	114	124	131	125	137	141	136	147	148	135	136	133	140	150	1,782
Dollars (000)	$125	$135	$138	$133	$149	$152	$144	$154	$158	$146	$146	$143	$156	$183	$1,937
Avg Price per Unit	$1.10	$1.09	$1.05	$1.07	$1.08	$1.08	$1.06	$1.05	$1.07	$1.08	$1.07	$1.08	$1.11	$1.22	$1.09
Unit Share	28.1	28.1	33.4	30.5	31.5	32.0	31.6	34.6	34.8	30.7	32.6	30.8	34.6	36.7	32.4
ACV Weighted Distribution	99.6%	99.5%	99.5%	99.5%	99.6%	98.4%	98.4%	98.4%	98.6%	98.7%	98.4%	98.5%	98.5%	99.7%	99.7%

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FBI 002282
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Flowers Industries East Tennessee - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Flowers - East Tenn.	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)	104	98	102	93	96	90	92	97	97	96	93	109	94	95	1,254
Dollars (000)	$188	$183	$182	$174	$181	$176	$178	$187	$186	$189	$184	$209	$186	$187	$2,400
Avg Price per Unit	$1.81	$1.86	$1.79	$1.86	$1.88	$1.96	$1.92	$1.93	$1.91	$1.97	$1.97	$1.92	$1.97	$1.97	$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	100.0%	100.0%	100.0%	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)	22	19	21	15	16	14	12	13	12	12	13	17	12	12	189
Dollars (000)	$36	$34	$33	$28	$29	$26	$24	$26	$23	$24	$25	$29	$24	$25	$349
Avg Price per Unit	$1.64	$1.81	$1.55	$1.83	$1.74	$1.89	$1.92	$1.98	$1.98	$1.99	$1.89	$1.74	$2.01	$2.03	$1.85
Unit Share	21.3	19.3	21.0	16.4	17.1	15.1	13.3	13.4	11.9	12.7	14.3	15.4	12.5	13.1	15.1
ACV Weighted Distribution	71.9%	71.9%	71.7%	71.0%	69.8%	68.6%	68.7%	68.6%	68.5%	68.7%	72.1%	72.7%	72.5%	72.0%	72.7%
TOTAL COOPERS MILL															
Units (000)	10	9	8	9	9	8	7	8	8	7	7	8	6	6	99
Dollars (000)	$17	$17	$16	$16	$18	$17	$16	$16	$16	$15	$14	$16	$13	$12	$201
Avg Price per Unit	$1.75	$1.79	$1.85	$1.85	$1.89	$2.11	$2.13	$2.12	$2.13	$2.18	$2.18	$2.06	$2.17	$2.16	$2.03
Unit Share	9.5	9.4	8.3	9.2	9.6	9.0	7.9	7.8	7.8	7.3	7.0	7.1	6.2	6.0	7.9
ACV Weighted Distribution	89.6%	88.3%	88.2%	88.2%	87.9%	87.0%	87.2%	84.1%	83.5%	83.4%	74.9%	78.7%	77.9%	79.9%	88.3%
ARNLD/ORO/FRAN/S-MD															
Units (000)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	15
Dollars (000)	$3	$3	$3	$3	$3	$3	$3	$3	$3	$3	$3	$3	$4	$4	$42
Avg Price per Unit	$2.53	$2.85	$2.82	$2.83	$2.82	$2.80	$2.82	$2.82	$2.80	$2.80	$2.81	$2.83	$2.85	$2.83	$2.82
Unit Share	1.3	1.2	0.9	1.0	1.1	1.2	1.3	1.3	1.2	1.2	1.2	1.1	1.4	1.4	1.2
ACV Weighted Distribution	73.8%	72.8%	67.8%	73.0%	72.4%	74.1%	73.5%	71.3%	77.6%	74.1%	75.8%	77.1%	85.4%	83.6%	85.4%
TTL PEPPERIDGE FARM															
Units (000)	25	25	24	24	25	25	26	30	29	28	26	30	26	27	346
Dollars (000)	$55	$54	$53	$53	$56	$56	$58	$64	$62	$63	$60	$66	$60	$61	$767
Avg Price per Unit	$2.17	$2.14	$2.20	$2.20	$2.22	$2.25	$2.22	$2.17	$2.14	$2.29	$2.29	$2.19	$2.29	$2.27	$2.22
Unit Share	24.3	25.5	23.9	25.7	25.9	27.6	28.2	30.8	29.9	28.9	28.3	27.7	27.9	28.4	27.6
ACV Weighted Distribution	89.8%	89.4%	89.7%	88.5%	88.2%	86.6%	88.0%	88.3%	88.8%	88.7%	89.4%	89.5%	89.6%	90.6%	90.6%

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FBI 002283
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Source: Information Resources, Inc., 1996

Flowers Industries East Tennessee - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Flowers - East Tenn.	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
TOTAL EARTH GRAINS															
Units (000)	7	8	7	7	8	8	8	8	8	9	9	12	9	8	109
Dollars (000)	$16	$18	$17	$16	$17	$18	$19	$19	$20	$21	$22	$26	$21	$20	$254
Avg Price per Unit	$2.27	$2.25	$2.35	$2.32	$2.30	$2.33	$2.33	$2.37	$2.37	$2.40	$2.41	$2.14	$2.39	$2.39	$2.33
Unit Share	6.7	8.0	7.0	7.4	7.8	8.4	8.6	8.5	8.6	9.3	9.6	11.3	9.5	8.6	8.7
ACV Weighted Distribution	83.2%	82.3%	82.4%	87.6%	87.6%	88.7%	88.8%	90.3%	91.8%	91.8%	91.0%	92.9%	93.7%	92.8%	93.7%
Harvest Ridge															
Units (000)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Dollars (000)	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$3
Avg Price per Unit	$1.76	$1.68	$1.59	$1.53	$1.63	$1.58	$1.57	$1.51	$1.56	$1.55	$1.59	$1.57	$1.56	$1.65	$1.59
Unit Share	0.0	0.2	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1
ACV Weighted Distribution	2.9%	4.1%	4.1%	4.1%	4.1%	3.1%	3.1%	3.0%	3.2%	3.3%	3.4%	2.7%	3.2%	7.7%	7.7%
TTL PL/GENERIC															
Units (000)	18	19	19	19	18	16	19	19	21	19	17	18	22	22	249
Dollars (000)	$25	$27	$25	$26	$24	$23	$26	$24	$28	$26	$24	$26	$30	$32	$340
Avg Price per Unit	$1.40	$1.43	$1.28	$1.34	$1.38	$1.43	$1.35	$1.29	$1.35	$1.35	$1.38	$1.43	$1.39	$1.41	$1.37
Unit Share	17.3	19.0	18.9	20.4	18.4	18.2	20.6	19.2	21.7	19.9	18.7	16.9	22.9	23.5	19.8
ACV Weighted Distribution	63.1%	57.7%	61.2%	60.0%	58.1%	54.8%	56.3%	56.7%	57.6%	55.4%	55.0%	54.9%	54.4%	55.9%	61.2%

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FBI 002284
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Montly Sales Trends

Source: Information Resources, Inc., 1996

Flowers Industries East Tennesse Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Flowers - East Tenn.	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)	245	286	312	449	412	480	343	361	295	280	233	243	242	247	4,183
Dollars (000)	$268	$315	$337	$436	$431	$488	$363	$370	$317	$301	$256	$266	$265	$278	$4,422
Avg Price per Unit	$1.09	$1.10	$1.08	$.97	$1.05	$1.02	$1.06	$1.02	$1.07	$1.07	$1.10	$1.09	$1.09	$1.12	$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%
Special Harvest															
Units (000)	44	37	53	65	59	64	51	37	32	27	23	25	23	30	527
Dollars (000)	$52	$51	$74	$81	$85	$91	$72	$54	$44	$39	$33	$35	$32	$43	$736
Avg Price per Unit	$1.18	$1.36	$1.40	$1.24	$1.43	$1.41	$1.42	$1.45	$1.41	$1.43	$1.43	$1.43	$1.43	$1.45	$1.40
Unit Share	17.9	13.0	17.0	14.6	14.4	13.4	14.8	10.3	10.7	9.8	10.1	10.2	9.3	12.0	12.6
ACV Weighted Distribution	68.9%	68.9%	68.8%	69.0%	69.0%	67.5%	68.7%	60.8%	60.5%	60.2%	60.9%	61.1%	60.8%	60.2%	69.0%
Interstate															
Units (000)	14	17	17	29	26	34	22	21	16	16	13	14	12	12	251
Dollars (000)	$21	$27	$26	$35	$31	$39	$27	$26	$25	$25	$20	$21	$19	$19	$342
Avg Price per Unit	$1.52	$1.52	$1.52	$1.21	$1.19	$1.17	$1.20	$1.28	$1.54	$1.54	$1.55	$1.55	$1.55	$1.57	$1.36
Unit Share	5.7	6.1	5.5	6.5	6.4	7.0	6.5	5.7	5.6	5.8	5.6	5.6	5.0	5.0	6.0
ACV Weighted Distribution	90.4%	90.4%	90.4%	94.2%	90.3%	97.5%	94.0%	90.7%	90.9%	88.3%	88.4%	88.5%	88.6%	88.5%	97.5%
TOTAL RAINBO/COLONIAL															
Units (000)	17	21	21	25	26	24	19	20	18	17	15	17	18	20	262
Dollars (000)	$27	$33	$33	$39	$39	$36	$30	$31	$28	$27	$24	$26	$28	$30	$401
Avg Price per Unit	$1.59	$1.58	$1.58	$1.54	$1.49	$1.47	$1.52	$1.54	$1.54	$1.53	$1.54	$1.54	$1.56	$1.51	$1.53
Unit Share	7.0	7.3	6.6	5.6	6.3	5.1	5.7	5.6	6.2	6.2	6.6	6.8	7.4	7.9	6.3
ACV Weighted Distribution	94.9%	94.8%	84.5%	93.4%	90.3%	90.9%	90.1%	92.8%	96.2%	96.2%	95.4%	95.1%	96.5%	96.9%	96.9%
TOTAL SUNBEAM/KERNS															
Units (000)	15	19	19	25	22	22	18	19	17	17	15	16	16	16	242
Dollars (000)	$22	$29	$29	$37	$33	$34	$27	$29	$26	$26	$23	$24	$25	$23	$365
Avg Price per Unit	$1.50	$1.50	$1.50	$1.51	$1.49	$1.53	$1.50	$1.50	$1.53	$1.52	$1.51	$1.52	$1.52	$1.46	$1.51
Unit Share	6.1	6.8	6.2	5.5	5.3	4.6	5.3	5.4	5.9	6.0	6.4	6.5	6.7	6.4	5.8
ACV Weighted Distribution	98.0%	97.9%	97.9%	99.9%	99.9%	99.7%	99.7%	97.8%	97.7%	97.2%	97.2%	98.9%	97.4%	98.3%	99.9%

ATTORNEYS EYES ONLY

FBI 002285
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Flowers Industries East Tennesse Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Flowers - East Tenn.	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 PL/GENERIC															
Units (000)	141	174	185	276	253	303	210	239	190	184	151	158	157	154	2,634
Dollars (000)	$122	$148	$148	$201	$205	$238	$175	$193	$160	$157	$132	$135	$135	$138	$2,164
Avg Price per Unit	$.87	$.85	$.80	$.73	$.81	$.78	$.83	$.81	$.84	$.85	$.87	$.86	$.86	$.89	$.82
Unit Share	57.4	60.9	59.3	61.4	61.3	63.1	61.3	66.2	64.4	65.9	64.8	65.0	64.9	62.2	63.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	99.7%	98.7%	98.7%	98.7%	99.0%	99.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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FBI 002286
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Flowers Industries East Tennesse Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Flowers - East Tenn.	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)	148	164	198	162	164	152	149	148	154	171	306	297	143	151	2,357
Dollars (000)	$212	$228	$267	$234	$236	$223	$222	$221	$224	$245	$397	$402	$213	$231	$3,343
Avg Price per Unit	$1.43	$1.39	$1.35	$1.44	$1.44	$1.47	$1.49	$1.49	$1.45	$1.43	$1.30	$1.35	$1.49	$1.53	$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%
TOTAL SPECIAL HARVEST															
Units (000)	11	11	14	13	14	12	12	11	11	11	18	17	9	9	162
Dollars (000)	$18	$18	$21	$20	$22	$19	$19	$18	$18	$18	$28	$27	$14	$15	$259
Avg Price per Unit	$1.59	$1.59	$1.55	$1.58	$1.59	$1.60	$1.60	$1.61	$1.61	$1.61	$1.61	$1.62	$1.61	$1.61	$1.60
Unit Share	7.7	6.8	6.9	8.0	8.5	7.8	8.1	7.6	7.2	6.7	5.8	5.7	6.3	6.0	6.9
ACV Weighted Distribution	63.0%	63.1%	65.0%	65.3%	65.2%	63.7%	63.8%	60.7%	58.0%	58.8%	58.9%	59.5%	58.7%	58.2%	65.3%
TOTAL RAINBO/COLONIAL															
Units (000)	5	4	5	4	5	5	5	5	6	7	12	16	7	7	87
Dollars (000)	$8	$8	$8	$7	$8	$9	$9	$8	$10	$11	$19	$25	$12	$12	$145
Avg Price per Unit	$1.74	$1.74	$1.74	$1.73	$1.74	$1.72	$1.73	$1.74	$1.74	$1.62	$1.52	$1.59	$1.74	$1.74	$1.67
Unit Share	3.2	2.7	2.3	2.6	2.9	3.3	3.5	3.2	3.6	3.9	4.0	5.3	4.6	4.7	3.7
ACV Weighted Distribution	78.3%	78.3%	76.2%	73.0%	79.9%	80.4%	81.3%	90.1%	85.9%	86.5%	86.9%	86.8%	87.0%	87.2%	90.1%
TOTAL SUNBEAM/KERNS															
Units (000)	12	13	14	19	18	16	15	12	11	10	12	12	8	8	165
Dollars (000)	$20	$22	$22	$30	$28	$26	$24	$20	$18	$16	$19	$19	$14	$13	$271
Avg Price per Unit	$1.67	$1.62	$1.67	$1.62	$1.58	$1.67	$1.61	$1.68	$1.69	$1.66	$1.59	$1.63	$1.71	$1.71	$1.64
Unit Share	8.1	8.1	6.8	11.6	10.8	10.3	10.1	8.2	7.0	5.6	3.9	3.9	5.5	5.0	7.0
ACV Weighted Distribution	98.2%	98.0%	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%
INTERSTATE															
Units (000)	11	12	13	18	16	16	14	16	12	14	11	13	10	11	177
Dollars (000)	$16	$18	$20	$23	$22	$21	$19	$21	$19	$20	$18	$20	$15	$18	$253
Avg Price per Unit	$1.46	$1.46	$1.51	$1.32	$1.31	$1.29	$1.30	$1.31	$1.53	$1.48	$1.58	$1.60	$1.57	$1.54	$1.43
Unit Share	7.4	7.4	6.8	10.9	10.0	10.8	9.6	10.6	8.1	8.0	3.7	4.3	6.6	7.6	7.5
ACV Weighted Distribution	97.9%	98.0%	98.0%	98.0%	97.6%	95.8%	95.8%	95.5%	95.6%	97.7%	94.0%	94.2%	94.6%	94.4%	98.0%

ATTORNEYS EYES ONLY

FBI 002287
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Flowers Industries East Tennesse(Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Flowers - East Tenn.	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 PL/GENERIC															
Units (000)	67	75	101	65	65	59	59	61	71	82	179	162	65	70	1,115
Dollars (000)	$67	$76	$97	$68	$68	$64	$65	$68	$75	$84	$169	$154	$68	$80	$1,135
Avg Price per Unit	$1.00	$1.01	$.95	$1.05	$1.04	$1.08	$1.10	$1.12	$1.05	$1.02	$.94	$.95	$1.05	$1.14	$1.02
Unit Share	45.2	46.0	51.1	40.0	39.5	39.2	39.6	40.9	46.2	48.3	58.7	54.6	45.3	46.5	47.3
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	99.7%	100.0%	98.7%	98.7%	99.0%	99.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Source: Information Resources, Inc., 1996

Richmond/Norfolk

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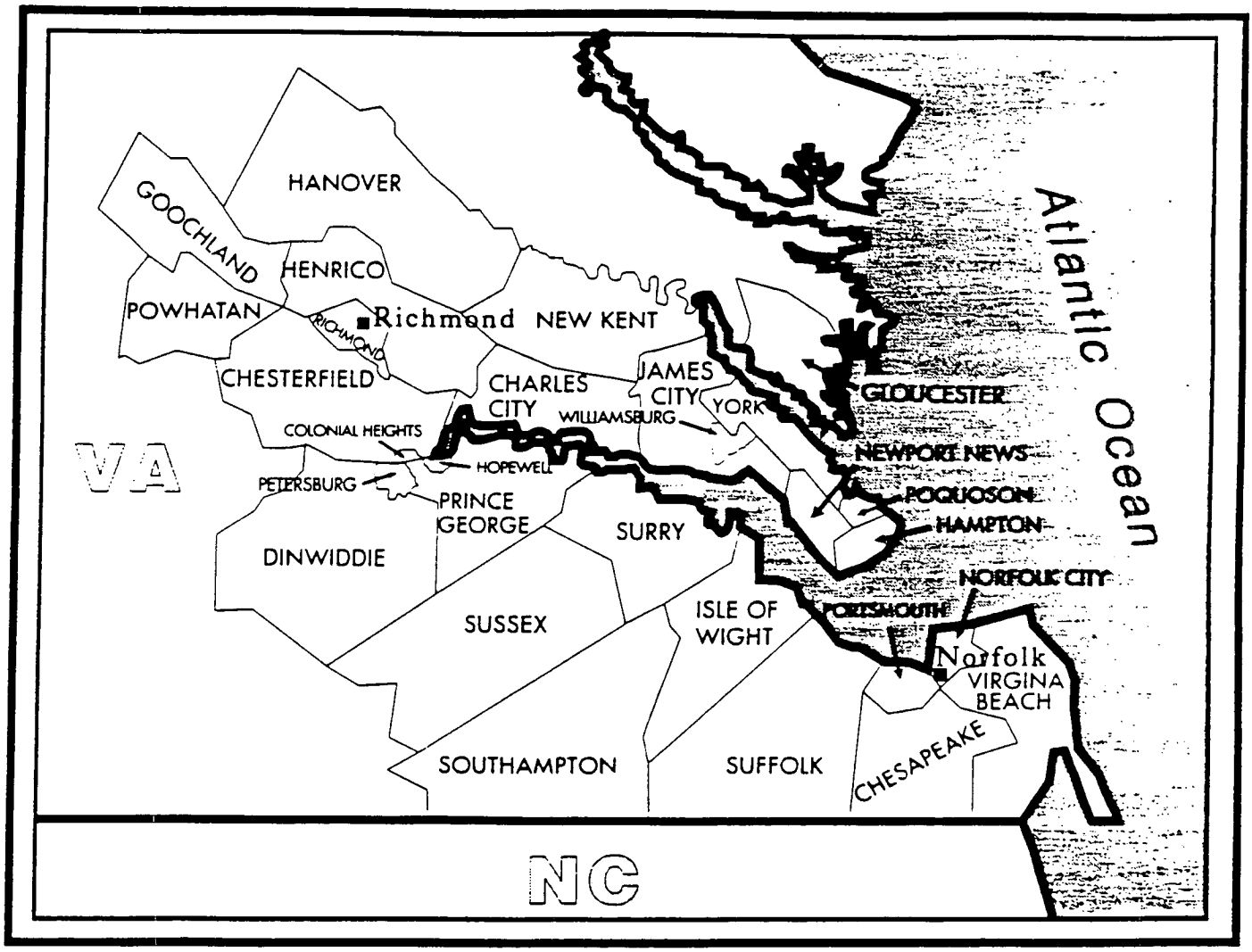

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Flower Industries Richmond/Norfolk - Monthly InfoScan Sales Analysis

Category: White, Soft Variety & Specialty

Richmond/Norfolk	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)	$3,431	$3,336	$3,116	$3,303	$3,379	$3,523	$3,493	$3,294	$3,279	$3,370	$3,584	$3,987	$3,743	$3,617	$45,025
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)	$815	$772	$715	$757	$771	$856	$847	$789	$787	$773	$844	$959	$832	$797	$10,498
Dollar Share, Bread Ctgry	23.8	23.2	22.9	22.9	22.8	24.3	24.3	23.9	24.0	22.9	23.5	24.1	22.2	22.0	23.3
Interstate															
Dollars (000)	$331	$248	$207	$226	$253	$268	$268	$259	$247	$252	$287	$315	$305	$283	$3,420
Dollar Share, Bread Ctgry	9.6	7.4	6.6	6.9	7.5	7.6	7.7	7.9	7.5	7.5	8.0	7.9	8.1	7.8	7.6
Continental															
Dollars (000)	$444	$470	$436	$445	$449	$533	$531	$475	$497	$522	$563	$623	$583	$558	$6,684
Dollar Share, Bread Ctgry	12.9	14.1	14.0	13.5	13.3	15.1	15.2	14.4	15.1	15.5	15.7	15.6	15.6	15.4	14.8
Martins															
Dollars (000)	$72	$70	$63	$65	$68	$66	$65	$62	$69	$65	$73	$77	$73	$78	$895
Dollar Share, Bread Ctgry	2.1	2.1	2.0	2.0	2.0	1.9	1.9	1.9	2.1	1.9	2.0	1.9	2.0	2.2	2.0
Arnolds Oroweat															
Dollars (000)	$112	$112	$99	$108	$116	$122	$125	$135	$132	$126	$124	$134	$138	$152	$1,622
Dollar Share, Bread Ctgry	3.3	3.3	3.2	3.3	3.4	3.5	3.6	4.1	4.0	3.7	3.5	3.4	3.7	4.2	3.6
Pepperidge Farms															
Dollars (000)	$192	$147	$159	$155	$157	$164	$186	$187	$210	$200	$196	$205	$209	$235	$2,410
Dollar Share, Bread Ctgry	5.6	4.4	5.1	4.7	4.7	4.6	5.3	5.7	6.4	5.9	5.5	5.1	5.6	6.5	5.4
Mary Jane															
Dollars (000)	$325	$459	$426	$522	$437	$446	$418	$368	$363	$405	$425	$436	$410	$385	$5,500
Dollar Share, Bread Ctgry	9.5	13.8	13.7	15.8	12.9	12.7	12.0	11.2	11.1	12.0	11.9	10.9	10.9	10.7	12.2
Roman Meal															
Dollars (000)	$16	$23	$18	$23	$19	$18	$21	$21	$18	$17	$23	$26	$20	$17	$264
Dollar Share, Bread Ctgry	0.5	0.7	0.6	0.7	0.6	0.5	0.6	0.6	0.5	0.5	0.6	0.7	0.5	0.5	0.6
Private Label															
Dollars (000)	$707	$698	$645	$678	$727	$720	$706	$682	$649	$672	$699	$801	$792	$759	$9,227
Dollar Share, Bread Ctgry	20.6	20.9	20.7	20.5	21.5	20.4	20.2	20.7	19.8	19.9	19.5	20.1	21.2	21.0	20.5

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Flower Industries Richmond/Norfolk - Monthly InfoScan Sales Analysis

Category: White, Soft Variety & Specialty

Richmond/Norfolk	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
Richmond/Norfolk - All Other															
Dollars (000)	$427	$353	$361	$340	$393	$341	$338	$331	$318	$346	$366	$429	$392	$359	$4,667
Dollar Share, Bread Ctgry	12.4	10.6	11.6	10.3	11.6	9.7	9.7	10.0	9.7	10.3	10.2	10.8	10.5	9.9	10.4

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Flowers Industries Richmond/Norfolk - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Richmond/Norfolk	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)	1,218	1,154	1,071	1,155	1,290	1,347	1,330	1,317	1,269	1,250	1,359	1,506	1,404	1,332	16,786
Dollars (000)	$1,208	$1,183	$1,092	$1,209	$1,329	$1,387	$1,356	$1,321	$1,254	$1,231	$1,381	$1,560	$1,440	$1,336	$17,079
Avg Price per Unit	$.99	$1.02	$1.02	$1.05	$1.03	$1.03	$1.02	$1.00	$.99	$.99	$1.02	$1.04	$1.03	$1.00	$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%
Flowers															
Units (000)	129	133	122	160	162	223	219	216	207	146	168	199	160	175	2,289
Dollars (000)	$187	$195	$183	$224	$228	$284	$284	$274	$262	$207	$233	$284	$227	$235	$3,121
Avg Price per Unit	$1.45	$1.47	$1.50	$1.40	$1.41	$1.28	$1.30	$1.27	$1.27	$1.41	$1.38	$1.42	$1.42	$1.35	$1.36
Unit Share	10.6	11.5	11.4	13.8	12.5	16.5	16.5	16.4	16.3	11.7	12.4	13.2	11.4	13.1	13.6
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%
Wonder															
Units (000)	160	163	173	162	174	247	238	219	234	234	266	259	229	213	2,810
Dollars (000)	$218	$219	$221	$218	$233	$298	$288	$266	$279	$275	$315	$332	$304	$275	$3,523
Avg Price per Unit	$1.36	$1.34	$1.28	$1.35	$1.34	$1.21	$1.21	$1.21	$1.19	$1.18	$1.19	$1.28	$1.33	$1.29	$1.25
Unit Share	13.2	14.1	16.1	14.0	13.5	18.3	17.9	16.6	18.5	18.7	19.5	17.2	16.3	16.0	16.7
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%
Interstate															
Units (000)	238	174	139	144	160	189	193	191	176	190	198	218	207	187	2,366
Dollars (000)	$284	$211	$176	$190	$218	$239	$235	$230	$216	$222	$250	$273	$265	$239	$2,963
Avg Price per Unit	$1.19	$1.21	$1.27	$1.32	$1.36	$1.26	$1.22	$1.21	$1.23	$1.17	$1.26	$1.25	$1.28	$1.28	$1.25
Unit Share	19.5	15.1	13.0	12.4	12.4	14.0	14.5	14.5	13.9	15.2	14.6	14.5	14.7	14.0	14.1
ACV Weighted Distribution	75.8%	57.1%	57.7%	58.1%	57.6%	58.0%	57.9%	58.5%	59.5%	60.0%	60.1%	60.0%	61.2%	62.0%	62.0%
Mary Jane															
Units (000)	151	172	134	172	211	186	189	195	194	207	199	217	196	166	2,440
Dollars (000)	$184	$203	$159	$214	$248	$223	$216	$211	$208	$223	$239	$269	$239	$205	$2,856
Avg Price per Unit	$1.22	$1.18	$1.19	$1.24	$1.18	$1.20	$1.14	$1.08	$1.07	$1.07	$1.20	$1.24	$1.22	$1.23	$1.17
Unit Share	12.4	14.9	12.5	14.9	16.3	13.8	14.2	14.8	15.3	16.6	14.7	14.4	14.0	12.5	14.6
ACV Weighted Distribution	61.9%	72.3%	72.3%	72.7%	72.7%	72.8%	72.9%	73.2%	75.1%	74.9%	76.8%	75.9%	75.5%	77.1%	77.1%

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FBI 002293
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Report 64 - Rich/Norfolk- White Bread Monthly Sales Trends Source: Information Resources, Inc., 1996

Flowers Industries Richmond/Norfolk - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Richmond/Norfolk	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)	562	543	523	547	601	575	554	555	527	562	591	670	662	644	7,553
Dollars (000)	$429	$434	$421	$446	$479	$470	$438	$438	$407	$426	$452	$512	$509	$479	$5,910
Avg Price per Unit	$.76	$.80	$.80	$.81	$.80	$.82	$.79	$.79	$.77	$.76	$.77	$.76	$.77	$.74	$.78
Unit Share	46.1	47.1	48.8	47.4	46.6	42.7	41.6	42.1	41.5	44.9	43.5	44.5	47.1	48.3	45.0
ACV Weighted Distribution	100.0%	100.0%	97.6%	97.6%	97.6%	97.6%	98.9%	99.0%	99.1%	97.1%	97.2%	99.1%	97.4%	97.5%	100.0%

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Flowers Industries Richmond/Norfolk - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Richmond/Norfolk	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)	961	940	915	912	852	907	865	771	796	936	887	967	898	864	11,509
Dollars (000)	$1,354	$1,333	$1,267	$1,312	$1,245	$1,311	$1,278	$1,153	$1,177	$1,303	$1,343	$1,454	$1,361	$1,313	$16,849
Avg Price per Unit	$1.41	$1.42	$1.38	$1.44	$1.46	$1.44	$1.48	$1.50	$1.48	$1.39	$1.51	$1.50	$1.52	$1.52	$1.46
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)	350	288	249	249	259	288	277	248	268	311	289	319	307	277	3,631
Dollars (000)	$533	$469	$426	$437	$452	$481	$472	$427	$446	$490	$518	$558	$509	$473	$6,159
Avg Price per Unit	$1.52	$1.63	$1.72	$1.76	$1.75	$1.67	$1.70	$1.72	$1.66	$1.58	$1.79	$1.75	$1.66	$1.71	$1.70
Unit Share	36.4	30.7	27.2	27.3	30.4	31.8	32.0	32.2	33.7	33.3	32.6	33.0	34.2	32.1	31.5
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)	31	25	20	23	22	18	19	17	18	18	22	28	24	29	284
Dollars (000)	$47	$37	$30	$37	$35	$30	$33	$29	$31	$30	$37	$43	$40	$44	$457
Avg Price per Unit	$1.54	$1.47	$1.54	$1.58	$1.63	$1.68	$1.71	$1.69	$1.73	$1.70	$1.64	$1.51	$1.69	$1.51	$1.61
Unit Share	3.2	2.7	2.2	2.6	2.5	2.0	2.2	2.2	2.3	1.9	2.5	2.9	2.6	3.4	2.5
ACV Weighted Distribution	75.8%	57.1%	57.7%	58.1%	57.6%	58.0%	57.9%	58.3%	59.4%	60.0%	59.6%	60.0%	61.2%	62.0%	62.0%
Home Pride															
Units (000)	41	37	30	34	35	26	35	22	21	37	24	44	37	32	412
Dollars (000)	$65	$62	$53	$57	$59	$48	$58	$41	$38	$57	$45	$67	$60	$53	$698
Avg Price per Unit	$1.60	$1.68	$1.74	$1.69	$1.70	$1.86	$1.66	$1.86	$1.85	$1.56	$1.84	$1.54	$1.65	$1.65	$1.69
Unit Share	4.2	3.9	3.3	3.7	4.1	2.9	4.0	2.8	2.6	3.9	2.8	4.5	4.1	3.7	3.6
ACV Weighted Distribution	100.0%	100.0%	97.7%	100.0%	97.7%	100.0%	97.6%	97.7%	100.0%	100.0%	97.9%	98.0%	98.0%	98.0%	100.0%
Mary Jane/Natural Grain															
Units (000)	101	192	231	252	150	165	144	101	100	128	120	93	102	112	1,889
Dollars (000)	$141	$256	$267	$308	$189	$223	$201	$156	$156	$182	$186	$168	$171	$180	$2,644
Avg Price per Unit	$1.39	$1.33	$1.16	$1.22	$1.26	$1.36	$1.39	$1.56	$1.55	$1.42	$1.56	$1.80	$1.67	$1.62	$1.40
Unit Share	10.5	20.4	25.2	27.6	17.6	18.2	16.7	13.1	12.6	13.7	13.5	9.6	11.4	12.9	16.4
ACV Weighted Distribution	61.9%	72.3%	72.3%	72.7%	72.7%	72.8%	72.9%	73.2%	75.1%	74.9%	76.8%	75.9%	76.0%	74.1%	76.8%

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FBI 002295
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Flowers Industries Richmond/Norfolk - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Richmond/Norfolk	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)	9	14	13	20	12	11	16	15	12	11	17	20	12	10	181
Dollars (000)	$16	$23	$18	$23	$19	$18	$21	$21	$18	$17	$23	$26	$20	$17	$264
Avg Price per Unit	$1.71	$1.64	$1.39	$1.16	$1.63	$1.65	$1.35	$1.42	$1.47	$1.58	$1.35	$1.30	$1.73	$1.75	$1.46
Unit Share	1.0	1.5	1.4	2.2	1.4	1.2	1.8	1.9	1.5	1.2	1.9	2.1	1.3	1.1	1.6
ACV Weighted Distribution	74.0%	84.0%	81.7%	86.8%	83.3%	84.3%	77.8%	77.9%	78.1%	74.9%	71.8%	74.0%	75.0%	80.6%	86.8%
Private Label															
Units (000)	229	217	197	200	212	220	224	203	202	210	210	244	224	224	2,787
Dollars (000)	$254	$245	$211	$221	$237	$238	$255	$231	$229	$234	$234	$275	$270	$269	$3,148
Avg Price per Unit	$1.11	$1.13	$1.07	$1.10	$1.11	$1.08	$1.14	$1.14	$1.13	$1.11	$1.11	$1.13	$1.21	$1.20	$1.13
Unit Share	23.8	23.0	21.5	21.9	24.9	24.3	25.9	26.3	25.4	22.5	23.7	25.3	24.9	25.9	24.2
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%	98.0%	97.2%	98.0%	100.0%

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Flowers Industries Richmond/Norf · Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Richmond/Norfolk	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)	433	415	386	388	402	410	414	401	415	410	419	477	442	457	5,435
Dollars (000)	$774	$722	$676	$694	$712	$728	$755	$737	$762	$753	$776	$882	$849	$877	$9,923
Avg Price per Unit	$1.79	$1.74	$1.75	$1.79	$1.77	$1.77	$1.82	$1.84	$1.83	$1.84	$1.85	$1.85	$1.92	$1.92	$1.83
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)	46	45	51	38	39	38	35	34	35	33	41	54	40	42	525
Dollars (000)	$81	$83	$85	$72	$69	$71	$69	$67	$64	$63	$75	$96	$79	$85	$977
Avg Price per Unit	$1.76	$1.83	$1.66	$1.88	$1.77	$1.87	$1.97	$1.94	$1.85	$1.92	$1.83	$1.77	$1.98	$2.00	$1.86
Unit Share	10.6	10.9	13.2	9.8	9.7	9.2	8.5	8.6	8.3	7.9	9.8	11.4	9.1	9.3	9.7
ACV Weighted Distribution	97.6%	97.7%	97.6%	97.6%	97.7%	97.7%	97.7%	97.7%	97.8%	97.9%	98.1%	99.1%	96.0%	98.3%	99.1%
TTL PEPPERIDGE FARM															
Units (000)	81	64	68	65	67	69	78	80	89	82	81	86	87	97	1,014
Dollars (000)	$192	$147	$159	$155	$157	$164	$186	$187	$210	$200	$196	$205	$209	$235	$2,410
Avg Price per Unit	$2.37	$2.31	$2.34	$2.38	$2.36	$2.36	$2.37	$2.34	$2.36	$2.44	$2.40	$2.37	$2.41	$2.43	$2.38
Unit Share	18.7	15.4	17.6	16.8	16.6	16.9	19.0	20.0	21.4	20.0	19.4	18.1	19.6	21.2	18.6
ACV Weighted Distribution	95.7%	93.7%	93.6%	91.1%	92.0%	92.0%	92.0%	92.1%	92.4%	92.4%	92.7%	92.8%	92.9%	93.2%	93.7%
TTL MAMA KAYERS															
Units (000)	15	13	11	12	12	12	11	10	10	9	8	9	11	10	137
Dollars (000)	$29	$25	$22	$24	$23	$24	$21	$20	$20	$17	$15	$18	$21	$19	$271
Avg Price per Unit	$1.85	$1.97	$1.96	$1.97	$1.96	$1.97	$1.97	$1.98	$1.97	$1.96	$1.97	$1.97	$1.97	$1.98	$1.97
Unit Share	3.6	3.1	2.9	3.1	2.9	2.9	2.6	2.5	2.5	2.2	1.9	1.9	2.4	2.1	2.5
ACV Weighted Distribution	48.0%	45.3%	45.6%	45.8%	45.6%	45.4%	45.3%	45.9%	45.9%	44.0%	42.7%	42.7%	43.2%	45.8%	45.9%
Arno/Oroweat															
Units (000)	53	55	48	52	56	58	61	64	62	61	59	65	65	71	777
Dollars (000)	$118	$119	$105	$115	$123	$129	$133	$143	$138	$135	$132	$142	$147	$163	$1,723
Avg Price per Unit	$2.22	$2.17	$2.21	$2.22	$2.21	$2.22	$2.17	$2.22	$2.21	$2.22	$2.23	$2.17	$2.27	$2.28	$2.22
Unit Share	12.3	13.2	12.4	13.3	13.9	14.2	14.8	16.1	15.0	14.8	14.1	13.7	14.6	15.6	14.3
ACV Weighted Distribution	97.7%	97.3%	97.7%	97.7%	97.7%	97.7%	97.2%	97.2%	97.8%	97.8%	97.9%	97.4%	97.4%	98.0%	98.0%

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FBI 002297
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Flowers Industries Richmond/Norfc · Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Richmond/Norfolk	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
Martins															
Units (000)	39	38	33	35	36	35	35	33	38	36	39	41	41	44	482
Dollars (000)	$72	$70	$63	$65	$68	$66	$65	$62	$69	$65	$73	$77	$73	$78	$895
Avg Price per Unit	$1.87	$1.84	$1.89	$1.89	$1.89	$1.89	$1.89	$1.88	$1.80	$1.81	$1.89	$1.89	$1.79	$1.79	$1.85
Unit Share	8.9	9.1	8.7	8.9	9.0	8.6	8.3	8.3	9.3	8.7	9.2	8.5	9.3	9.5	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)	88	80	64	65	70	75	77	71	71	76	78	93	88	89	998
Dollars (000)	$108	$95	$69	$72	$78	$79	$87	$82	$80	$85	$88	$108	$116	$110	$1,149
Avg Price per Unit	$1.22	$1.19	$1.07	$1.11	$1.11	$1.06	$1.14	$1.15	$1.13	$1.12	$1.12	$1.16	$1.32	$1.23	$1.15
Unit Share	20.3	19.3	16.7	16.7	17.5	18.2	18.6	17.7	17.2	18.6	18.6	19.5	19.9	19.5	18.4
ACV Weighted Distribution	95.0%	95.2%	95.2%	93.4%	93.0%	97.4%	100.0%	100.0%	94.1%	97.7%	96.0%	95.9%	95.0%	95.8%	100.0%

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Flowers Industries Richmond/Norfc Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Richmond/Norfolk	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)	525	641	721	1,026	944	1,089	778	766	583	555	507	539	577	541	9,266
Dollars (000)	$559	$652	$744	$1,018	$941	$1,025	$774	$752	$590	$562	$534	$580	$635	$606	$9,413
Avg Price per Unit	$1.06	$1.02	$1.03	$.99	$1.00	$.94	$.99	$.98	$1.01	$1.01	$1.05	$1.08	$1.10	$1.12	$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%
TTL SNBM/FLW/SPC HRVT															
Units (000)	56	53	54	65	65	80	53	53	31	33	35	37	41	51	550
Dollars (000)	$64	$67	$73	$92	$93	$102	$74	$74	$43	$47	$50	$54	$61	$64	$894
Avg Price per Unit	$1.14	$1.27	$1.36	$1.42	$1.43	$1.28	$1.40	$1.40	$1.37	$1.44	$1.44	$1.47	$1.48	$1.25	$1.38
Unit Share	10.7	8.2	7.4	6.3	6.9	7.4	6.8	6.9	5.4	5.9	6.8	6.9	7.1	9.4	7.0
ACV Weighted Distribution	97.0%	100.0%	96.8%	96.8%	96.4%	96.5%	96.5%	96.5%	96.5%	96.4%	94.7%	92.1%	92.4%	96.8%	100.0%
TOTAL WONDER															
Units (000)	29	48	78	69	58	55	36	37	25	23	22	26	30	27	535
Dollars (000)	$36	$56	$88	$86	$73	$70	$45	$45	$32	$29	$28	$34	$39	$37	$661
Avg Price per Unit	$1.26	$1.16	$1.12	$1.25	$1.25	$1.26	$1.26	$1.21	$1.27	$1.27	$1.27	$1.30	$1.29	$1.39	$1.24
Unit Share	5.5	7.5	10.9	6.7	6.1	5.1	4.6	4.9	4.3	4.2	4.3	4.8	5.2	5.0	5.8
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%
TOTAL MARY JANE															
Units (000)	39	39	36	88	52	95	43	41	36	24	18	21	22	21	536
Dollars (000)	$45	$46	$47	$96	$62	$89	$53	$49	$41	$30	$26	$30	$32	$30	$631
Avg Price per Unit	$1.16	$1.17	$1.29	$1.10	$1.18	$.94	$1.26	$1.19	$1.14	$1.23	$1.41	$1.44	$1.44	$1.45	$1.18
Unit Share	7.4	6.1	5.0	8.5	5.5	8.7	5.5	5.3	6.2	4.3	3.6	3.9	3.8	3.9	5.8
ACV Weighted Distribution	61.9%	72.3%	72.3%	72.7%	72.7%	72.8%	72.9%	73.2%	72.7%	65.5%	64.1%	66.5%	65.8%	74.1%	74.1%
INTERSTATE															
Units (000)	29	43	62	85	69	92	75	70	60	56	44	40	43	33	773
Dollars (000)	$35	$48	$64	$86	$79	$95	$78	$71	$60	$56	$53	$52	$56	$46	$843
Avg Price per Unit	$1.22	$1.11	$1.02	$1.01	$1.15	$1.03	$1.03	$1.01	$1.01	$1.01	$1.20	$1.30	$1.30	$1.39	$1.09
Unit Share	5.5	6.8	8.6	8.3	7.3	8.5	9.6	9.2	10.2	10.0	8.7	7.3	7.4	6.2	8.3
ACV Weighted Distribution	75.8%	57.1%	57.7%	58.1%	57.6%	58.0%	57.9%	58.5%	59.5%	60.0%	60.1%	60.0%	61.2%	62.0%	62.0%

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Monthly Sales Trends

Source: Information Resources, Inc., 1996

Flowers Industries Richmond/Norfc Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Richmond/Norfolk	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 PL/GENERIC															
Units (000)	232	306	327	475	467	531	385	384	287	277	253	269	291	268	4,519
Dollars (000)	$173	$215	$236	$325	$319	$368	$271	$268	$204	$199	$183	$196	$221	$208	$3,214
Avg Price per Unit	$.74	$.70	$.72	$.68	$.68	$.69	$.70	$.70	$.71	$.72	$.72	$.73	$.76	$.78	$.71
Unit Share	44.2	47.6	45.4	46.3	49.4	48.7	49.4	50.1	49.1	50.0	50.0	50.0	50.4	49.5	48.8
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%	99.2%	99.2%	100.0%

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Flowers Industries Richmond/Norfolk - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Richmond/Norfolk	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)	309	326	333	295	306	289	274	276	290	328	569	718	409	376	4,788
Dollars (000)	$513	$530	$533	$507	$517	$488	$467	$474	$489	$535	$855	$1,162	$703	$638	$7,697
Avg Price per Unit	$1.66	$1.63	$1.60	$1.72	$1.69	$1.69	$1.70	$1.72	$1.69	$1.63	$1.50	$1.62	$1.72	$1.70	$1.65
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	20	25	20	20	15	16	14	13	13	22	46	14	14	254
Dollars (000)	$32	$31	$36	$31	$31	$24	$25	$24	$21	$22	$37	$63	$23	$23	$391
Avg Price per Unit	$1.48	$1.51	$1.44	$1.56	$1.57	$1.54	$1.58	$1.65	$1.64	$1.68	$1.68	$1.36	$1.68	$1.60	$1.54
Unit Share	6.9	6.2	7.5	6.7	6.5	5.3	5.8	5.2	4.5	4.1	3.9	6.5	3.4	3.8	5.3
ACV Weighted Distribution	96.9%	98.9%	96.8%	96.8%	96.4%	96.5%	96.5%	96.5%	92.1%	96.4%	100.0%	96.4%	92.7%	96.8%	100.0%
TOTAL MARY JANE															
Units (000)	12	20	20	11	10	13	15	15	20	33	68	50	22	18	318
Dollars (000)	$22	$34	$26	$18	$18	$20	$22	$21	$28	$39	$74	$69	$31	$26	$425
Avg Price per Unit	$1.75	$1.71	$1.29	$1.71	$1.70	$1.54	$1.41	$1.39	$1.41	$1.18	$1.08	$1.37	$1.39	$1.41	$1.34
Unit Share	4.0	6.1	6.0	3.7	3.4	4.5	5.6	5.6	6.8	10.2	12.0	6.9	5.4	4.8	6.6
ACV Weighted Distribution	58.2%	67.3%	68.4%	67.2%	62.2%	62.9%	66.1%	70.1%	67.3%	69.7%	74.5%	73.5%	70.8%	69.3%	74.5%
TOTAL WONDER															
Units (000)	5	5	5	5	4	5	4	5	5	5	18	15	6	5	85
Dollars (000)	$7	$8	$8	$8	$6	$7	$7	$7	$8	$8	$22	$23	$11	$8	$131
Avg Price per Unit	$1.60	$1.60	$1.61	$1.59	$1.58	$1.57	$1.59	$1.59	$1.60	$1.60	$1.27	$1.59	$1.68	$1.66	$1.54
Unit Share	1.5	1.5	1.6	1.6	1.2	1.6	1.5	1.7	1.7	1.5	3.1	2.0	1.6	1.3	1.8
ACV Weighted Distribution	61.7%	57.1%	67.6%	53.7%	51.3%	49.1%	51.4%	54.7%	70.7%	72.3%	88.3%	91.7%	78.1%	65.6%	91.7%
Interstate															
Units (000)	8	9	7	6	6	6	7	8	11	10	11	19	9	10	118
Dollars (000)	$12	$13	$11	$10	$9	$10	$11	$12	$16	$15	$18	$28	$15	$15	$184
Avg Price per Unit	$1.44	$1.46	$1.64	$1.66	$1.66	$1.66	$1.66	$1.61	$1.45	$1.53	$1.66	$1.44	$1.68	$1.51	$1.56
Unit Share	2.6	2.6	2.0	2.1	1.8	2.1	2.5	2.8	3.8	3.0	1.9	2.7	2.2	2.7	2.5
ACV Weighted Distribution	72.8%	57.0%	57.4%	56.6%	56.1%	58.0%	57.9%	57.8%	59.5%	60.0%	60.1%	60.0%	60.7%	62.0%	62.0%

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Flowers Industries Richmond/Norfolk - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Richmond/Norfolk	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)	71	64	79	59	60	59	54	59	59	68	185	236	142	135	1,258
Dollars (000)	$84	$75	$92	$72	$77	$71	$66	$74	$69	$80	$227	$324	$219	$209	$1,656
Avg Price per Unit	$1.18	$1.18	$1.17	$1.23	$1.30	$1.21	$1.23	$1.26	$1.17	$1.18	$1.23	$1.37	$1.55	$1.55	$1.32
Unit Share	22.9	19.6	23.6	19.9	19.6	20.4	19.7	21.4	20.3	20.6	32.5	32.9	34.7	36.0	26.3
ACV Weighted Distribution	100.0%	100.0%	99.5%	96.9%	96.9%	95.9%	96.0%	95.3%	100.0%	100.0%	100.0%	100.0%	97.4%	99.3%	100.0%

ATTORNEYS EYES ONLY

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Roanoke

ATTORNEYS EYES
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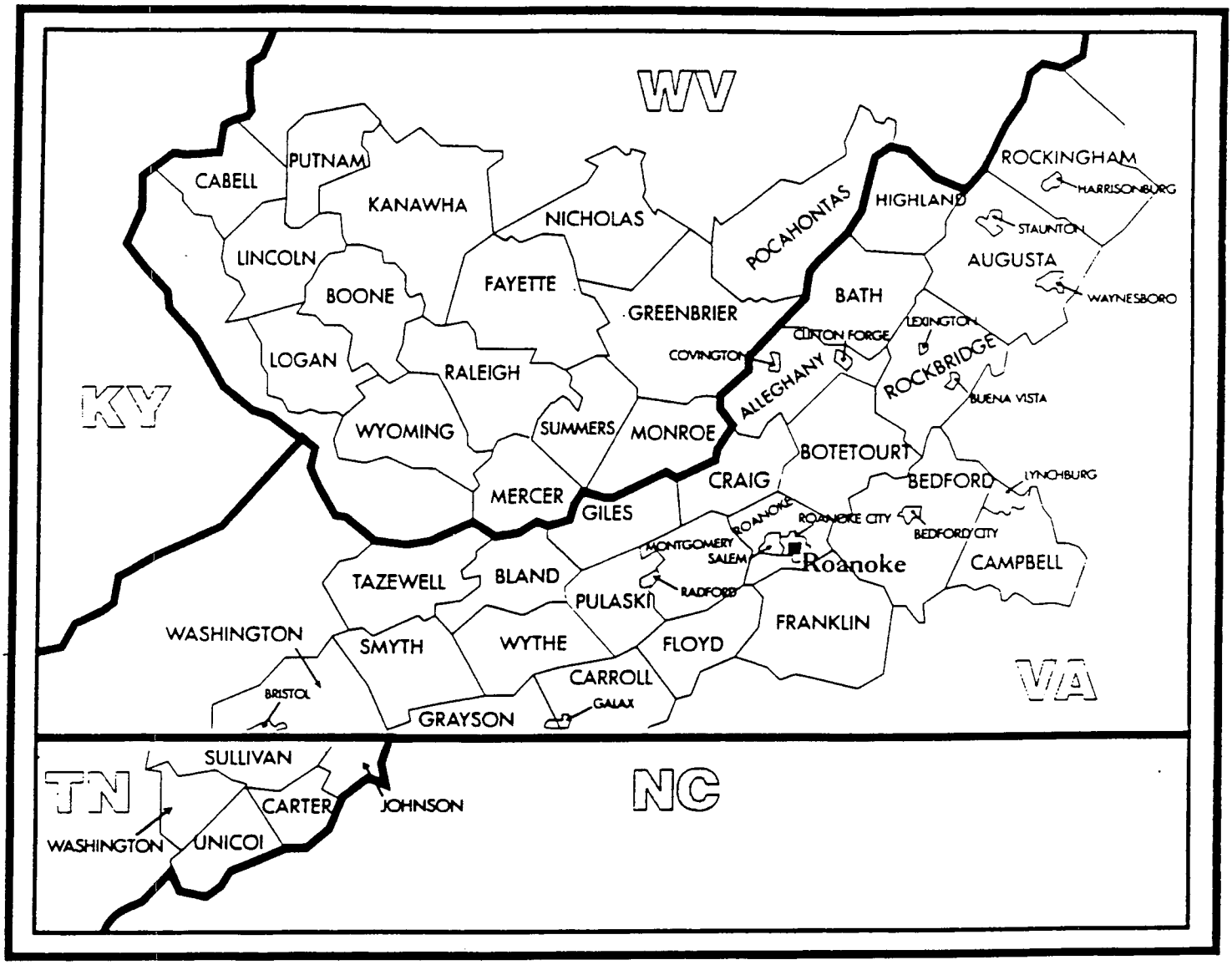

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information resources

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Flower Industries Roanoke - Monthly InfoScan Sales Analysis

Category: White, Soft Variety & Specialty

Roanoke, VA

	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
FRESH BREAD CATEGORY															
Dollars (000)	$3,449	$3,568	$3,452	$3,672	$3,885	$3,952	$4,049	$3,997	$3,889	$3,828	$3,815	$4,337	$3,687	$3,740	$49,871
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)	$1,003	$1,025	$1,004	$1,047	$1,092	$1,130	$1,178	$1,146	$1,082	$1,040	$1,093	$1,238	$987	$1,037	$14,100
Dollar Share, Bread Ctgry	29.1	28.7	29.1	28.5	28.1	28.6	29.1	28.7	27.8	27.2	28.7	28.6	26.8	27.7	28.3
INTERSTATE															
Dollars (000)	$256	$287	$266	$291	$330	$335	$352	$302	$270	$280	$290	$349	$290	$282	$3,924
Dollar Share, Bread Ctgry	7.4	8.0	7.7	7.9	8.5	8.5	8.7	7.6	7.0	7.3	7.6	8.1	7.9	7.5	7.9
EARTH GRAINS															
Dollars (000)	$305	$337	$307	$320	$323	$337	$353	$336	$333	$339	$271	$328	$241	$236	$4,059
Dollar Share, Bread Ctgry	8.8	9.4	8.9	8.7	8.3	8.5	8.7	8.4	8.6	8.9	7.1	7.6	6.5	6.3	8.1
PEPPERIDGE FARMS															
Dollars (000)	$185	$190	$187	$187	$183	$194	$210	$221	$216	$216	$204	$232	$202	$206	$2,648
Dollar Share, Bread Ctgry	5.4	5.3	5.4	5.1	4.7	4.9	5.2	5.5	5.5	5.6	5.3	5.4	5.5	5.5	5.3
ARN/ORO															
Dollars (000)	$62	$68	$62	$64	$64	$67	$69	$74	$72	$72	$70	$76	$78	$85	$922
Dollar Share, Bread Ctgry	1.8	1.9	1.8	1.7	1.6	1.7	1.7	1.8	1.9	1.9	1.8	1.8	2.1	2.3	1.8
ROMAN MEAL															
Dollars (000)	$22	$31	$23	$26	$26	$26	$25	$25	$24	$24	$23	$26	$21	$21	$319
Dollar Share, Bread Ctgry	0.6	0.9	0.7	0.7	0.7	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6
PRIVATE LABEL															
Dollars (000)	$745	$756	$755	$845	$919	$936	$927	$906	$879	$857	$879	$965	$866	$861	$11,350
Dollar Share, Bread Ctgry	21.6	21.2	21.9	23.0	23.6	23.7	22.9	22.7	22.6	22.4	23.0	22.3	23.5	23.0	22.8
All Other - Roanoke															
Dollars (000)	$869	$873	$846	$891	$946	$926	$933	$984	$1,011	$998	$983	$1,118	$999	$1,009	$12,518
Dollar Share, Bread Ctgry	25.2	24.5	24.5	24.3	24.3	23.4	23.0	24.6	26.0	26.1	25.8	25.8	27.1	27.0	25.1

ATTORNEYS EYES ONLY

FBI 002305
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Flowers Industries Roanoke - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Roanoke, VA	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)	1,454	1,470	1,434	1,561	1,665	1,685	1,707	1,636	1,592	1,580	1,600	1,777	1,544	1,572	20,823
Dollars (000)	$1,682	$1,726	$1,695	$1,842	$1,963	$1,999	$2,049	$2,018	$1,958	$1,902	$1,939	$2,247	$1,843	$1,857	$25,039
Avg Price per Unit	$1.16	$1.17	$1.18	$1.18	$1.18	$1.19	$1.20	$1.23	$1.23	$1.20	$1.21	$1.26	$1.19	$1.18	$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															
Units (000)	332	332	342	349	363	395	403	392	364	349	395	417	333	357	4,790
Dollars (000)	$439	$458	$476	$498	$528	$561	$588	$576	$531	$488	$547	$649	$484	$503	$6,887
Avg Price per Unit	$1.32	$1.38	$1.39	$1.43	$1.45	$1.42	$1.46	$1.47	$1.46	$1.40	$1.39	$1.56	$1.45	$1.41	$1.44
Unit Share	22.8	22.6	23.8	22.4	21.8	23.4	23.6	24.0	22.9	22.1	24.7	23.4	21.5	22.7	23.0
ACV Weighted Distribution	98.6%	100.0%	100.0%	98.2%	98.2%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Colonial/Rainbo															
Units (000)	171	196	170	164	169	168	177	175	181	186	145	171	124	124	2,152
Dollars (000)	$265	$295	$267	$280	$283	$293	$305	$293	$289	$299	$233	$285	$203	$202	$3,527
Avg Price per Unit	$1.55	$1.51	$1.57	$1.70	$1.68	$1.74	$1.72	$1.67	$1.60	$1.61	$1.60	$1.66	$1.64	$1.62	$1.64
Unit Share	11.7	13.3	11.9	10.5	10.1	10.0	10.4	10.7	11.4	11.8	9.1	9.6	8.0	7.9	10.3
ACV Weighted Distribution	76.7%	76.7%	76.7%	73.4%	73.6%	74.3%	74.7%	74.7%	74.5%	76.1%	73.7%	73.7%	64.7%	62.0%	76.7%
Interstate															
Units (000)	124	165	128	139	165	167	163	137	119	130	136	172	153	144	1,917
Dollars (000)	$176	$213	$188	$202	$243	$244	$251	$210	$184	$191	$207	$259	$213	$204	$2,808
Avg Price per Unit	$1.42	$1.29	$1.47	$1.45	$1.48	$1.46	$1.54	$1.53	$1.55	$1.47	$1.52	$1.51	$1.39	$1.42	$1.47
Unit Share	8.5	11.2	8.9	8.9	9.9	9.9	9.6	8.4	7.4	8.2	8.5	9.7	9.9	9.2	9.2
ACV Weighted Distribution	76.7%	76.7%	76.7%	73.4%	73.6%	74.3%	74.7%	74.7%	74.5%	76.1%	74.0%	73.7%	73.3%	73.3%	76.7%
Wonder															
Units (000)	24	26	27	23	18	20	20	30	30	27	46	49	50	49	414
Dollars (000)	$27	$30	$30	$25	$21	$22	$22	$34	$34	$30	$64	$69	$63	$62	$506
Avg Price per Unit	$1.12	$1.12	$1.12	$1.12	$1.12	$1.12	$1.12	$1.13	$1.13	$1.14	$1.39	$1.41	$1.26	$1.26	$1.22
Unit Share	1.6	1.8	1.9	1.4	1.1	1.2	1.1	1.8	1.9	1.7	2.9	2.7	3.3	3.1	2.0
ACV Weighted Distribution	14.7%	14.1%	14.4%	14.4%	10.3%	10.6%	10.7%	14.4%	14.1%	21.0%	54.0%	52.3%	53.4%	53.3%	54.0%

ATTORNEYS EYES ONLY

FBI 002306
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Flowers Industries Roanoke - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Roanoke, VA	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
Heiners															
Units (000)	211	217	195	232	263	274	249	235	257	251	254	289	256	261	3,234
Dollars (000)	$254	$253	$234	$292	$335	$321	$321	$303	$333	$326	$330	$376	$332	$339	$4,094
Avg Price per Unit	$1.21	$1.17	$1.20	$1.26	$1.27	$1.17	$1.29	$1.29	$1.30	$1.30	$1.30	$1.30	$1.30	$1.30	$1.27
Unit Share	14.5	14.8	13.6	14.9	15.8	16.3	14.6	14.4	16.2	15.9	15.9	16.3	16.6	16.6	15.5
ACV Weighted Distribution	25.6%	25.6%	25.6%	27.1%	27.4%	24.7%	24.3%	24.6%	26.8%	26.8%	25.5%	25.7%	25.8%	28.2%	28.2%
Private Label															
Units (000)	467	456	471	568	629	603	644	571	531	539	550	603	543	540	7,246
Dollars (000)	$378	$373	$381	$438	$486	$492	$500	$486	$448	$440	$458	$505	$442	$441	$5,891
Avg Price per Unit	$.81	$.82	$.81	$.77	$.77	$.82	$.78	$.85	$.84	$.82	$.83	$.84	$.82	$.82	$.81
Unit Share	32.1	31.0	32.8	36.4	37.7	35.8	37.7	34.9	33.3	34.1	34.3	33.9	35.1	34.4	34.8
ACV Weighted Distribution	98.9%	98.9%	98.9%	98.9%	99.0%	98.9%	98.9%	98.9%	98.8%	99.0%	99.0%	99.1%	98.8%	98.8%	99.1%

ATTORNEYS EYES ONLY

FBI 002307
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Flowers Industries Roanoke - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Roanoke, VA	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)	832	870	806	847	917	909	925	867	850	874	829	909	834	857	11,294
Dollars (000)	$1,101	$1,161	$1,107	$1,158	$1,238	$1,249	$1,279	$1,224	$1,200	$1,207	$1,191	$1,308	$1,168	$1,190	$15,681
Avg Price per Unit	$1.32	$1.33	$1.37	$1.37	$1.35	$1.37	$1.38	$1.41	$1.41	$1.38	$1.44	$1.44	$1.40	$1.39	$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%
Natures Own															
Units (000)	324	306	275	284	295	309	317	308	302	313	293	303	266	281	3,854
Dollars (000)	$480	$482	$454	$476	$492	$499	$521	$505	$493	$495	$486	$512	$445	$472	$6,332
Avg Price per Unit	$1.48	$1.57	$1.65	$1.67	$1.67	$1.61	$1.64	$1.64	$1.63	$1.58	$1.66	$1.69	$1.67	$1.68	$1.64
Unit Share	39.0	35.2	34.2	33.6	32.2	34.0	34.3	35.5	35.6	35.8	35.4	33.4	31.9	32.8	34.1
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%
Interstate															
Units (000)	50	44	48	56	51	55	57	54	50	55	48	50	46	44	660
Dollars (000)	$78	$73	$77	$88	$86	$91	$100	$91	$86	$88	$82	$89	$76	$75	$1,102
Avg Price per Unit	$1.57	$1.67	$1.62	$1.55	$1.67	$1.65	$1.74	$1.69	$1.70	$1.59	$1.70	$1.79	$1.67	$1.70	$1.67
Unit Share	6.0	5.0	6.0	6.6	5.6	6.1	6.2	6.2	5.9	6.3	5.8	5.5	5.5	5.2	5.8
ACV Weighted Distribution	76.7%	76.7%	76.7%	73.4%	73.6%	74.3%	74.7%	74.7%	74.5%	76.1%	74.0%	73.7%	73.3%	73.3%	76.7%
Home Pride															
Units (000)	6	7	9	7	6	7	7	10	11	11	7	8	12	14	117
Dollars (000)	$10	$11	$12	$11	$10	$11	$12	$14	$15	$15	$10	$11	$16	$18	$165
Avg Price per Unit	$1.58	$1.55	$1.40	$1.53	$1.59	$1.55	$1.61	$1.43	$1.36	$1.30	$1.44	$1.39	$1.28	$1.28	$1.41
Unit Share	0.8	0.8	1.1	0.9	0.7	0.7	0.8	1.1	1.3	1.3	0.9	0.8	1.5	1.6	1.0
ACV Weighted Distribution	14.7%	14.1%	14.4%	14.4%	10.3%	17.9%	17.9%	21.2%	16.2%	19.2%	18.9%	16.1%	13.6%	19.0%	21.2%
Heiners															
Units (000)	40	40	45	45	59	47	48	48	49	63	45	51	51	53	644
Dollars (000)	$59	$60	$62	$68	$84	$73	$74	$71	$77	$87	$71	$79	$76	$81	$963
Avg Price per Unit	$1.49	$1.49	$1.38	$1.51	$1.42	$1.56	$1.57	$1.47	$1.56	$1.38	$1.58	$1.55	$1.50	$1.53	$1.50
Unit Share	4.8	4.6	5.6	5.3	6.5	5.2	5.1	5.5	5.8	7.2	5.4	5.6	6.1	6.2	5.7
ACV Weighted Distribution	25.6%	25.6%	25.6%	27.1%	27.4%	24.7%	24.3%	24.6%	26.8%	26.8%	25.5%	25.7%	25.8%	28.2%	28.2%

ATTORNEYS EYES ONLY

FBI 002308 CONFIDENTIAL

Flowers Industries Roanoke - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Roanoke, VA	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
Col/Rnbo/GF/FR															
Units (000)	4	2	2	2	2	2	2	2	2	2	2	2	3	2	27
Dollars (000)	$5	$4	$4	$4	$3	$4	$3	$4	$4	$3	$3	$4	$4	$3	$48
Avg Price per Unit	$1.41	$1.95	$1.95	$1.92	$1.85	$1.83	$1.82	$1.84	$1.80	$1.81	$1.85	$1.73	$1.59	$1.75	$1.82
Unit Share	0.4	0.2	0.3	0.2	0.2	0.2	0.2	0.2	0.3	0.2	0.2	0.3	0.3	0.2	0.2
ACV Weighted Distribution	21.1%	21.2%	21.1%	21.9%	21.9%	22.8%	22.0%	20.6%	21.4%	21.3%	21.3%	22.2%	19.1%	19.1%	22.8%
Private Label															
Units (000)	344	347	338	378	413	401	408	364	372	363	354	388	359	373	4,856
Dollars (000)	$367	$383	$374	$407	$432	$443	$427	$421	$431	$416	$420	$460	$423	$420	$5,458
Avg Price per Unit	$1.07	$1.11	$1.11	$1.08	$1.05	$1.11	$1.05	$1.16	$1.16	$1.15	$1.19	$1.19	$1.18	$1.12	$1.12
Unit Share	41.4	39.9	42.0	44.6	45.0	44.1	44.1	41.9	43.8	41.5	42.6	42.7	43.0	43.6	43.0
ACV Weighted Distribution	100.0%	100.0%	100.0%	98.2%	98.2%	98.2%	98.4%	98.4%	98.2%	98.0%	98.0%	98.1%	98.0%	97.8%	100.0%

ATTORNEYS EYES ONLY

FBI 002309
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Flowers Industries Roanoke - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Roanoke, VA	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)	278	286	271	269	274	280	288	292	287	288	274	326	269	278	3,682
Dollars (000)	$507	$528	$496	$510	$513	$531	$547	$557	$555	$553	$536	$622	$527	$539	$7,014
Avg Price per Unit	$1.83	$1.84	$1.83	$1.89	$1.87	$1.90	$1.90	$1.90	$1.94	$1.92	$1.95	$1.91	$1.96	$1.94	$1.90
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)	40	40	39	33	33	29	28	29	25	25	29	41	26	27	405
Dollars (000)	$71	$74	$64	$63	$60	$57	$56	$57	$50	$50	$54	$72	$52	$55	$764
Avg Price per Unit	$1.78	$1.87	$1.64	$1.92	$1.82	$1.94	$1.97	$1.99	$1.99	$1.99	$1.87	$1.73	$1.99	$2.03	$1.89
Unit Share	14.4	13.9	14.3	12.3	12.0	10.4	9.8	9.8	8.8	8.8	10.5	12.7	9.8	9.7	11.0
ACV Weighted Distribution	94.7%	94.6%	96.7%	97.0%	97.0%	94.9%	94.9%	94.8%	94.6%	100.0%	97.0%	97.0%	96.7%	96.7%	100.0%
TTL PEPPERIDGE FARM															
Units (000)	83	86	84	82	80	85	92	103	95	92	87	102	87	89	1,164
Dollars (000)	$185	$190	$187	$187	$183	$194	$210	$221	$216	$216	$204	$232	$202	$206	$2,648
Avg Price per Unit	$2.24	$2.21	$2.22	$2.26	$2.29	$2.29	$2.28	$2.16	$2.28	$2.35	$2.35	$2.28	$2.32	$2.31	$2.28
Unit Share	29.8	30.2	31.1	30.6	29.2	30.2	32.1	35.1	33.0	31.8	31.6	31.4	32.3	32.2	31.6
ACV Weighted Distribution	95.1%	95.4%	95.2%	92.7%	92.0%	91.9%	92.1%	93.3%	94.2%	94.1%	94.2%	93.5%	94.4%	94.1%	95.4%
ARN/ORO/FRAN															
Units (000)	24	28	24	25	25	26	27	27	27	28	26	30	29	34	358
Dollars (000)	$53	$58	$52	$53	$53	$56	$58	$60	$59	$61	$59	$65	$67	$73	$774
Avg Price per Unit	$2.20	$2.07	$2.17	$2.14	$2.11	$2.18	$2.12	$2.18	$2.18	$2.16	$2.24	$2.15	$2.28	$2.15	$2.16
Unit Share	8.7	9.8	8.9	9.3	9.1	9.2	9.4	9.3	9.4	9.7	9.6	9.3	10.9	12.3	9.7
ACV Weighted Distribution	62.0%	62.8%	61.7%	61.6%	59.2%	60.4%	59.7%	62.3%	64.2%	63.9%	64.1%	63.7%	68.3%	68.0%	68.3%
Harvest Ridge															
Units (000)	1	1	0	0	1	0	0	0	1	0	1	1	1	1	8
Dollars (000)	$1	$1	$1	$1	$1	$1	$1	$1	$1	$1	$1	$2	$1	$2	$14
Avg Price per Unit	$1.89	$1.89	$1.89	$1.89	$1.89	$1.89	$1.89	$1.89	$1.89	$1.89	$1.88	$1.87	$1.86	$1.82	$1.87
Unit Share	0.2	0.2	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.2	0.2	0.3	0.2	0.4	0.2
ACV Weighted Distribution	5.0%	5.1%	5.0%	4.9%	5.0%	5.2%	5.2%	5.1%	5.8%	5.9%	7.9%	7.9%	7.6%	17.8%	17.8%

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Flowers Industries Roanoke - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Roanoke, VA	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 EARTH GRAINS															
Units (000)	3	3	3	3	3	3	4	3	3	3	3	5	3	3	43
Dollars (000)	$6	$7	$6	$6	$6	$7	$9	$7	$7	$8	$8	$11	$8	$7	$97
Avg Price per Unit	$2.07	$2.07	$2.22	$2.17	$2.17	$2.20	$2.22	$2.27	$2.28	$2.30	$2.30	$2.24	$2.29	$2.30	$2.23
Unit Share	1.0	1.1	1.0	1.0	1.1	1.1	1.3	1.1	1.1	1.1	1.3	1.5	1.3	1.2	1.2
ACV Weighted Distribution	19.3%	15.7%	15.7%	16.5%	16.4%	16.8%	16.8%	16.1%	15.7%	15.3%	16.4%	16.3%	15.0%	15.2%	16.6%
TTL PL/GENERIC															
Units (000)	54	50	48	53	54	58	55	51	55	55	54	59	52	52	696
Dollars (000)	$72	$73	$70	$78	$79	$82	$76	$75	$84	$81	$81	$90	$77	$75	$1,019
Avg Price per Unit	$1.34	$1.47	$1.45	$1.47	$1.47	$1.40	$1.37	$1.49	$1.52	$1.46	$1.50	$1.51	$1.47	$1.43	$1.46
Unit Share	19.4	17.5	17.8	19.8	19.6	20.7	19.1	17.3	19.2	19.1	19.6	18.2	19.4	18.8	18.9
ACV Weighted Distribution	85.2%	81.8%	83.6%	81.7%	80.3%	80.5%	80.2%	79.3%	78.8%	76.8%	76.7%	76.2%	75.4%	75.5%	83.6%

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Flowers Industries Roanoke - nthly InfoScan Sales Analysis

Category: Class 4 - Buns

Roanoke, VA	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)	584	696	769	1,109	1,041	1,212	927	912	709	637	578	637	626	649	10,502
Dollars (000)	$601	$731	$812	$1,128	$1,104	$1,247	$1,000	$963	$785	$705	$647	$703	$707	$733	$11,263
Avg Price per Unit	$1.03	$1.05	$1.06	$1.02	$1.06	$1.03	$1.08	$1.06	$1.11	$1.11	$1.12	$1.10	$1.13	$1.13	$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%
TTL SNBM/FLW/SP HVST/BNY															
Units (000)	68	77	89	112	93	101	90	81	58	47	43	44	46	55	937
Dollars (000)	$78	$101	$120	$151	$132	$143	$126	$118	$85	$70	$64	$67	$70	$75	$1,322
Avg Price per Unit	$1.16	$1.30	$1.35	$1.35	$1.42	$1.41	$1.41	$1.46	$1.47	$1.47	$1.48	$1.51	$1.52	$1.38	$1.41
Unit Share	11.6	11.1	11.6	10.1	8.9	8.3	9.7	8.9	8.1	7.4	7.5	7.0	7.3	8.4	8.9
ACV Weighted Distribution	77.4%	76.9%	80.9%	78.0%	76.9%	79.7%	79.4%	70.5%	66.5%	65.0%	63.4%	62.4%	63.3%	66.3%	80.9%
TOTAL WONDER															
Units (000)	2	2	4	5	3	3	2	5	5	4	1	1	2	4	40
Dollars (000)	$2	$3	$5	$7	$4	$4	$3	$6	$6	$5	$2	$1	$3	$5	$51
Avg Price per Unit	$1.29	$1.28	$1.11	$1.29	$1.29	$1.29	$1.29	$1.28	$1.29	$1.29	$1.28	$1.26	$1.28	$1.29	$1.27
Unit Share	0.3	0.3	0.6	0.5	0.3	0.2	0.2	0.5	0.6	0.6	0.2	0.1	0.3	0.5	0.4
ACV Weighted Distribution	4.5%	8.7%	10.5%	10.5%	6.2%	6.5%	6.5%	10.2%	10.1%	9.8%	9.6%	5.9%	9.6%	9.8%	10.5%
Interstate															
Units (000)	23	27	28	39	39	45	35	30	22	19	18	21	24	25	372
Dollars (000)	$33	$38	$40	$53	$53	$61	$49	$41	$32	$28	$27	$32	$36	$38	$530
Avg Price per Unit	$1.41	$1.40	$1.40	$1.35	$1.36	$1.37	$1.41	$1.39	$1.50	$1.51	$1.50	$1.50	$1.50	$1.51	$1.42
Unit Share	4.0	3.9	3.7	3.6	3.8	3.7	3.7	3.3	3.0	3.0	3.1	3.4	3.8	3.9	3.5
ACV Weighted Distribution	47.9%	48.0%	48.0%	49.5%	49.3%	53.0%	50.7%	50.5%	50.5%	50.4%	50.2%	54.1%	46.4%	46.4%	54.1%
Heiners															
Units (000)	67	75	78	115	121	113	91	89	86	82	73	80	81	85	1,169
Dollars (000)	$82	$91	$96	$150	$161	$153	$123	$121	$115	$111	$100	$109	$109	$115	$1,554
Avg Price per Unit	$1.22	$1.22	$1.23	$1.30	$1.33	$1.36	$1.35	$1.36	$1.35	$1.35	$1.36	$1.36	$1.36	$1.36	$1.33
Unit Share	11.5	10.8	10.1	10.4	11.6	9.3	9.8	9.8	12.1	12.9	12.7	12.6	12.9	13.0	11.1
ACV Weighted Distribution	25.6%	25.6%	25.6%	27.1%	27.4%	24.7%	24.3%	24.6%	26.8%	26.8%	25.5%	25.7%	25.8%	28.2%	28.2%

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Monthly Sales Trends

Source: Information Resources, Inc., 1996

Flowers Industries Roanoke - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Roanoke, VA	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
TOTAL RAINBO/COLONIAL															
Units (000)	31	38	39	52	52	61	47	44	34	30	30	35	31	31	526
Dollars (000)	$46	$56	$57	$75	$75	$89	$71	$63	$51	$46	$46	$54	$47	$47	$777
Avg Price per Unit	$1.45	$1.45	$1.45	$1.44	$1.44	$1.46	$1.50	$1.46	$1.50	$1.51	$1.51	$1.52	$1.52	$1.50	$1.48
Unit Share	5.4	5.5	5.1	4.7	5.0	5.0	5.1	4.8	4.8	4.8	5.3	5.5	5.0	4.8	5.0
ACV Weighted Distribution	62.9%	62.9%	62.9%	62.6%	64.2%	65.2%	67.9%	63.2%	63.1%	64.1%	63.8%	63.8%	55.2%	53.9%	67.9%
Private Label															
Units (000)	339	412	454	662	626	772	574	573	431	384	353	390	369	378	6,377
Dollars (000)	$276	$340	$380	$527	$530	$628	$495	$476	$382	$338	$312	$333	$326	$335	$5,402
Avg Price per Unit	$.81	$.83	$.84	$.80	$.85	$.81	$.86	$.83	$.89	$.88	$.88	$.85	$.88	$.89	$.85
Unit Share	58.1	59.1	59.0	59.7	60.1	63.7	61.9	62.8	60.8	60.2	61.0	61.3	59.0	58.2	60.7
ACV Weighted Distribution	99.2%	99.2%	99.2%	99.2%	100.0%	100.0%	100.0%	100.0%	99.8%	100.0%	100.0%	100.0%	99.8%	99.8%	100.0%

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Flowers Industries Roanoke - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Roanoke, VA

	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)	308	323	431	342	346	326	324	325	335	353	642	728	323	341	5,138
Dollars (000)	$435	$449	$559	$501	$503	$487	$496	$503	$515	$534	$822	$958	$490	$515	$7,331
Avg Price per Unit	$1.41	$1.39	$1.30	$1.47	$1.46	$1.49	$1.53	$1.55	$1.54	$1.51	$1.28	$1.32	$1.52	$1.51	$1.43
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/SP HST/BNY															
Units (000)	24	23	27	26	25	25	26	23	22	22	35	42	21	21	336
Dollars (000)	$35	$35	$41	$40	$40	$39	$41	$37	$35	$35	$56	$70	$34	$34	$539
Avg Price per Unit	$1.48	$1.51	$1.52	$1.57	$1.58	$1.59	$1.59	$1.61	$1.61	$1.61	$1.60	$1.66	$1.60	$1.62	$1.59
Unit Share	7.7	7.2	6.3	7.5	7.2	7.5	8.0	7.1	6.5	6.2	5.5	5.8	6.6	6.1	6.6
ACV Weighted Distribution	70.5%	68.0%	69.5%	69.5%	68.0%	67.7%	68.1%	67.8%	60.5%	59.4%	74.6%	73.7%	56.3%	59.8%	74.6%
Interstate															
Units (000)	12	12	14	15	15	14	13	14	13	14	17	23	11	13	187
Dollars (000)	$17	$17	$21	$22	$21	$21	$19	$21	$20	$20	$26	$36	$17	$20	$281
Avg Price per Unit	$1.46	$1.45	$1.47	$1.42	$1.45	$1.45	$1.47	$1.47	$1.53	$1.51	$1.57	$1.55	$1.57	$1.55	$1.50
Unit Share	3.8	3.6	3.2	4.5	4.2	4.4	4.0	4.3	3.9	3.8	2.6	3.2	3.3	3.9	3.6
ACV Weighted Distribution	52.3%	52.4%	52.4%	49.8%	51.0%	52.0%	54.4%	57.9%	57.7%	57.7%	56.9%	60.0%	56.6%	57.2%	60.0%
Heiners															
Units (000)	67	75	78	115	121	113	91	89	86	82	73	80	81	85	1,169
Dollars (000)	$82	$91	$96	$150	$161	$153	$123	$121	$115	$111	$100	$109	$109	$115	$1,554
Avg Price per Unit	$1.22	$1.22	$1.23	$1.30	$1.33	$1.36	$1.35	$1.36	$1.35	$1.35	$1.36	$1.36	$1.36	$1.36	$1.33
Unit Share	21.8	23.2	18.1	33.7	34.9	34.5	28.1	27.5	25.6	23.2	11.4	11.0	24.9	24.8	22.7
ACV Weighted Distribution	25.6%	25.6%	25.6%	27.1%	27.4%	24.7%	24.3%	24.6%	26.8%	26.8%	25.5%	25.7%	25.8%	28.2%	28.2%
TOTAL RAINBO/COLONIAL															
Units (000)	5	5	6	4	4	4	4	5	4	6	14	15	6	7	85
Dollars (000)	$8	$8	$9	$7	$7	$7	$8	$8	$8	$9	$21	$25	$11	$12	$140
Avg Price per Unit	$1.65	$1.64	$1.63	$1.64	$1.65	$1.66	$1.73	$1.73	$1.73	$1.59	$1.49	$1.67	$1.74	$1.73	$1.65
Unit Share	1.6	1.6	1.3	1.2	1.3	1.3	1.4	1.4	1.3	1.7	2.2	2.1	1.9	2.1	1.7
ACV Weighted Distribution	53.1%	53.5%	53.3%	48.7%	54.2%	47.8%	51.2%	51.2%	52.0%	55.2%	65.5%	65.6%	53.1%	53.0%	65.6%

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Monthly Sales Trends

Source: Information Resources, Inc., 1996

Flowers Industries Roanoke - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Roanoke, VA

	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 PL/GENERIC															
Units (000)	140	149	221	157	161	146	148	152	163	176	353	357	154	163	2,500
Dollars (000)	$153	$165	$227	$186	$192	$175	$188	$198	$213	$224	$358	$363	$199	$211	$2,898
Avg Price per Unit	$1.10	$1.11	$1.02	$1.18	$1.19	$1.20	$1.27	$1.31	$1.31	$1.27	$1.01	$1.02	$1.30	$1.30	$1.16
Unit Share	45.5	46.1	51.3	46.0	46.5	44.6	45.8	46.8	48.6	49.9	55.1	49.1	47.6	47.6	48.7
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.8%	100.0%	100.0%	100.0%	99.8%	99.8%	100.0%

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South Carolina

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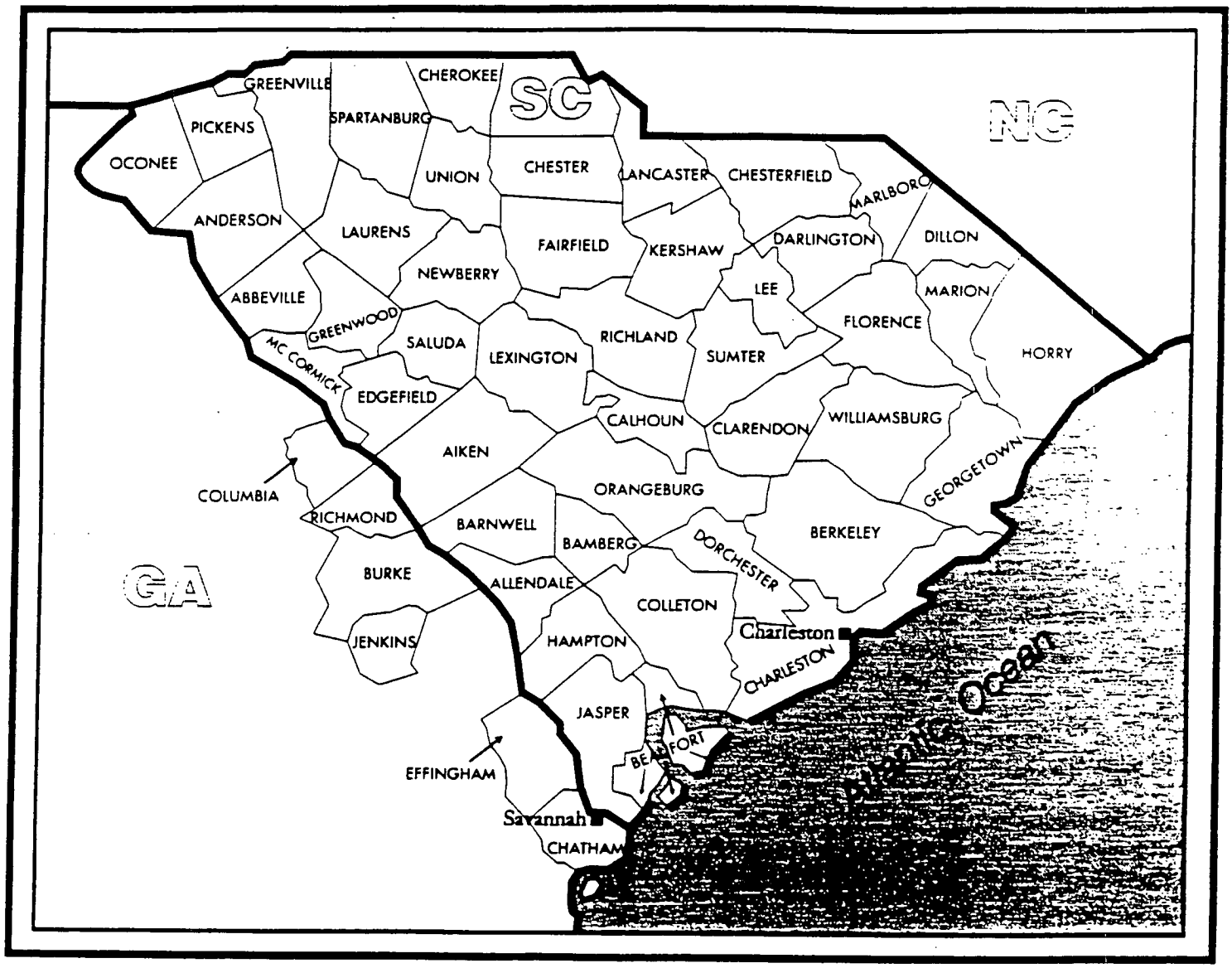

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Flower Industries South Carolina - Monthly InfoScan Sales Analysis

Category: White, Soft Variety & Specialty

South Carolina	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
Category - Fresh Bread															
Dollars (000)	$5,436	$5,210	$5,069	$5,312	$5,853	$6,254	$6,230	$5,407	$5,181	$5,131	$5,108	$5,114	$4,799	$5,052	$69,721
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)	$794	$793	$713	$787	$889	$960	$924	$824	$776	$716	$718	$737	$664	$728	$10,226
Dollar Share, Bread Ctgry	14.6	15.2	14.1	14.8	15.2	15.4	14.8	15.2	15.0	14.0	14.1	14.4	13.8	14.4	14.7
Interstate															
Dollars (000)	$827	$752	$732	$757	$976	$1,028	$970	$816	$839	$872	$725	$816	$765	$758	$10,806
Dollar Share, Bread Ctgry	15.2	14.4	14.4	14.3	16.7	16.4	15.6	15.1	16.2	17.0	14.2	15.9	15.9	15.0	15.5
Coopersmith															
Dollars (000)	$7	$6	$5	$5	$5	$6	$7	$7	$7	$7	$6	$5	$3	$1	$71
Dollar Share, Bread Ctgry	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	0.0	0.1
Earth Grains															
Dollars (000)	$259	$237	$207	$224	$223	$208	$210	$189	$171	$165	$189	$197	$178	$198	$2,595
Dollar Share, Bread Ctgry	4.8	4.5	4.1	4.2	3.8	3.3	3.4	3.5	3.3	3.2	3.7	3.8	3.7	3.9	3.7
Country Hearth															
Dollars (000)	$249	$248	$263	$263	$242	$240	$255	$200	$189	$194	$189	$169	$152	$150	$2,754
Dollar Share, Bread Ctgry	4.6	4.8	5.2	5.0	4.1	3.8	4.1	3.7	3.6	3.8	3.7	3.3	3.2	3.0	4.0
SUNBEAM BREAD															
Dollars (000)	$903	$883	$884	$1,007	$1,107	$1,190	$1,151	$961	$934	$922	$951	$967	$863	$902	$12,722
Dollar Share, Bread Ctgry	16.6	16.9	17.4	19.0	18.9	19.0	18.5	17.8	18.0	18.0	18.6	18.9	18.0	17.9	18.2
TOTAL PEPPERIDGE FARM															
Dollars (000)	$197	$179	$178	$175	$168	$195	$215	$198	$195	$184	$180	$186	$178	$190	$2,421
Dollar Share, Bread Ctgry	3.6	3.4	3.5	3.3	2.9	3.1	3.5	3.7	3.8	3.6	3.5	3.6	3.7	3.8	3.5
Arnold/Oroweat/Francisco/Sunmaid/Bro															
Dollars (000)	$133	$130	$116	$120	$129	$150	$158	$142	$143	$140	$133	$135	$132	$143	$1,771
Dollar Share, Bread Ctgry	2.4	2.5	2.3	2.3	2.2	2.4	2.5	2.6	2.8	2.7	2.6	2.6	2.8	2.8	2.5
PRIVATE LABEL/GENERIC BREAD															
Dollars (000)	$1,574	$1,457	$1,484	$1,486	$1,619	$1,756	$1,823	$1,618	$1,471	$1,470	$1,550	$1,441	$1,416	$1,493	$20,085
Dollar Share, Bread Ctgry	28.9	28.0	29.3	28.0	27.7	28.1	29.3	29.9	28.4	28.6	30.3	28.2	29.5	29.6	28.8
All Other - South Carolina															
Dollars (000)	$1,256	$1,245	$1,194	$1,244	$1,272	$1,308	$1,314	$1,067	$1,009	$1,023	$1,051	$1,052	$982	$1,035	$14,795
Dollar Share, Bread Ctgry	23.1	23.9	23.6	23.4	21.7	20.9	21.1	19.7	19.5	19.9	20.6	20.6	20.5	20.5	21.2

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Flowers Industries South Carolina - Monthly InfoScan Sales Analysis

Category: Class 1 - White

South Carolina	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)	2,479	2,405	2,392	2,640	2,915	3,186	3,194	2,773	2,595	2,549	2,546	2,534	2,342	2,435	34,506
Dollars (000)	$3,085	$2,968	$2,924	$3,204	$3,665	$4,040	$3,949	$3,418	$3,254	$3,210	$3,213	$3,252	$2,977	$3,099	$43,173
Avg Price per Unit	$1.24	$1.23	$1.22	$1.21	$1.26	$1.27	$1.24	$1.23	$1.25	$1.26	$1.26	$1.28	$1.27	$1.27	$1.25
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)	112	96	105	140	175	212	230	259	234	174	169	180	155	161	2,288
Dollars (000)	$167	$156	$157	$214	$264	$317	$333	$332	$313	$268	$267	$281	$242	$255	$3,400
Avg Price per Unit	$1.50	$1.63	$1.50	$1.54	$1.51	$1.49	$1.45	$1.28	$1.34	$1.54	$1.58	$1.57	$1.56	$1.58	$1.49
Unit Share	4.5	4.0	4.4	5.3	6.0	6.7	7.2	9.3	9.0	6.8	6.6	7.1	6.6	6.6	6.6
ACV Weighted Distribution	87.3%	86.9%	86.9%	86.7%	87.2%	87.3%	86.8%	86.8%	87.0%	87.0%	86.6%	86.2%	85.8%	87.4%	87.4%
Col/RB/Iron Kids															
Units (000)	113	110	83	92	87	79	77	70	62	60	73	70	60	72	995
Dollars (000)	$164	$149	$127	$142	$139	$125	$125	$113	$101	$98	$118	$115	$99	$115	$1,566
Avg Price per Unit	$1.45	$1.35	$1.52	$1.54	$1.59	$1.58	$1.62	$1.62	$1.62	$1.64	$1.62	$1.65	$1.64	$1.61	$1.57
Unit Share	4.6	4.6	3.5	3.5	3.0	2.5	2.4	2.5	2.4	2.4	2.9	2.8	2.6	2.9	2.9
ACV Weighted Distribution	31.8%	34.0%	35.1%	35.1%	35.2%	32.8%	33.8%	31.9%	31.6%	33.0%	35.2%	34.2%	35.1%	61.4%	61.4%
Sunbeam															
Units (000)	519	506	519	647	636	673	648	540	519	514	534	539	479	499	7,252
Dollars (000)	$850	$830	$834	$952	$1,050	$1,127	$1,084	$900	$871	$863	$896	$910	$806	$840	$11,962
Avg Price per Unit	$1.64	$1.64	$1.61	$1.47	$1.65	$1.67	$1.67	$1.67	$1.68	$1.68	$1.68	$1.69	$1.68	$1.68	$1.65
Unit Share	20.9	21.0	21.7	24.5	21.8	21.1	20.3	19.5	20.0	20.2	21.0	21.3	20.5	20.5	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%
Interstate															
Units (000)	342	305	293	318	417	446	406	359	352	355	297	354	330	331	4,561
Dollars (000)	$544	$497	$480	$521	$692	$742	$677	$571	$577	$583	$491	$579	$533	$527	$7,471
Avg Price per Unit	$1.59	$1.63	$1.64	$1.64	$1.66	$1.67	$1.67	$1.59	$1.64	$1.64	$1.65	$1.64	$1.62	$1.59	$1.64
Unit Share	13.8	12.7	12.2	12.0	14.3	14.0	12.7	12.9	13.6	13.9	11.7	14.0	14.1	13.6	13.2
ACV Weighted Distribution	91.1%	90.8%	93.4%	90.4%	90.7%	90.9%	91.1%	90.9%	92.9%	92.5%	91.9%	90.2%	89.7%	89.9%	93.4%

FBI 002319
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Flowers Industries South Carolina - Monthly InfoScan Sales Analysis

Category: Class 1 - White

South Carolina	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)	1,138	1,129	1,147	1,186	1,310	1,405	1,472	1,239	1,113	1,120	1,168	1,113	1,050	1,102	15,553
Dollars (000)	$950	$920	$941	$969	$1,071	$1,172	$1,185	$1,037	$931	$926	$976	$922	$868	$909	$12,826
Avg Price per Unit	$.84	$.81	$.82	$.82	$.82	$.83	$.80	$.84	$.84	$.83	$.84	$.83	$.83	$.83	$.82
Unit Share	45.9	46.9	48.0	44.9	44.9	44.1	46.1	44.7	42.9	43.9	45.9	43.9	44.8	45.3	45.1
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%

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Flowers Industries South Carolina Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

South Carolina	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)	1,540	1,419	1,354	1,357	1,507	1,465	1,440	1,259	1,219	1,224	1,145	1,144	1,102	1,180	16,816
Dollars (000)	$2,087	$1,942	$1,877	$1,913	$2,152	$2,149	$2,111	$1,820	$1,775	$1,784	$1,687	$1,715	$1,636	$1,726	$24,285
Avg Price per Unit	$1.36	$1.37	$1.39	$1.41	$1.43	$1.47	$1.47	$1.44	$1.46	$1.46	$1.47	$1.50	$1.48	$1.46	$1.44
Unit Share, Flowers Soft Variety	100.0	100.0	100.0	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)	382	348	287	294	323	322	299	254	236	213	204	204	191	207	3,382
Dollars (000)	$494	$474	$419	$440	$481	$496	$462	$393	$370	$357	$357	$354	$321	$350	$5,273
Avg Price per Unit	$1.29	$1.36	$1.46	$1.50	$1.49	$1.54	$1.55	$1.55	$1.56	$1.68	$1.75	$1.74	$1.68	$1.69	$1.56
Unit Share, Flowers Soft Variety	24.8	24.5	21.2	21.7	21.5	22.0	20.7	20.1	19.4	17.4	17.8	17.8	17.4	17.6	20.1
ACV Weighted Distribution	87.3%	86.9%	86.9%	86.7%	90.0%	87.3%	87.2%	86.9%	87.0%	87.0%	87.6%	87.8%	87.3%	92.9%	92.9%
Interstate Variety															
Units (000)	191	164	157	141	173	165	171	139	162	193	135	133	139	139	2,011
Dollars (000)	$277	$250	$246	$232	$279	$279	$287	$240	$257	$284	$226	$228	$227	$226	$3,260
Avg Price per Unit	$1.45	$1.52	$1.57	$1.64	$1.61	$1.69	$1.68	$1.73	$1.58	$1.47	$1.68	$1.71	$1.63	$1.63	$1.62
Unit Share, Flowers Soft Variety	12.4	11.6	11.6	10.4	11.5	11.3	11.8	11.0	13.3	15.8	11.8	11.6	12.6	11.8	12.0
ACV Weighted Distribution	91.1%	90.8%	93.4%	90.4%	90.7%	90.9%	91.1%	90.9%	92.9%	92.5%	91.9%	90.2%	89.7%	89.9%	93.4%
TOTAL WONDER/HOME PRIDE															
Units (000)	2	2	2	3	2	2	2	1	1	1	1	1	0	0	19
Dollars (000)	$3	$3	$4	$5	$4	$4	$3	$2	$2	$2	$2	$1	$1	$0	$32
Avg Price per Unit	$1.71	$1.71	$1.70	$1.70	$1.70	$1.71	$1.71	$1.76	$1.80	$1.80	$1.80	$1.80	$1.79	$1.79	$1.73
Unit Share, Flowers Soft Variety	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.1
ACV Weighted Distribution	13.5%	13.8%	15.2%	15.2%	15.5%	13.9%	14.5%	12.2%	8.9%	8.1%	8.1%	8.2%	7.5%	3.1%	15.5%
TOTAL COLONIAL/GRANTS FARM															
Units (000)	33	27	25	26	28	30	29	24	21	20	19	21	20	18	306
Dollars (000)	$52	$46	$40	$43	$48	$49	$49	$43	$37	$36	$35	$39	$36	$33	$534
Avg Price per Unit	$1.59	$1.72	$1.64	$1.62	$1.72	$1.64	$1.69	$1.80	$1.81	$1.81	$1.85	$1.85	$1.85	$1.85	$1.74
Unit Share, Flowers Soft Variety	2.1	1.9	1.8	1.9	1.8	2.0	2.0	1.9	1.7	1.6	1.6	1.8	1.8	1.5	1.8
ACV Weighted Distribution	31.8%	32.6%	34.0%	33.3%	32.5%	29.9%	31.0%	29.0%	28.5%	30.1%	32.1%	34.2%	35.1%	47.2%	47.2%

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Flowers Industries South Carolin: Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

South Carolina	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
TOTAL SUNBEAM															
Units (000)	30	30	29	33	35	39	41	37	38	36	33	33	33	35	453
Dollars (000)	$53	$52	$50	$55	$57	$64	$67	$61	$63	$59	$55	$57	$57	$62	$760
Avg Price per Unit	$1.78	$1.75	$1.72	$1.67	$1.62	$1.64	$1.63	$1.64	$1.65	$1.64	$1.66	$1.74	$1.76	$1.76	$1.68
Unit Share, Flowers Soft Variety	1.9	2.1	2.1	2.4	2.3	2.6	2.9	3.0	3.1	2.9	2.9	2.9	3.0	3.0	2.7
ACV Weighted Distribution	61.7%	58.7%	64.3%	66.1%	67.7%	67.2%	74.7%	67.4%	70.9%	74.3%	71.2%	71.5%	70.7%	70.6%	74.7%
TOTAL COUNTRY HEARTH															
Units (000)	177	188	204	193	130	56	64	49	47	46	45	42	39	43	1,147
Dollars (000)	$235	$235	$248	$240	$188	$101	$112	$91	$87	$84	$83	$79	$74	$80	$1,703
Avg Price per Unit	$1.33	$1.25	$1.22	$1.24	$1.44	$1.81	$1.74	$1.84	$1.84	$1.85	$1.84	$1.88	$1.88	$1.87	$1.48
Unit Share, Flowers Soft Variety	11.5	13.3	15.1	14.2	8.6	3.8	4.5	3.9	3.9	3.7	3.9	3.7	3.6	3.6	6.8
ACV Weighted Distribution	72.3%	71.2%	72.5%	72.4%	72.4%	70.5%	75.1%	71.1%	73.1%	77.0%	74.3%	71.7%	70.7%	70.7%	77.0%
Private Label Variety															
Units (000)	418	359	370	354	396	407	439	401	355	364	404	345	364	397	4,953
Dollars (000)	$469	$389	$407	$390	$411	$428	$475	$436	$388	$397	$442	$376	$410	$440	$5,389
Avg Price per Unit	$1.12	$1.08	$1.10	$1.10	$1.04	$1.05	$1.08	$1.09	$1.09	$1.09	$1.09	$1.09	$1.13	$1.11	$1.09
Unit Share, Flowers Soft Variety	27.2	25.3	27.3	26.1	26.2	27.8	30.5	31.8	29.1	29.7	35.3	30.2	33.0	33.6	29.5
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.7%	99.8%	99.8%	99.8%	100.0%

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Flowers Industries South Carolin — Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

South Carolina	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)	389	390	370	342	346	383	392	352	347	342	328	347	325	356	4,620
Dollars (000)	$726	$720	$676	$656	$657	$736	$763	$688	$682	$674	$650	$683	$654	$709	$8,948
Avg Price per Unit	$1.87	$1.85	$1.83	$1.92	$1.90	$1.92	$1.95	$1.95	$1.96	$1.97	$1.99	$1.97	$2.01	$1.99	$1.94
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%
COBBLESTONE MILL															
Units (000)	50	49	59	44	43	41	36	34	32	32	36	41	38	46	532
Dollars (000)	$82	$88	$86	$80	$74	$75	$66	$62	$60	$61	$64	$75	$74	$93	$958
Avg Price per Unit	$1.66	$1.78	$1.48	$1.81	$1.73	$1.81	$1.83	$1.85	$1.87	$1.91	$1.77	$1.81	$1.95	$2.01	$1.80
Unit Share	12.8	12.7	15.8	12.8	12.4	10.8	9.3	9.6	9.1	9.3	11.1	11.9	11.7	13.0	11.5
ACV Weighted Distribution	79.2%	79.7%	79.7%	77.8%	79.0%	76.9%	73.5%	72.8%	74.0%	74.0%	74.5%	92.1%	95.8%	97.5%	97.5%
TTL PEPPERIDGE FARM															
Units (000)	92	85	83	81	77	90	99	92	90	82	80	86	80	85	1,109
Dollars (000)	$197	$179	$178	$175	$168	$195	$215	$198	$195	$184	$180	$186	$178	$190	$2,421
Avg Price per Unit	$2.15	$2.10	$2.13	$2.18	$2.17	$2.17	$2.17	$2.15	$2.18	$2.26	$2.26	$2.17	$2.24	$2.23	$2.18
Unit Share	23.6	21.8	22.5	23.5	22.3	23.5	25.3	26.1	25.8	23.8	24.3	24.7	24.6	24.0	24.0
ACV Weighted Distribution	81.4%	78.3%	77.6%	81.1%	77.2%	78.5%	77.0%	77.0%	80.9%	77.0%	81.9%	78.9%	81.6%	78.5%	81.9%
TOTAL EARTH GRAINS															
Units (000)	19	19	18	17	16	15	16	14	14	13	15	18	18	21	214
Dollars (000)	$43	$42	$40	$40	$36	$34	$36	$32	$33	$31	$36	$42	$43	$49	$495
Avg Price per Unit	$2.24	$2.24	$2.27	$2.28	$2.29	$2.28	$2.26	$2.29	$2.30	$2.34	$2.38	$2.39	$2.38	$2.30	$2.31
Unit Share	5.0	4.8	4.8	5.1	4.6	3.9	4.1	4.0	4.1	3.9	4.6	5.1	5.5	6.0	4.6
ACV Weighted Distribution	33.2%	33.7%	35.0%	34.8%	34.8%	27.5%	27.5%	25.1%	29.1%	33.5%	32.8%	36.3%	41.9%	62.3%	62.3%
ARNLD/OWEAT/FRAN															
Units (000)	54	56	47	50	54	62	66	58	60	59	54	57	53	58	735
Dollars (000)	$114	$113	$100	$105	$114	$133	$140	$125	$128	$126	$119	$121	$118	$128	$1,570
Avg Price per Unit	$2.13	$2.03	$2.13	$2.11	$2.10	$2.16	$2.12	$2.15	$2.13	$2.12	$2.19	$2.11	$2.21	$2.19	$2.14
Unit Share	13.8	14.3	12.7	14.5	15.7	16.1	16.9	16.6	17.2	17.4	16.6	16.5	16.5	16.4	15.9
ACV Weighted Distribution	69.8%	68.2%	71.6%	66.8%	67.7%	69.2%	68.2%	68.2%	71.1%	71.0%	72.9%	70.2%	74.1%	72.3%	74.1%

Coopers Mill

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Report 108 - South Carolina - Specialty Montly Sales Trends Source: Information Resources, Inc., 1996

Flowers Industries South Carolin — Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

South Carolina	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
Units (000)	4	3	3	3	3	3	4	4	4	4	3	2	1	0	37
Dollars (000)	$7	$6	$5	$5	$5	$6	$7	$7	$7	$7	$6	$5	$3	$1	$71
Avg Price per Unit	$1.85	$1.85	$1.85	$1.83	$1.86	$1.86	$1.86	$1.85	$1.87	$1.86	$1.93	$2.22	$2.21	$2.19	$1.90
Unit Share	0.9	0.9	0.8	0.8	0.8	0.9	1.0	1.1	1.0	1.1	0.9	0.6	0.4	0.1	0.8
ACV Weighted Distribution	11.4%	11.6%	12.3%	11.2%	11.7%	11.3%	11.0%	10.9%	11.4%	11.6%	10.2%	10.5%	11.1%	3.1%	12.3%
Harvest Ridge															
Units (000)	3	3	3	3	3	3	3	2	3	3	4	4	3	3	39
Dollars (000)	$7	$5	$5	$5	$6	$6	$6	$4	$5	$5	$8	$8	$5	$6	$75
Avg Price per Unit	$1.91	$1.92	$1.92	$1.92	$1.92	$1.94	$1.93	$1.94	$1.93	$1.91	$1.85	$1.85	$1.89	$1.87	$1.90
Unit Share	0.9	0.7	0.7	0.7	0.8	0.8	0.8	0.7	0.8	0.8	1.3	1.3	0.8	0.9	0.9
ACV Weighted Distribution	23.9%	23.5%	23.6%	22.5%	22.7%	20.6%	23.0%	21.3%	23.4%	22.1%	27.3%	28.8%	24.1%	20.3%	28.8%
TTL PL/GENERIC															
Units (000)	81	76	68	63	70	80	76	70	69	72	63	67	64	68	905
Dollars (000)	$112	$105	$93	$88	$97	$113	$112	$105	$104	$110	$94	$102	$100	$102	$1,326
Avg Price per Unit	$1.38	$1.38	$1.38	$1.40	$1.39	$1.42	$1.47	$1.50	$1.52	$1.54	$1.50	$1.53	$1.57	$1.49	$1.47
Unit Share	20.8	19.5	18.3	18.3	20.1	20.9	19.5	19.8	19.8	20.9	19.2	19.2	19.6	19.2	19.6
ACV Weighted Distribution	88.0%	93.6%	90.7%	90.5%	89.6%	87.3%	89.8%	83.4%	83.5%	79.5%	79.8%	79.6%	79.0%	79.4%	93.6%

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FBI 002324
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Flowers Industries South Carolina- Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

South Carolina

	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)	987	1,141	1,175	1,634	1,567	1,863	1,358	1,304	1,040	959	876	822	852	914	15,504
Dollars (000)	$996	$1,154	$1,188	$1,564	$1,528	$1,749	$1,382	$1,226	$1,037	$968	$891	$845	$875	$950	$15,358
Avg Price per Unit	$1.01	$1.01	$1.01	$.96	$.98	$.94	$1.02	$.94	$1.00	$1.01	$1.02	$1.03	$1.03	$1.04	$.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															
Units (000)	184	207	213	275	283	324	229	195	166	165	155	150	152	163	2,678
Dollars (000)	$266	$306	$316	$393	$379	$432	$322	$287	$245	$244	$228	$223	$225	$248	$3,849
Avg Price per Unit	$1.45	$1.48	$1.48	$1.43	$1.34	$1.33	$1.40	$1.47	$1.47	$1.48	$1.48	$1.48	$1.48	$1.52	$1.44
Unit Share	18.7	18.1	18.2	16.8	18.0	17.4	16.9	15.0	16.0	17.2	17.7	18.3	17.9	17.8	17.3
ACV Weighted Distribution	97.0%	97.9%	97.0%	97.0%	97.2%	96.5%	96.1%	96.1%	96.4%	95.1%	94.5%	94.4%	94.5%	95.7%	97.9%
TOTAL SUNBEAM/KERNS															
Units (000)	117	132	132	156	186	218	136	126	110	108	102	102	99	103	1,709
Dollars (000)	$176	$198	$197	$233	$239	$276	$200	$185	$161	$159	$150	$150	$145	$159	$2,452
Avg Price per Unit	$1.50	$1.50	$1.50	$1.50	$1.28	$1.27	$1.47	$1.47	$1.47	$1.47	$1.47	$1.47	$1.47	$1.54	$1.43
Unit Share	11.9	11.6	11.2	9.5	11.9	11.7	10.0	9.7	10.6	11.2	11.7	12.4	11.6	11.3	11.0
ACV Weighted Distribution	97.0%	97.9%	97.0%	97.0%	97.2%	96.5%	96.1%	96.1%	96.4%	95.1%	94.5%	94.4%	92.1%	92.0%	97.9%
Interstate															
Units (000)	52	59	61	79	94	104	83	62	51	47	43	40	42	46	811
Dollars (000)	$77	$88	$92	$121	$147	$163	$128	$95	$78	$71	$66	$61	$64	$69	$1,244
Avg Price per Unit	$1.50	$1.50	$1.52	$1.52	$1.56	$1.56	$1.55	$1.52	$1.52	$1.52	$1.53	$1.54	$1.54	$1.52	$1.53
Unit Share	5.2	5.1	5.2	4.9	6.0	5.6	6.1	4.8	4.9	4.9	5.0	4.8	4.9	5.0	5.2
ACV Weighted Distribution	81.6%	79.2%	81.0%	84.8%	85.3%	85.5%	82.9%	80.8%	85.4%	82.8%	81.8%	78.0%	76.4%	76.9%	85.5%
TOTAL RAINBO/COLONIAL															
Units (000)	22	27	30	40	32	33	32	28	19	18	17	16	16	22	328
Dollars (000)	$35	$43	$45	$61	$50	$53	$49	$43	$30	$28	$27	$26	$26	$36	$517
Avg Price per Unit	$1.61	$1.61	$1.51	$1.54	$1.60	$1.60	$1.54	$1.53	$1.60	$1.60	$1.60	$1.60	$1.60	$1.61	$1.57
Unit Share	2.2	2.3	2.5	2.4	2.0	1.8	2.3	2.1	1.8	1.8	1.9	1.9	1.9	2.4	2.1
ACV Weighted Distribution	31.8%	34.0%	35.1%	35.1%	35.2%	32.8%	33.8%	31.9%	31.6%	33.0%	34.8%	31.0%	30.5%	43.4%	43.4%

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Flowers Industries South Carolina- Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

South Carolina	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
Franklins															
Units (000)	1	1	1	2	2	3	2	1	0	0	0	0	0	0	12
Dollars (000)	$1	$2	$2	$3	$3	$4	$2	$1	$0	$0	$0	$0	$0	$0	$17
Avg Price per Unit	$1.51	$1.52	$1.51	$1.50	$1.49	$1.49	$1.49	$1.51	$1.59	NA	$1.49	NA	NA	NA	$1.50
Unit Share	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
ACV Weighted Distribution	3.6%	3.6%	3.6%	3.5%	3.5%	3.4%	3.4%	3.4%	0.6%	0.0%	0.3%	0.0%	0.0%	0.0%	3.6%
TOTAL PRIVATE LABEL															
Units (000)	685	797	815	1,158	1,072	1,309	945	958	753	685	622	580	596	644	10,932
Dollars (000)	$537	$626	$637	$854	$813	$952	$761	$698	$596	$545	$501	$471	$484	$526	$8,463
Avg Price per Unit	$.78	$.78	$.78	$.74	$.76	$.73	$.81	$.73	$.79	$.80	$.80	$.81	$.81	$.82	$.77
Unit Share	69.4	69.9	69.4	70.9	68.4	70.2	69.6	73.4	72.4	71.4	71.1	70.5	69.9	70.4	70.5
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%

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Flowers Industries South Carolina Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

South Carolina	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)	511	530	586	525	519	527	534	500	493	493	818	801	466	490	7,283
Dollars (000)	$661	$656	$728	$684	$675	$689	$703	$667	$655	$648	$1,000	$971	$602	$643	$9,323
Avg Price per Unit	$1.29	$1.24	$1.24	$1.30	$1.30	$1.31	$1.32	$1.34	$1.33	$1.31	$1.22	$1.21	$1.29	$1.31	$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	100.0%	100.0%	100.0%	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)	23	21	24	28	27	28	24	23	25	22	32	31	18	20	325
Dollars (000)	$38	$35	$38	$46	$44	$46	$40	$38	$41	$37	$53	$51	$29	$33	$530
Avg Price per Unit	$1.64	$1.63	$1.60	$1.62	$1.62	$1.62	$1.64	$1.63	$1.63	$1.65	$1.66	$1.65	$1.63	$1.65	$1.63
Unit Share	4.5	4.0	4.1	5.4	5.2	5.4	4.6	4.7	5.0	4.5	3.9	3.8	3.8	4.1	4.5
ACV Weighted Distribution	41.3%	40.5%	41.7%	40.2%	42.2%	45.3%	56.6%	67.0%	66.8%	67.0%	69.1%	68.1%	66.1%	67.7%	69.1%
TOTAL SUNBEAM															
Units (000)	30	31	37	29	29	28	27	28	25	26	55	49	26	30	418
Dollars (000)	$50	$51	$60	$48	$49	$48	$46	$47	$42	$43	$94	$83	$44	$50	$704
Avg Price per Unit	$1.66	$1.65	$1.64	$1.68	$1.69	$1.69	$1.70	$1.69	$1.70	$1.69	$1.69	$1.70	$1.68	$1.69	$1.68
Unit Share	5.9	5.8	6.2	5.5	5.6	5.3	5.1	5.5	5.0	5.2	6.8	6.1	5.6	6.0	5.7
ACV Weighted Distribution	92.6%	93.7%	92.9%	88.3%	90.1%	90.6%	88.5%	87.8%	86.3%	89.6%	93.3%	95.8%	93.5%	91.0%	95.8%
INTERSTATE															
Units (000)	36	36	39	43	41	38	40	43	40	38	45	46	31	35	515
Dollars (000)	$57	$58	$62	$67	$65	$60	$65	$67	$64	$61	$72	$76	$51	$56	$825
Avg Price per Unit	$1.60	$1.59	$1.59	$1.56	$1.60	$1.60	$1.64	$1.57	$1.60	$1.60	$1.59	$1.64	$1.66	$1.60	$1.60
Unit Share	7.0	6.9	6.7	8.2	7.8	7.1	7.4	8.5	8.1	7.8	5.5	5.7	6.6	7.2	7.1
ACV Weighted Distribution	85.2%	84.5%	85.2%	84.8%	85.3%	85.1%	85.0%	84.9%	86.6%	85.9%	84.7%	83.1%	81.7%	83.3%	86.6%
TOTAL RAINBO/COLONIAL															
Units (000)	6	5	6	5	5	5	6	6	5	5	8	8	3	4	71
Dollars (000)	$10	$9	$11	$9	$9	$9	$10	$10	$9	$8	$14	$13	$6	$6	$122
Avg Price per Unit	$1.74	$1.74	$1.69	$1.73	$1.72	$1.70	$1.71	$1.72	$1.71	$1.70	$1.73	$1.68	$1.72	$1.73	$1.71
Unit Share	1.2	1.0	1.1	1.0	1.0	1.0	1.1	1.2	1.1	0.9	1.0	0.9	0.7	0.7	1.0
ACV Weighted Distribution	27.8%	27.1%	28.3%	24.2%	22.6%	24.8%	24.8%	24.6%	24.0%	23.0%	27.9%	28.3%	32.0%	39.2%	39.2%

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Monthly Sales Trends

Source: Information Resources, Inc., 1996

Flowers Industries South Carolina Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

South Carolina	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
Franklins															
Units (000)	1	1	1	2	2	3	2	1	0	0	0	0	0	0	12
Dollars (000)	$1	$2	$2	$3	$3	$4	$2	$1	$0	$0	$0	$0	$0	$0	$17
Avg Price per Unit	$1.51	$1.52	$1.51	$1.50	$1.49	$1.49	$1.49	$1.51	$1.59	NA	$1.49	NA	NA	NA	$1.50
Unit Share	0.2	0.2	0.2	0.4	0.4	0.6	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2
ACV Weighted Distribution	3.6%	3.6%	3.6%	3.5%	3.5%	3.4%	3.4%	3.4%	0.6%	0.0%	0.3%	0.0%	0.0%	0.0%	3.6%
TTL PL/GENERIC															
Units (000)	279	299	338	282	278	287	301	266	274	284	507	490	263	273	4,142
Dollars (000)	$247	$259	$295	$258	$255	$266	$283	$254	$263	$269	$450	$420	$241	$252	$3,764
Avg Price per Unit	$.89	$.87	$.87	$.91	$.92	$.93	$.94	$.95	$.96	$.95	$.89	$.86	$.92	$.92	$.91
Unit Share	54.6	56.4	57.7	53.8	53.5	54.5	56.4	53.3	55.6	57.5	62.0	61.2	56.4	55.6	56.9
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.4%	99.4%	99.4%	99.6%	99.7%	99.8%	99.8%	100.0%	100.0%

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Memphis

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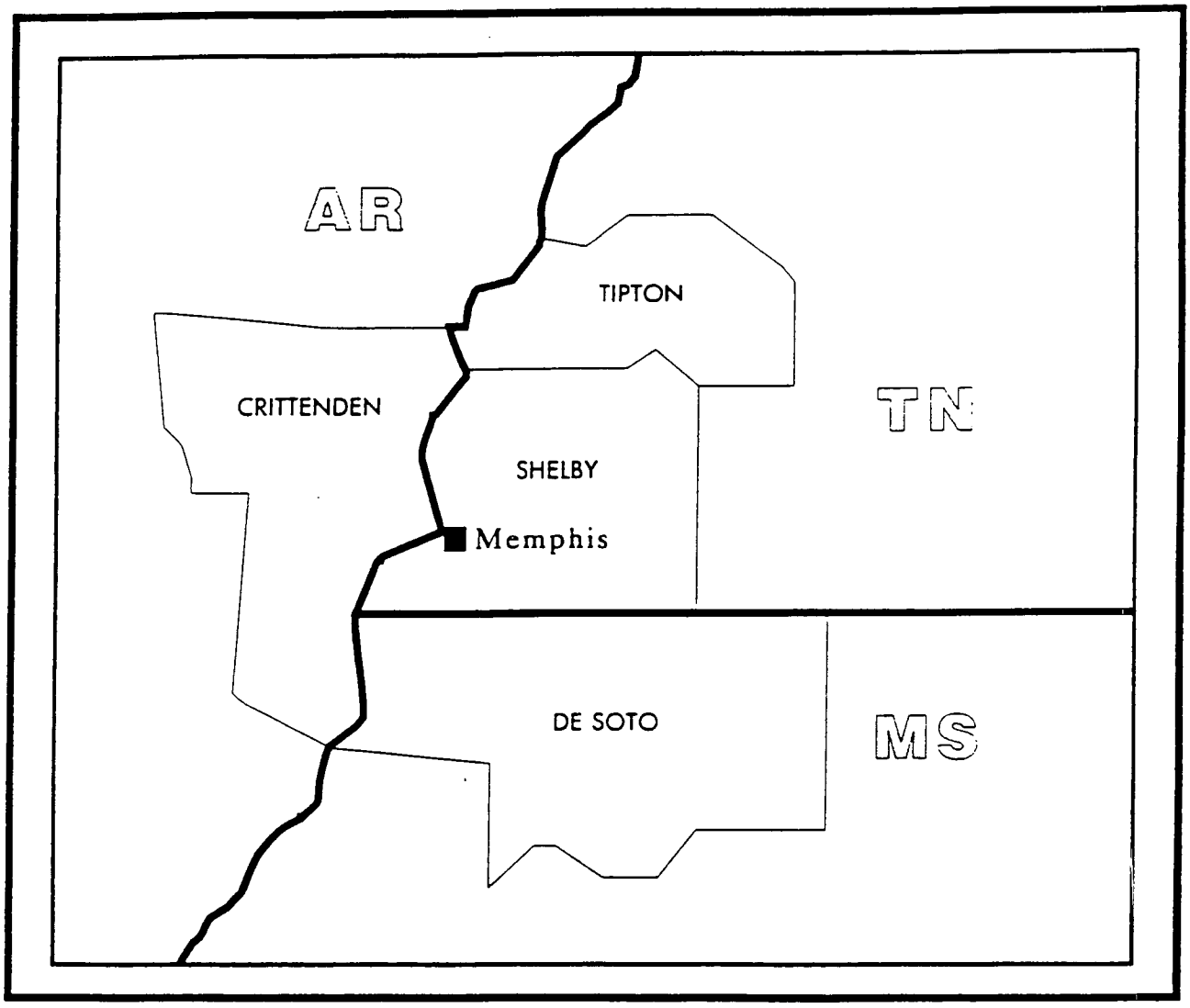

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Flowers Industries Memphis - Monthly InfoScan Sales Analysis

Category: White, Soft Variety & Specialty

Memphis, TN	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)	$1,465	$1,436	$1,343	$1,324	$1,351	$1,471	$1,543	$1,603	$1,434	$1,410	$1,375	$1,593	$1,355	$1,437	$18,675
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)	$133	$137	$114	$114	$109	$132	$169	$182	$153	$140	$131	$151	$129	$153	$1,815
Dollar Share, Bread Ctgry	9.1	9.6	8.5	8.6	8.0	9.0	11.0	11.3	10.7	9.9	9.6	9.5	9.5	10.6	9.7
Lewis															
Dollars (000)	$71	$67	$61	$64	$74	$104	$82	$53	$55	$55	$64	$74	$61	$52	$867
Dollar Share, Bread Ctgry	4.9	4.7	4.5	4.9	5.4	7.1	5.3	3.3	3.9	3.9	4.7	4.7	4.5	3.6	4.6
Continental/Interstate															
Dollars (000)	$330	$322	$338	$289	$305	$312	$332	$394	$322	$290	$269	$293	$264	$300	$4,029
Dollar Share, Bread Ctgry	22.6	22.4	25.1	21.8	22.5	21.2	21.5	24.6	22.4	20.6	19.6	18.4	19.5	20.9	21.6
Colonial															
Dollars (000)	$215	$238	$201	$215	$206	$236	$239	$234	$222	$262	$261	$285	$235	$231	$3,065
Dollar Share, Bread Ctgry	14.7	16.6	14.9	16.3	15.2	16.1	15.5	14.6	15.5	18.6	19.0	17.9	17.3	16.1	16.4
Arnolds/Oroweat/SunMaid															
Dollars (000)	$47	$52	$46	$43	$48	$36	$50	$55	$51	$60	$44	$52	$62	$54	$653
Dollar Share, Bread Ctgry	3.2	3.6	3.4	3.3	3.6	2.4	3.3	3.4	3.6	4.3	3.2	3.3	4.6	3.8	3.5
Pepperidge Farm															
Dollars (000)	$37	$34	$30	$28	$24	$27	$31	$32	$27	$27	$29	$34	$26	$35	$382
Dollar Share, Bread Ctgry	2.5	2.4	2.2	2.1	1.8	1.8	2.0	2.0	1.9	1.9	2.1	2.1	1.9	2.4	2.0
Private Label															
Dollars (000)	$489	$460	$440	$444	$460	$491	$474	$492	$455	$430	$428	$518	$447	$471	$6,008
Dollar Share, Bread Ctgry	33.4	32.0	32.7	33.5	34.0	33.3	30.8	30.7	31.7	30.5	31.1	32.5	33.0	32.8	32.2
All Other - Memphis															
Dollars (000)	$140	$125	$114	$123	$125	$129	$159	$160	$147	$145	$149	$184	$132	$141	$1,832
Dollar Share, Bread Ctgry	9.6	8.7	8.5	9.3	9.2	8.8	10.3	10.0	10.2	10.3	10.8	11.6	9.8	9.8	9.8

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Flowers Industries Memphis - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Memphis, TN	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 1 - WHITE															
Units (000)	611	579	524	550	666	652	669	686	581	509	500	553	496	498	7,462
Dollars (000)	$625	$600	$561	$561	$618	$666	$693	$722	$618	$559	$547	$632	$545	$535	$7,857
Avg Price per Unit	$1.02	$1.04	$1.07	$1.02	$.93	$1.02	$1.04	$1.05	$1.06	$1.10	$1.09	$1.14	$1.10	$1.07	$1.05
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 BK,WW,SB,FL															
Units (000)	60	68	44	48	47	61	85	101	83	67	60	67	53	55	839
Dollars (000)	$83	$91	$75	$77	$72	$93	$122	$129	$112	$93	$87	$101	$80	$83	$1,214
Avg Price per Unit	$1.38	$1.34	$1.70	$1.62	$1.54	$1.53	$1.43	$1.28	$1.34	$1.38	$1.47	$1.50	$1.52	$1.50	$1.45
Unit Share	9.9	11.7	8.4	8.7	7.1	9.3	12.8	14.7	14.4	13.2	11.9	12.2	10.7	11.1	11.2
ACV Weighted Distribution	95.4%	95.4%	94.8%	95.4%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	97.1%	100.0%
LEWIS															
Units (000)	41	38	31	38	59	75	67	41	49	46	53	61	47	39	642
Dollars (000)	$41	$43	$35	$40	$53	$84	$75	$46	$53	$52	$61	$71	$54	$43	$711
Avg Price per Unit	$1.02	$1.14	$1.16	$1.05	$.90	$1.12	$1.13	$1.14	$1.09	$1.13	$1.16	$1.16	$1.15	$1.11	$1.11
Unit Share	6.7	6.5	5.8	6.9	8.9	11.5	10.0	6.0	8.4	9.1	10.6	11.1	9.5	7.8	8.6
ACV Weighted Distribution	55.5%	54.4%	49.1%	74.8%	76.8%	80.3%	79.0%	81.4%	74.6%	78.0%	76.4%	76.8%	76.7%	69.7%	81.4%
Colonial/Rainbo/Iron Kids															
Units (000)	86	86	76	80	84	88	90	83	75	87	87	88	91	70	1,084
Dollars (000)	$117	$125	$113	$119	$114	$128	$124	$112	$105	$118	$124	$128	$131	$104	$1,545
Avg Price per Unit	$1.35	$1.46	$1.50	$1.49	$1.36	$1.46	$1.38	$1.34	$1.40	$1.36	$1.42	$1.45	$1.43	$1.50	$1.43
Unit Share	14.1	14.8	14.4	14.6	12.6	13.5	13.4	12.1	12.9	17.0	17.5	16.0	18.5	14.0	14.5
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%
WONDER															
Units (000)	115	103	123	94	118	101	123	185	115	86	89	96	83	108	1,425
Dollars (000)	$170	$163	$184	$148	$169	$162	$181	$245	$168	$129	$125	$152	$130	$159	$2,114
Avg Price per Unit	$1.49	$1.58	$1.50	$1.57	$1.43	$1.60	$1.47	$1.32	$1.47	$1.49	$1.41	$1.59	$1.56	$1.47	$1.48
Unit Share	18.8	17.9	23.4	17.2	17.8	15.6	18.3	27.0	19.7	17.0	17.8	17.3	16.8	21.7	19.1
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%

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Flowers Industries Memphis - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Memphis, TN	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)	332	317	290	314	372	344	329	298	280	242	234	267	242	263	3,791
Dollars (000)	$261	$237	$219	$225	$255	$248	$245	$235	$223	$205	$193	$233	$195	$208	$2,923
Avg Price per Unit	$.79	$.75	$.76	$.72	$.69	$.72	$.75	$.79	$.80	$.85	$.83	$.87	$.81	$.79	$.77
Unit Share	54.4	54.7	55.3	57.1	55.8	52.8	49.2	43.5	48.2	47.5	46.7	48.2	48.9	52.9	50.6
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	98.5%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Flowers Industries Memphis - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Memphis, TN	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)	432	440	432	402	428	442	436	446	411	429	432	460	424	477	5,661
Dollars (000)	$568	$572	$551	$528	$514	$575	$568	$581	$539	$568	$559	$635	$539	$611	$7,342
Avg Price per Unit	$1.31	$1.30	$1.27	$1.31	$1.20	$1.30	$1.30	$1.30	$1.31	$1.32	$1.29	$1.38	$1.27	$1.28	$1.30
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)	21	21	18	16	16	17	22	26	20	23	21	27	28	44	298
Dollars (000)	$38	$35	$31	$29	$29	$32	$40	$45	$35	$40	$37	$41	$41	$60	$494
Avg Price per Unit	$1.76	$1.63	$1.73	$1.82	$1.81	$1.86	$1.80	$1.70	$1.75	$1.75	$1.76	$1.55	$1.48	$1.37	$1.66
Unit Share	5.0	4.8	4.1	4.0	3.8	3.8	5.0	5.9	4.8	5.3	4.8	5.8	6.6	9.2	5.3
ACV Weighted Distribution	95.4%	95.4%	94.8%	95.4%	100.0%	93.0%	100.0%	100.0%	100.0%	95.6%	96.1%	95.9%	95.9%	95.9%	100.0%
COLONIAL/GF/FR															
Units (000)	62	71	50	62	65	69	77	74	80	115	92	107	64	92	1,018
Dollars (000)	$98	$109	$81	$98	$102	$111	$115	$120	$116	$146	$136	$156	$105	$127	$1,522
Avg Price per Unit	$1.58	$1.53	$1.62	$1.58	$1.57	$1.60	$1.50	$1.61	$1.46	$1.27	$1.48	$1.47	$1.63	$1.38	$1.49
Unit Share	14.4	16.2	11.6	15.4	15.1	15.7	17.6	16.7	19.4	26.8	21.2	23.2	15.2	19.3	18.0
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%
LEWIS															
Units (000)	19	16	16	16	13	13	4	4	2	1	2	2	4	5	98
Dollars (000)	$30	$24	$26	$25	$21	$20	$7	$7	$3	$2	$3	$3	$7	$9	$156
Avg Price per Unit	$1.56	$1.56	$1.59	$1.53	$1.53	$1.57	$1.63	$1.70	$1.74	$1.76	$1.68	$1.81	$1.76	$1.65	$1.59
Unit Share	4.4	3.5	3.7	4.0	3.2	2.9	0.9	0.9	0.4	0.3	0.5	0.4	0.9	1.1	1.7
ACV Weighted Distribution	77.4%	70.6%	74.6%	77.2%	76.9%	80.3%	69.4%	61.5%	55.3%	59.6%	65.8%	56.7%	72.9%	69.8%	80.3%
WONDER/HOME PRIDE															
Units (000)	127	131	141	119	120	125	132	124	127	121	110	109	103	128	1,592
Dollars (000)	$217	$224	$225	$199	$197	$214	$219	$202	$201	$202	$189	$196	$180	$204	$2,651
Avg Price per Unit	$1.70	$1.70	$1.59	$1.68	$1.64	$1.71	$1.65	$1.62	$1.57	$1.67	$1.71	$1.80	$1.74	$1.60	$1.67
Unit Share	29.4	29.9	32.7	29.5	28.1	28.2	30.4	27.9	31.0	28.2	25.5	23.6	24.3	26.8	28.1
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															
Units (000)	224	223	226	212	235	244	226	246	212	196	232	244	251	242	2,990
Dollars (000)	$229	$223	$221	$219	$204	$243	$229	$256	$232	$225	$234	$285	$252	$263	$3,085
Avg Price per Unit	$1.02	$1.00	$.97	$1.03	$.87	$.99	$1.01	$1.04	$1.09	$1.14	$1.01	$1.17	$1.00	$1.09	$1.03
Unit Share	51.8	50.7	52.4	52.6	55.0	55.3	51.8	55.1	51.5	45.8	53.6	53.0	59.3	50.7	52.8
ACV Weighted Distribution	96.8%	98.4%	98.0%	96.8%	98.4%	98.7%	98.7%	97.5%	97.5%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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New Orleans

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Flowers Industries New Orleans - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Flowers New Orleans-Mobile	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)	224	223	275	200	188	192	199	201	173	225	571	516	182	188	3,333
Dollars (000)	$311	$292	$333	$283	$260	$269	$284	$287	$254	$300	$573	$585	$270	$289	$4,280
Avg Price per Unit	$1.39	$1.31	$1.21	$1.42	$1.38	$1.40	$1.43	$1.43	$1.47	$1.33	$1.00	$1.13	$1.49	$1.54	$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	100.0%	100.0%	100.0%	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/Bunny															
Units (000)	17	16	18	15	14	13	15	15	13	15	41	44	14	15	249
Dollars (000)	$29	$26	$30	$25	$24	$23	$25	$27	$22	$26	$70	$74	$24	$26	$422
Avg Price per Unit	$1.67	$1.66	$1.66	$1.70	$1.70	$1.71	$1.73	$1.74	$1.74	$1.70	$1.69	$1.67	$1.71	$1.72	$1.69
Unit Share	7.7	7.0	6.6	7.4	7.4	6.9	7.3	7.7	7.3	6.9	7.2	8.5	7.8	8.1	7.5
ACV Weighted Distribution	78.6%	82.5%	82.5%	81.0%	79.7%	80.0%	80.2%	82.5%	82.9%	82.4%	89.1%	89.6%	82.3%	82.5%	89.6%
TOTAL SUNBEAM															
Units (000)	9	7	11	9	7	6	5	7	6	7	21	18	6	6	116
Dollars (000)	$13	$11	$17	$14	$11	$10	$9	$11	$10	$11	$34	$29	$10	$10	$187
Avg Price per Unit	$1.53	$1.53	$1.50	$1.55	$1.61	$1.60	$1.64	$1.65	$1.65	$1.65	$1.65	$1.67	$1.66	$1.65	$1.62
Unit Share	3.9	3.1	4.1	4.5	3.7	3.3	2.7	3.4	3.4	2.9	3.6	3.4	3.3	3.3	3.5
ACV Weighted Distribution	84.0%	91.0%	89.2%	88.0%	85.9%	81.5%	81.0%	77.8%	80.6%	79.9%	81.5%	79.3%	84.9%	83.3%	91.0%
Interstate															
Units (000)	7	8	10	14	12	16	16	15	15	16	13	16	16	21	188
Dollars (000)	$11	$13	$17	$23	$19	$26	$27	$24	$25	$26	$21	$25	$27	$34	$307
Avg Price per Unit	$1.61	$1.64	$1.64	$1.63	$1.63	$1.63	$1.64	$1.62	$1.63	$1.64	$1.64	$1.58	$1.63	$1.63	$1.63
Unit Share	3.2	3.6	3.8	7.0	6.3	8.3	8.2	7.3	9.0	7.1	2.2	3.0	9.0	11.2	5.7
ACV Weighted Distribution	53.9%	54.7%	56.2%	62.9%	58.3%	62.6%	59.9%	71.5%	70.3%	70.5%	69.7%	69.5%	69.4%	72.5%	72.5%
Rainbo/Colonial															
Units (000)	9	12	11	10	11	14	14	14	13	21	47	56	12	11	244
Dollars (000)	$14	$18	$16	$15	$16	$20	$21	$21	$20	$31	$64	$78	$18	$18	$356
Avg Price per Unit	$1.55	$1.50	$1.48	$1.53	$1.52	$1.50	$1.52	$1.54	$1.51	$1.48	$1.38	$1.40	$1.54	$1.57	$1.46
Unit Share	4.1	5.5	3.8	4.8	5.7	7.1	7.0	6.8	7.5	9.2	8.2	10.8	6.6	6.0	7.3
ACV Weighted Distribution	15.5%	20.8%	20.9%	30.1%	30.5%	31.3%	31.2%	31.8%	31.9%	32.0%	30.3%	30.3%	29.0%	28.8%	32.0%

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Source: Information Resources, Inc., 1996

Flowers Industries New Orleans - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Flowers New Orleans-Mobile	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
Smiths															
Units (000)	7	6	7	7	5	5	4	4	4	3	3	3	3	2	57
Dollars (000)	$11	$11	$11	$11	$9	$8	$7	$7	$7	$6	$6	$5	$4	$4	$96
Avg Price per Unit	$1.62	$1.62	$1.62	$1.63	$1.65	$1.72	$1.73	$1.73	$1.75	$1.73	$1.74	$1.75	$1.73	$1.75	$1.69
Unit Share	3.1	2.9	2.5	3.5	2.8	2.5	2.0	2.0	2.5	1.4	0.6	0.6	1.4	1.2	1.7
ACV Weighted Distribution	23.4%	23.1%	23.1%	23.4%	19.5%	15.5%	15.6%	16.1%	16.2%	16.3%	16.4%	16.0%	12.2%	17.8%	23.4%
TTL PL/GENERIC															
Units (000)	64	70	112	44	40	39	43	46	46	81	324	253	45	43	1,188
Dollars (000)	$57	$58	$84	$42	$40	$39	$44	$46	$46	$68	$202	$164	$44	$46	$923
Avg Price per Unit	$.90	$.82	$.75	$.96	$.98	$1.00	$1.01	$1.01	$.99	$.84	$.62	$.65	$.98	$1.07	$.78
Unit Share	28.4	31.7	40.7	21.9	21.5	20.3	21.7	22.9	26.8	36.1	56.7	49.1	24.9	23.0	35.7
ACV Weighted Distribution	96.1%	96.9%	97.0%	93.5%	95.2%	95.2%	94.3%	93.0%	95.5%	95.4%	96.6%	96.5%	94.6%	93.4%	97.0%

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Houston

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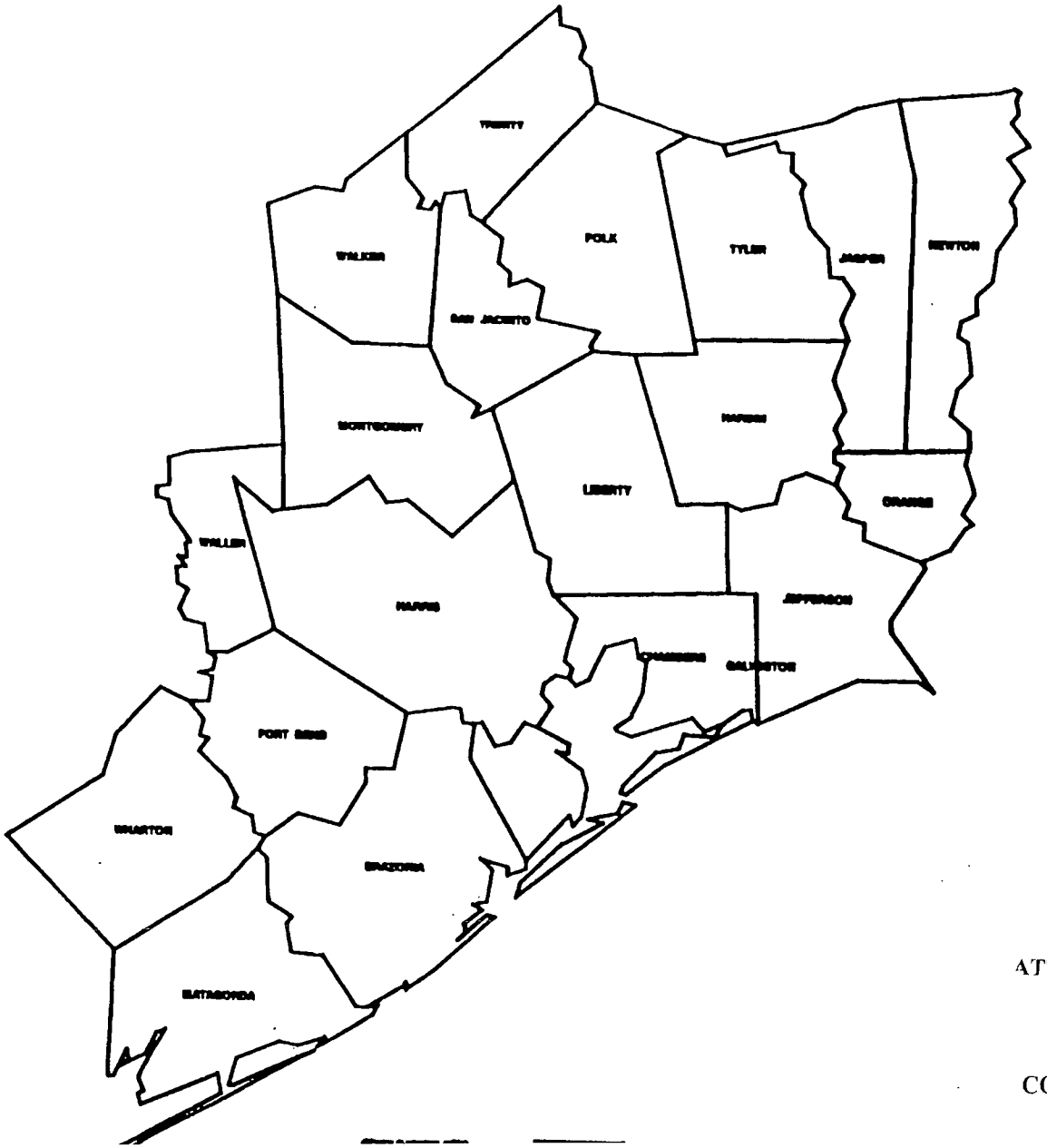
Flowers - Houston



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Flower Industries Houston - Monthly InfoScan Sales Analysis

Category: White, Soft Variety & Specialty

Flowers Houston	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)	$5,711	$5,736	$5,738	$5,828	$6,005	$5,907	$6,162	$6,097	$6,053	$5,833	$5,887	$6,192	$6,045	$5,907	$77,391
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)	$1,220	$1,222	$1,207	$1,203	$1,262	$1,209	$1,274	$1,195	$1,257	$1,261	$1,293	$1,377	$1,424	$1,397	$16,582
Dollar Share, Bread Ctgry	21.4	21.3	21.0	20.6	21.0	20.5	20.7	19.6	20.8	21.6	22.0	22.2	23.6	23.7	21.4
Mrs. Bairds															
Dollars (000)	$1,426	$1,469	$1,452	$1,556	$1,568	$1,581	$1,603	$1,614	$1,524	$1,504	$1,521	$1,591	$1,548	$1,474	$20,005
Dollar Share, Bread Ctgry	25.0	25.6	25.3	26.7	26.1	26.8	26.0	26.5	25.2	25.8	25.8	25.7	25.6	24.9	25.8
Earth Grains Co.															
Dollars (000)	$617	$629	$627	$647	$649	$653	$664	$756	$805	$709	$726	$759	$700	$698	$9,022
Dollar Share, Bread Ctgry	10.8	11.0	10.9	11.1	10.8	11.1	10.8	12.4	13.3	12.2	12.3	12.3	11.6	11.8	11.7
Pepperidge Farms															
Dollars (000)	$270	$235	$221	$216	$211	$210	$262	$253	$259	$237	$220	$243	$260	$263	$3,089
Dollar Share, Bread Ctgry	4.7	4.1	3.9	3.7	3.5	3.5	4.2	4.2	4.3	4.1	3.7	3.9	4.3	4.5	4.0
Arnold Oroweat															
Dollars (000)	$302	$307	$309	$301	$296	$296	$333	$331	$329	$324	$342	$363	$392	$385	$4,307
Dollar Share, Bread Ctgry	5.3	5.4	5.4	5.2	4.9	5.0	5.4	5.4	5.4	5.5	5.8	5.9	6.5	6.5	5.6
Roman Meal															
Dollars (000)	$103	$97	$96	$95	$107	$119	$122	$118	$163	$114	$130	$162	$178	$139	$1,638
Dollar Share, Bread Ctgry	1.8	1.7	1.7	1.6	1.8	2.0	2.0	1.9	2.7	1.9	2.2	2.6	2.9	2.3	2.1
Private Label															
Dollars (000)	$1,428	$1,443	$1,496	$1,489	$1,550	$1,458	$1,523	$1,445	$1,355	$1,268	$1,243	$1,280	$1,211	$1,225	$17,966
Dollar Share, Bread Ctgry	25.0	25.2	26.1	25.5	25.8	24.7	24.7	23.7	22.4	21.7	21.1	20.7	20.0	20.7	23.2
Houston - All Other															
Dollars (000)	$311	$293	$306	$299	$350	$360	$385	$388	$411	$428	$437	$479	$433	$396	$4,964
Dollar Share, Bread Ctgry	5.4	5.1	5.3	5.1	5.8	6.1	6.2	6.4	6.8	7.3	7.4	7.7	7.2	6.7	6.4

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FBI 002340
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Monthly Sales Trends

Source: Information Resources, Inc., 1996

Flowers Industries Houston - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Flowers Houston	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)	2,643	2,651	2,853	2,905	3,027	2,993	3,076	2,906	2,959	2,784	2,993	3,067	2,813	2,760	37,786
Dollars (000)	$2,585	$2,593	$2,674	$2,688	$2,820	$2,800	$2,880	$2,743	$2,742	$2,645	$2,791	$2,906	$2,693	$2,633	$35,609
Avg Price per Unit	$.98	$.98	$.94	$.93	$.93	$.94	$.94	$.94	$.93	$.95	$.93	$.95	$.96	$.95	$.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%
Flowers															
Units (000)	711	718	705	768	808	781	801	754	807	750	813	844	774	705	10,027
Dollars (000)	$758	$768	$739	$750	$826	$815	$832	$782	$822	$771	$817	$859	$796	$741	$10,318
Avg Price per Unit	$1.07	$1.07	$1.05	$.98	$1.02	$1.04	$1.04	$1.04	$1.02	$1.03	$1.00	$1.02	$1.03	$1.05	$1.03
Unit Share	26.9	27.1	24.7	26.4	26.7	26.1	26.1	25.9	27.3	26.9	27.2	27.5	27.5	25.5	26.5
ACV Weighted Distribution	100.0%	100.0%	100.0%	100.0%	100.0%	99.9%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TTL MRS BAIRD'S															
Units (000)	786	804	868	947	969	960	988	973	933	928	989	1,061	1,011	968	12,400
Dollars (000)	$844	$880	$887	$955	$979	$981	$995	$974	$926	$935	$992	$1,063	$1,013	$974	$12,553
Avg Price per Unit	$1.07	$1.09	$1.02	$1.01	$1.01	$1.02	$1.01	$1.00	$.99	$1.01	$1.00	$1.00	$1.00	$1.01	$1.01
Unit Share	29.7	30.3	30.4	32.6	32.0	32.1	32.1	33.5	31.5	33.3	33.1	34.6	36.0	35.1	32.8
ACV Weighted Distribution	97.8%	97.7%	97.7%	97.7%	97.7%	98.2%	98.2%	98.2%	98.2%	98.2%	98.3%	98.2%	98.2%	98.2%	98.3%
Rainbo/Iron Kids															
Units (000)	272	296	260	267	268	249	276	283	263	292	318	280	219	307	3,580
Dollars (000)	$280	$291	$267	$271	$267	$257	$276	$284	$272	$287	$308	$282	$239	$293	$3,596
Avg Price per Unit	$1.03	$.98	$1.03	$1.02	$1.00	$1.03	$1.00	$1.00	$1.04	$.98	$.97	$1.01	$1.09	$.95	$1.00
Unit Share	10.3	11.2	9.1	9.2	8.9	8.3	9.0	9.7	8.9	10.5	10.6	9.1	7.8	11.1	9.5
ACV Weighted Distribution	96.6%	96.6%	96.6%	96.5%	96.6%	97.0%	97.0%	97.0%	97.0%	97.0%	97.1%	97.1%	97.8%	97.9%	97.9%
Private Label															
Units (000)	828	791	980	888	909	917	929	823	867	707	768	783	706	694	10,763
Dollars (000)	$649	$604	$731	$668	$680	$673	$709	$636	$644	$563	$587	$618	$558	$548	$8,221
Avg Price per Unit	$.78	$.76	$.75	$.75	$.75	$.73	$.76	$.77	$.74	$.80	$.76	$.79	$.79	$.79	$.76
Unit Share	31.3	29.8	34.3	30.6	30.0	30.7	30.2	28.3	29.3	25.4	25.7	25.5	25.1	25.1	28.5
ACV Weighted Distribution	99.1%	99.1%	99.1%	99.1%	99.1%	99.1%	99.1%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Flowers Industries Houston - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Flowers Houston	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)	1,563	1,571	1,503	1,547	1,586	1,534	1,583	1,592	1,543	1,636	1,473	1,524	1,682	1,593	20,368
Dollars (000)	$1,838	$1,886	$1,797	$1,887	$1,895	$1,854	$1,899	$1,937	$1,904	$1,876	$1,805	$1,884	$1,949	$1,911	$24,485
Avg Price per Unit	$1.18	$1.20	$1.20	$1.22	$1.19	$1.21	$1.20	$1.22	$1.23	$1.15	$1.23	$1.24	$1.16	$1.20	$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%
Natures Own															
Units (000)	475	442	459	451	423	408	429	395	395	487	454	472	623	612	6,050
Dollars (000)	$569	$548	$563	$558	$550	$528	$558	$531	$554	$601	$589	$620	$714	$730	$7,644
Avg Price per Unit	$1.20	$1.24	$1.23	$1.24	$1.30	$1.29	$1.30	$1.35	$1.40	$1.23	$1.30	$1.31	$1.15	$1.19	$1.26
Unit Share	30.4	28.1	30.5	29.1	26.7	26.6	27.1	24.8	25.6	29.8	30.8	31.0	37.0	38.4	29.7
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%
MRS BAIRDS/LESS															
Units (000)	406	414	416	419	420	411	438	462	448	476	389	385	391	353	5,422
Dollars (000)	$508	$522	$503	$537	$523	$533	$538	$572	$532	$507	$476	$476	$479	$446	$6,645
Avg Price per Unit	$1.25	$1.26	$1.21	$1.28	$1.24	$1.30	$1.23	$1.24	$1.19	$1.06	$1.22	$1.24	$1.23	$1.26	$1.23
Unit Share	26.0	26.3	27.7	27.1	26.5	26.8	27.7	29.0	29.1	29.1	26.4	25.3	23.2	22.2	26.6
ACV Weighted Distribution	100.0%	99.9%	99.7%	100.0%	100.0%	100.0%	100.0%	100.0%	99.4%	99.0%	99.1%	98.6%	98.5%	98.7%	100.0%
Rainbo/Colonial/FR/GF															
Units (000)	106	103	117	128	131	126	122	177	192	144	127	140	114	97	1,716
Dollars (000)	$130	$132	$147	$164	$159	$166	$155	$219	$232	$184	$170	$184	$159	$139	$2,209
Avg Price per Unit	$1.23	$1.28	$1.26	$1.28	$1.22	$1.32	$1.28	$1.24	$1.21	$1.28	$1.34	$1.32	$1.39	$1.43	$1.29
Unit Share	6.8	6.5	7.8	8.3	8.2	8.2	7.7	11.1	12.5	8.8	8.6	9.2	6.8	6.1	8.4
ACV Weighted Distribution	96.6%	96.6%	96.6%	96.5%	96.6%	97.0%	97.0%	97.0%	97.0%	97.0%	97.1%	97.1%	97.8%	97.9%	97.9%
Roman Meal															
Units (000)	75	69	67	66	82	93	101	88	132	86	99	127	161	110	1,280
Dollars (000)	$103	$97	$96	$95	$107	$119	$122	$118	$163	$114	$130	$162	$178	$139	$1,638
Avg Price per Unit	$1.38	$1.41	$1.43	$1.42	$1.31	$1.28	$1.21	$1.34	$1.24	$1.33	$1.31	$1.27	$1.11	$1.26	$1.28
Unit Share	4.8	4.4	4.4	4.3	5.2	6.1	6.4	5.5	8.5	5.2	6.7	8.4	9.5	6.9	6.3
ACV Weighted Distribution	98.6%	98.5%	98.5%	98.6%	98.6%	98.5%	98.5%	98.5%	98.5%	98.4%	98.5%	98.5%	99.2%	99.3%	99.3%

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FBI 002342
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Flowers Industries Houston - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Flowers Houston	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)	460	502	411	468	500	466	455	457	360	407	372	366	364	388	5,515
Dollars (000)	$485	$543	$457	$517	$530	$486	$496	$488	$406	$434	$401	$398	$386	$414	$5,954
Avg Price per Unit	$1.06	$1.08	$1.11	$1.11	$1.06	$1.04	$1.09	$1.07	$1.13	$1.06	$1.08	$1.09	$1.06	$1.07	$1.08
Unit Share	29.4	31.9	27.3	30.2	31.5	30.4	28.8	28.7	23.3	24.9	25.2	24.0	21.6	24.3	27.1
ACV Weighted Distribution	98.8%	98.4%	98.8%	98.4%	98.8%	98.8%	98.8%	98.8%	98.8%	98.9%	99.0%	99.0%	99.7%	99.8%	99.8%

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Flowers Industries Houston - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Flowers Houston	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)	642	635	634	610	642	593	653	652	632	600	597	649	647	633	8,177
Dollars (000)	$1,186	$1,165	$1,164	$1,133	$1,148	$1,105	$1,232	$1,239	$1,222	$1,154	$1,141	$1,250	$1,252	$1,236	$15,440
Avg Price per Unit	$1.85	$1.83	$1.84	$1.86	$1.79	$1.86	$1.89	$1.90	$1.93	$1.92	$1.91	$1.92	$1.93	$1.95	$1.89
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)	40	52	41	29	25	23	22	20	18	17	18	22	20	22	328
Dollars (000)	$73	$88	$73	$58	$47	$48	$46	$42	$40	$36	$39	$47	$45	$47	$656
Avg Price per Unit	$1.82	$1.71	$1.76	$2.01	$1.90	$2.07	$2.08	$2.11	$2.19	$2.19	$2.17	$2.17	$2.19	$2.19	$2.00
Unit Share	6.3	8.2	6.5	4.7	3.8	3.9	3.4	3.1	2.9	2.8	3.0	3.4	3.1	3.4	4.0
ACV Weighted Distribution	78.9%	80.2%	82.4%	82.0%	83.6%	80.1%	77.4%	86.6%	86.7%	86.7%	86.0%	92.8%	90.2%	89.8%	92.8%
ARN/ORO/FRAN/S-MD															
Units (000)	135	136	138	136	131	133	149	149	147	150	160	164	175	172	1,939
Dollars (000)	$302	$307	$309	$301	$296	$296	$333	$331	$329	$324	$342	$363	$392	$385	$4,307
Avg Price per Unit	$2.25	$2.26	$2.24	$2.22	$2.26	$2.22	$2.23	$2.22	$2.24	$2.16	$2.14	$2.21	$2.24	$2.24	$2.22
Unit Share	20.9	21.4	21.7	22.2	20.4	22.5	22.8	22.9	23.2	25.0	26.8	25.3	27.0	27.2	23.7
ACV Weighted Distribution	84.5%	85.2%	85.1%	84.7%	84.9%	85.2%	85.1%	83.3%	82.8%	81.6%	81.9%	82.1%	82.7%	84.2%	85.2%
TTL PEPPERIDGE FARM															
Units (000)	123	106	99	99	95	95	116	116	120	107	98	110	115	117	1,394
Dollars (000)	$270	$235	$221	$216	$211	$210	$262	$253	$259	$237	$220	$243	$260	$263	$3,089
Avg Price per Unit	$2.21	$2.21	$2.22	$2.19	$2.21	$2.20	$2.26	$2.19	$2.16	$2.22	$2.23	$2.21	$2.25	$2.24	$2.22
Unit Share	19.1	16.7	15.7	16.2	14.9	16.1	17.7	17.7	19.0	17.8	16.5	16.9	17.8	18.6	17.0
ACV Weighted Distribution	79.8%	80.8%	80.3%	79.7%	78.0%	80.9%	81.1%	81.2%	79.5%	76.6%	74.8%	75.2%	73.7%	73.5%	81.2%
TOTAL EARTH GRAINS															
Units (000)	43	45	50	49	48	46	46	57	59	58	56	62	58	59	694
Dollars (000)	$90	$96	$106	$105	$101	$97	$96	$120	$125	$121	$119	$131	$125	$127	$1,468
Avg Price per Unit	$2.10	$2.10	$2.12	$2.13	$2.10	$2.09	$2.10	$2.09	$2.11	$2.09	$2.11	$2.11	$2.17	$2.16	$2.11
Unit Share	6.7	7.2	7.9	8.1	7.5	7.8	7.0	8.8	9.4	9.7	9.4	9.6	8.9	9.3	8.5
ACV Weighted Distribution	93.3%	92.7%	92.8%	92.6%	92.6%	90.9%	90.8%	92.6%	91.7%	91.5%	91.2%	88.1%	89.0%	89.2%	92.8%

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Flowers Industries Houston - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Flowers Houston	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
TOTAL MRS BAIRDS															
Units (000)	23	21	20	22	21	22	23	21	18	17	14	14	14	14	241
Dollars (000)	$46	$43	$39	$42	$43	$43	$46	$43	$37	$36	$30	$28	$28	$28	$485
Avg Price per Unit	$2.00	$2.00	$1.98	$1.93	$2.00	$1.99	$1.99	$2.01	$2.06	$2.08	$2.05	$2.04	$2.06	$2.04	$2.01
Unit Share	3.6	3.4	3.1	3.6	3.3	3.7	3.5	3.3	2.8	2.9	2.4	2.1	2.1	2.1	2.9
ACV Weighted Distribution	94.6%	90.7%	90.7%	90.4%	90.6%	91.0%	90.9%	90.9%	88.4%	85.5%	89.7%	89.7%	90.4%	88.6%	91.0%
TTL PL/GENERIC															
Units (000)	216	217	225	215	260	212	227	220	202	184	181	192	198	186	2,718
Dollars (000)	$278	$281	$294	$288	$328	$283	$304	$306	$291	$260	$246	$257	$260	$254	$3,652
Avg Price per Unit	$1.29	$1.29	$1.31	$1.34	$1.26	$1.34	$1.34	$1.40	$1.44	$1.41	$1.36	$1.34	$1.32	$1.37	$1.34
Unit Share	33.6	34.2	35.5	35.2	40.6	35.7	34.8	33.7	32.0	30.7	30.3	29.5	30.5	29.4	33.2
ACV Weighted Distribution	68.9%	67.3%	71.1%	70.5%	72.4%	71.1%	73.3%	73.1%	72.2%	69.8%	69.7%	68.4%	69.2%	75.0%	75.0%
TOTAL ALL OTHERS															
Units (000)	62	56	59	60	60	61	68	67	66	66	67	85	67	63	846
Dollars (000)	$123	$112	$119	$122	$121	$125	$143	$140	$138	$137	$143	$179	$140	$130	$1,750
Avg Price per Unit	$1.98	$2.01	$2.01	$2.02	$2.01	$2.06	$2.08	$2.08	$2.09	$2.06	$2.12	$2.12	$2.10	$2.07	$2.07
Unit Share	9.6	8.8	9.3	9.9	9.3	10.3	10.5	10.3	10.5	11.1	11.3	13.0	10.3	9.9	10.3
ACV Weighted Distribution	98.1%	98.1%	98.1%	98.1%	97.9%	97.9%	97.8%	97.8%	98.7%	97.6%	98.9%	97.7%	99.8%	98.7%	99.8%

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Flowers Industries Houston - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Flowers Houston	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)	771	886	980	1,211	1,112	1,244	969	1,017	884	868	782	814	908	873	12,547
Dollars (000)	$824	$936	$998	$1,122	$1,111	$1,158	$987	$1,019	$924	$893	$818	$845	$940	$930	$12,681
Avg Price per Unit	$1.07	$1.06	$1.02	$.93	$1.00	$.93	$1.02	$1.00	$1.05	$1.03	$1.05	$1.04	$1.04	$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)	42	46	46	47	43	48	46	40	37	38	37	39	41	40	547
Dollars (000)	$64	$69	$67	$68	$64	$66	$71	$62	$57	$59	$59	$62	$66	$65	$837
Avg Price per Unit	$1.52	$1.51	$1.48	$1.45	$1.50	$1.38	$1.55	$1.56	$1.56	$1.57	$1.57	$1.58	$1.62	$1.61	$1.53
Unit Share	5.5	5.2	4.6	3.9	3.8	3.9	4.7	4.0	4.2	4.3	4.8	4.8	4.5	4.6	4.4
ACV Weighted Distribution	56.4%	56.2%	56.1%	58.2%	58.8%	54.4%	50.3%	56.9%	56.7%	58.2%	61.1%	59.5%	58.7%	60.9%	61.1%
Mrs Bairds															
Units (000)	119	161	181	180	172	177	150	127	114	112	111	123	130	140	1,877
Dollars (000)	$183	$221	$234	$245	$232	$234	$220	$190	$171	$166	$161	$170	$194	$196	$2,635
Avg Price per Unit	$1.54	$1.38	$1.30	$1.36	$1.35	$1.33	$1.47	$1.49	$1.50	$1.47	$1.45	$1.39	$1.50	$1.40	$1.40
Unit Share	15.4	18.1	18.4	14.9	15.4	14.2	15.5	12.5	12.9	13.0	14.2	15.1	14.3	16.1	15.0
ACV Weighted Distribution	97.8%	97.7%	97.7%	97.7%	97.7%	98.2%	98.2%	98.2%	98.2%	98.2%	98.3%	98.2%	98.2%	98.2%	98.3%
Roman Meal															
Units (000)	14	14	14	17	15	17	16	20	21	18	17	17	19	19	224
Dollars (000)	$23	$23	$23	$27	$24	$26	$25	$32	$33	$28	$26	$26	$30	$31	$353
Avg Price per Unit	$1.57	$1.57	$1.57	$1.57	$1.56	$1.56	$1.56	$1.58	$1.58	$1.58	$1.58	$1.58	$1.59	$1.58	$1.57
Unit Share	1.9	1.6	1.5	1.4	1.4	1.3	1.7	2.0	2.3	2.1	2.1	2.0	2.1	2.2	1.8
ACV Weighted Distribution	70.4%	71.0%	71.1%	69.0%	67.3%	66.1%	69.7%	85.4%	85.4%	86.7%	86.5%	86.6%	86.3%	90.0%	90.0%
Rainbo/Colonial															
Units (000)	115	127	129	162	149	148	133	147	132	127	108	110	122	119	1,712
Dollars (000)	$144	$159	$161	$189	$180	$192	$173	$204	$189	$183	$157	$160	$179	$174	$2,298
Avg Price per Unit	$1.26	$1.26	$1.24	$1.17	$1.21	$1.30	$1.30	$1.38	$1.43	$1.45	$1.45	$1.46	$1.46	$1.46	$1.34
Unit Share	14.9	14.3	13.2	13.4	13.4	11.9	13.8	14.5	14.9	14.6	13.8	13.5	13.5	13.6	13.6
ACV Weighted Distribution	89.7%	89.7%	90.2%	95.3%	89.8%	90.7%	90.6%	96.4%	96.4%	96.4%	96.5%	96.4%	97.2%	97.2%	97.2%

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Source: Information Resources, Inc., 1996

Flowers Industries Houston - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Flowers Houston	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)	437	496	566	753	660	758	551	602	510	491	424	437	526	490	7,264
Dollars (000)	$366	$419	$466	$541	$544	$558	$432	$467	$414	$392	$348	$362	$409	$408	$5,759
Avg Price per Unit	$.84	$.84	$.82	$.72	$.82	$.74	$.78	$.78	$.81	$.80	$.82	$.83	$.78	$.83	$.79
Unit Share	56.8	56.0	57.7	62.2	59.4	60.9	56.8	59.2	57.7	56.7	54.3	53.7	57.9	56.1	57.9
ACV Weighted Distribution	93.6%	94.0%	93.6%	94.0%	93.3%	92.0%	92.0%	92.6%	94.1%	93.8%	91.9%	92.3%	93.2%	93.2%	94.1%

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Flowers Industries Houston - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Flowers Houston	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)	328	343	463	354	325	317	324	330	328	336	1,048	783	336	316	5,604
Dollars (000)	$481	$483	$593	$502	$454	$453	$473	$485	$487	$497	$1,133	$1,027	$497	$486	$7,571
Avg Price per Unit	$1.46	$1.41	$1.28	$1.42	$1.40	$1.43	$1.46	$1.47	$1.48	$1.48	$1.08	$1.31	$1.48	$1.54	$1.35
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)	30	36	33	30	31	26	27	26	26	26	46	46	26	27	407
Dollars (000)	$54	$57	$60	$55	$52	$51	$52	$50	$51	$50	$83	$84	$50	$52	$746
Avg Price per Unit	$1.79	$1.57	$1.80	$1.85	$1.68	$1.93	$1.92	$1.94	$1.96	$1.94	$1.79	$1.81	$1.91	$1.92	$1.83
Unit Share	9.3	10.6	7.2	8.4	9.5	8.3	8.4	7.8	7.9	7.7	4.4	5.9	7.8	8.6	7.3
ACV Weighted Distribution	77.8%	76.9%	76.8%	76.1%	77.8%	79.0%	79.0%	85.4%	85.5%	85.6%	86.5%	89.3%	89.9%	89.6%	89.9%
Mrs. Bairds															
Units (000)	34	31	34	30	29	29	31	31	30	32	69	97	34	34	512
Dollars (000)	$55	$50	$55	$48	$46	$47	$50	$49	$48	$52	$111	$150	$55	$54	$815
Avg Price per Unit	$1.60	$1.60	$1.61	$1.61	$1.60	$1.60	$1.60	$1.59	$1.60	$1.61	$1.60	$1.55	$1.60	$1.61	$1.59
Unit Share	10.4	9.1	7.4	8.5	8.8	9.2	9.7	9.3	9.2	9.6	6.6	12.4	10.1	10.6	9.1
ACV Weighted Distribution	96.9%	93.9%	93.9%	92.8%	92.9%	93.3%	93.2%	93.3%	93.3%	97.3%	98.3%	98.2%	97.1%	98.2%	98.3%
Rainbo/Colonial															
Units (000)	4	3	3	3	2	2	3	6	7	6	23	13	6	7	85
Dollars (000)	$5	$4	$5	$4	$3	$3	$4	$10	$12	$10	$38	$21	$10	$11	$136
Avg Price per Unit	$1.51	$1.52	$1.57	$1.57	$1.57	$1.57	$1.54	$1.62	$1.61	$1.61	$1.61	$1.60	$1.61	$1.60	$1.60
Unit Share	1.1	0.8	0.7	0.8	0.6	0.7	0.9	1.9	2.2	1.8	2.2	1.7	1.8	2.2	1.5
ACV Weighted Distribution	36.3%	33.8%	28.1%	26.2%	24.3%	26.3%	32.8%	55.9%	56.2%	59.3%	73.9%	67.1%	54.7%	58.1%	73.9%
Private Label															
Units (000)	162	174	286	195	170	164	163	159	157	159	726	443	157	138	3,090
Dollars (000)	$192	$202	$292	$227	$192	$187	$190	$184	$179	$183	$607	$456	$174	$163	$3,236
Avg Price per Unit	$1.19	$1.16	$1.02	$1.17	$1.13	$1.14	$1.17	$1.16	$1.14	$1.15	$.84	$1.03	$1.11	$1.18	$1.05
Unit Share	49.2	50.7	61.9	55.0	52.1	51.7	50.2	48.1	47.9	47.3	69.3	56.6	46.6	43.6	55.1
ACV Weighted Distribution	88.4%	88.3%	93.5%	91.3%	91.2%	89.6%	90.0%	90.1%	91.7%	92.7%	92.4%	92.9%	93.8%	91.9%	93.8%

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Monthly Sales Trends

Source: Information Resources, Inc., 1996

San Antonio

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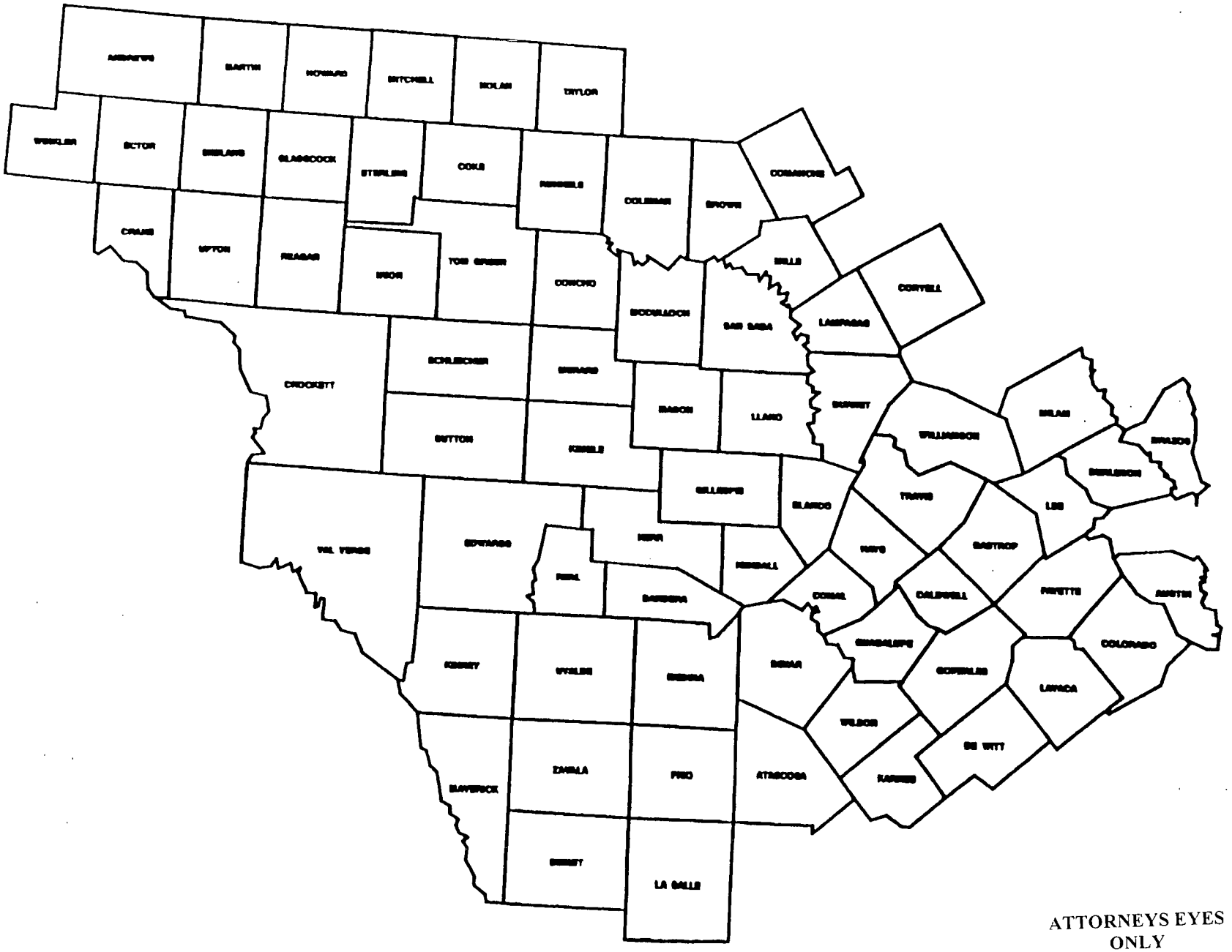
Flowers - San Antonio



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STATE(S): TX

Flower Industries San Antonio - Monthly InfoScan Sales Analysis

Category: White, Soft Variety & Specialty

Flowers San Antonio	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)	$4,871	$4,757	$4,740	$4,692	$4,882	$5,137	$5,005	$4,966	$5,022	$4,940	$4,848	$4,904	$4,884	$4,872	$63,651
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)	$697	$686	$680	$672	$705	$746	$744	$756	$788	$776	$766	$782	$789	$765	$9,655
Dollar Share, Bread Ctgry	14.3	14.4	14.3	14.3	14.4	14.5	14.9	15.2	15.7	15.7	15.8	15.9	16.2	15.7	15.2
Earth Grains Co.															
Dollars (000)	$555	$518	$545	$533	$518	$552	$529	$525	$552	$520	$506	$509	$512	$491	$6,811
Dollar Share, Bread Ctgry	11.4	10.9	11.5	11.4	10.6	10.7	10.6	10.6	11.0	10.5	10.4	10.4	10.5	10.1	10.7
Mrs. Baird's															
Dollars (000)	$1,015	$990	$951	$926	$994	$1,067	$1,011	$979	$968	$965	$962	$967	$950	$959	$12,691
Dollar Share, Bread Ctgry	20.8	20.8	20.1	19.7	20.4	20.8	20.2	19.7	19.3	19.5	19.8	19.7	19.4	19.7	19.9
Pepperidge Farms															
Dollars (000)	$107	$95	$91	$90	$95	$100	$113	$118	$128	$120	$111	$117	$128	$124	$1,429
Dollar Share, Bread Ctgry	2.2	2.0	1.9	1.9	1.9	1.9	2.3	2.4	2.5	2.4	2.3	2.4	2.6	2.5	2.2
Arnold Oroweat															
Dollars (000)	$233	$233	$236	$236	$241	$241	$247	$260	$266	$269	$271	$265	$289	$261	$3,314
Dollar Share, Bread Ctgry	4.8	4.9	5.0	5.0	4.9	4.7	4.9	5.2	5.3	5.4	5.6	5.4	5.9	5.4	5.2
Roman Meal															
Dollars (000)	$101	$95	$93	$90	$101	$101	$101	$113	$116	$98	$93	$90	$102	$91	$1,284
Dollar Share, Bread Ctgry	2.1	2.0	2.0	1.9	2.1	2.0	2.0	2.3	2.3	2.0	1.9	1.8	2.1	1.9	2.0
Private Label															
Dollars (000)	$2,069	$2,051	$2,061	$2,070	$2,176	$2,278	$2,211	$2,159	$2,107	$2,081	$2,008	$2,052	$2,039	$2,119	$27,410
Dollar Share, Bread Ctgry	42.5	43.1	43.5	44.1	44.6	44.3	44.2	43.5	42.0	42.1	41.4	41.8	41.7	43.5	43.1
All Other - San Antonio															
Dollars (000)	$196	$184	$176	$165	$155	$153	$149	$169	$212	$211	$224	$213	$178	$154	$2,341
Dollar Share, Bread Ctgry	4.0	3.9	3.7	3.5	3.2	3.0	3.0	3.4	4.2	4.3	4.6	4.3	3.6	3.2	3.7

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Flowers Industries San Antonio Monthly InfoScan Sales Analysis

Category: Class 1 - White

Flowers San Antonio	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 1 - White															
Units (000)	3,284	3,191	3,156	3,182	3,335	3,439	3,345	3,219	3,190	3,123	3,142	3,204	3,057	3,110	41,693
Dollars (000)	$2,505	$2,403	$2,405	$2,415	$2,538	$2,721	$2,581	$2,472	$2,472	$2,436	$2,453	$2,500	$2,382	$2,402	$32,179
Avg Price per Unit	$.76	$.75	$.76	$.76	$.76	$.79	$.77	$.77	$.77	$.78	$.78	$.78	$.78	$.77	$.77
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 BK,WW,SB,FL															
Units (000)	397	384	399	400	403	435	427	424	470	438	459	446	423	396	5,506
Dollars (000)	$404	$391	$407	$406	$413	$443	$438	$437	$480	$449	$469	$459	$431	$411	$5,633
Avg Price per Unit	$1.02	$1.02	$1.02	$1.01	$1.03	$1.02	$1.02	$1.03	$1.02	$1.03	$1.02	$1.03	$1.02	$1.04	$1.02
Unit Share	12.1	12.0	12.6	12.6	12.1	12.6	12.8	13.2	14.7	14.0	14.6	13.9	13.8	12.7	13.2
ACV Weighted Distribution	97.6%	97.3%	99.7%	99.3%	99.4%	100.0%	99.4%	99.3%	99.6%	99.6%	99.6%	99.5%	99.6%	99.6%	100.0%
Mrs Bairds															
Units (000)	569	570	563	576	606	560	591	563	569	580	594	606	588	594	7,562
Dollars (000)	$614	$617	$589	$571	$626	$685	$629	$586	$594	$606	$620	$636	$607	$615	$7,980
Avg Price per Unit	$1.08	$1.08	$1.05	$.99	$1.03	$1.22	$1.06	$1.04	$1.04	$1.04	$1.04	$1.05	$1.03	$1.03	$1.06
Unit Share	17.3	17.9	17.8	18.1	18.2	16.3	17.7	17.5	17.8	18.6	18.9	18.9	19.2	19.1	18.1
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%
Rainbo/Colonial/Iron Kids															
Units (000)	222	197	210	201	198	205	188	170	178	190	183	193	180	178	2,470
Dollars (000)	$241	$220	$238	$234	$214	$237	$222	$198	$205	$218	$211	$221	$211	$205	$2,834
Avg Price per Unit	$1.08	$1.11	$1.14	$1.17	$1.08	$1.16	$1.18	$1.16	$1.15	$1.14	$1.16	$1.15	$1.18	$1.15	$1.15
Unit Share	6.8	6.2	6.6	6.3	6.0	5.9	5.6	5.3	5.6	6.1	5.8	6.0	5.9	5.7	5.9
ACV Weighted Distribution	96.5%	96.8%	99.2%	99.2%	99.3%	99.3%	99.4%	99.5%	99.2%	98.9%	99.1%	99.4%	99.6%	99.9%	99.9%
Private Label															
Units (000)	2,017	1,961	1,919	1,943	2,068	2,179	2,084	2,005	1,900	1,831	1,823	1,899	1,824	1,909	25,347
Dollars (000)	$1,193	$1,125	$1,129	$1,163	$1,247	$1,315	$1,256	$1,214	$1,146	$1,109	$1,100	$1,145	$1,103	$1,150	$15,202
Avg Price per Unit	$.59	$.57	$.59	$.60	$.60	$.60	$.60	$.61	$.60	$.61	$.60	$.60	$.60	$.60	$.60
Unit Share	61.4	61.5	60.8	61.1	62.0	63.3	62.3	62.3	59.6	58.6	58.0	59.3	59.7	61.4	60.8
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%

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Flowers Industries San Antonio Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Flowers San Antonio	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)	1,703	1,625	1,606	1,595	1,660	1,734	1,746	1,723	1,747	1,713	1,625	1,615	1,673	1,657	21,716
Dollars (000)	$1,748	$1,664	$1,642	$1,623	$1,669	$1,750	$1,734	$1,765	$1,798	$1,741	$1,671	$1,655	$1,707	$1,699	$22,118
Avg Price per Unit	$1.03	$1.02	$1.02	$1.02	$1.01	$1.01	$.99	$1.02	$1.03	$1.02	$1.03	$1.02	$1.02	$1.03	$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%
Nature's Own															
Units (000)	192	198	173	170	205	198	207	202	222	234	225	231	265	235	2,763
Dollars (000)	$259	$258	$243	$236	$261	$269	$267	$283	$303	$301	$288	$289	$331	$322	$3,652
Avg Price per Unit	$1.35	$1.31	$1.41	$1.39	$1.28	$1.36	$1.29	$1.40	$1.37	$1.29	$1.28	$1.26	$1.25	$1.37	$1.32
Unit Share	11.3	12.2	10.7	10.7	12.3	11.4	11.9	11.7	12.7	13.6	13.8	14.3	15.9	14.2	12.7
ACV Weighted Distribution	97.7%	97.7%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.9%	100.0%
Butter Krust Wheat															
Units (000)	67	66	67	67	72	76	74	73	76	80	84	82	82	74	974
Dollars (000)	$72	$71	$72	$72	$77	$82	$80	$79	$83	$86	$90	$89	$88	$80	$1,050
Avg Price per Unit	$1.08	$1.08	$1.08	$1.08	$1.07	$1.07	$1.08	$1.08	$1.09	$1.08	$1.08	$1.08	$1.07	$1.08	$1.08
Unit Share	3.9	4.0	4.1	4.2	4.3	4.4	4.2	4.3	4.4	4.6	5.1	5.1	4.9	4.5	4.5
ACV Weighted Distribution	90.7%	93.3%	94.9%	96.6%	96.5%	97.4%	95.2%	95.8%	95.8%	95.3%	95.0%	95.3%	96.0%	97.6%	97.6%
Mrs Bairds															
Units (000)	251	242	252	246	246	264	266	273	262	256	231	225	229	238	3,230
Dollars (000)	$338	$317	$314	$308	$316	$332	$332	$344	$327	$314	$300	$290	$296	$301	$4,093
Avg Price per Unit	$1.35	$1.31	$1.25	$1.25	$1.28	$1.25	$1.25	$1.26	$1.25	$1.23	$1.30	$1.29	$1.29	$1.27	$1.27
Unit Share	14.7	14.9	15.7	15.4	14.8	15.2	15.3	15.8	15.0	14.9	14.2	13.9	13.7	14.3	14.9
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%
Roman Meal															
Units (000)	69	63	60	58	67	65	74	79	82	67	63	61	72	65	875
Dollars (000)	$101	$95	$93	$90	$101	$101	$101	$113	$116	$98	$93	$90	$102	$91	$1,284
Avg Price per Unit	$1.47	$1.52	$1.56	$1.55	$1.51	$1.55	$1.36	$1.43	$1.41	$1.46	$1.48	$1.47	$1.42	$1.41	$1.47
Unit Share	4.0	3.9	3.7	3.7	4.0	3.8	4.3	4.6	4.7	3.9	3.9	3.8	4.3	3.9	4.0
ACV Weighted Distribution	98.8%	99.1%	99.2%	99.2%	99.3%	99.3%	99.4%	99.5%	99.1%	98.8%	99.0%	99.3%	99.6%	99.9%	99.9%

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FBI 002353
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Flowers Industries San Antonio Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Flowers San Antonio	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
Rainbo/Colonial/FR/GF															
Units (000)	84	76	86	81	80	83	83	86	93	81	75	68	66	68	1,026
Dollars (000)	$128	$114	$127	$122	$119	$128	$120	$126	$140	$119	$116	$108	$108	$110	$1,557
Avg Price per Unit	$1.52	$1.50	$1.48	$1.50	$1.48	$1.55	$1.45	$1.46	$1.51	$1.48	$1.54	$1.59	$1.63	$1.61	$1.52
Unit Share	4.9	4.7	5.3	5.1	4.8	4.8	4.7	5.0	5.3	4.7	4.6	4.2	4.0	4.1	4.7
ACV Weighted Distribution	96.2%	96.4%	98.9%	99.2%	99.2%	99.3%	99.2%	99.3%	99.0%	98.7%	98.8%	99.1%	99.4%	99.8%	99.8%
Private Label															
Units (000)	817	761	751	756	773	805	796	772	758	751	704	691	729	744	9,791
Dollars (000)	$644	$607	$595	$596	$607	$629	$620	$606	$598	$595	$557	$543	$572	$586	$7,711
Avg Price per Unit	$.79	$.80	$.79	$.79	$.79	$.78	$.78	$.78	$.79	$.79	$.79	$.78	$.79	$.79	$.79
Unit Share	48.0	46.9	46.8	47.4	46.6	46.4	45.6	44.8	43.4	43.9	43.3	42.8	43.6	44.9	45.1
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%

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Flowers Industries San Antonio Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Flowers San Antonio	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)	488	562	568	540	554	558	573	591	607	607	577	603	615	610	7,565
Dollars (000)	$807	$879	$884	$854	$868	$884	$910	$942	$976	$985	$954	$998	$1,005	$977	$12,117
Avg Price per Unit	$1.65	$1.56	$1.56	$1.58	$1.57	$1.58	$1.59	$1.59	$1.61	$1.62	$1.65	$1.66	$1.63	$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%	99.9%	100.0%	100.0%	100.0%
COBBLESTONE MILL															
Units (000)	35	32	32	24	23	22	22	22	21	21	20	21	18	19	296
Dollars (000)	$62	$61	$58	$52	$46	$47	$48	$49	$46	$45	$44	$46	$41	$41	$624
Avg Price per Unit	$1.81	$1.89	$1.83	$2.12	$2.03	$2.15	$2.22	$2.22	$2.21	$2.18	$2.17	$2.19	$2.19	$2.21	$2.11
Unit Share	7.1	5.7	5.6	4.5	4.1	3.9	3.8	3.8	3.4	3.4	3.5	3.5	3.0	3.1	3.9
ACV Weighted Distribution	90.1%	90.7%	92.2%	92.1%	92.1%	92.6%	92.8%	92.5%	92.5%	92.3%	92.5%	92.8%	93.5%	93.7%	93.7%
ARN/ORO/FRAN/S-MD															
Units (000)	108	107	113	109	110	109	116	120	122	125	126	121	133	121	1,533
Dollars (000)	$233	$233	$236	$236	$241	$241	$247	$260	$266	$269	$271	$265	$289	$261	$3,314
Avg Price per Unit	$2.16	$2.18	$2.08	$2.15	$2.19	$2.20	$2.12	$2.16	$2.19	$2.16	$2.15	$2.19	$2.17	$2.15	$2.16
Unit Share	22.1	19.1	20.0	20.3	19.9	19.6	20.3	20.3	20.1	20.5	21.8	20.0	21.7	19.9	20.3
ACV Weighted Distribution	86.6%	86.7%	88.7%	89.0%	89.2%	89.8%	90.0%	90.1%	89.5%	88.8%	89.3%	89.9%	90.3%	91.1%	91.1%
TTL PEPPERIDGE FARM															
Units (000)	50	44	43	44	44	48	53	55	61	55	50	54	60	57	668
Dollars (000)	$107	$95	$91	$90	$95	$100	$113	$118	$128	$120	$111	$117	$128	$124	$1,429
Avg Price per Unit	$2.12	$2.15	$2.14	$2.05	$2.15	$2.08	$2.14	$2.15	$2.09	$2.17	$2.23	$2.17	$2.13	$2.16	$2.14
Unit Share	10.3	7.9	7.5	8.2	8.0	8.6	9.3	9.3	10.1	9.1	8.6	8.9	9.8	9.4	8.8
ACV Weighted Distribution	77.2%	77.2%	78.3%	78.7%	75.8%	78.6%	78.8%	79.3%	79.1%	76.1%	76.6%	76.7%	76.8%	79.9%	79.9%
TOTAL EARTH GRAINS															
Units (000)	42	43	42	41	41	42	41	44	44	41	42	44	43	40	547
Dollars (000)	$86	$89	$87	$86	$85	$86	$86	$89	$91	$85	$86	$91	$91	$85	$1,136
Avg Price per Unit	$2.05	$2.08	$2.09	$2.10	$2.08	$2.04	$2.10	$2.01	$2.08	$2.08	$2.05	$2.05	$2.14	$2.14	$2.08
Unit Share	8.6	7.6	7.3	7.6	7.3	7.5	7.1	7.5	7.3	6.7	7.3	7.4	6.9	6.5	7.2
ACV Weighted Distribution	91.8%	91.9%	92.2%	92.4%	92.6%	92.6%	92.8%	93.0%	92.3%	91.8%	92.3%	93.6%	93.3%	94.3%	94.3%

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Flowers Industries San Antonio Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Flowers San Antonio	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
TOTAL MRS BAIRDS															
Units (000)	23	21	18	20	20	19	19	18	16	16	14	15	15	15	224
Dollars (000)	$45	$42	$34	$35	$38	$37	$37	$35	$31	$32	$28	$29	$31	$30	$439
Avg Price per Unit	$1.97	$1.96	$1.93	$1.79	$1.93	$1.94	$1.97	$1.97	$2.01	$2.03	$2.02	$1.99	$2.02	$2.01	$1.96
Unit Share	4.7	3.8	3.1	3.7	3.5	3.4	3.2	3.0	2.6	2.6	2.4	2.4	2.5	2.4	3.0
ACV Weighted Distribution	100.0%	99.5%	99.6%	99.6%	99.6%	99.6%	99.7%	99.7%	99.5%	99.4%	99.3%	99.6%	99.7%	100.0%	100.0%
TTL PL/GENERIC															
Units (000)	192	278	285	264	281	281	284	290	301	305	278	291	299	316	3,752
Dollars (000)	$199	$288	$305	$280	$291	$300	$301	$305	$329	$345	$319	$335	$330	$349	$4,074
Avg Price per Unit	$1.04	$1.04	$1.07	$1.06	$1.04	$1.07	$1.06	$1.05	$1.09	$1.13	$1.15	$1.15	$1.11	$1.10	$1.09
Unit Share	39.3	49.5	50.1	48.8	50.6	50.4	49.6	49.0	49.7	50.3	48.2	48.2	48.6	51.8	49.6
ACV Weighted Distribution	93.4%	93.7%	93.2%	93.4%	93.6%	94.6%	94.8%	94.2%	93.6%	92.8%	93.2%	93.7%	94.3%	95.2%	95.2%
TOTAL ALL OTHERS															
Units (000)	38	36	36	38	37	36	38	42	42	44	47	57	46	42	540
Dollars (000)	$74	$71	$73	$75	$73	$73	$77	$86	$84	$90	$95	$115	$95	$87	$1,093
Avg Price per Unit	$1.94	$1.96	$2.00	$2.00	$1.99	$2.03	$2.04	$2.05	$2.02	$2.02	$2.01	$2.01	$2.06	$2.09	$2.02
Unit Share	7.8	6.4	6.4	7.0	6.6	6.4	6.6	7.1	6.8	7.3	8.2	9.5	7.5	6.8	7.1
ACV Weighted Distribution	98.6%	98.6%	98.7%	98.4%	98.7%	98.2%	98.4%	98.4%	98.5%	98.4%	99.1%	99.6%	99.5%	99.1%	99.6%

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Flowers Industries San Antonio Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Flowers San Antonio	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)	774	879	971	1,071	1,024	1,125	891	911	830	770	700	692	794	815	11,472
Dollars (000)	$696	$764	$806	$883	$840	$893	$753	$783	$752	$690	$628	$612	$709	$712	$9,823
Avg Price per Unit	$.90	$.87	$.83	$.82	$.82	$.79	$.84	$.86	$.91	$.90	$.90	$.88	$.89	$.87	$.86
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 BTR KRST/NAT OWN															
Units (000)	25	26	28	29	31	44	32	35	36	33	30	28	32	29	414
Dollars (000)	$33	$35	$37	$37	$38	$49	$41	$43	$46	$43	$39	$35	$40	$35	$517
Avg Price per Unit	$1.31	$1.32	$1.30	$1.26	$1.23	$1.12	$1.27	$1.23	$1.30	$1.29	$1.29	$1.23	$1.23	$1.21	$1.25
Unit Share	3.3	3.0	2.9	2.7	3.0	3.9	3.6	3.8	4.3	4.3	4.3	4.1	4.1	3.6	3.6
ACV Weighted Distribution	88.5%	87.4%	87.1%	87.1%	87.1%	87.9%	88.1%	88.0%	87.9%	87.9%	87.7%	87.8%	87.8%	88.1%	88.1%
TTL MRS BAIRDS															
Units (000)	111	134	141	153	150	159	121	108	110	104	95	108	115	106	1,604
Dollars (000)	$158	$177	$167	$190	$181	$174	$158	$154	$150	$140	$131	$133	$152	$146	$2,051
Avg Price per Unit	$1.43	$1.32	$1.19	$1.24	$1.21	$1.10	$1.31	$1.42	$1.36	$1.35	$1.38	$1.23	$1.32	$1.37	$1.28
Unit Share	14.3	15.3	14.5	14.3	14.6	14.1	13.6	11.9	13.3	13.4	13.5	15.7	14.5	13.0	14.0
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 RAINBO/COLONIAL															
Units (000)	75	78	92	118	110	115	101	100	90	74	66	63	75	78	1,158
Dollars (000)	$100	$103	$113	$131	$121	$127	$112	$114	$118	$99	$88	$84	$101	$97	$1,408
Avg Price per Unit	$1.33	$1.32	$1.23	$1.11	$1.11	$1.10	$1.12	$1.14	$1.32	$1.33	$1.34	$1.35	$1.35	$1.25	$1.22
Unit Share	9.7	8.9	9.4	11.0	10.7	10.3	11.3	11.0	10.8	9.6	9.4	9.0	9.4	9.5	10.1
ACV Weighted Distribution	94.4%	94.6%	99.2%	99.2%	97.1%	98.6%	98.7%	98.8%	98.5%	98.2%	98.4%	98.6%	98.8%	99.2%	99.2%
TOTAL PRIVATE LABEL															
Units (000)	539	615	690	747	712	782	617	644	572	542	493	478	553	585	8,029
Dollars (000)	$368	$412	$455	$488	$465	$507	$408	$437	$401	$379	$343	$334	$386	$407	$5,420
Avg Price per Unit	$.68	$.67	$.66	$.65	$.65	$.65	$.66	$.68	$.70	$.70	$.70	$.70	$.70	$.70	$.68
Unit Share	69.6	70.0	71.0	69.7	69.5	69.6	69.2	70.7	69.0	70.3	70.4	69.0	69.6	71.8	70.0
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%

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Monthly Sales Trends

Source: Information Resources, Inc., 1996

Flowers Industries San Antonio Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Flowers San Antonio	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)	181	175	195	157	147	148	150	158	161	183	939	546	159	153	3,270
Dollars (000)	$266	$253	$285	$237	$219	$221	$228	$239	$241	$267	$928	$636	$243	$232	$4,230
Avg Price per Unit	$1.47	$1.44	$1.46	$1.51	$1.50	$1.49	$1.52	$1.51	$1.50	$1.46	$.99	$1.17	$1.53	$1.52	$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%	99.9%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total Butter Krust															
Units (000)	6	6	6	6	5	5	6	7	7	10	35	25	6	5	129
Dollars (000)	$10	$9	$10	$9	$8	$8	$10	$11	$11	$16	$56	$40	$9	$8	$206
Avg Price per Unit	$1.56	$1.54	$1.54	$1.53	$1.52	$1.57	$1.61	$1.61	$1.62	$1.60	$1.61	$1.62	$1.62	$1.61	$1.59
Unit Share	3.6	3.5	3.3	3.9	3.7	3.6	4.3	4.2	4.2	5.4	3.7	4.5	3.7	3.3	4.0
ACV Weighted Distribution	86.0%	85.4%	87.6%	85.6%	85.6%	86.5%	85.9%	85.6%	85.6%	86.3%	88.2%	88.0%	86.4%	86.4%	88.2%
TOTAL MRS BAIRDS															
Units (000)	27	26	29	24	22	22	23	24	25	27	69	56	24	23	394
Dollars (000)	$40	$40	$44	$36	$34	$33	$34	$37	$37	$41	$106	$84	$36	$35	$597
Avg Price per Unit	$1.51	$1.51	$1.51	$1.51	$1.51	$1.51	$1.51	$1.51	$1.51	$1.51	$1.53	$1.51	$1.51	$1.51	$1.51
Unit Share	14.7	15.1	15.1	15.4	15.2	14.7	15.1	15.4	15.3	14.7	7.4	10.2	15.1	15.0	12.1
ACV Weighted Distribution	99.1%	98.5%	99.0%	99.1%	99.1%	99.2%	98.9%	99.0%	98.6%	98.1%	99.4%	99.3%	99.1%	99.0%	99.4%
TOTAL RAINBO/COLONIAL															
Units (000)	9	8	9	7	6	5	5	7	7	9	25	17	7	6	118
Dollars (000)	$13	$11	$14	$10	$9	$8	$8	$10	$11	$13	$38	$26	$11	$9	$179
Avg Price per Unit	$1.50	$1.50	$1.50	$1.50	$1.51	$1.50	$1.50	$1.51	$1.52	$1.49	$1.51	$1.53	$1.53	$1.53	$1.51
Unit Share	4.7	4.3	4.8	4.5	4.0	3.6	3.6	4.1	4.4	4.8	2.7	3.2	4.5	4.0	3.6
ACV Weighted Distribution	87.2%	86.8%	90.2%	90.2%	89.8%	87.7%	86.5%	88.4%	88.6%	94.0%	97.2%	93.4%	86.4%	90.3%	97.2%
TTL PL/GENERIC															
Units (000)	64	59	73	52	48	50	50	55	56	67	660	328	49	51	1,598
Dollars (000)	$61	$57	$69	$51	$47	$49	$48	$53	$54	$62	$472	$254	$48	$49	$1,314
Avg Price per Unit	$.95	$.96	$.95	$.99	$.98	$.97	$.96	$.97	$.98	$.93	$.71	$.77	$.97	$.96	$.82
Unit Share	35.5	33.9	37.3	33.0	32.4	33.9	33.4	34.6	34.7	36.5	70.3	60.1	31.0	33.7	48.9
ACV Weighted Distribution	96.0%	96.2%	96.5%	93.7%	93.8%	97.1%	97.3%	94.9%	94.3%	93.7%	94.0%	94.6%	95.1%	96.1%	97.3%

ATTORNEYS EYES ONLY

FBI 002358
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Report 104 - San Antonio - Rolls

Monthly Sales Trends

Source: Information Resources, Inc., 1996

Dallas

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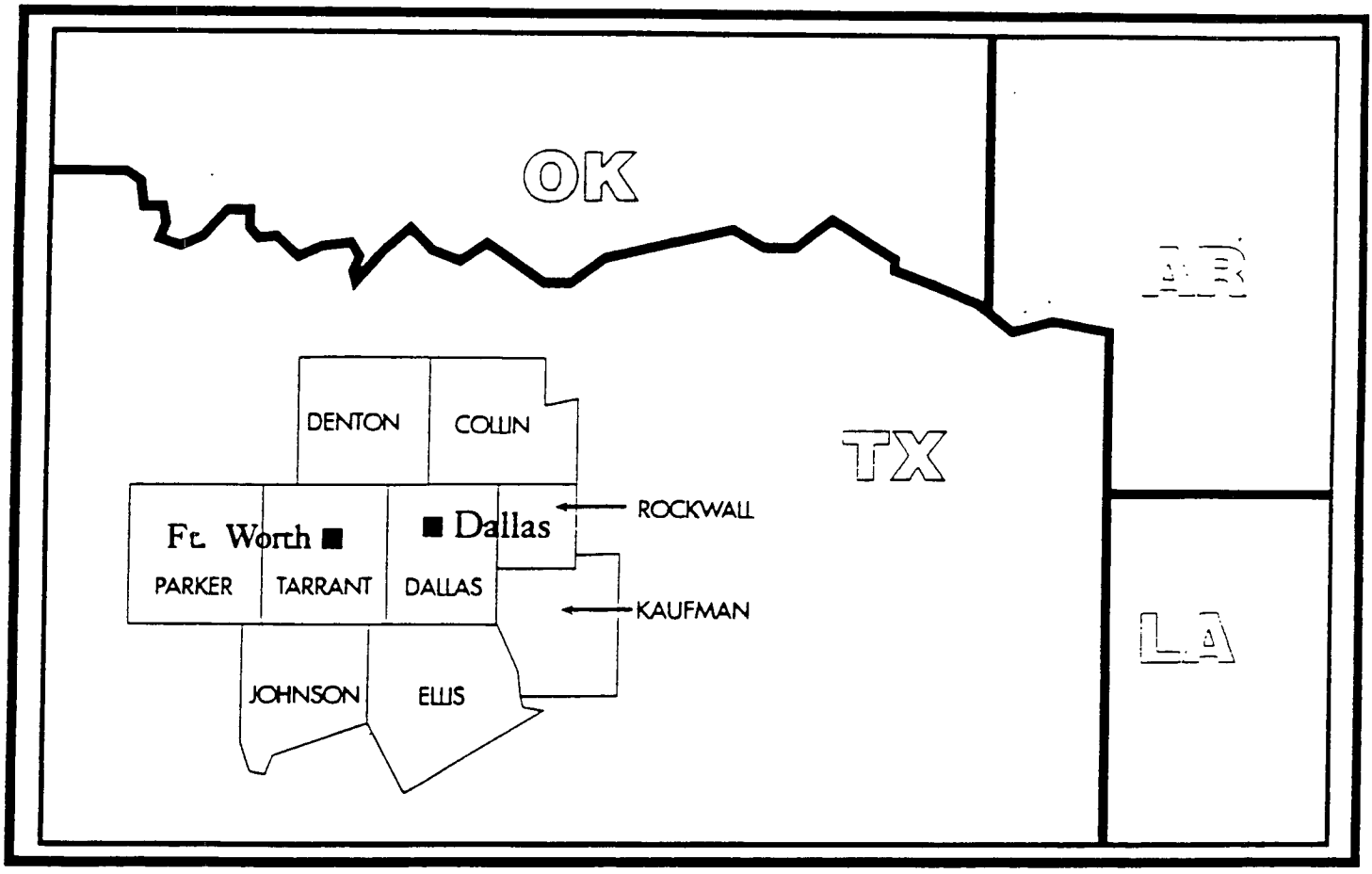

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Flower Industries Dallas - Monthly InfoScan Sales Analysis

Category: White, Soft Variety & Specialty

Dallas/Ft Worth	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)	$6,783	$6,577	$6,392	$6,491	$6,736	$6,863	$6,898	$6,903	$6,665	$6,635	$6,765	$7,080	$6,667	$6,597	$87,272
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)	$577	$522	$490	$514	$542	$549	$548	$493	$448	$499	$493	$508	$461	$488	$6,555
Dollar Share, Bread Ctgry	8.5	7.9	7.7	7.9	8.0	8.0	7.9	7.1	6.7	7.5	7.3	7.2	6.9	7.4	7.5
TTL MRS BAIRD'S															
Dollars (000)	$2,469	$2,414	$2,381	$2,448	$2,483	$2,615	$2,613	$2,591	$2,350	$2,328	$2,500	$2,548	$2,408	$2,409	$32,089
Dollar Share, Bread Ctgry	36.4	36.7	37.3	37.7	36.9	38.1	37.9	37.5	35.3	35.1	37.0	36.0	36.1	36.5	36.8
Continental															
Dollars (000)	$189	$186	$205	$194	$161	$163	$161	$153	$146	$147	$151	$150	$236	$156	$2,206
Dollar Share, Bread Ctgry	2.8	2.8	3.2	3.0	2.4	2.4	2.3	2.2	2.2	2.2	2.2	2.1	3.5	2.4	2.5
ARN/ORO/FRAN/S-MD															
Dollars (000)	$359	$360	$374	$350	$359	$366	$382	$389	$384	$402	$458	$459	$449	$446	$5,179
Dollar Share, Bread Ctgry	5.3	5.5	5.8	5.4	5.3	5.3	5.5	5.6	5.8	6.1	6.8	6.5	6.7	6.8	5.9
Total Earth Grains															
Dollars (000)	$611	$558	$523	$563	$568	$610	$606	$646	$802	$742	$676	$732	$588	$654	$8,269
Dollar Share, Bread Ctgry	9.0	8.5	8.2	8.7	8.4	8.9	8.8	9.4	12.0	11.2	10.0	10.3	8.8	9.9	9.5
PEPPERIDGE FARM															
Dollars (000)	$305	$275	$257	$260	$258	$248	$314	$313	$322	$315	$291	$310	$313	$315	$3,791
Dollar Share, Bread Ctgry	4.5	4.2	4.0	4.0	3.8	3.6	4.6	4.5	4.8	4.7	4.3	4.4	4.7	4.8	4.3
Roman Meal															
Dollars (000)	$99	$93	$83	$79	$100	$96	$102	$149	$108	$101	$96	$118	$119	$74	$1,318
Dollar Share, Bread Ctgry	1.5	1.4	1.3	1.2	1.5	1.4	1.5	2.2	1.6	1.5	1.4	1.7	1.8	1.1	1.5
PRIVATE LABEL															
Dollars (000)	$1,616	$1,637	$1,563	$1,562	$1,739	$1,674	$1,652	$1,635	$1,594	$1,569	$1,537	$1,648	$1,573	$1,549	$20,932
Dollar Share, Bread Ctgry	23.8	24.9	24.5	24.1	25.8	24.4	23.9	23.7	23.9	23.6	22.7	23.3	23.6	23.5	24.0
All Other - Dallas															
Dollars (000)	$695	$679	$673	$694	$717	$739	$724	$712	$656	$678	$728	$785	$676	$649	$9,110
Dollar Share, Bread Ctgry	10.2	10.3	10.5	10.7	10.6	10.8	10.5	10.3	9.8	10.2	10.8	11.1	10.1	9.8	10.4

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Monthly Sales Trends

Source: Information Resources, Inc., 1996

Flowers Industries Dallas - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Dallas/Ft Worth	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)	2,443	2,411	2,420	2,453	2,604	2,627	2,543	2,445	2,386	2,233	2,461	2,502	2,259	2,208	31,553
Dollars (000)	$2,685	$2,609	$2,596	$2,652	$2,830	$2,852	$2,770	$2,730	$2,594	$2,507	$2,681	$2,805	$2,537	$2,499	$34,663
Avg Price per Unit	$1.10	$1.08	$1.07	$1.08	$1.09	$1.09	$1.09	$1.12	$1.09	$1.12	$1.09	$1.12	$1.12	$1.13	$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%
Flowers WW,SB,FL															
Units (000)	134	159	158	181	200	210	214	177	133	144	163	161	138	130	2,169
Dollars (000)	$155	$173	$177	$194	$213	$223	$226	$197	$163	$159	$185	$195	$171	$162	$2,437
Avg Price per Unit	$1.16	$1.08	$1.12	$1.07	$1.07	$1.06	$1.05	$1.12	$1.23	$1.10	$1.13	$1.21	$1.23	$1.25	$1.12
Unit Share	5.5	6.6	6.5	7.4	7.7	8.0	8.4	7.2	5.6	6.5	6.6	6.5	6.1	5.9	6.9
ACV Weighted Distribution	82.3%	82.4%	82.3%	82.4%	82.8%	82.6%	82.2%	82.9%	83.0%	83.1%	83.4%	83.4%	83.3%	83.2%	83.4%
TTL MRS BAIRD'S															
Units (000)	1,144	1,084	1,001	1,021	1,064	1,105	1,084	1,053	1,016	1,030	1,127	1,125	1,003	1,000	13,712
Dollars (000)	$1,487	$1,424	$1,354	$1,397	$1,458	$1,523	$1,496	$1,453	$1,385	$1,392	$1,508	$1,562	$1,392	$1,389	$18,732
Avg Price per Unit	$1.30	$1.31	$1.35	$1.37	$1.37	$1.38	$1.38	$1.38	$1.36	$1.35	$1.34	$1.39	$1.39	$1.39	$1.37
Unit Share	46.8	44.9	41.4	41.6	40.8	42.1	42.6	43.1	42.6	46.1	45.8	45.0	44.4	45.3	43.5
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%
COL/RB/IRON KIDS															
Units (000)	255	203	180	204	209	187	115	229	262	236	231	208	117	216	2,597
Dollars (000)	$295	$244	$226	$236	$253	$237	$165	$270	$290	$286	$268	$255	$167	$262	$3,158
Avg Price per Unit	$1.16	$1.20	$1.25	$1.16	$1.21	$1.27	$1.44	$1.18	$1.11	$1.21	$1.16	$1.22	$1.43	$1.21	$1.22
Unit Share	10.4	8.4	7.5	8.3	8.0	7.1	4.5	9.4	11.0	10.6	9.4	8.3	5.2	9.8	8.2
ACV Weighted Distribution	99.0%	99.0%	99.1%	99.0%	99.5%	99.4%	99.2%	99.7%	99.7%	99.7%	99.3%	99.3%	99.3%	99.3%	99.7%
TTL WONDER															
Units (000)	63	58	70	63	34	33	32	30	28	27	29	31	111	34	580
Dollars (000)	$76	$76	$92	$83	$49	$48	$46	$43	$40	$39	$41	$46	$135	$51	$788
Avg Price per Unit	$1.21	$1.30	$1.31	$1.32	$1.44	$1.44	$1.44	$1.44	$1.44	$1.45	$1.45	$1.45	$1.22	$1.50	$1.36
Unit Share	2.6	2.4	2.9	2.5	1.3	1.3	1.3	1.2	1.2	1.2	1.2	1.3	4.9	1.6	1.8
ACV Weighted Distribution	99.0%	99.0%	99.1%	99.0%	95.8%	94.2%	92.0%	92.6%	94.9%	95.6%	94.1%	95.0%	96.5%	96.6%	99.1%
Private Label															

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FBI 002362
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Flowers Industries Dallas - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Dallas/Ft Worth	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
Units (000)	755	833	928	888	1,004	982	1,009	867	884	730	828	894	811	751	11,408
Dollars (000)	$601	$632	$678	$665	$783	$735	$763	$692	$660	$573	$611	$676	$604	$567	$8,639
Avg Price per Unit	$.80	$.76	$.73	$.75	$.78	$.75	$.76	$.80	$.75	$.78	$.74	$.76	$.74	$.76	$.76
Unit Share	30.9	34.5	38.3	36.2	38.6	37.4	39.7	35.5	37.0	32.7	33.7	35.7	35.9	34.0	36.2
ACV Weighted Distribution	99.4%	99.4%	99.4%	99.4%	99.5%	99.2%	99.2%	99.3%	99.3%	98.4%	99.1%	99.3%	99.3%	98.9%	99.5%

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FBI 002363
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Flowers Industries Dallas - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Dallas/Ft Worth	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)	1,697	1,588	1,594	1,607	1,652	1,714	1,779	1,747	1,668	1,689	1,641	1,668	1,677	1,667	21,691
Dollars (000)	$2,245	$2,186	$2,108	$2,165	$2,215	$2,323	$2,347	$2,391	$2,325	$2,312	$2,253	$2,294	$2,278	$2,263	$29,459
Avg Price per Unit	$1.32	$1.38	$1.32	$1.35	$1.34	$1.36	$1.32	$1.37	$1.39	$1.37	$1.37	$1.38	$1.36	$1.36	$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 NATURES OWN															
Units (000)	258	169	151	178	176	193	175	151	155	212	165	166	150	171	2,212
Dollars (000)	$332	$263	$243	$258	$269	$270	$268	$245	$247	$300	$265	$260	$235	$264	$3,387
Avg Price per Unit	$1.29	$1.55	$1.61	$1.45	$1.53	$1.40	$1.54	$1.62	$1.59	$1.41	$1.61	$1.57	$1.56	$1.54	$1.53
Unit Share	15.2	10.7	9.5	11.1	10.7	11.2	9.8	8.6	9.3	12.6	10.1	9.9	9.0	10.3	10.2
ACV Weighted Distribution	82.3%	82.4%	82.3%	82.4%	82.8%	82.6%	82.2%	82.9%	83.0%	83.1%	83.4%	83.4%	83.3%	83.2%	83.4%
MRS BAIRDS/LESS															
Units (000)	621	612	721	687	683	714	788	758	580	580	645	616	665	662	8,711
Dollars (000)	$882	$897	$943	$967	$944	$1,012	$1,033	$1,057	$885	$855	$914	$893	$931	$943	$12,272
Avg Price per Unit	$1.42	$1.46	$1.31	$1.41	$1.38	$1.42	$1.31	$1.39	$1.52	$1.47	$1.42	$1.45	$1.40	$1.42	$1.41
Unit Share	36.6	38.6	45.2	42.7	41.3	41.6	44.3	43.4	34.8	34.3	39.3	36.9	39.7	39.7	40.2
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%
COL/RB/FRCP/GRANTS															
Units (000)	140	130	121	135	145	185	227	225	318	230	222	285	250	183	2,656
Dollars (000)	$225	$215	$198	$211	$233	$281	$343	$343	$435	$360	$327	$397	$365	$294	$4,002
Avg Price per Unit	$1.61	$1.66	$1.64	$1.55	$1.61	$1.52	$1.51	$1.52	$1.37	$1.57	$1.47	$1.39	$1.46	$1.61	$1.51
Unit Share	8.2	8.2	7.6	8.4	8.8	10.8	12.8	12.9	19.0	13.6	13.5	17.1	14.9	11.0	12.2
ACV Weighted Distribution	99.0%	99.0%	99.1%	99.0%	99.5%	99.4%	99.2%	99.7%	99.7%	99.7%	99.3%	99.3%	99.3%	99.3%	99.7%
TTL HOMEPRD/WONDER															
Units (000)	144	141	136	134	138	140	132	130	129	129	130	126	112	112	1,689
Dollars (000)	$248	$243	$235	$232	$239	$242	$230	$226	$224	$224	$226	$221	$203	$204	$2,949
Avg Price per Unit	$1.72	$1.73	$1.73	$1.73	$1.73	$1.73	$1.74	$1.74	$1.74	$1.74	$1.74	$1.75	$1.81	$1.82	$1.75
Unit Share	8.5	8.9	8.5	8.4	8.4	8.2	7.4	7.4	7.7	7.6	7.9	7.6	6.7	6.7	7.8
ACV Weighted Distribution	99.0%	99.0%	99.1%	99.0%	99.5%	99.4%	99.2%	99.7%	99.7%	99.7%	99.3%	99.3%	99.3%	99.3%	99.7%

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Flowers Industries Dallas - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Dallas/Ft Worth	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
TOTAL ROMAN MEAL															
Units (000)	63	58	49	47	68	62	61	99	66	63	65	80	93	43	852
Dollars (000)	$99	$93	$83	$79	$100	$96	$102	$149	$108	$101	$96	$118	$119	$74	$1,318
Avg Price per Unit	$1.57	$1.61	$1.69	$1.67	$1.48	$1.55	$1.66	$1.52	$1.65	$1.60	$1.48	$1.48	$1.29	$1.74	$1.55
Unit Share	3.7	3.6	3.1	2.9	4.1	3.6	3.4	5.6	3.9	3.7	4.0	4.8	5.5	2.6	3.9
ACV Weighted Distribution	99.0%	99.0%	99.1%	99.0%	99.5%	99.2%	99.2%	99.2%	99.7%	99.7%	99.3%	99.3%	99.3%	99.3%	99.7%
Private Label															
Units (000)	557	557	485	490	530	503	485	500	502	551	492	504	512	549	6,658
Dollars (000)	$595	$603	$519	$528	$566	$555	$517	$549	$556	$591	$537	$551	$564	$573	$7,211
Avg Price per Unit	$1.07	$1.08	$1.07	$1.08	$1.07	$1.10	$1.07	$1.10	$1.11	$1.07	$1.09	$1.09	$1.10	$1.04	$1.08
Unit Share	32.8	35.1	30.4	30.5	32.1	29.4	27.2	28.6	30.1	32.6	30.0	30.2	30.5	32.9	30.7
ACV Weighted Distribution	96.8%	96.9%	96.9%	96.9%	96.4%	95.7%	97.0%	99.3%	99.3%	98.9%	99.3%	99.3%	99.3%	98.9%	99.3%

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Monthly Sales Trends

Source: Information Resources, Inc., 1996

Flowers Industries Dallas - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Dallas/Ft Worth	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)	927	870	820	812	825	808	858	845	826	872	875	952	865	861	11,090
Dollars (000)	$1,636	$1,578	$1,491	$1,477	$1,489	$1,479	$1,577	$1,582	$1,552	$1,619	$1,639	$1,762	$1,646	$1,643	$20,535
Avg Price per Unit	$1.77	$1.81	$1.82	$1.82	$1.81	$1.83	$1.84	$1.87	$1.88	$1.86	$1.87	$1.85	$1.90	$1.91	$1.85
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%	99.1%	99.1%	99.1%	99.1%	99.1%	99.1%	99.1%	99.1%	99.0%	99.1%	100.0%	100.0%	100.0%	100.0%
COBBLESTONE MILL															
Units (000)	52	49	40	29	30	26	25	24	18	18	20	25	27	29	358
Dollars (000)	$90	$87	$69	$62	$60	$55	$54	$51	$38	$40	$43	$52	$56	$62	$730
Avg Price per Unit	$1.74	$1.78	$1.75	$2.13	$2.01	$2.15	$2.17	$2.18	$2.16	$2.15	$2.10	$2.11	$2.08	$2.18	$2.04
Unit Share	5.6	5.6	4.8	3.6	3.6	3.2	2.9	2.8	2.1	2.1	2.3	2.6	3.1	3.3	3.2
ACV Weighted Distribution	63.2%	63.0%	62.7%	62.8%	62.9%	62.0%	61.5%	61.8%	63.7%	60.4%	59.1%	58.8%	63.5%	59.5%	63.7%
ARN/ORO/FRAN/S-MD															
Units (000)	161	160	165	159	170	169	171	179	172	192	227	214	203	199	2,380
Dollars (000)	$359	$360	$374	$350	$359	$366	$382	$389	$384	$402	$458	$459	$449	$446	$5,179
Avg Price per Unit	$2.23	$2.26	$2.26	$2.20	$2.12	$2.17	$2.23	$2.18	$2.24	$2.09	$2.02	$2.15	$2.21	$2.24	$2.18
Unit Share	17.4	18.3	20.1	19.6	20.6	20.8	20.0	21.2	20.8	22.0	26.0	22.4	23.5	23.1	21.5
ACV Weighted Distribution	96.3%	96.4%	96.4%	96.4%	96.5%	96.4%	96.4%	96.8%	97.8%	99.0%	98.7%	98.0%	97.9%	97.9%	99.0%
TTL PEPPERIDGE FARM															
Units (000)	139	124	118	120	116	111	140	139	148	138	126	137	136	138	1,693
Dollars (000)	$305	$275	$257	$260	$258	$248	$314	$313	$322	$315	$291	$310	$313	$315	$3,791
Avg Price per Unit	$2.19	$2.23	$2.18	$2.16	$2.23	$2.23	$2.24	$2.25	$2.17	$2.27	$2.30	$2.26	$2.30	$2.28	$2.24
Unit Share	15.0	14.2	14.4	14.8	14.0	13.7	16.4	16.5	18.0	15.9	14.4	14.4	15.8	16.1	15.3
ACV Weighted Distribution	91.3%	89.8%	90.0%	90.1%	91.0%	91.4%	90.9%	91.0%	91.4%	92.5%	92.8%	92.8%	91.7%	91.8%	92.8%
TOTAL EARTH GRAINS															
Units (000)	87	87	84	91	83	90	97	82	87	92	80	90	76	75	1,116
Dollars (000)	$189	$193	$181	$195	$182	$187	$199	$183	$185	$197	$177	$199	$176	$173	$2,428
Avg Price per Unit	$2.17	$2.22	$2.15	$2.14	$2.20	$2.07	$2.05	$2.22	$2.13	$2.13	$2.21	$2.21	$2.31	$2.31	$2.18
Unit Share	9.4	10.0	10.3	11.3	10.1	11.2	11.3	9.8	10.6	10.6	9.2	9.4	8.8	8.7	10.1
ACV Weighted Distribution	98.5%	97.0%	96.6%	96.6%	97.1%	97.9%	96.8%	97.3%	97.6%	97.2%	97.1%	98.0%	97.5%	98.1%	98.1%

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Flowers Industries Dallas - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Dallas/Ft Worth	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
TOTAL MRS BAIRDS															
Units (000)	32	30	26	26	25	24	26	25	26	26	26	29	25	24	339
Dollars (000)	$57	$54	$47	$48	$46	$44	$47	$46	$46	$47	$47	$51	$46	$44	$612
Avg Price per Unit	$1.81	$1.83	$1.81	$1.80	$1.80	$1.80	$1.80	$1.82	$1.81	$1.79	$1.79	$1.76	$1.82	$1.82	$1.80
Unit Share	3.4	3.4	3.2	3.3	3.1	3.0	3.0	3.0	3.1	3.0	3.0	3.0	2.9	2.8	3.1
ACV Weighted Distribution	91.6%	90.3%	88.3%	87.2%	86.2%	84.5%	84.9%	87.1%	83.9%	84.9%	91.6%	91.1%	89.0%	88.9%	91.6%
Bread Du Jour															
Units (000)	3	3	3	3	3	3	3	4	3	3	3	3	3	3	41
Dollars (000)	$8	$7	$6	$5	$6	$6	$6	$7	$6	$7	$6	$6	$6	$6	$80
Avg Price per Unit	$2.22	$2.23	$2.12	$1.95	$1.88	$1.87	$1.90	$1.85	$1.94	$1.95	$1.93	$1.93	$1.93	$1.93	$1.95
Unit Share	0.4	0.4	0.4	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.3	0.4	0.4	0.4
ACV Weighted Distribution	65.3%	63.9%	62.9%	60.7%	66.4%	66.4%	73.0%	72.0%	73.0%	70.9%	74.3%	78.6%	76.4%	78.4%	78.6%
TTL PL/GENERIC															
Units (000)	340	311	281	281	297	284	288	286	269	289	273	316	287	290	3,753
Dollars (000)	$414	$397	$358	$359	$383	$375	$364	$385	$369	$395	$381	$413	$393	$397	$4,970
Avg Price per Unit	$1.22	$1.28	$1.27	$1.28	$1.29	$1.32	$1.26	$1.34	$1.37	$1.37	$1.40	$1.31	$1.37	$1.37	$1.32
Unit Share	36.7	35.7	34.3	34.6	36.0	35.1	33.6	33.9	32.6	33.1	31.1	33.2	33.2	33.7	33.8
ACV Weighted Distribution	91.9%	90.0%	89.8%	89.1%	89.5%	88.4%	90.0%	89.8%	90.6%	91.6%	88.3%	88.5%	89.8%	87.2%	91.6%

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Flowers Industries Dallas- Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Dallas/Ft Worth	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)	869	1,001	1,150	1,512	1,289	1,510	1,132	1,173	909	852	783	813	878	878	13,880
Dollars (000)	$1,034	$1,113	$1,275	$1,503	$1,386	$1,443	$1,201	$1,241	$1,100	$1,001	$931	$946	$1,035	$1,025	$15,198
Avg Price per Unit	$1.19	$1.11	$1.11	$.99	$1.08	$.96	$1.06	$1.06	$1.21	$1.17	$1.19	$1.16	$1.18	$1.17	$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%
Flowers/Sunbeam															
Units (000)	81	93	93	86	71	58	42	42	35	31	27	27	45	68	718
Dollars (000)	$95	$108	$113	$115	$94	$78	$67	$66	$55	$48	$44	$42	$60	$81	$971
Avg Price per Unit	$1.17	$1.16	$1.22	$1.34	$1.31	$1.35	$1.58	$1.57	$1.58	$1.58	$1.59	$1.58	$1.33	$1.20	$1.35
Unit Share	9.4	9.3	8.1	5.7	5.5	3.8	3.7	3.6	3.8	3.6	3.5	3.3	5.2	7.7	5.2
ACV Weighted Distribution	82.3%	82.4%	82.3%	82.4%	82.6%	82.0%	82.2%	82.5%	82.5%	81.3%	82.1%	82.4%	82.8%	82.8%	82.8%
TTL MRS BAIRDS															
Units (000)	219	306	354	344	358	390	341	299	243	218	204	240	228	261	3,786
Dollars (000)	$342	$404	$451	$520	$494	$523	$460	$456	$378	$338	$317	$323	$360	$360	$5,384
Avg Price per Unit	$1.56	$1.32	$1.27	$1.51	$1.38	$1.34	$1.35	$1.53	$1.56	$1.55	$1.56	$1.35	$1.58	$1.38	$1.42
Unit Share	25.2	30.5	30.8	22.8	27.8	25.8	30.1	25.5	26.8	25.6	26.0	29.5	26.0	29.8	27.3
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%
TOTAL RAINBO/COLONIAL															
Units (000)	39	42	62	103	96	105	82	74	53	43	41	50	53	50	855
Dollars (000)	$58	$63	$83	$129	$116	$122	$96	$98	$80	$62	$60	$78	$84	$77	$1,151
Avg Price per Unit	$1.50	$1.51	$1.33	$1.26	$1.21	$1.16	$1.18	$1.34	$1.50	$1.45	$1.46	$1.54	$1.57	$1.54	$1.34
Unit Share	4.4	4.2	5.4	6.8	7.5	7.0	7.2	6.3	5.9	5.0	5.3	6.2	6.1	5.7	6.2
ACV Weighted Distribution	71.5%	71.5%	82.7%	86.8%	80.9%	83.3%	83.7%	83.2%	88.4%	88.8%	88.1%	88.2%	88.2%	87.4%	88.8%
Roman Meal															
Units (000)	10	12	17	21	20	21	16	9	18	19	17	17	18	17	223
Dollars (000)	$17	$19	$27	$34	$31	$34	$25	$15	$29	$31	$28	$27	$31	$30	$361
Avg Price per Unit	$1.60	$1.60	$1.60	$1.60	$1.60	$1.60	$1.60	$1.61	$1.60	$1.60	$1.61	$1.63	$1.71	$1.74	$1.62
Unit Share	1.2	1.2	1.4	1.4	1.5	1.4	1.4	0.8	2.0	2.2	2.2	2.1	2.0	2.0	1.6
ACV Weighted Distribution	60.6%	57.9%	73.8%	75.6%	75.7%	76.8%	78.1%	77.9%	79.2%	78.1%	77.9%	78.0%	78.5%	76.5%	79.2%

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Monthly Sales Trends

Source: Information Resources, Inc., 1996

Flowers Industries Dallas- Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Dallas/Ft Worth

	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
TOTAL PRIVATE LABEL															
Units (000)	446	470	540	854	652	830	574	659	479	467	426	418	467	416	7,251
Dollars (000)	$421	$411	$488	$573	$529	$558	$441	$489	$443	$420	$390	$390	$408	$385	$5,926
Avg Price per Unit	$.94	$.87	$.90	$.67	$.81	$.67	$.77	$.74	$.93	$.90	$.92	$.93	$.87	$.93	$.82
Unit Share	51.3	46.9	47.0	56.5	50.6	55.0	50.8	56.2	52.6	54.9	54.4	51.5	53.2	47.4	52.2
ACV Weighted Distribution	97.8%	99.4%	99.4%	99.4%	98.2%	97.9%	97.9%	99.3%	98.1%	98.9%	99.1%	99.3%	99.2%	98.9%	99.4%

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Flowers Industries Dallas - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Dallas/Ft Worth

	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)	432	465	600	487	469	468	423	448	420	485	1,276	1,095	435	434	7,503
Dollars (000)	$660	$671	$793	$706	$680	$664	$634	$654	$624	$676	$1,279	$1,282	$646	$649	$9,959
Avg Price per Unit	$1.53	$1.44	$1.32	$1.45	$1.45	$1.42	$1.50	$1.46	$1.49	$1.39	$1.00	$1.17	$1.49	$1.50	$1.33
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	6	6	5	5	4	5	6	5	5	9	11	4	4	73
Dollars (000)	$11	$10	$10	$9	$9	$7	$9	$10	$9	$8	$15	$19	$7	$7	$126
Avg Price per Unit	$1.67	$1.65	$1.67	$1.77	$1.77	$1.76	$1.81	$1.83	$1.80	$1.79	$1.76	$1.74	$1.75	$1.75	$1.75
Unit Share	1.5	1.3	1.0	1.0	1.1	0.8	1.1	1.2	1.2	0.9	0.7	1.0	0.9	0.9	1.0
ACV Weighted Distribution	46.4%	49.5%	49.2%	48.6%	47.9%	46.2%	46.4%	49.6%	48.2%	48.0%	44.5%	47.9%	45.0%	44.7%	49.6%
TOTAL MRS BAIRDS															
Units (000)	70	65	72	64	62	59	59	64	62	67	145	172	60	64	1,015
Dollars (000)	$110	$102	$114	$101	$99	$93	$94	$101	$99	$105	$228	$269	$95	$101	$1,601
Avg Price per Unit	$1.58	$1.58	$1.58	$1.58	$1.58	$1.58	$1.58	$1.58	$1.58	$1.58	$1.57	$1.56	$1.58	$1.58	$1.58
Unit Share	16.2	14.0	12.1	13.2	13.3	12.5	14.0	14.3	14.8	13.7	11.3	15.8	13.8	14.7	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%
TOTAL RAINBO/COLONIAL															
Units (000)	4	4	4	4	4	4	4	3	4	4	7	7	3	3	54
Dollars (000)	$6	$6	$7	$7	$6	$6	$6	$6	$6	$7	$12	$11	$5	$5	$89
Avg Price per Unit	$1.63	$1.63	$1.63	$1.63	$1.63	$1.63	$1.65	$1.65	$1.64	$1.65	$1.64	$1.67	$1.69	$1.69	$1.65
Unit Share	0.9	0.8	0.7	0.8	0.8	0.8	0.9	0.8	0.9	0.9	0.6	0.6	0.6	0.7	0.7
ACV Weighted Distribution	47.4%	47.2%	46.4%	40.1%	38.9%	38.4%	39.0%	34.6%	49.9%	48.9%	55.6%	57.8%	58.3%	62.1%	62.1%
TTL PL/GENERIC															
Units (000)	159	195	308	222	209	217	178	198	179	229	854	632	193	187	3,800
Dollars (000)	$163	$197	$280	$226	$214	$214	$186	$201	$186	$213	$578	$505	$202	$196	$3,398
Avg Price per Unit	$1.03	$1.01	$.91	$1.02	$1.02	$.99	$1.05	$1.02	$1.04	$.93	$.68	$.80	$1.05	$1.05	$.89
Unit Share	36.7	42.0	51.4	45.6	44.6	46.4	42.0	44.3	42.7	47.1	67.0	57.7	44.4	43.0	50.6
ACV Weighted Distribution	99.6%	99.6%	99.6%	99.6%	100.0%	99.7%	99.7%	99.3%	99.3%	98.9%	99.7%	99.7%	99.7%	99.4%	100.0%

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Source: Information Resources, Inc., 1996

West TX & New Mexico

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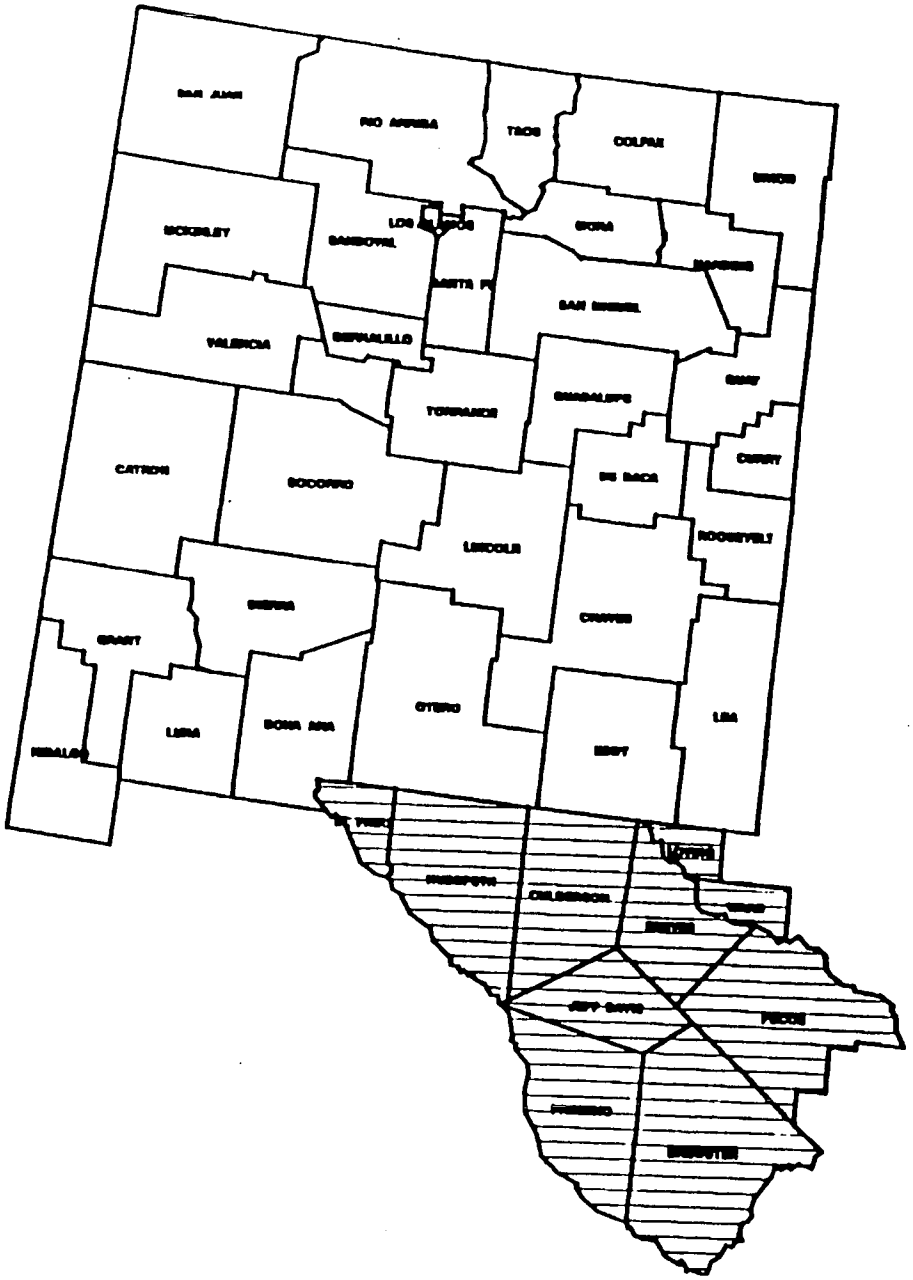
Flowers - West Texas / New Mexico



STATE(S): NM TX

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Flowers Industries West TexNew Mex - Monthly InfoScan Sales Analysis

Category: White, Soft Variety & Specialty

Flowers West Tex-New Mex	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)	$2,564	$2,605	$2,545	$2,602	$2,617	$2,886	$2,917	$2,874	$2,944	$2,631	$2,657	$2,754	$2,737	$2,687	$35,456
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)	$379	$335	$341	$328	$293	$301	$312	$317	$303	$323	$371	$395	$380	$390	$4,387
Dollar Share, Bread Ctgry	14.8	12.8	13.4	12.6	11.2	10.4	10.7	11.0	10.3	12.3	14.0	14.3	13.9	14.5	12.4
Earth Grains															
Dollars (000)	$633	$581	$732	$766	$565	$876	$820	$701	$798	$674	$666	$744	$666	$706	$9,295
Dollar Share, Bread Ctgry	24.7	22.3	28.8	29.4	21.6	30.3	28.1	24.4	27.1	25.6	25.1	27.0	24.3	26.3	26.2
Mrs. Baird's															
Dollars (000)	$114	$112	$109	$116	$115	$121	$128	$129	$115	$112	$121	$127	$127	$122	$1,554
Dollar Share, Bread Ctgry	4.5	4.3	4.3	4.4	4.4	4.2	4.4	4.5	3.9	4.3	4.6	4.6	4.6	4.5	4.4
Private Label															
Dollars (000)	$813	$794	$754	$775	$851	$849	$881	$864	$810	$786	$753	$782	$802	$724	$10,425
Dollar Share, Bread Ctgry	31.7	30.5	29.6	29.8	32.5	29.4	30.2	30.1	27.5	29.9	28.4	28.4	29.3	27.0	29.4
Bimbo															
Dollars (000)	$25	$27	$49	$21	$37	$38	$28	$25	$28	$32	$33	$20	$37	$32	$407
Dollar Share, Bread Ctgry	1.0	1.0	1.9	0.8	1.4	1.3	1.0	0.9	0.9	1.2	1.2	0.7	1.3	1.2	1.1
All Other - West Tex/New Mex															
Dollars (000)	$615	$784	$562	$599	$763	$708	$753	$845	$896	$718	$721	$705	$732	$732	$9,519
Dollar Share, Bread Ctgry	24.0	30.1	22.1	23.0	29.2	24.6	25.8	29.4	30.4	27.3	27.1	25.6	26.7	27.2	26.8

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FBI 002373
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Flowers Industries West TexNew Mex - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Flowers West Tex-New Mex	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)	843	820	796	816	854	850	934	836	824	765	819	850	820	754	10,738
Dollars (000)	$807	$800	$775	$861	$782	$835	$973	$837	$810	$753	$852	$911	$853	$820	$10,662
Avg Price per Unit	$.96	$.98	$.97	$1.06	$.92	$.98	$1.04	$1.00	$.98	$.98	$1.04	$1.07	$1.04	$1.09	$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 SB,WW,FL															
Units (000)	69	73	48	49	49	44	38	43	52	60	72	72	60	86	747
Dollars (000)	$92	$95	$69	$67	$70	$68	$62	$69	$68	$77	$89	$95	$78	$108	$1,014
Avg Price per Unit	$1.32	$1.30	$1.42	$1.38	$1.42	$1.53	$1.63	$1.60	$1.29	$1.28	$1.23	$1.31	$1.30	$1.26	$1.36
Unit Share	8.2	8.9	6.1	6.0	5.8	5.2	4.1	5.1	6.3	7.8	8.8	8.5	7.3	11.4	7.0
ACV Weighted Distribution	81.2%	77.4%	79.0%	79.5%	78.1%	80.0%	80.1%	80.0%	80.0%	79.7%	79.5%	79.6%	83.7%	84.5%	84.5%
Colonial/Rainbo/Iron Kids															
Units (000)	127	123	145	200	115	160	228	147	152	146	194	228	195	174	2,207
Dollars (000)	$197	$197	$224	$330	$178	$235	$363	$229	$239	$210	$299	$352	$308	$281	$3,444
Avg Price per Unit	$1.56	$1.60	$1.54	$1.65	$1.54	$1.47	$1.59	$1.56	$1.58	$1.44	$1.54	$1.54	$1.58	$1.62	$1.56
Unit Share	15.0	15.0	18.2	24.5	13.5	18.8	24.5	17.6	18.4	19.1	23.7	26.9	23.8	23.0	20.6
ACV Weighted Distribution	99.3%	99.3%	100.0%	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)	46	47	44	44	48	49	51	50	47	46	50	53	54	52	635
Dollars (000)	$62	$62	$59	$60	$64	$65	$68	$66	$62	$61	$67	$72	$72	$70	$849
Avg Price per Unit	$1.33	$1.33	$1.34	$1.34	$1.34	$1.34	$1.33	$1.33	$1.33	$1.34	$1.34	$1.34	$1.34	$1.34	$1.34
Unit Share	5.5	5.7	5.6	5.4	5.6	5.7	5.5	6.0	5.7	6.0	6.1	6.3	6.6	6.9	5.9
ACV Weighted Distribution	12.6%	12.7%	12.8%	12.8%	13.2%	14.5%	15.0%	14.9%	13.8%	14.1%	14.1%	14.2%	14.2%	14.6%	15.0%
Wonder White Bread															
Units (000)	2	2	2	3	2	3	3	3	3	4	4	3	4	4	41
Dollars (000)	$3	$3	$3	$3	$3	$3	$4	$4	$4	$5	$5	$4	$4	$5	$49
Avg Price per Unit	$1.15	$1.15	$1.19	$1.19	$1.15	$1.28	$1.30	$1.33	$1.16	$1.18	$1.17	$1.17	$1.10	$1.09	$1.18
Unit Share	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.5	0.5	0.4	0.5	0.6	0.4
ACV Weighted Distribution	15.9%	15.8%	17.2%	21.4%	19.2%	21.0%	21.2%	20.5%	20.9%	20.4%	20.0%	17.1%	17.1%	16.7%	21.4%

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Flowers Industries West TexNew Mex - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Flowers West Tex-New Mex	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
Bimbo White Bread															
Units (000)	13	16	50	10	19	20	17	16	21	22	20	16	26	20	274
Dollars (000)	$10	$12	$27	$8	$15	$16	$13	$12	$16	$17	$16	$13	$23	$18	$209
Avg Price per Unit	$.76	$.79	$.55	$.79	$.77	$.79	$.79	$.79	$.79	$.79	$.79	$.82	$.89	$.89	$.76
Unit Share	1.6	1.9	6.3	1.3	2.3	2.4	1.8	1.9	2.5	2.9	2.4	1.9	3.2	2.7	2.5
ACV Weighted Distribution	12.1%	10.5%	10.8%	10.8%	12.1%	10.3%	10.0%	10.8%	10.8%	10.9%	10.3%	8.4%	9.6%	10.0%	12.1%
Private Label															
Units (000)	553	527	477	496	606	560	582	564	537	477	466	465	471	408	6,636
Dollars (000)	$403	$392	$356	$367	$424	$419	$436	$430	$397	$362	$353	$353	$348	$320	$4,956
Avg Price per Unit	$.73	$.74	$.75	$.74	$.70	$.75	$.75	$.76	$.74	$.76	$.76	$.76	$.74	$.78	$.75
Unit Share	65.6	64.2	59.9	60.8	70.9	65.8	62.3	67.5	65.2	62.3	57.0	54.7	57.5	54.1	61.8
ACV Weighted Distribution	98.2%	98.2%	98.9%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	95.0%	95.0%	94.8%	100.0%

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Flowers Industries West TexNew M - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Flowers West Tex-New Mex	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)	830	868	868	788	858	915	868	911	944	814	777	781	814	800	11,007
Dollars (000)	$1,152	$1,205	$1,166	$1,111	$1,226	$1,391	$1,277	$1,372	$1,460	$1,223	$1,156	$1,126	$1,193	$1,188	$16,094
Avg Price per Unit	$1.39	$1.39	$1.34	$1.41	$1.43	$1.52	$1.47	$1.51	$1.55	$1.50	$1.49	$1.44	$1.47	$1.48	$1.46
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)	173	131	160	148	121	125	131	130	127	135	159	171	170	157	1,864
Dollars (000)	$263	$209	$231	$228	$196	$208	$225	$224	$212	$224	$259	$271	$274	$249	$3,009
Avg Price per Unit	$1.52	$1.60	$1.44	$1.54	$1.62	$1.66	$1.72	$1.72	$1.67	$1.66	$1.63	$1.59	$1.61	$1.58	$1.61
Unit Share	20.8	15.1	18.4	18.8	14.1	13.7	15.1	14.3	13.5	16.6	20.4	21.8	20.9	19.6	16.9
ACV Weighted Distribution	77.3%	77.4%	79.0%	79.5%	78.1%	80.0%	80.1%	80.0%	80.0%	79.7%	79.5%	79.6%	83.7%	84.4%	84.4%
COL/RNBO/GF/FR															
Units (000)	259	333	295	271	327	410	327	392	456	316	258	232	242	280	4,138
Dollars (000)	$475	$591	$531	$490	$605	$758	$605	$715	$847	$589	$489	$430	$464	$526	$7,639
Avg Price per Unit	$1.83	$1.78	$1.80	$1.80	$1.85	$1.85	$1.85	$1.83	$1.86	$1.86	$1.90	$1.86	$1.91	$1.88	$1.85
Unit Share	31.2	38.3	34.0	34.4	38.1	44.8	37.7	43.0	48.3	38.8	33.2	29.6	29.8	35.0	37.6
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)	4	3	4	4	4	4	4	4	5	4	4	4	4	4	52
Dollars (000)	$8	$6	$7	$7	$7	$8	$7	$7	$8	$8	$7	$7	$7	$7	$92
Avg Price per Unit	$1.79	$1.80	$1.83	$1.81	$1.83	$1.80	$1.82	$1.82	$1.79	$1.78	$1.77	$1.78	$1.66	$1.67	$1.78
Unit Share	0.5	0.4	0.4	0.5	0.5	0.5	0.5	0.4	0.5	0.5	0.5	0.5	0.5	0.5	0.5
ACV Weighted Distribution	25.0%	24.9%	25.8%	29.8%	28.6%	29.0%	29.0%	28.9%	29.2%	28.8%	28.3%	25.4%	25.4%	24.7%	29.8%
TOTAL MRS BAIRDS															
Units (000)	33	31	32	35	30	34	38	38	31	31	33	33	33	31	430
Dollars (000)	$46	$44	$44	$51	$45	$50	$54	$56	$48	$46	$49	$51	$49	$47	$635
Avg Price per Unit	$1.42	$1.44	$1.40	$1.44	$1.49	$1.48	$1.43	$1.48	$1.54	$1.50	$1.48	$1.52	$1.51	$1.52	$1.48
Unit Share	3.9	3.5	3.7	4.5	3.5	3.7	4.4	4.2	3.3	3.8	4.3	4.3	4.0	3.9	3.9
ACV Weighted Distribution	12.6%	12.7%	12.8%	12.8%	13.2%	14.5%	15.0%	14.9%	13.8%	14.1%	14.1%	14.2%	14.2%	14.6%	15.0%
BIMBO															
Units (000)	16	15	34	13	23	22	15	12	12	15	18	7	12	13	211
Dollars (000)	$15	$15	$22	$13	$22	$22	$15	$13	$11	$15	$17	$7	$13	$15	$199
Avg Price per Unit	$.96	$1.00	$.64	$1.00	$.95	$.99	$.99	$1.01	$.97	$1.00	$.92	$1.03	$1.10	$1.10	$.94
Unit Share	1.9	1.7	3.9	1.6	2.7	2.4	1.7	1.4	1.2	1.8	2.4	0.9	1.5	1.7	1.9
ACV Weighted Distribution	15.1%	15.0%	15.7%	15.7%	17.6%	14.8%	14.6%	14.0%	14.0%	13.9%	13.3%	11.0%	13.9%	15.9%	17.6%

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FBI 002376
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Flowers Industries West TexNew M - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Flowers West Tex-New Mex	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
TOTAL PRIVATE LABEL															
Units (000)	422	432	423	418	447	418	441	420	400	402	381	417	436	393	5,427
Dollars (000)	$409	$403	$398	$408	$427	$430	$445	$433	$413	$425	$400	$428	$454	$405	$5,468
Avg Price per Unit	$.97	$.93	$.94	$.98	$.96	$1.03	$1.01	$1.03	$1.03	$1.06	$1.05	$1.03	$1.04	$1.03	$1.01
Unit Share	50.9	49.8	48.7	53.0	52.1	45.7	50.8	46.1	42.4	49.4	49.1	53.3	53.6	49.1	49.3
ACV Weighted Distribution	96.4%	96.4%	97.2%	98.2%	98.0%	98.3%	98.4%	98.3%	96.1%	96.0%	95.8%	92.1%	92.1%	93.4%	98.4%

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Flowers Industries West TexNew Mex - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Flowers West Tex-New Mex	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)	303	295	298	315	301	318	315	309	314	306	300	333	321	313	4,039
Dollars (000)	$588	$580	$585	$610	$588	$638	$644	$639	$649	$629	$628	$695	$671	$659	$8,215
Avg Price per Unit	$1.94	$1.96	$1.97	$1.94	$1.95	$2.00	$2.05	$2.07	$2.06	$2.06	$2.09	$2.09	$2.09	$2.10	$2.03
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%	98.0%	98.3%	98.4%	98.3%	96.1%	96.0%	96.9%	97.1%	97.1%	97.0%	100.0%
COBBLESTONE MILL															
Units (000)	12	14	20	15	11	10	10	9	9	8	9	12	12	13	152
Dollars (000)	$24	$29	$41	$33	$26	$25	$25	$24	$23	$21	$22	$29	$29	$32	$358
Avg Price per Unit	$2.02	$2.11	$2.02	$2.18	$2.32	$2.52	$2.54	$2.54	$2.53	$2.52	$2.44	$2.46	$2.44	$2.45	$2.35
Unit Share	3.9	4.7	6.8	4.8	3.8	3.1	3.1	3.0	2.9	2.8	3.0	3.5	3.7	4.2	3.8
ACV Weighted Distribution	59.4%	71.7%	69.0%	69.6%	67.1%	68.5%	66.1%	66.3%	64.7%	64.5%	63.2%	64.2%	71.4%	71.3%	71.7%
ARNOLDS/OROWEAT															
Units (000)	75	72	67	71	66	74	76	80	82	74	76	80	85	83	986
Dollars (000)	$184	$175	$164	$173	$160	$182	$189	$197	$202	$185	$191	$201	$214	$210	$2,443
Avg Price per Unit	$2.45	$2.45	$2.45	$2.43	$2.45	$2.47	$2.48	$2.48	$2.47	$2.49	$2.50	$2.50	$2.51	$2.53	$2.48
Unit Share	24.8	24.2	22.5	22.5	21.8	23.2	24.3	25.7	26.0	24.3	25.4	24.1	26.5	26.5	24.4
ACV Weighted Distribution	74.5%	74.7%	80.1%	80.8%	74.5%	76.6%	76.6%	76.1%	76.3%	75.9%	78.1%	82.1%	81.8%	81.3%	82.1%
EARTH GRAINS															
Units (000)	51	50	53	52	52	60	61	61	60	58	60	68	59	58	753
Dollars (000)	$121	$121	$132	$134	$133	$154	$155	$153	$152	$147	$153	$172	$152	$149	$1,907
Avg Price per Unit	$2.40	$2.41	$2.50	$2.56	$2.55	$2.55	$2.54	$2.53	$2.54	$2.55	$2.53	$2.51	$2.56	$2.57	$2.53
Unit Share	16.7	17.0	17.7	16.6	17.3	19.0	19.3	19.6	19.0	18.9	20.1	20.5	18.4	18.5	18.6
ACV Weighted Distribution	89.9%	90.1%	90.5%	90.5%	89.2%	90.9%	91.0%	92.5%	92.6%	92.5%	93.5%	93.7%	93.7%	93.3%	93.7%
MRS. BAIRDS															
Units (000)	2	2	2	2	2	2	2	2	2	2	2	2	2	2	26
Dollars (000)	$4	$4	$4	$3	$3	$3	$4	$3	$3	$3	$3	$3	$4	$3	$44
Avg Price per Unit	$1.76	$1.76	$1.73	$1.72	$1.73	$1.72	$1.73	$1.73	$1.72	$1.74	$1.71	$1.65	$1.79	$1.80	$1.73
Unit Share	0.8	0.8	0.7	0.6	0.6	0.6	0.7	0.7	0.6	0.6	0.6	0.6	0.6	0.6	0.6
ACV Weighted Distribution	12.6%	12.7%	12.8%	12.8%	10.3%	11.5%	11.9%	11.8%	11.0%	11.3%	11.6%	11.7%	11.7%	12.0%	12.8%

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Flowers Industries West TexNew Mex - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Flowers West Tex-New Mex	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)	100	96	98	116	113	116	108	104	108	109	99	106	105	100	1,378
Dollars (000)	$114	$111	$112	$131	$131	$142	$135	$132	$138	$141	$128	$135	$131	$127	$1,694
Avg Price per Unit	$1.13	$1.15	$1.14	$1.13	$1.16	$1.22	$1.25	$1.27	$1.29	$1.29	$1.30	$1.28	$1.24	$1.26	$1.23
Unit Share	33.1	32.6	32.8	36.8	37.6	36.5	34.2	33.5	34.2	35.8	32.9	31.9	32.7	32.1	34.1
ACV Weighted Distribution	41.5%	41.5%	41.2%	47.0%	46.1%	47.2%	46.7%	46.4%	45.8%	46.1%	45.4%	42.1%	42.3%	42.1%	47.2%

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Flowers Industries West Tex/New Mex - Monthly InfoScan Sales Analysis

Category: Class 4- Buns

Flowers West Tex-New Mex	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)	327	380	493	726	539	680	503	541	412	343	303	326	372	359	5,978
Dollars (000)	$378	$436	$546	$731	$618	$737	$581	$601	$478	$396	$353	$381	$420	$417	$6,694
Avg Price per Unit	$1.16	$1.15	$1.11	$1.01	$1.15	$1.08	$1.15	$1.11	$1.16	$1.15	$1.16	$1.17	$1.13	$1.16	$1.12
Unit Share	107.9	128.5	165.8	230.2	179.0	213.6	159.9	175.0	131.0	112.2	101.1	98.1	115.8	114.5	148.0
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 SUNBEAM/FLOWERS															
Units (000)	20	21	25	28	28	28	25	25	24	21	23	23	23	23	318
Dollars (000)	$32	$34	$40	$44	$45	$46	$40	$39	$38	$34	$38	$37	$36	$37	$508
Avg Price per Unit	$1.61	$1.60	$1.60	$1.58	$1.62	$1.61	$1.61	$1.60	$1.60	$1.59	$1.60	$1.59	$1.59	$1.58	$1.60
Unit Share	6.5	7.2	8.5	8.9	9.2	8.9	7.8	7.9	7.6	7.0	7.8	7.0	7.0	7.4	7.9
ACV Weighted Distribution	65.8%	68.2%	69.5%	70.0%	66.9%	70.3%	71.3%	70.7%	71.0%	70.8%	71.7%	69.9%	75.7%	76.8%	76.8%
TOTAL RAINBO/COLONIAL															
Units (000)	88	104	128	156	151	169	142	136	111	88	78	90	99	101	1,552
Dollars (000)	$139	$164	$200	$246	$240	$268	$225	$216	$176	$140	$124	$142	$157	$159	$2,457
Avg Price per Unit	$1.59	$1.58	$1.56	$1.58	$1.59	$1.58	$1.58	$1.59	$1.59	$1.59	$1.59	$1.59	$1.58	$1.58	$1.58
Unit Share	28.9	35.2	43.1	49.4	50.3	53.1	45.1	44.0	35.2	28.7	26.0	26.9	30.9	32.2	38.4
ACV Weighted Distribution	99.3%	99.3%	100.0%	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															
Units (000)	10	16	18	18	18	20	18	15	12	10	10	12	12	13	192
Dollars (000)	$16	$21	$24	$28	$26	$27	$25	$24	$18	$16	$16	$17	$19	$19	$260
Avg Price per Unit	$1.55	$1.35	$1.30	$1.55	$1.44	$1.37	$1.42	$1.56	$1.55	$1.55	$1.57	$1.40	$1.55	$1.43	$1.46
Unit Share	3.4	5.3	6.1	5.8	6.0	6.2	5.6	5.0	3.8	3.4	3.4	3.6	3.7	4.2	4.8
ACV Weighted Distribution	12.6%	12.7%	12.8%	12.8%	13.2%	14.5%	15.0%	14.9%	13.8%	14.1%	14.1%	14.2%	14.2%	14.6%	15.0%
Wonder															
Units (000)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3
Dollars (000)	$0	$0	$0	$0	$0	$1	$1	$0	$0	$0	$0	$0	$0	$0	$4
Avg Price per Unit	$1.43	$1.44	$1.43	$1.43	$1.44	$1.44	$1.44	$1.43	$1.43	$1.44	$1.43	$1.43	$1.43	$1.43	$1.44
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	0.0	0.1
ACV Weighted Distribution	5.1%	5.0%	6.3%	6.7%	6.1%	7.0%	7.0%	6.9%	7.4%	7.1%	6.8%	5.8%	5.8%	5.8%	7.4%
PRIVATE LABEL															
Units (000)	170	195	274	467	281	398	260	310	212	180	153	162	181	179	3,254
Dollars (000)	$133	$153	$214	$326	$217	$299	$204	$239	$165	$141	$117	$123	$138	$136	$2,472
Avg Price per Unit	$.79	$.79	$.78	$.70	$.77	$.75	$.78	$.77	$.78	$.78	$.77	$.76	$.76	$.76	$.76
Unit Share	56.0	65.9	92.2	148.2	93.5	125.0	82.7	100.4	67.5	58.9	51.0	48.8	56.3	57.1	80.6
ACV Weighted Distribution	95.3%	95.3%	96.0%	97.1%	96.5%	96.4%	96.6%	96.8%	97.0%	97.0%	96.9%	92.4%	92.3%	92.0%	97.1%

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Flowers Industries West TexNew Mex - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Flowers West Tex-New Mex	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)	72	74	125	97	70	91	66	73	62	71	271	174	62	61	1,298
Dollars (000)	$115	$120	$146	$128	$114	$124	$111	$113	$108	$114	$376	$267	$107	$104	$1,932
Avg Price per Unit	$1.60	$1.61	$1.17	$1.33	$1.63	$1.36	$1.68	$1.55	$1.73	$1.59	$1.39	$1.53	$1.74	$1.70	$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	95.1%	94.5%	94.8%	95.4%	95.0%	95.6%	92.7%	92.3%	92.0%	98.9%	100.0%	100.0%	93.8%	93.3%	100.0%
SUNBEAM/FLOWERS															
Units (000)	0	0	0	0	0	0	0	0	0	6	12	6	0	0	26
Dollars (000)	$0	$1	$1	$0	$0	$0	$0	$0	$0	$7	$13	$9	$0	$0	$31
Avg Price per Unit	$1.49	$1.49	$1.49	$1.49	$1.49	$1.49	$1.49	$1.49	$1.49	$1.02	$1.07	$1.44	$1.52	$1.53	$1.16
Unit Share	0.3	0.5	0.3	0.2	0.0	0.0	0.0	0.0	0.1	8.9	4.6	3.5	0.4	0.1	2.0
ACV Weighted Distribution	15.9%	15.8%	16.3%	12.2%	2.0%	3.0%	2.0%	2.0%	2.0%	21.3%	41.5%	42.0%	22.2%	10.5%	42.0%
RAINBO															
Units (000)	6	5	6	6	5	5	5	5	7	7	27	18	5	5	105
Dollars (000)	$10	$9	$9	$10	$9	$9	$8	$8	$11	$12	$47	$27	$9	$8	$175
Avg Price per Unit	$1.68	$1.67	$1.61	$1.67	$1.64	$1.64	$1.64	$1.64	$1.74	$1.76	$1.71	$1.52	$1.74	$1.73	$1.66
Unit Share	8.3	7.2	4.7	6.0	7.7	5.9	7.1	6.5	10.4	9.1	10.1	10.2	8.1	7.4	8.1
ACV Weighted Distribution	84.3%	71.8%	64.6%	55.5%	46.4%	47.3%	45.8%	75.8%	87.4%	82.0%	97.1%	91.7%	86.8%	68.8%	97.1%
MRS. BAIRDS															
Units (000)	3	3	3	3	3	3	3	3	3	3	6	6	3	3	45
Dollars (000)	$4	$4	$5	$5	$4	$4	$5	$5	$5	$5	$9	$10	$4	$5	$70
Avg Price per Unit	$1.54	$1.53	$1.54	$1.54	$1.54	$1.55	$1.55	$1.55	$1.55	$1.55	$1.56	$1.56	$1.55	$1.54	$1.55
Unit Share	3.7	3.9	2.7	3.2	3.9	3.2	4.6	4.4	4.9	4.2	2.1	3.7	4.6	5.2	3.5
ACV Weighted Distribution	12.6%	12.7%	12.8%	12.8%	13.2%	14.5%	15.0%	14.9%	13.8%	14.1%	14.1%	14.2%	14.2%	14.6%	15.0%
PRIVATE LABEL															
Units (000)	19	22	64	43	23	44	21	29	17	22	82	51	16	19	452
Dollars (000)	$16	$19	$36	$24	$20	$29	$19	$23	$17	$21	$88	$65	$16	$17	$393
Avg Price per Unit	$.82	$.85	$.57	$.55	$.86	$.65	$.92	$.80	$.98	$.97	$1.08	$1.28	$.96	$.91	$.87
Unit Share	26.8	29.5	51.2	44.4	32.5	48.4	31.6	39.6	27.3	30.5	30.2	29.4	26.4	30.6	34.8
ACV Weighted Distribution	76.7%	75.4%	70.6%	73.2%	70.6%	64.6%	56.1%	64.8%	65.3%	58.7%	48.4%	52.1%	45.8%	45.1%	75.4%

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Nashville

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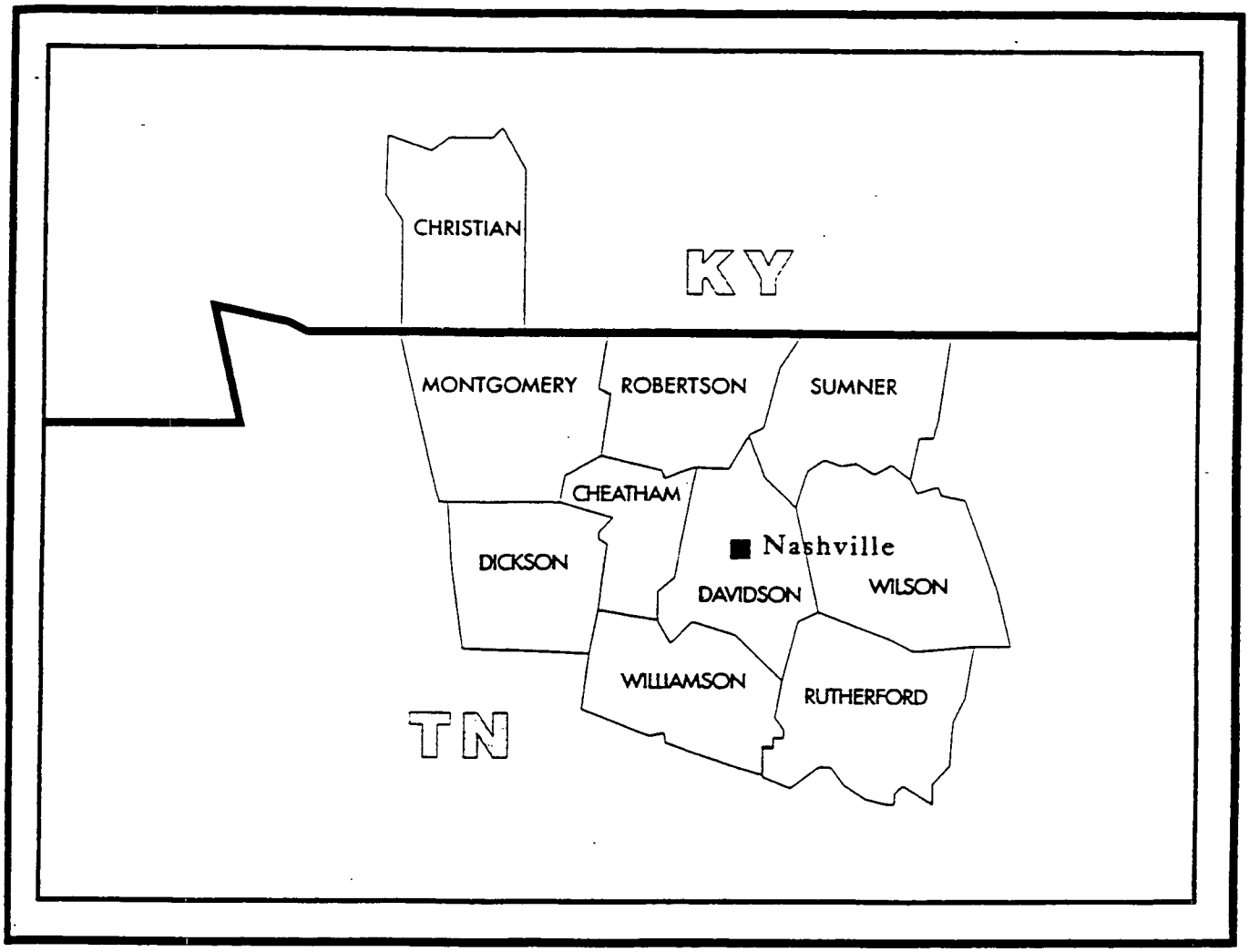

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Category: White, Soft Variety, Specialty

Nashville, TN	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)	$1,669	$1,692	$1,579	$1,619	$1,742	$1,813	$1,916	$1,816	$1,747	$1,717	$1,782	$1,893	$1,823	$1,893	$23,032
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)	$23	$22	$26	$32	$21	$19	$21	$20	$22	$38	$55	$48	$47	$66	$437
Dollar Share, Bread Ctgry	1.4	1.3	1.6	2.0	1.2	1.1	1.1	1.1	1.2	2.2	3.1	2.5	2.6	3.5	1.9
Continental															
Dollars (000)	$8	$7	$8	$8	$9	$7	$8	$7	$6	$7	$6	$7	$7	$6	$90
Dollar Share, Bread Ctgry	0.5	0.4	0.5	0.5	0.5	0.4	0.4	0.4	0.3	0.4	0.3	0.4	0.4	0.3	0.4
Interstate															
Dollars (000)	$11	$11	$9	$9	$11	$11	$11	$10	$10	$10	$9	$13	$11	$10	$136
Dollar Share, Bread Ctgry	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.5	0.7	0.6	0.5	0.6
Earth Grains															
Dollars (000)	$431	$443	$444	$450	$491	$518	$537	$508	$485	$476	$507	$553	$498	$457	$6,366
Dollar Share, Bread Ctgry	25.8	26.2	28.1	27.8	28.2	28.6	28.0	28.0	27.8	27.7	28.4	29.2	27.3	24.1	27.6
Lewis															
Dollars (000)	$622	$616	$574	$613	$625	$658	$473	$509	$480	$464	$495	$488	$398	$409	$6,801
Dollar Share, Bread Ctgry	37.3	36.4	36.3	37.9	35.9	36.3	24.7	28.0	27.4	27.0	27.8	25.8	21.8	21.6	29.5
Pepperidge Farm															
Dollars (000)	$88	$85	$72	$72	$74	$78	$80	$82	$108	$97	$93	$92	$78	$75	$1,087
Dollar Share, Bread Ctgry	5.3	5.0	4.6	4.4	4.2	4.3	4.2	4.5	6.2	5.6	5.2	4.9	4.3	4.0	4.7
Arnolds/Oroweat															
Dollars (000)	$3	$4	$3	$4	$2	$3	$2	$4	$3	$2	$4	$5	$7	$3	$45
Dollar Share, Bread Ctgry	0.2	0.2	0.2	0.2	0.1	0.1	0.1	0.2	0.2	0.1	0.2	0.3	0.4	0.2	0.2
Private Label															
Dollars (000)	$477	$489	$450	$456	$527	$563	$576	$544	$510	$516	$524	$565	$634	$758	$7,111
Dollar Share, Bread Ctgry	28.6	28.9	28.5	28.2	30.2	31.0	30.1	29.9	29.2	30.1	29.4	29.8	34.8	40.0	30.9

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Flowers Industries Nashville - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Nashville, TN	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 1 - WHITE															
Units (000)	619	635	609	622	675	722	669	678	611	628	684	733	690	644	8,600
Dollars (000)	$760	$781	$755	$774	$844	$876	$849	$839	$764	$772	$840	$909	$857	$853	$10,711
Avg Price per Unit	$1.23	$1.23	$1.24	$1.25	$1.25	$1.21	$1.27	$1.24	$1.25	$1.23	$1.23	$1.24	$1.24	$1.33	$1.25
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 WW, FL															
Units (000)	6	3	4	7	4	4	4	3	3	4	6	7	7	6	64
Dollars (000)	$7	$5	$7	$11	$7	$6	$6	$6	$5	$6	$9	$10	$10	$9	$96
Avg Price per Unit	$1.31	$1.53	$1.61	$1.47	$1.57	$1.64	$1.69	$1.67	$1.66	$1.54	$1.43	$1.50	$1.33	$1.37	$1.51
Unit Share	0.9	0.5	0.7	1.2	0.7	0.5	0.6	0.5	0.5	0.6	0.9	0.9	1.1	1.0	0.7
ACV Weighted Distribution	14.5%	14.5%	20.2%	18.4%	13.0%	12.4%	13.0%	13.2%	13.4%	14.0%	19.1%	20.6%	21.2%	21.6%	21.6%
EARTH GRAINS															
Units (000)	188	181	178	185	201	220	222	206	193	192	212	232	203	180	2,604
Dollars (000)	$281	$285	$274	$286	$317	$334	$342	$324	$301	$294	$323	$359	$321	$299	$4,058
Avg Price per Unit	$1.49	$1.57	$1.54	$1.55	$1.58	$1.52	$1.54	$1.57	$1.56	$1.54	$1.53	$1.55	$1.58	$1.66	$1.56
Unit Share	30.4	28.5	29.3	29.7	29.7	30.4	33.2	30.4	31.6	30.5	30.9	31.7	29.5	27.9	30.3
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%
Wonder															
Units (000)	4	3	4	3	4	2	3	2	2	3	2	3	2	2	36
Dollars (000)	$5	$4	$5	$4	$5	$3	$4	$3	$3	$4	$3	$4	$3	$3	$48
Avg Price per Unit	$1.35	$1.35	$1.32	$1.32	$1.33	$1.37	$1.34	$1.35	$1.37	$1.37	$1.39	$1.38	$1.36	$1.36	$1.35
Unit Share	0.6	0.4	0.6	0.5	0.6	0.3	0.5	0.4	0.4	0.4	0.3	0.4	0.3	0.3	0.4
ACV Weighted Distribution	7.6%	7.7%	16.7%	14.3%	14.5%	10.6%	15.8%	11.6%	10.1%	7.8%	7.0%	9.1%	7.7%	7.8%	16.7%
Interstate															
Units (000)	5	5	4	4	5	5	5	5	4	5	5	6	5	4	62
Dollars (000)	$7	$7	$6	$7	$8	$8	$8	$8	$7	$8	$7	$10	$8	$7	$99
Avg Price per Unit	$1.62	$1.51	$1.58	$1.54	$1.65	$1.63	$1.62	$1.57	$1.63	$1.62	$1.48	$1.62	$1.52	$1.59	$1.58
Unit Share	0.7	0.8	0.7	0.7	0.7	0.6	0.7	0.7	0.7	0.7	0.7	0.8	0.8	0.7	0.7
ACV Weighted Distribution	5.7%	5.7%	5.2%	5.3%	5.3%	5.1%	5.3%	5.4%	5.4%	5.6%	5.0%	7.2%	6.0%	5.5%	7.2%

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Source: Information Resources Inc., 1997

Flowers Industries Nashville - Monthly InfoScan Sales Analysis

Category: Class 1 - White

Nashville, TN	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
LEWIS															
Units (000)	164	159	159	167	174	167	120	159	145	146	151	147	117	114	1,927
Dollars (000)	$220	$213	$207	$219	$228	$227	$177	$216	$193	$201	$210	$212	$173	$182	$2,657
Avg Price per Unit	$1.34	$1.33	$1.30	$1.31	$1.31	$1.36	$1.48	$1.36	$1.33	$1.38	$1.39	$1.44	$1.47	$1.59	$1.38
Unit Share	26.5	25.1	26.1	26.9	25.8	23.1	17.9	23.5	23.7	23.2	22.1	20.0	17.0	17.8	22.4
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%
PRIVATE LABEL															
Units (000)	201	213	204	193	218	251	250	245	211	223	259	262	262	261	3,052
Dollars (000)	$190	$196	$200	$187	$211	$243	$248	$228	$203	$211	$241	$245	$257	$289	$2,959
Avg Price per Unit	$.94	$.92	$.98	$.97	$.97	$.97	$.99	$.93	$.97	$.95	$.93	$.93	$.98	$1.11	$.97
Unit Share	32.4	33.6	33.5	31.0	32.2	34.7	37.4	36.2	34.5	35.4	37.9	35.8	38.0	40.6	35.5
ACV Weighted Distribution	99.3%	96.1%	96.5%	96.9%	97.1%	97.2%	97.2%	97.3%	97.4%	97.3%	97.3%	97.1%	95.6%	96.5%	97.4%

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FBI 002386
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Source: Information Resources Inc., 1997

Category: Class 2 - Soft Variety

Nashville, TN	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)	420	430	384	400	442	473	426	418	419	419	416	426	438	436	5,526
Dollars (000)	$550	$554	$498	$514	$571	$599	$534	$512	$516	$517	$515	$539	$556	$635	$7,060
Avg Price per Unit	$1.31	$1.29	$1.30	$1.28	$1.29	$1.27	$1.25	$1.23	$1.23	$1.23	$1.24	$1.27	$1.27	$1.46	$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	100.0%	100.0%	100.0%	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)	6	6	7	9	6	5	6	6	8	25	32	21	20	32	181
Dollars (000)	$11	$11	$14	$16	$10	$10	$11	$11	$13	$28	$41	$32	$31	$50	$279
Avg Price per Unit	$1.90	$1.91	$1.90	$1.81	$1.81	$1.84	$1.98	$1.86	$1.51	$1.16	$1.29	$1.56	$1.59	$1.57	$1.54
Unit Share	1.3	1.4	1.9	2.2	1.3	1.2	1.3	1.4	2.0	5.9	7.6	4.8	4.5	7.3	3.3
ACV Weighted Distribution	14.5%	14.5%	20.2%	18.4%	13.0%	12.4%	13.0%	13.2%	13.4%	77.3%	78.6%	86.0%	86.2%	87.6%	87.6%
Wonder															
Units (000)	1	1	1	1	1	1	1	1	0	1	0	1	0	0	8
Dollars (000)	$1	$1	$1	$1	$1	$1	$1	$1	$1	$1	$1	$1	$1	$1	$14
Avg Price per Unit	$1.79	$1.79	$1.82	$1.82	$1.82	$1.79	$1.79	$1.80	$1.80	$1.79	$1.79	$1.79	$1.79	$1.79	$1.80
Unit Share	0.1	0.1	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
ACV Weighted Distribution	7.6%	7.7%	16.7%	13.6%	14.5%	6.7%	7.1%	11.5%	10.1%	7.8%	7.0%	9.1%	7.7%	7.8%	16.7%
Earth Grains															
Units (000)	40	40	51	49	51	55	65	56	54	57	50	55	46	41	670
Dollars (000)	$70	$74	$86	$82	$87	$98	$107	$95	$93	$95	$90	$96	$84	$74	$1,160
Avg Price per Unit	$1.75	$1.85	$1.68	$1.66	$1.71	$1.77	$1.64	$1.70	$1.74	$1.67	$1.80	$1.74	$1.80	$1.79	$1.73
Unit Share	9.5	9.3	13.3	12.3	11.6	11.7	15.2	13.3	12.8	13.5	12.0	12.9	10.6	9.5	12.1
ACV Weighted Distribution	99.6%	100.0%	100.0%	100.0%	99.6%	99.7%	99.7%	99.7%	99.7%	99.7%	100.0%	100.0%	99.9%	99.9%	100.0%
Lewis															
Units (000)	120	117	89	97	98	122	55	54	66	49	66	50	50	45	958
Dollars (000)	$189	$181	$151	$152	$160	$177	$92	$88	$101	$85	$98	$89	$85	$77	$1,536
Avg Price per Unit	$1.57	$1.55	$1.70	$1.57	$1.63	$1.45	$1.67	$1.65	$1.53	$1.72	$1.48	$1.78	$1.69	$1.72	$1.60
Unit Share	28.6	27.2	23.2	24.2	22.1	25.8	12.9	12.8	15.6	11.7	16.0	11.8	11.5	10.3	17.3
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%

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Flowers Industries Nashville - Monthly InfoScan Sales Analysis

Category: Class 2 - Soft Variety

Nashville, TN	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)	269	279	251	260	298	300	314	312	303	297	276	311	346	351	3,899
Dollars (000)	$287	$293	$251	$269	$316	$320	$328	$316	$307	$305	$283	$320	$377	$469	$4,152
Avg Price per Unit	$1.07	$1.05	$1.00	$1.04	$1.06	$1.07	$1.04	$1.01	$1.01	$1.03	$1.02	$1.03	$1.09	$1.33	$1.07
Unit Share	64.0	65.0	65.4	64.8	67.6	63.4	73.6	74.8	72.3	70.9	66.4	73.1	79.0	80.6	70.6
ACV Weighted Distribution	89.3%	85.0%	83.4%	84.0%	86.8%	84.5%	77.4%	78.4%	84.1%	85.9%	79.3%	86.8%	87.0%	88.4%	88.4%

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Flowers Industries Nashville - Monthly InfoScan Sales Analysis

Category: Class 3 - Specialty

Nashville, TN

	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 - BUNS															
Units (000)	157	150	136	136	137	142	147	142	165	147	151	164	162	158	1,937
Dollars (000)	$290	$282	$251	$255	$258	$271	$275	$269	$305	$280	$287	$307	$299	$296	$3,633
Avg Price per Unit	$1.85	$1.88	$1.84	$1.87	$1.88	$1.90	$1.86	$1.89	$1.85	$1.91	$1.90	$1.87	$1.85	$1.88	$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%
TOTAL COBBLESTONE MILL															
Units (000)	3	2	3	2	2	2	2	2	2	2	2	2	3	4	29
Dollars (000)	$5	$5	$5	$5	$4	$3	$4	$4	$4	$4	$5	$5	$6	$8	$62
Avg Price per Unit	$1.88	$2.28	$1.82	$2.10	$2.01	$2.14	$2.32	$2.36	$2.34	$2.36	$2.37	$2.16	$2.05	$2.11	$2.16
Unit Share	1.7	1.5	2.0	1.8	1.4	1.1	1.1	1.2	0.9	1.1	1.4	1.5	2.0	2.3	1.5
ACV Weighted Distribution	13.1%	11.3%	17.6%	15.4%	9.8%	9.3%	9.8%	10.2%	10.3%	10.8%	17.6%	20.6%	21.2%	21.6%	21.6%
TOTAL EARTH GRAINS															
Units (000)	18	18	18	19	19	18	18	19	20	20	22	24	21	19	253
Dollars (000)	$39	$40	$40	$41	$41	$40	$40	$42	$44	$44	$48	$50	$45	$41	$556
Avg Price per Unit	$2.21	$2.22	$2.21	$2.22	$2.22	$2.21	$2.20	$2.19	$2.20	$2.21	$2.18	$2.14	$2.18	$2.20	$2.20
Unit Share	11.4	12.2	13.4	13.6	13.5	12.8	12.2	13.4	12.1	13.5	14.5	14.4	12.8	11.8	13.1
ACV Weighted Distribution	93.6%	93.4%	94.0%	92.6%	92.4%	95.1%	95.0%	95.3%	93.0%	93.6%	93.7%	95.5%	95.5%	95.4%	95.5%
TOTAL PEPPERIDGE FARM															
Units (000)	42	39	33	33	34	36	37	37	52	44	42	43	34	33	496
Dollars (000)	$88	$85	$72	$72	$74	$78	$80	$82	$108	$97	$93	$92	$78	$75	$1,087
Avg Price per Unit	$2.10	$2.16	$2.19	$2.14	$2.19	$2.21	$2.17	$2.24	$2.08	$2.22	$2.22	$2.14	$2.29	$2.31	$2.19
Unit Share	26.6	26.3	24.2	24.5	24.6	25.0	25.1	25.8	31.5	29.8	27.6	26.3	21.2	20.7	25.6
ACV Weighted Distribution	92.8%	92.0%	92.8%	92.7%	93.0%	93.0%	93.1%	93.7%	94.0%	93.8%	93.9%	95.3%	95.2%	95.1%	95.3%
TOTAL ARNOLDS/OROWEAT															
Units (000)	1	1	1	1	1	1	1	2	2	1	2	2	3	1	21
Dollars (000)	$3	$4	$3	$4	$2	$3	$2	$4	$3	$2	$4	$5	$7	$3	$45
Avg Price per Unit	$2.47	$2.47	$2.43	$2.43	$2.49	$2.49	$2.49	$1.63	$1.67	$2.02	$2.39	$2.11	$2.11	$2.50	$2.18
Unit Share	0.8	1.0	1.0	1.1	0.7	0.7	0.6	1.6	1.0	0.7	1.1	1.4	2.0	0.8	1.1
ACV Weighted Distribution	30.7%	29.3%	33.2%	31.3%	27.7%	26.0%	25.8%	35.3%	37.7%	27.0%	29.3%	34.3%	40.9%	34.1%	40.9%
TOTAL PRIVATE LABEL/GENERIC															
Units (000)	44	41	38	36	38	37	42	37	42	36	39	40	52	58	537
Dollars (000)	$59	$56	$47	$48	$51	$52	$55	$48	$52	$46	$48	$53	$69	$79	$703
Avg Price per Unit	$1.33	$1.34	$1.25	$1.31	$1.33	$1.40	$1.31	$1.28	$1.24	$1.27	$1.25	$1.31	$1.32	$1.37	$1.31
Unit Share	28.4	27.7	27.8	26.7	27.9	26.3	28.3	26.2	25.3	24.8	25.5	24.5	32.5	36.7	27.7
ACV Weighted Distribution	85.0%	84.3%	79.6%	79.5%	81.0%	76.9%	77.1%	78.1%	80.1%	85.7%	79.1%	84.8%	86.2%	87.6%	87.6%

FBI 002389
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Flowers Industries Nashville - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Nashville, TN	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 4 - BUNS															
Units (000)	222	265	315	483	391	503	347	386	281	262	211	222	246	217	4,129
Dollars (000)	$272	$308	$332	$440	$424	$496	$375	$396	$309	$296	$253	$261	$283	$270	$4,442
Avg Price per Unit	$1.23	$1.16	$1.05	$.91	$1.08	$.99	$1.08	$1.02	$1.10	$1.13	$1.20	$1.17	$1.15	$1.25	$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%
FLOWERS/ SP HRVST/DNDEE															
Units (000)	1	2	2	3	2	2	2	2	2	2	2	2	3	4	31
Dollars (000)	$1	$3	$3	$5	$3	$3	$3	$4	$3	$3	$4	$4	$5	$6	$48
Avg Price per Unit	$1.47	$1.56	$1.52	$1.53	$1.57	$1.60	$1.61	$1.59	$1.59	$1.56	$1.57	$1.55	$1.54	$1.53	$1.56
Unit Share	0.5	0.7	0.6	0.7	0.4	0.4	0.5	0.6	0.7	0.8	1.1	1.1	1.3	1.9	0.7
ACV Weighted Distribution	14.5%	14.5%	20.2%	18.4%	13.0%	12.4%	13.0%	13.2%	13.4%	14.0%	19.1%	20.6%	21.2%	21.6%	21.6%
Wonder															
Units (000)	1	1	1	1	1	0	0	0	1	1	1	1	1	1	9
Dollars (000)	$1	$1	$1	$1	$1	$1	$1	$1	$1	$1	$1	$1	$1	$1	$14
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	0.2	0.3	0.2	0.2	0.2	0.1	0.1	0.1	0.3	0.3	0.4	0.4	0.4	0.3	0.2
ACV Weighted Distribution	7.6%	7.7%	14.3%	13.6%	12.7%	5.1%	5.3%	7.4%	11.0%	7.8%	7.0%	9.1%	7.7%	6.9%	14.3%
RAINBO/COLONIAL															
Units (000)	22	26	42	43	49	48	37	36	32	30	29	31	34	28	465
Dollars (000)	$34	$38	$55	$62	$63	$66	$50	$47	$47	$43	$45	$48	$52	$42	$658
Avg Price per Unit	$1.56	$1.46	$1.30	$1.43	$1.30	$1.39	$1.35	$1.31	$1.47	$1.44	$1.53	$1.53	$1.54	$1.51	$1.42
Unit Share	9.8	9.9	13.4	8.9	12.5	9.5	10.7	9.3	11.5	11.3	13.9	14.1	13.7	12.8	11.3
ACV Weighted Distribution	96.6%	96.3%	96.8%	96.7%	96.6%	96.5%	96.5%	96.9%	97.0%	96.9%	96.9%	100.0%	100.0%	100.0%	100.0%
Bunny/Sunbeam															
Units (000)	34	39	43	65	59	73	42	45	35	34	31	28	25	25	544
Dollars (000)	$51	$57	$61	$89	$80	$94	$58	$63	$50	$50	$46	$43	$39	$39	$770
Avg Price per Unit	$1.50	$1.45	$1.42	$1.38	$1.35	$1.28	$1.39	$1.40	$1.43	$1.47	$1.47	$1.53	$1.58	$1.56	$1.42
Unit Share	15.3	14.8	13.6	13.4	15.1	14.6	12.0	11.6	12.5	13.0	14.8	12.7	10.0	11.7	13.2
ACV Weighted Distribution	98.7%	96.8%	97.1%	98.8%	98.7%	97.2%	97.2%	96.0%	100.0%	100.0%	97.3%	97.1%	95.6%	95.5%	100.0%

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Monthly Sales Trends

Source: Information Resources Inc., 1997

Flowers Industries Nashville - Monthly InfoScan Sales Analysis

Category: Class 4 - Buns

Nashville, TN	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)	138	166	191	324	243	336	227	257	180	169	125	136	158	137	2,650
Dollars (000)	$145	$165	$165	$221	$224	$274	$208	$220	$162	$160	$124	$130	$148	$150	$2,352
Avg Price per Unit	$1.05	$.99	$.87	$.68	$.92	$.82	$.91	$.86	$.90	$.94	$.99	$.95	$.94	$1.09	$.89
Unit Share	62.2	62.7	60.7	67.1	62.1	66.8	65.4	66.6	64.0	64.6	59.4	61.1	64.3	63.4	64.2
ACV Weighted Distribution	99.3%	96.1%	96.5%	96.9%	97.1%	97.2%	97.2%	97.3%	97.4%	97.3%	97.3%	97.1%	100.0%	96.5%	100.0%

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Monthly Sales Trends

Source: Information Resources Inc., 1997

Flowers Industries Nashville - Monthly InfoScan Sales Analysis

Category: Class 5 - Rolls

Nashville, TN	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 5 - ROLLS															
Units (000)	184	194	233	192	191	190	201	189	202	211	381	361	185	181	2,912
Dollars (000)	$287	$299	$330	$302	$300	$306	$327	$311	$312	$325	$516	$512	$290	$307	$4,436
Avg Price per Unit	$1.56	$1.54	$1.42	$1.57	$1.57	$1.61	$1.63	$1.65	$1.54	$1.54	$1.35	$1.42	$1.57	$1.69	$1.52
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,SPECIAL HARVEST															
Units (000)	2	1	2	3	1	1	1	1	1	1	4	2	2	2	21
Dollars (000)	$2	$2	$2	$4	$1	$1	$1	$1	$1	$1	$4	$3	$2	$2	$26
Avg Price per Unit	$1.14	$1.25	$1.23	$1.22	$1.32	$1.36	$1.34	$1.28	$1.20	$1.12	$1.17	$1.24	$1.27	$1.28	$1.24
Unit Share	1.1	0.7	0.7	1.5	0.5	0.4	0.5	0.5	0.5	0.6	0.9	0.6	0.8	0.9	0.7
ACV Weighted Distribution	14.5%	14.5%	20.2%	18.4%	12.9%	12.4%	12.4%	13.2%	13.4%	12.7%	19.1%	20.6%	21.2%	21.6%	21.6%
RAINBO/COLONIAL															
Units (000)	12	11	16	14	14	14	14	13	12	13	27	24	16	14	202
Dollars (000)	$18	$17	$23	$22	$21	$23	$22	$21	$19	$19	$36	$33	$26	$22	$303
Avg Price per Unit	$1.58	$1.54	$1.39	$1.58	$1.58	$1.58	$1.59	$1.59	$1.59	$1.49	$1.34	$1.35	$1.58	$1.58	$1.50
Unit Share	6.3	5.6	7.0	7.2	7.1	7.5	7.0	6.9	5.9	5.9	7.1	6.7	8.9	7.7	6.9
ACV Weighted Distribution	96.6%	96.3%	96.8%	96.7%	96.6%	96.5%	96.5%	96.9%	97.0%	96.9%	96.9%	100.0%	100.0%	100.0%	100.0%
Interstate Rolls															
Units (000)	1	1	0	0	0	0	0	1	1	0	1	1	1	1	7
Dollars (000)	$1	$1	$1	$1	$1	$1	$1	$1	$1	$1	$1	$1	$1	$1	$10
Avg Price per Unit	$1.33	$1.34	$1.48	$1.59	$1.59	$1.59	$1.58	$1.41	$1.52	$1.36	$1.53	$1.55	$1.59	$1.47	$1.50
Unit Share	0.3	0.3	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.2	0.2	0.2	0.3	0.3	0.2
ACV Weighted Distribution	3.8%	3.8%	3.6%	3.5%	3.5%	3.4%	3.5%	3.6%	3.6%	3.8%	5.0%	5.8%	4.4%	3.9%	5.8%
Bunny/Sunbeam Rolls															
Units (000)	2	1	2	1	2	1	2	2	1	2	3	3	1	1	23
Dollars (000)	$2	$2	$3	$2	$3	$2	$3	$2	$2	$3	$5	$5	$2	$2	$36
Avg Price per Unit	$1.44	$1.44	$1.45	$1.44	$1.45	$1.44	$1.44	$1.45	$1.53	$1.62	$1.63	$1.67	$1.69	$1.64	$1.54
Unit Share	0.8	0.8	0.9	0.8	0.9	0.8	1.0	0.8	0.6	1.0	0.8	0.8	0.5	0.6	0.8
ACV Weighted Distribution	20.6%	21.3%	28.8%	24.3%	24.8%	22.4%	27.4%	23.1%	21.8%	20.0%	27.3%	27.5%	11.8%	12.5%	26.8%
PRIVATE LABEL															
Units (000)	88	86	112	85	83	80	85	81	94	102	194	171	83	87	1,344
Dollars (000)	$104	$105	$119	$108	$103	$103	$111	$112	$110	$112	$185	$176	$103	$127	$1,572
Avg Price per Unit	$1.17	$1.21	$1.06	$1.26	$1.24	$1.29	$1.30	$1.37	$1.17	$1.09	$.95	$1.03	$1.24	$1.46	$1.17
Unit Share	48.2	44.6	48.1	44.4	43.4	42.0	42.4	43.1	46.6	48.5	50.8	47.4	44.6	48.2	46.2
ACV Weighted Distribution	99.3%	96.1%	96.5%	96.9%	97.1%	97.2%	97.2%	97.3%	97.4%	97.3%	97.3%	97.1%	95.6%	96.5%	97.4%

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THE BREAD MARKET

MARCH 1996

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Vice-President and Managing Director, Publishing	Lynn Christie
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III. THE MARKET

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MARKET SIZE AND GROWTH

Retail Sales Approach $19 Billion in 1995

Based on published and unpublished data from the U.S. Department of Commerce, *Progressive Grocer, Supermarket Business, Bakery Production and Marketing*, and other sources, Packaged Facts estimates that retail sales of bread products will approach $18.95 billion in 1995, up 4.6% from $18.1 billion in 1994.

Though increases, these figures indicate disappointing sales for wholesalers. In dollar terms, manufacturers' shipments of packaged and frozen bread and dough rebounded in 1992 from the recession of 1990-1991, but since then have failed to grow at a faster rate than inflation; unit volume for some quantities of goods may actually have fallen. In-store and freestanding bakeries have done much better, with average growth in the 10% range until recently, but if this is to continue, it may come at the expense of the traditional bread market.

In short, the bread market continues to grow but without exuberance. In 1995, these are established trends, and it is no longer possible to believe that sales figures are simply responses to the recession of 1990-1991.

In a sense, the market seems to be fragmenting. Stagnant sales for traditional products are leading to the retrenchment and consolidation of mass-market suppliers, while a growing appetite for specialty bread products among more affluent or novelty-conscious consumers is opening up opportunities for nontraditional and niche-oriented marketers. Simultaneously, with increased NAFTA-related trade, the American domestic market is becoming enmeshed with those of Mexico and Canada. Both peril and opportunity lie ahead.

Old players, old shrinking markets; new players, new fragmented markets; a bump-strewn playing field with changing rules—like it or not, the bread industry is being pummeled by the same forces that are transforming other segments of the American economy in the 1990s. It is a microcosm of the whole.

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Retail Dollar Sales and Growth of Bread Products: 1990-1995
(In Millions)

Year	Total Retail Sales		Packaged and Frozen Breadstuffs		On-Site Bakeries All Bread and Rolls	
	$ Sales	% Change	$ Sales	% Change	$ Sales	% Change
1995	$18,948	4.6%	$14,599	3.6%	$4,349	8.0%
1994	18,117	4.4	14,089	3.4	4,028	8.3
1993	17,346	4.6	13,625	2.9	3,721	11.3
1992	16,584	4.5	13,241	2.9	3,343	11.5
1991	15,866	5.0	12,868	3.7	2,998	11.1
1990	15,108	--	12,409	--	2,699	--

Source: Packaged Facts

Wholesalers' Sales Approach $14 Billion in 1995

From Commerce Department data, Packaged Facts estimates the wholesale value of manufacturers' sales of bread products will reach $13.9 billion in 1995, up 3.0% from $13.5 billion in 1994.

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Manufacturers' Wholesale Shipments of Bread and Rolls
(In Millions of Dollars)

Year	Shipments All Fresh Breads and Cakes	Estimated Shipments of Bread (68.35%)	Product Share Details (1987)	
2000	$23,506.8	$16,065.7	Bread	42.95%
			White pan bread	22.26
1999	22,822.1	15,597.7	Wheat pan bread	9.23
			Other variety bread	11.46
1998	22,147.4	15,134.5	White hearth bread	5.19
			Rye	2.15
1997	21,512.0	14,702.4	Others	4.11
1996	20,885.5	14,274.2	Rolls	22.22%
			Hamburger and hot dog buns	12.44
1995	20,308.8	13,880.0	English muffins	1.98
			Bagels	1.99
1994	19,732.1	13,486.0	Croissants	0.55
			Hearth rolls	1.25
1993	19,155.4	13,091.7	Brown & service rolls	1.60
			Other bread-type rolls	2.40
1992	18,532.0	12,661.8	Miscellaneous bread & cake	3.18%
1991	17,278.6	11,809.0		
1990	17,019.2	11,631.9	Total	68.35%

Notes: Assumes 3% increases after 1992, and product shares unchanged. Some figures may not calculate due to rounding.

Source: U.S. Department of Commerce Census of Manufacturers, 1992 Manufacturing USA, 5th edition.

Manufacturers' Retail Sales at $14.6 Billion

For comparison, retail sales of manufacturers' goods are shown in the column labeled "Packaged and Frozen Breadstuffs" in the first table. These were estimated at just under $14.6 billion in 1995.

What we see here is that in the five years from 1990 to 1995, overall sales of bread and rolls in retail outlets have increased 25%, from $15.1 billion to $19.0 billion. The larger part of this growth came from in-store bakeries, which enjoyed a 56% increase in the same period. Meanwhile, sales of packaged and frozen breads and rolls increased almost 18%. Much of this growth was due to the success of frozen bagels.

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Retail Dollar Sales and Growth of Breads and Rolls: 1990-1995
(In Millions)

Year	Total Retail Sales		Packaged and Frozen Breads. Bagels, and Rolls		Tortillas		Boutique Bakeries		In-Store Bakeries	
	$ Sales	% Change	$ Sales	% Change	$ Sales	% Change	$ Sales	% Change	$ Sales	% Change
1995	$18,948	4.6%	$13,407	3.1%	$1,192	10.1%	$270	25.0%	$4,079	7.0%
1994	18,117	4.4	13,006	2.9	1,083	9.9	216	24.9	3,812	7.4
1993	17,346	4.6	12,640	2.5	985	8.4	173	25.4	3,548	10.7
1992	16,584	4.5	12,332	1.1	909	34.9	138	25.5	3,205	11.0
1991	15,866	5.0	12,194	1.2	674	88.3	110	25.0	2,888	10.6
1990	15,108	--	12,051	--	358	--	88	--	2,611	--

Source: Packaged Facts

Tortillas, Independent Bakeries Round Out Totals

The retail sales figures contain two fast-growing market segments: tortillas, and independent upscale or boutique bakeries, which provide high-cost baked goods to upscale customers. Necessarily, projections are very close to guesswork, but Packaged Facts has attempted to make conservative estimates.

The total American market for tortillas in 1993 exceeded $2 billion, and has been increasing at a rate of 15% a year. Much of this is wholesale sales to fast-food chains and manufacturers of frozen meals; Packaged Facts estimates that 40% of current sales are to retail customers. Thus tortillas are likely to contribute some $1.2 billion to current market sales.

Packaged Facts estimates 1995 sales for independent or boutique bakeries at about $270 million. For previous years, an annual growth rate of 25% has been assumed. This is a tiny portion of the bread market, so inaccuracy will have little effect on total sales figures.

Growth in both markets is likely to taper off rapidly in future years, in tortillas more quickly than in the boutiques, but with $1.5 billion in current sales, or 8% of the total market, they are now established as important parts of the whole.

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A Mature Industry

Bread, in short, is a mature market. It has come up against natural limits in technology, market size, and market growth. These constrain future growth and profitability.

Still, the industry is not facing ruin, or even stagnation. Technical innovation and increasing returns to scale will no doubt improve profitability, and sales growth will continue as overall demand rises with the nation's population. Bread will not fall from favor as a preferred food.

Fashion and demographic changes will, however, alter the shape of the market. Business prowess and foreign competition will produce new market leaders; consolidation and fortune remove old ones. Taken as a whole, the business will continue to be profitable, and it will continue to be competitive. For producers, however, the struggle to survive may grow intense.

Packaged Facts examines some of these factors as they currently affect the market in the next section.

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FACTORS IN FUTURE MARKET GROWTH

A Saturated Market

Is the consumption of bread declining? Previous studies by Packaged Facts found that after rising from 1989 to 1991, bread consumption fell between 1991 and 1993, an effect blamed on the recession. Since that time the economy has improved, and according to Simmons Market Research Bureau, 93.6% of the households it surveyed in 1994 consume some type of loaf bread, up from 91.6% in 1991. However, the data do not show whether those increased numbers of households are eating increased amounts of bread.

Shift from White Bread Resumes

In 1991 and 1992, white bread sales increased more rapidly than variety bread and roll sales. This was almost certainly due to the slumping economy. However, since 1993, as household finances have improved, increases in sales of white bread have been less than those in other bread categories, and Packaged Facts believes the ongoing shift away from white bread to variety bread and rolls has resumed.

Needless to say, this is more of a drift than a flood tide, but it appears equally inexorable. White bread usage has been found to decrease as consumers age, as their levels of education increase, as their households become smaller, and as they become more affluent. These are all established demographic trends, which suggest lowering consumption rates in the future.

Pan Bread Continues to Slip

Related to the drop in white bread usage is a general decline in pan bread consumption. Proportionately, at least, consumers today buy more hearth breads, breakfast breads and rolls, and in-store bakery products, and fewer pan breads, including stock items such as whole wheat, diet, and high-fiber breads.

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The change is shown in the following table. (Note that the figures show the percentage of consumers who buy a given category of bread, and do not reflect the sizes of their purchases.)

Changing Consumer Bread Preferences: By Variety (1992 versus 1994)

Variety	% of Buyers 1994	% of Buyers 1992	% Change 1992-1994
White	51.9%	47.8%	9%
Whole wheat	44.6	42.9	4
French, Italian	16.8	15.4	9
Whole grain	15.3	15.6	-2
Rye, pumpernickel	13.8	13.0	6
Raisin	12.6	10.6	19
Low calorie	12.3	12.9	-5
Sourdough	11.6	9.0	29
Oat, oat bran	8.5	8.2	4
High fiber	8.1	9.0	-10
Pita	7.8	6.2	26
Other	9.2	8.2	12
Don't know/no answer	1.4	2.9	-52
Fresh bagels	30.3	26.5	14
Frozen bagels	21.7	19.3	12
Fresh croissants	16.4	15.3	7
Frozen croissants	4.9	5.7	-14
English muffins	49.2	49.3	0

Sources: Simmons Market Research Bureau; Packaged Facts.
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English Muffins and Croissants Hit Wall

To complete this picture, it should be noted that sales of English muffins and croissants are apparently stagnating as well, and that even bagel use is not increasing at its previous rate. In retrospect, a leveling off was predictable for English muffins, which are already consumed in half the nation's households. There may be some natural limit for specialty breads overall, so that increased consumption of, say, croissants comes at the expense of bagels and English muffins.

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Silver Lining: Demand Shifts to Higher Cost Breads

Certainly, it cannot be said that bread consumption is rapidly increasing. More important is the nature of the shift in demand. White pan bread is a low priced commodity. Variety breads and rolls are higher priced food items, and even if average bread consumption remains unchanged, the industry should gain from increased use of more expensive products.

Population Growth Gain No Near Term Factor

Since virtually all consumers eat some bread, and more than 90% of them eat bread regularly, there is little prospect of creating vast numbers of new bread buyers in the near future. Still, population growth will increase the number of buyers, by roughly 1% a year, as the following table shows.

However, total bread sales will probably not increase in proportion, because of two complicating factors.

Projected Population Figures: By Age (1993-2005)
(In Millions)

Age	1993	1998	% Change	2005	% Change
Under 15	57	58	2%	59	2%
15 - 24	36	37	3	41	11
25 - 34	42	39	-7	36	-8
35 - 44	41	44	7	42	-5
45 - 54	29	35	21	42	20
55 - 64	21	23	9	30	30
65 +	33	34	3	36	6
All	258	270	5	286	6

Note: Some totals and percentage changes do not calculate, due to rounding.

Source: U. S. Bureau of the Census

Future Immigrant Growth Uncertain

Currently about half the annual population increase in the United States comes from immigration. Specifically, between 1981 and 1990, the population

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increased by 22,170,000 people to 248.7 million; 10,579,000 of these were immigrants, accounting for 47.7% of the increase. (In the previous decade, 9,519,000 immigrants accounted for 41% of all new Americans.)

Many Americans are reluctant to see immigration continue at this rate, so it is possible that legal immigration may be seriously reduced in the not-too-distant future. The extent of the reduction, and whether it would be temporary or permanent are open questions.

Meanwhile, other nations now offer the economic opportunity that was once limited to this country, and a trickle of emigrants are leaving the United States for greener pastures abroad: ethnic Chinese to Taiwan and the mainland, ethnic Koreans to South Korea, and so forth. How large this population back drain will become is uncertain.

The Shrinking Big Buyer

To anticipate the discussion in "The Consumer" section of this report, while virtually all shoppers are bread buyers, not all are heavy bread buyers, defined as consumers who purchase three or more loaves each week. These are generally parents between the ages of 24 and 44. Few consumers under age 18 or over age 45 qualify as heavy purchasers. And yet, as the table shows, over the next decade the age bracket in which heavy buyers are most often found will diminish from 83 million to 78 million people. Population growth will be strongest in age groups with fewer heavy buyers.

There is some consolation in the fact that older buyers tend to purchase more expensive variety breads, but the potential loss of volume is troubling.

Cost Constraints: Crops, Competition, Consolidation

Bread prices fluctuate throughout the course of the year and differ from region to region, so comparisons are difficult, but in general, they rise in parallel with overall consumer prices—with inflation, in other words. The industry, as purveyor of a commodity product with many competing manufacturers and sellers, is under great pressure to keep prices down. Some of these factors are

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discussed in Chapter III, "The Marketers"; others rate a mention here as industrywide phenomena.

Commodities Not Chief Cost Driver

Commodity prices are another potential cost determinant, and wheat prices, because of increasing demand and bad weather, can be expected to climb. However, to quote from the U.S. Department of Agriculture's 1993 *Food Cost Review*:

"The average retail price of white bread in 1993 was 75¢ per pound, unchanged from in 1992....The farm value of wheat, at 4.1¢, was 0.3% lower in 1993 than in 1992....Other farm-derived ingredients, including lard, soybean oil, high-fructose corn syrup, and soy-whey blend, contributed 0.7¢ to a total farm value of 4.8¢ for all ingredients. The farm value share of all ingredients was 6% of the retail price in 1993, down 1% from that in 1992. Thus the farm-to-retail spread—consisting of wheatmilling, breadbaking, and distribution costs—was nearly all of bread's retail price."

Unadvertised Competitors

A greater constraint on bread prices is the existence of private-label or store-brand breads, which are sold by various supermarket and grocery chains in direct competition with the wholesalers' brands. These breads are not advertised, there is no associated marketing cost, they are not part of elaborate product lines—and they sell for 50% to 75% of the retail price of the equivalent wholesaler's product.

Happily for wholesalers, who must compete against these disadvantages, most private-label bread is actually made under long-term contract by the wholesalers rather than by the chains. Unhappily for wholesalers, they have been losing money on these deals and cannot escape from their contracts. This is discussed further in Chapter III, "The Marketers."

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Mergers Must Be Paid for

Competition has its costs. So does consolidation. In 1995 three of the top four wholesalers found themselves under new ownership, at a total cost of about $2.3 billion. These are not big deals by the standards of mergers in banking and telecommunications, but they are in the bread business, which until now, has not had many billion-dollar firms.

How will these deals be paid for? From earnings? But a wholesaler in the bread business with a $1 billion worth of annual sales and luck may hope to earn profits of $25 million to $30 million. Three firms with sales of $5 billion, then, may hope to pay off $2.3 billion of debt in 15 to 20 years, assuming they are profitable each and every year and that all their profits are used for repayment. Both assumptions seem unreasonable.

So how else does one modern corporation pay for buying another? Sell off unwanted, irrelevant divisions? There aren't any—the unwanted, poorly profitable corporate divisions to be thrown to the dogs are precisely what has just been purchased. Consolidate? Lay off employees? Replace management? Scrap some plants and boost production at others and hope for economies of scale? Renegotiate private-label production contracts on more advantageous terms? We'll see all of this, to be sure, but enough to justify these acquisitions in the first place? Hard to say.

Another option is to boost prices. Another nickel or dime a loaf eventually adds up to many dollars. Yet surely if it were that simple the firms which went under would already have done so. Still, the impression lingers that the marketers that have acquired the other companies must have in mind the intent, or the hope, of paying for their purchases by raising bread prices, if not immediately then at least sooner than that problematical 15 to 20 years.

Can Productivity Be Improved?

Another question is whether productivity and profitability can be improved by some combination of new technology, training, and management.

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The question is prompted by the "Selected Ratios" drawn from the Department of Commerce's *Manufacturing USA* survey, shown in the next table.

Compared with other manufacturing plants, it seems that bakeries are overmanned and underequipped. The Department of Labor apparently agrees: the Bureau of Labor Statistics forecasts that by 2005 the average bakery will have shed half a dozen employees, from managers to drivers. Of course, an average bakery need not be a typical bakery, and the bakeries currently being built for the major wholesalers are far larger enterprises than the average shown in these figures.

The productivity question seems worth raising, but cannot be answered yet for lack of data. Only time will tell.

Selected Ratios: All Manufacturing versus Bakeries (1991)

Item	Average All Manufacture	Average Bakery	Index
Employees per establishment	52	74	142
Payroll per establishment	$1,449,843	$1,891,317	130
Payroll per employee	$27,811	$25,524	92
Production workers per establishment	36	41	115
Wages per establishment	$827,045	$946,127	114
Wages per production worker	$23,139	$23,106	100
Hours per production worker	2,013	1,987	99
Wages per hour	$1149	$1163	101
Value added per establishment	$4,078,615	$5,328,416	131
Value added per employee	$78,238	$71,909	92
Value added per production worker	$114,113	$130,129	114
Cost per establishment	$4,668,709	$3,199,063	69
Cost per employee	$89,557	$43,172	48
Cost per production worker	$130,623	$78,127	60
Shipments per establishment	8,773,582	8,524,223	97
Shipments per employee	168,298	115,037	68
Shipments per production worker	245,470	208,176	85
Investment per establishment	$307,068	$254,514	83
Investment per employee	$5,800	$3,435	58
Investment per production worker	$8,591	$6,216	72

Source: U.S. Department of Commerce Manufacturing USA, 5th edition

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Irresistible Bakery Force Meets Immovable Market

After years of double-digit growth, sales in the almost ubiquitous in-store bakery are entering an era of moderation, and the reason is just that ubiquity. Most supermarkets now have them; by the end of the century only very isolated consumers will be outside their reach. As a consequence, future sales volume in in-store bakeries will basically depend on overall population size, inflation, and consumer sentiment—the same factors that now drive sales of wholesalers' products.

On the other hand, rising consumer incomes should continue to promote packaged bread buyers to bakery patrons, so growth will be ahead of a simple sum of inflation and population growth. Packaged Facts expects moderate in-store bakery sales growth of 6% to 7% through the year 2000.

A New Upscale Bread Market Appears

Retail bread bakeries specializing in fresh, crusty breads have begun to appear in many large cities. According to *Bakery Production and Marketing*, these "bread boutiques" did $216 million worth of business in 1994. With about 200 of these specialty shops now open and another dozen or so appearing each month, the magazine estimates the potential U.S. market could accommodate as many as 3,000 stores.

Typically, the stores offer 7 to 10 choices of bread and vary the menu frequently. Loaves sell for as much as $6 to $7. The stores may offer muffins, cinnamon rolls, and cookies as well. They mill their own flour each day from top quality grain, and bake their goods from scratch, usually with open-to-view kitchens. Atmosphere, comfort, and watching the bread makers at work are all part of the consumer appeal.

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MARKET PROJECTIONS

Retail Sales to Reach $23.8 Billion in 2000

Packaged Facts estimates that retail sales of bread and bread products will increase at rates of 4% or 5% per year, to about $23.76 billion in the year 2000.

Manufacturers' shipments of packaged and frozen bread are projected to increase no more than 3% annually, roughly at par with inflation and population growth. The retail bakery segment of the market will do better, but even here moderation is expected; double-digit growth in in-store bakery sales ceased in 1994, and Packaged Facts anticipates stable growth of about 6.5% per year through 2000.

Projected Retail Dollar Sales and Growth of Bread Products: 1995-2000
(In Millions)

Year	Total Retail Sales		Packaged and Frozen Breadstuffs		On-Site Bakeries All Bread and Rolls	
	$ Sales	% Change	$ Sales	% Change	$ Sales	% Change
2000	$23,760	5.0%	$17,528	4.0%	$6,232	7.5%
1999	22,641	5.0	16,835	4.0	5,806	7.5
1998	21,602	4.5	16,196	4.0	5,405	7.5
1997	20,636	4.5	15,607	3.5	5,029	7.5
1996	19,737	4.0	15,061	3.0	4,676	7.5
1995	18,948	--	14,599	--	4,349	--

Note: Figures are rounded as general approximations.

Source: Packaged Facts

Declining rates of growth are also expected for tortillas and upscale bakery products as these markets become saturated in the period between 2000 and 2005. Tortilla sales, increasing an average of 15% per year in the early 1990s, are projected to increase at only 8% in the year 2000, and boutique bakery sales increases will slip from 25% to 15% during the same time period. Nonetheless, their combined sales will provide $2.35 billion in revenues in 2000, or almost 10% of all bread sales, up from less than 8% in 1995.

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Projected Retail Dollar Sales and Growth of Breads and Rolls: 1995-2000
(In Millions)

Year	Total Retail Sales		Packaged and Frozen Breads. Bagels, and Rolls		Tortillas		Boutique Bakeries		In-Store Bakeries	
	$ Sales	% Change	$ Sales	% Change	$ Sales	% Change	$ Sales	% Change	$ Sales	% Change
2000	$23,760	5.0%	$15,813	3.5%	$1,715	7.5%	$643	15.0%	$5,589	6.5%
1999	22,641	5.0	15,243	3.5	1,592	8.0	559	17.0	5,247	6.5
1998	21,602	4.5	14,723	3.5	1,473	8.5	478	19.0	4,927	6.5
1997	20,636	4.5	14,248	3.0	1,359	9.0	402	21.0	4,627	6.5
1996	19,737	4.0	13,812	3.0	1,249	5.0	332	23.0	4,344	6.5
1995	18,948	--	13,407	--	1,192	--	270	--	4,079	--

Note: Figures are rounded as general approximations.

Source: Packaged Facts

Finally, population growth will ensure an expanding market. The bread business will be alive and well in the year 2000, but true prosperity for the mass of marketers is unlikely to prevail until the great majority of American consumers have seen dramatic increases in their incomes—not a likely prospect in the next five years, nor perhaps in the next century.

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MARKET COMPOSITION

Market Structured on Price-Quality Tiers

Abstractly, bread is fungible, one loaf being much the same as another. And a cynic can argue that a car is just a car, a means of transportation.

In practice, complications emerge. The consumer forms preferences. With both automobiles and bread, there are low cost products with low perceived quality, and higher cost products which consumers view as higher quality. Marketers strive to differentiate themselves by their placement on these tiers.

At the bottom of the market, the Yugos of the bread world are various private-label or store brands. The Chevrolets and Fords—the family vehicles which make up most of the market—are the lower priced wholesaler brands. Above them are premium brands, which correspond to Lincoln Town Cars and Cadillacs. Bakery products are the equivalent of high-priced imports, ranging from the Nissan 300ZX at the local supermarket in-store bakery to the $7-a-loaf Lamborghini at the fancy new downtown bread showroom.

Pan Bread Is Center of Industry

At the heart of the bread business is pan bread, which accounts for about half of all sales dollars. The lion's share of this, in turn, is white pan bread, which accounts for about one-third of all bread sales. Since pan bread is the cheapest category of breadstuff, it will be clear that in terms of volume, it has even greater prominence.

While white bread usage is headed down on a per capita basis, it will usually be substituted loaf-for-loaf by more expensive pan breads, so the dollar share of pan breads is expected to rise.

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Whole Wheat and Multigrain Lead Variety Loaves

Variety breads of all kinds, including whole wheat pan bread, account for more than 20% of all bread and cake sales, or 30% of all bread sales. Whole wheat, cracked wheat, and multigrain breads may be lumped together here; they make up about one-eighth of the total bread market (14%).

White hearth breads, especially French and Italian, are the second leading variety category. Rye is third, and raisin bread is probably fourth.

Product Shares of Bread and Rolls: By Weight (1993)

Product	% Share of Bread Market
Bread	67.8%
White pan bread	37.3
Wheat pan bread	13.8
Other variety bread	16.7
White hearth bread	8.8
Rye	–
Others	7.9
Rolls	32.2%
Hamburger & hot dog buns	18.4
English muffins	2.3
Bagels	5.0
Croissants	0.7
Hearth rolls	–
Brown & serve rolls	–
Other bread-type rolls	5.8
Total	100.0%

Notes: Totals may not add due to rounding.

Source: U.S. Department of Commerce; Packaged Facts

Rolls Provide One-Third of Manufacturers' Sales

Buns and various kinds of rolls make up one-third (32%) of the market, with hamburger and hot dog buns taking more than half (57%) of that third. However, this includes shipments of buns to fast-food stores, where they are consumed in vast quantities, as well as other restaurant sales.

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If only retail bread sales are considered, rolls and buns account for one sales dollar in six; from simple calculations, it follows that 60% of the rolls and buns produced by the industry are not sold at retail, but go to food service.

Breakfast Breads Are High-Value Goods

"Breakfast breads" is a generic term for bagels, croissants, English muffins, and other rolls that generally substitute for toast at breakfast and snacks. These are not big sellers by volume, though they reach almost as many households as loaf breads. Their chief importance is that they are higher priced goods.

They are also of interest as niche products in which a handful of brands—Lender's, Thomas', and Sara Lee, among others—have dominant market positions. The leading brands are heavily advertised, far more than loaf breads.

Tortillas: Flatbread On a Roll

About 40% of the $2.5 billion and growing tortilla market represents retail sales. That share is unlikely to change, so this billion-dollar market segment continues to grow at double-digit rates.

Frozen Bread Sales Are Small

Commerce Department figures lump together frozen and packaged baked goods. Data from supermarkets and groceries compiled by Information Resources, Inc. (IRI), show that frozen bread items provide 4% to 5% of bread sales dollars. Of this, bagels currently account for about one-third. Frozen bagel sales are increasing at a rate of 7% or 8% each year, while sales of other frozen breads and rolls increase at a rate of 3%, so bagels can be expected eventually to dominate the frozen bread market. However by the turn of the century, frozen bread and bagels will still account for no more than 5% of the overall bread market.

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On-Site Bakeries Expand Market

Freestanding bakeries and on-site bakeries in supermarkets and warehouse clubs expand the bread market in two ways. First, substitute goods, those purchased at the bakery instead of from the packaged goods shelves, generally cost more than the commodities they replace. Second, in-store bakeries prompt impulse buying, which increases the total quantity of bread sold.

In-store bakeries are one of the great success stories of the bread industry—indeed, of the supermarket industry—during this decade. By 1995, they had 21% of the retail bread market, and by the year 2005, they will likely account for more than 25% of all bread sales.

In the midst of this ointment, one particular fly: studies consistently show that consumers do not regard in-store bakeries as having the highest quality. This naturally disturbs bakery managers. Apparently, consumers have no specific objections to service, variety, taste, or any other pertinent element. They see in-store bakeries as good enough, but somehow just not the same as "real" bakeries, which are freestanding, independent, and prepare all their products from scratch. In short, there's an image problem, and it probably has no cure but to move the in-store bakery out of the store, perhaps to an adjacent shop at the mall.

Market Composition Varies Regionally

Differences in taste, producers, and local tradition lead to regional variations in the bread market. Data from Simmons Market Research Bureau report many of these regional differences. The following table summarizes the results.

White bread is least affected by region; sourdough the most. The Northeast and the West stand out in their willingness to experiment, the South in its adherence to tradition, and the Midwest in its refusal to take any extreme.

Other aspects of consumer preference are discussed in greater detail in Chapter V, "The Consumer."

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Regional Distribution of Bread Users: By Variety
(% of Total Consumers)

Factors	Northeast	Midwest	South	West
Number of households (In Thousands)	23,146	28,113	41,458	23,183
% of U.S. Households	20.0%	24.3%	35.8%	20.0%
White bread	19.3	26.0	38.6	16.2
Whole wheat	16.9	28.6	33.0	21.5
100% whole grain	16.9	24.8	33.3	25.0*
Rye, pumpernickel	29.2*	27.5	27.5*	15.7
French, Italian	28.9*	25.7	27.9*	17.5
Oat bran	20.9	25.8	29.4*	24.0
Raisin bread	23.5	24.8	31.8	19.9
Low calorie	23.9	27.1	35.3	13.7*
High fiber	24.1	22.2	33.8	19.9
Sourdough	16.4*	21.6	29.5*	32.5*
Pita bread	30.4*	22.4	29.2*	18.0
Muffins	22.7	22.8	33.4	21.1
Bagels	27.7*	23.8	27.9*	20.6
Croissants	19.1	23.0	34.5	23.4
English muffins	26.5*	24.5	27.1*	21.9

* Especially significant

Source: Simmons Market Research Bureau.
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IV. THE MARKETERS

THE MARKETERS

Marketers Vary by Outlets Served

One critical difference among the various bread marketers is the number of outlets that offer their products. A few giant marketers sell through outlets across the country, or even beyond it. These tend to be large corporations with many divisions and product lines; bread may be only a small part of their business.

A second tier consists of marketers who dominate specific regions of the country. Their bread is available at many outlets in a large geographic area, usually rather amorphously defined, such as the West or the South. They may also be parts of large conglomerates, or they may be local corporations that have simply expanded as their markets have grown. Many are privately owned.

The next level consists of local bakeries that have expanded beyond in-house sales or a single store to serve several retail outlets in a city or a county. These are usually privately owned.

Finally, some marketers sell from a single outlet. The bakery itself is the site of sale or it is a captive producer for a single customer. The bakery may be a franchise, as with a donut shop. It may be a more or less autonomous unit within a larger group, for example an individual in-store bakeries in a supermarket chain. Or it may be totally independent—mom-and-pop operations, many with ethnic specialties, still survive in the bakery world. In absolute numbers, freestanding bakeries form the largest bloc of marketers, although they account for only a small percentage of total bread sales.

Bakeries Increase in Numbers, Shrink in Size

U.S. Commerce Department figures from the *Census of Manufacturers* and its *Annual Survey of Manufacturing* show that the number of companies that produce bread, cake, and related products has increased significantly from 1,869 firms in 1982, to 2,228 in 1992. The number of plants operated by those

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firms increased from 2,305 (1982) to 2,587 (1992). However, these values are still lower than the 1977 figures of 2,549 firms with 3,062 plants.

On the whole, this has been a healthy rebound. Shipments increased during the same period, while employment fell, so productivity is climbing. However, since 1982, 359 new bread makers have entered the business, while only 282 additional baking plants were opened, so we can conclude that bakery companies are getting smaller, and that most of the new companies are very small with only one site. Older plants are being sold off or closed as larger firms consolidate operations.

This analysis has neglected the presence of many single-unit retail outlets, particularly in supermarkets. *Bakery Production and Marketing* estimates that there are now more than 11,000 in-store bakeries. About twice as many stand-alone retail bakeries are doing business, mostly in the form of franchised doughnut shops and other specialized stores.

The Domestic Baking Industry: Numbers of Companies, Plants, and Employees

Year	Companies	Bakeries	Larger Bakeries (20+ Employees)	Total Employees	Average Employees/ Bakery	Total Production Workers	Average Production/ Bakery	Average Non-Production/ Bakery
1977	2,549	3,062	1,117	178,000	58.1	97,400	31.8	26.3
1979*	NA	NA	NA	184,900	NA	101,900	NA	NA
1982	1,869	2,305	1,074	170,700	74.1	88,900	38.6	35.5
1987	1,947	2,357	1,031	161,600	68.6	86,500	36.7	31.9
1992	2,228	2,587	944	155,100	60.0	88,400	34.2	25.8

* Estimates provided for comparison.
NA means not available.

Source: U.S. Department of Commerce Census of Manufacturers

But Giants Dominate the Market

Fewer than 1,000 Bread Makers Have Multiple Outlets

Based on data compiled by the *Thomas Food Industry Register* and *Bakery Production and Marketing,* Packaged Facts estimates that fewer than 1,000 marketers offer bread through more than one outlet. As previously noted, U.S.

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Commerce Department figures indicate that only 944 bakeries have as many as 20 employees—or half as many as an average bakery. The majority of bakeries are small.

Wholesale Bakers Dominate Bread Industry

Among bread makers with multiple outlets, wholesale marketers dominate the industry. Of the 1,546 multiple outlet bread and pastry bakeries counted in 1993 by *Bakery Production and Marketing*, 1,299 or 84% are wholesale manufacturing bakeries or central bakeries for supermarkets chains, with the great majority being wholesale bakeries. Grocery and supermarket bakeries numbered 37 and accounted for 2% of the total, and 210 multistore retail bakeries provided the remaining 14%.

With increasing size, this dominance increases. Packaged Facts estimates that some 90% of the top two dozen bread makers are wholesale marketers.

Fewer than Two Dozen Marketers Account for Two-Thirds of Sales

Fewer than two dozen marketers together account for two-thirds of U.S. bread sales. These are the national and regional marketers that sell full bread lines through supermarkets, groceries, and convenience stores.

All other marketers survive by occupying a niche, either by enjoying regional popularity, or by producing some specialty which appeals to local tastes: bagels in New York, rye in the Midwest, tortillas across the Southwest, and so on.

Few Truly National Marketers

Even among the giants, few reach from coast to coast. Only a quarter of the two dozen top marketers sell their bread in every corner of the country. Problems associated with distribution and with establishing a national identity are unusually strong in the bread market. Entrenched regional marketers together with regional tastes and eating habits impede attempts by new

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entrants to expand into the national market. The regional marketers dominate the national market, if only by veto power.

Some Small Firms Reach National Market

A few marketers with bread sales of between $1 million and $100 million do manage to draw at least 5% of their sales from each major region of the country, and thus can be considered national marketers. Most of these have product lines centered about sweet baked goods such as cakes, doughnuts, or pastries; Sara Lee is an example. However, to show it can be done, Meyer's Bakeries is exclusively a bread maker.

Regional Marketers and National Brands

Licensing Creates National Brands

Most bread makers produce products bearing their own name or their own trademark. However, most of the larger marketers also offer each other's brands through licensing agreements. This seems implausible at first sight; what makes it work is the limited marketing area in which most of these companies operate. A Florida bakery does not compete directly with a Vermont bakery, for example; why should it not make a little extra by licensing the use of its brand name elsewhere?

The upshot is that regionally based bread makers have in effect created national brands. They have succeeded so well that to consumers the brands are visible, while the actual makers remain invisible.

Licensers Sell More than Rights

A licenser sells to a licensee the right to use a particular brand name in a specific territory. Of course, the licensee is relying on the reputation of the licenser, and the licenser is hopeful that its good name will not be spoiled, so the agreement usually requires the licensee to use a specified recipe for the product or to buy premixed ingredients from the licenser. The licenser will

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generally also provide a complete marketing program for licensee, including national or local advertising, labeling, and packaging.

As an example, Pillsbury's Roush Products Company subdivision mills and blends thousands of tons of premixed ingredients each year for hundreds of bakeries, who manufacture and distribute the Country Hearth bread line. The company is seeking to extend the practice; in a joint effort with Metz Baking Group of Sioux City, Iowa, the latter is test marketing Pillsbury brand bread and rolls in the Chicago area.

Among many other brands distributed through licensing agreements are Roman Meal and Weight Watchers.

Cooperatives Carry Brand Names Across Nation

Three major cooperatives produce brand name breads which are sold in numerous local markets. These are the Quality Bakers of America Cooperative, Inc. (Sunbeam brand), the American Bakers Cooperative (Bunny), and the W. E. Long Co.-Independent Bakers' Cooperative, Inc. (Holsum). The cooperatives develop advertising and promotional campaigns for use by individual baker-marketers in their local media.

The Sunbeam group, Quality Bakers, is the largest of the cooperatives. Its shares are owned by 24 member companies, representing 115 bakeries, which gain exclusive rights to market Sunbeam bread in particular territories. Quality Bakers also has members in Canada, New Zealand, Chile, Mexico, and other nations.

Holdover Brands Can Provide Widespread Reputations

A third way to gain a national reputation is accidental, but could be duplicated. The same brand name can be used by marketers in different regions. The D'Italiano and Taystee brand names, for example, are used by Metz in the Midwest and Stroehmann in the Northeast. The brand names and the typefaces used to spell them are identical but the packaging, advertising, and formulations are different. This situation arose when American Bakeries sold its plants and went out of business. Metz and Stroehmann, as the buyers, reap the benefits of American Bakeries' past reputation.

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Such changes are routine in an industry as large and diverse as bread. Holding brands over gives customers a sense of stability and allows newcomers to build on established reputations and buying habits.

Licensing, Coops Not Limited to Small Bakers

This discussion is misleading if it conveys the impression that licensing arrangements and cooperatives are limited to smaller marketers with only one or a few brands to sell. In fact, some of the largest of bread makers sell cooperative brands as well as their own, or distribute brands under licensing agreements with other large marketers. For example, Interstate Baking has its own Weber's line of bread, markets Wonder and other Continental brands in Florida, and sells Holsum bread as part of the Long-Independent Bakers' cooperative. In the past, Continental Baking sold Interstate Baking, made its own products, and produced private-label bread for supermarket chains.

There's a certain live-and-let-live pragmatism here, suggesting a symbiotic relationship among producers, but that surely overstates matters. What this really proves is that no marketer has been able to establish itself competitively in each of the 50 states and territories. The giants are allies because they haven't been able to become masters.

Old-Fashioned Ways Still Work

Of course, some marketers are still expanding in traditional ways—through acquisitions, joint ventures, and simple expansion.

As an example, the largest bread and snack cake producer in Mexico, Grupo Industrial Bimbo, is expanding south of its border by purchasing bakeries in Chile, Costa Rica, El Salvador, Guatemala, and Venezuela. In addition, it is building large new bakeries in Argentina and Chile. To penetrate the U.S. tortilla market, the firm created a subsidiary, Bimar Foods, Inc., in 1993; Bimar is retooling bakeries it has purchased in three American cities with Bimbo-built production machinery. Bimbo has also signed a letter of intent with Ft. Worth-based Mrs. Baird's Bakeries to form a new distribution company. QFS Foods, as the joint venture is named, will sell products of both bakers selectively, but with the hope of reaching across the entire United States.

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Foreign Investment Entering Industry

Grain-based food industries are attractive targets for overseas investors, reports the U.S. Department of Commerce. A summary in *Milling and Baking News* says that in 1990, foreign-owned companies brought in $125 million in capital investment.

Nearly one-third of foreign-owned food businesses were millers or bakers. In the flour and grain business, they accounted for 18.5% of the total value added, 12.9% of the shipments, and 10.7% of all employees. For flour mix and dough companies, the foreign-owned firms provided 37.1% of the total value added. Foreign-owned bread and cake plants produced 10.3% of the value added, 9.9% of the shipments, and 9.6% of the employees in that business category.

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LEADING MARKETERS OF BREAD AND THEIR BRANDS

MARKETER (PARENT)	BRAND
Alfred Nickles Bakery, Inc.	Hillbilly, Mr. Moneysworth, Nickles, SlenderSlice, Swiss Hearth, Toastmaster, Zonzonetti
American Bakers Cooperative	Big Buy, Bosts, Bouyea Fassetts, Broadmoor Baker, Bunny, Circle B, Country Deli, Country Kitchen, Evangeline Maid, Fassetts, Fluffy, Gais, Gold Coast, Good N Fresh, Harts, Holsum, Ideal, Lewis Bake Shop, Lewis Hearth Fresh, Luigi, Natural Meal, Olympic Ridge, Pane Di Paoli, QFC, Roma, Seattle Sourdough Baking Company, Wetzels
Best Foods Baking Group (CPC International, Inc.)	Arnold, August Brothers, Bakery Light, Bran'nola, Brownberry, Francisco, French Bakery, JJ Flute, Levy's, Lite Way, Old Country, Oroweat, Protogen Lite, Sahara, Savonis, Sun Maid, Thomas', Toast-R-Cakes
Campbell Taggart, Inc. (Anheuser-Busch Co., Inc.)	Bimbo, Breakcake, Campbell Taggart, Colonial, Country Meal, Deli Recipe, Early American, Earth Bread, Earth Grains, Family Recipe, Fiber Goodness, Fresh N Crusty, Golden Bake, Gold Label, Grants Farm, Honey Grain, International Hearth, Jewish Rye, Kilpatrick's, Lake Bake, Manor, Merico, Merita, Natural Hearth, Ofenmesiter, Old Timey, Patty Cake, Rainbo, Rich Tradition, Right Shape, Safari, Shepherder, Sun Harvest, Super Fresh, Thirty Fresh, Wesselmans
Continental Baking Co. (Interstate Bakeries Corp.)	Baker's Collection, Beefsteak Rye, Bost, Braun's, Bread du Jour, Butter Top Classic, Certified Family, Continental, Country Fair, Daffodil, Di Carlo, Dunberry Fines, Frenchef, Fresh & Natural, Fresh-7, Good Hearth, Home Pride, Hostess, Muffins & More, Natures Recipe, Oatmeal Goodness, Pantry Pride, Share America, Special Recipe, Sunrise, Town Talk, Wonder, Wonder Light

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LEADING MARKETERS OF BREAD AND THEIR BRANDS [CONT.]

MARKETER (PARENT)	BRAND
CooperSmith, Inc.	Cooper's Mill, Country Recipe, Evers, Holsum, Mrs. Kern's, Nature's Recipe, Roman Meal, Smith's, Sunbeam
Country Home Bakery Inc.	Chopping Block, Country Home, Jessie Lord
Flowers Industries, Inc.	Aunt Hannah, Bamby, BeeBo, Betsy Ross, Biskins, BlueBird, Breads International, Bunny, Buttermaid, Byrds, Champion, Cobblestone Mill, Dandee, European Ideal, Evangeline Maid, Family Style, Flowers, Griffin, Holsum, Hometown, Home Style, Ideal, Jubilee, Kid Power, Mountain Farm, Nature's Own, Oregon Farms, Our Special Touch, Oven Fresh, Purity, Regal Manor, Rich Grain, Sof-Mix, Softy Sandwich, Special Harvest, Stilwell, Sunbeam, Table Pride, Warsaw, White Wheat.
Kraft General Foods Bakeries Co. (CPC International, Inc.)	Bouyea-Fassetts, Bunny, Entenmann's, Francisco International, Freihofer's, Health Nut, Lender's, Lite'N Up, Northridge, Old Country, Oroweat, Star Deli
Good Stuff Food Co., Inc.	Good Stuff
Grupo Industrial Bimbo	Bimbo, Party, Sunbeam, Tia Rosa, Trigoro, Wonder
Interstate Baking (Interstate Bakeries Corp.)	Autumn Grain, Better Way, Blue Ribbon, Blue Seal, Buttercrown, Butternut, Cotton's Holsum, Country Hearth, Covered Wagon, D'Italiano, Dutch Hearth, Dolly Madison, Eddy's, Four-S, Heavenly, Hillbilly, Holsum, Ideal, Interstate, Jacquet, Just Us Kids, Langendorf, Less, Lite, Merita, Mickey, Millbrook, Mrs. Karl's, Oatmeal Goodness, Old World, Oven Gold, Ozark Mill, Pinwheels, Pritikin, Purity, Rich'N Cinnamon, Roman Meal, Sap's, S & W, Schmidt, Snackin' Attitude, Snackin' Dude, Standish Farm, Sunbeam, Sun-Maid, Sweetheart, Taystee, Upside-Down, Weber's, Wonder, Wonder Light.

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LEADING MARKETERS OF BREAD AND THEIR BRANDS [CONT.]

MARKETER (PARENT)	BRAND
John J. Nissen Baking Co.	Crestview Farms, My-T-Good, Nissen, Part-n-Shop, Riverside Farms, Victory, Victory Deli and Bake Shop
Lewis Bros. Bakeries, Inc.	Bill Martin, Bunny, Country Hearth, Geyers, Gratebaked, Healthy Life, Holsum, Less, Lewis Bake Shop, Lite'r 35, Millers, Old Homestead, Open Hearth, Roman Meal, Weight Watchers
Metz Baking Group (Specialty Foods Corp.)	All American, Autumn Grain, Better Way, Bunny, Champion, Chicago Hearth, Country Hearth, Dinner Bell, Egekvist, Gardner, Golden Hearth, Golden Image, Holsum, Hudson Bay Milling Company, D'Italiano, Jaeger, Less, Lite'r 35, Master, Metz, National, Nature's Harvest, Old Home, Old Settler, Olympic Kids, Peter Pan, Roman Meal, Russ, Select, Sunbeam, Taystee
Mission Foods Corp. (Gruma Corp.)	Casa Flores, Diane's, El Charro, Mission, Mission Light, Pedros, Saritas, Tradicional
Mrs. Baird's	Mrs. Baird's, Mrs. Baird's Less
Pacific Coast Baking Company (Specialty Foods Corp.)	Chef David, Colombo, Fisherman's Wharf Sourdough, French Bread, Parisian, San Francisco French Bread, Toscana
Pepperidge Farm, Inc. (Campbell Soup)	European Bake Shop, Five Star, Golden Swirl, Hearty Slices, Light Style, Old Fashioned, Very Thin, Wholesome Choice
Pillsbury Co. Inc. (Grand Metropolitan, Ltd)	Pillsbury
Pro Bakers Limited (H. J. Heinz, Inc.)	Tasty, Weight Watchers
Quaker Oats Co.	Aunt Jemima, Petrofsky's, Quaker Oats
Quality Bakers of America Cooperative	Flowers, Maiers Molenberg, Sunbeam, Sunbeam Power Pack

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LEADING MARKETERS OF BREAD AND THEIR BRANDS [CONT.]

MARKETER (PARENT)	BRAND
Rich Products Corp.	Alan's Bakery Shoppe, Blue Bird, Moore's, Rich's
Sara Lee Bakery (Sara Lee Corp.)	Sara Lee, Wolferman's
Schmidt Baking Co., Inc.	Blue Ribbon, Country White, Delicatessen, Grainola, Less, Old Tyme, Sunbeam
Stroehmann Bakeries, Inc. (George Weston, Ltd.)	Bohemian Hearth, Hearth Farms, D'Italiano, Light Hearty, New York, Stroehmann, Sunbeam, Taystee
W. E. Long, Co.	Aunt Hattie's, Bahama, Bohemian Hearth, Buttercrust, Dairy, Deli Best, Deli Breads, Dons Food Market, Fornaca Family Bakery, Giant, Golden Acres, Gold Medal, Heidelberg, Hillbilly, Holsum, Kleen Maid, Le Francais, Light N Natural, McKenzie Farms, Milano, Monterey Bay, Old Country, Olde Salem, Party Breads, Poulsbo, Premium, Rainier Farms, Riggios, Shipleys, Slice of Life, Sun Maid, The Original Baking Company, Toastmaster, Town Pride, Town Talk

Source: Packaged Facts

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MARKETER SHARES

A Handful of Giants Dominates

As noted, despite the thousands of bread marketers large and small, fewer than two dozen are estimated to account for about two-thirds of total bread sales in this country. The top ten are thought to register half of all sales, and the top three, about 25% to 30%.

Interstate and Continental Form Super Giant

Interstate Bakeries Corporation purchased Continental Baking Company from the Ralston Purina Company in 1995. The deal makes Kansas City-based Interstate Baking the nation's largest producer of branded breads, with about 15% of the total bread market.

Continental was the largest marketer of bread in this country for many years before the sale. Its Wonder brand has become virtually synonymous with sliced white pan bread. Continental's other brands include Wonder Light, Home Pride, Beefsteak Rye, and Oatmeal Goodness. Continental's sales totaled slightly more than $2 billion in 1993, and slightly less than that in 1994. About $1.3 billion each year was attributed to bread, giving it roughly one of every ten bread sales dollars.

Interstate was already the third largest American bread maker in 1994, up from fourth in 1992. In that period its annual sales of all products rose from approximately $1.1 billion to about $1.2 billion. Interstate has been primarily a marketer of sweet breads and pastries; bread provided only 44% of the company's sales.

Among its current brands are Butternut, Cotton's Holsum, Eddy's, Holsum, Langendorf, Merita, Millbrook, Mrs. Karl's, Purity, Sunbeam, Sweetheart, Weber's, and others, including some licensed from Continental. The firm is the nation's largest franchisee of Roman Meal and Sun Maid breads.

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Best Foods Takes Second Place with Purchase of Kraft General Foods

In 1995, the Philip Morris Corporation sold most of its Kraft General Foods Bakeries Company to CPC International, owner of the Best Foods Baking Group, for $865 million. The deal included Entenmann's, a major manufacturer of sweet baked goods, as well as bread brands Bouyea-Fassetts, Bunny, Freihofer's, and Oroweat. Details of the financing arrangements have not yet emerged.

It was unclear whether the purchase included Lender's bagels, which Philip Morris had earlier indicated it wished to retain. With Lender's sales included, Kraft General Foods had been credited with about 4% of the bread market, or $700 million, and more than $1 billion in total sales.

Best Foods has primarily been a marketer of bread, with 95% of its business in that category. Its brands include Arnold, Bakery Light, Bran'nola, Brownberry, Francisco, French Bakery, Levy's rye, Protogen Lite, Sahara pita, and Thomas' English muffins. Its 1994 sales were about $600 million.

Before acquiring Kraft General Foods Bakeries, Best Foods had been the fifth or sixth largest bread marketer; it now becomes second largest, with annual bread sales of about $1.3 billion—more than the 1994 bread sales of former top marketer Continental Baking.

Campbell Taggart Slips to Third

Campbell Taggart, with about $1.5 billion in total revenues in 1994, $960 million of that from bread, had been battling Kraft General Foods Bakeries for second place in the bread market, and now slides to third. Corporate owner Anheuser-Busch, the brewery giant, has announced plans to sell the company, probably to its shareholders, but no details have yet emerged. Campbell Taggart bread brands include Colonial, Earth Grains, Kilpatrick's, Merita, and Rainbo.

Ironically, in 1994 Campbell Taggart had moved its corporate headquarters—about 350 people—from Dallas, Texas, to Clayton, Missouri, a suburb of St. Louis, to be closer to its parent.

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Specialty Foods' Interests Hold Fourth Place

Fourth place, if the pieces could be summed together, would probably be held by Specialty Foods Corporation, a diverse food distributor with sales of $1.98 billion in 1994. Specialty Foods subsidiaries own Metz Baking Group, with an estimated $465 million in 1994 bread sales, and Pacific Coast Baking, with about $220 million in sales.

Other subsidiaries own Mother's Cake & Cookie Co., Gai's Seattle French Baking Company, Lagendorf Baking Co. of Seattle, Inc., General Bagel Corporation, Oregon French Baking Company, Seattle English Muffin Company, and several foreign bakeries.

Specialty Foods' bread sales in 1994 were probably between $700 million and $900 million. However, the bread making components of the business are intertwined with nonbakery operations, and the earnings for the bakery divisions are not reported together. For these reasons, they are treated as separate entities in the discussion that follows.

18 Others Sell More than $100 Million

List Includes Privately-Owned and Regional Firms

Other major marketers, in order of estimated bread sales volume, include Flower Industries, CooperSmith, Inc., Pepperidge Farm, and Stroehmann Bakeries, Inc. Note that several of these firms are privately held and do not release annual sales data, so these figures represent approximations.

An attempt to rank the top marketers, those with domestic U.S. sales of $100 million or more in 1994, is shown in the following table. An asterisk is placed by those who can be considered national marketers, with at least 5% of their sales in each region of the country. However, only Continental Baking (now part of Interstate Baking) qualifies as a truly major national marketer, with plants in more than 20 states.

The figures are for domestic U.S. bread sales only, but not limited to U.S.-owned companies. Stroehmann Bakeries, though headquartered in Hor-

sham, Pennsylvania, is a branch of a Canadian company, George Weston, Ltd. Grupo Industrial Bimbo is credited with $100 million in bread sales, chiefly tortillas, in the United States; over the whole of the Western hemisphere, its bread sales exceed $1 billion.

To show their importance, estimated sales figures for the four major bakers' cooperatives are shown as well. In actuality, their sales are encompassed in the sales of other marketers.

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Estimated Sales of Major Bread Marketers (Sales of $100 Million or More): 1994
(In Millions of Dollars)

Marketer	Bread Sales	% Bakery Sales Bread Market
Continental Baking Co.* [1]	$1,289	65%
Campbell Taggart, Inc.	1,270	60
Interstate Baking	726	65
Kraft General Foods Bakeries Co.* [2]	699	60
Best Foods Baking Group*	600	95
Flowers Industries	594	60
CooperSmith, Inc.	476 [4]	50
Metz Baking Group [3]	465	83
Pepperidge Farms*	420	70
Quality Bakers of America Coop. (C)	360	80
Stroehmann Bakeries, Inc.	315	90
Sara Lee Bakeries*	230	30
Pillsbury Company*	220	25
Pacific Coast Bakeries [3]	220	92
Mrs. Baird's	211	90
Rich Products Corp.	200 [5]	20
American Bakers Coop (C)	190	90
Roman Meal Co. (C)	180	90
W E Long Co.-Independent Bakers' Coop (C)	150	90
Alfred Nickles Bakery, Inc.	142	75
Martins Famous Pastry Shop	130	50
Maiers Bakery	120	60
Schafer Bakery, Inc.	110	70
Schwebel Baking Co.	105	75
John J. Nissen Baking	104	80
Schmidt Baking Co., Inc.	100	95
Grupo Industrial Bimbo [6]	100	--

* At least 5% of income comes from each region of the United States.

(C) Cooperative, shown for comparison.

[1] In 1995 Continental Baking Co. was acquired by Interstate Baking.

[2] Portions of Kraft General Foods were acquired by Best Foods in 1995.

[3] Subsidiary of Specialty Foods Corp.

[4] 1992 sales estimate.

[5] 1993 sales estimate.

[6] U.S. sales only

Source: Packaged Facts

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Exhibit 14

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THE U.S. BREAD MARKET

MAY 1998

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The U.S. Bread Market has been prepared by Packaged Facts. We serve consumer products companies and allied businesses in the United States and abroad with a complete line of research publications.

Packaged Facts market intelligence reports are specifically designed to aid the action-oriented executive by providing a thorough presentation of essential data and concise analysis.

Vice-President and Managing Director, Publishing	Lynn Christie
Project Manager	David Lummis
Publication Date	May 1998

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IV. THE MARKETERS

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Tiers of Marketers

The critical difference among the various bread marketers is the number of outlets that offer their products. A few giant marketers—led by Interstate Bakeries Corp., Earthgrains Co., and Bestfoods—sell through outlets across the country and internationally. These tend to be large corporations with many divisions and product lines; bread may be only a small part of their business. A second tier consists of marketers that dominate or are least are well represented throughout specific regions of the country. Their bread is available at many outlets across a large geographic area, usually rather amorphously defined. They may be parts of large conglomerates, or they may be local corporations that have simply expanded as their markets have grown. Many are privately owned. The next level consists of local bakeries that have expanded beyond in-house or single-store sales to serve several retail outlets in a metropolitan or county area, or in selected limited market areas, however linked. These are usually privately owned.

Finally, some marketers sell from a single outlet. The bakery itself may be the site of sale, or be a captive producer for a single customer. The bakery may be a franchise, as with a bagel shop. It may be a more or less autonomous unit within a larger entity, for example an individual in-store bakery (ISB) in a supermarket chain. Or it may be totally independent—mom and pop operations, many with ethnic or local specialties, abound in the bakery world. In absolute numbers, freestanding bakeries form the largest bloc of marketers, although they account for only a small percentage of total bread sales.

The Private-Label Factor

A separate sector consists of the private-label marketers—primarily supermarket chains—who function as marketers of packaged and in-store bakery breads. Leading supermarket chains such as Winn-Dixie Stores, Inc. and The Kroger Co. are at the head of this private-label pack of bread marketers.

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Few Truly National Marketers

Even among the giants, few reach from coast to coast, or sell their bread in every corner of the country. Challenges associated with distribution and with establishing a national identity are unusually strong constraints in the bread market. Bread is rarely trucked more than 500 miles from the plant in which it is produced, and companies with broad distribution almost always have numerous baking plants scattered throughout their trading areas. Entrenched regional marketers, together with local tastes and demographics, impede attempts by upstarts or invaders to expand nationally. Because of this, regional marketers dominate.

Exceptions to this general rule include marketers whose product lines center on niche products such as bagels—especially products in frozen or refrigerated form, an attribute that considerably simplifies the logistics of national distribution. The Pillsbury Co. and Sara Lee Corp. are prime examples.

Licensing Creates National Brands

Most bread makers produce products bearing their own name or their own trademark. However, most of the larger marketers also offer each other's brands through licensing agreements. This seems implausible at first sight; what makes it work is the limited marketing area in which most of these companies operate. A Florida bakery does not compete directly with a Vermont bakery, for example; why should it not make a little extra by licensing the use of its brand name elsewhere? The upshot is that regionally based bread makers have in effect created national brands. They have succeeded so well that to consumers the brands are familiar, while the actual makers remain obscure.

Licensers Sell More than Rights

A licenser sells to a licensee the right to use a particular brand name in a specific territory. Of course, the licensee is relying on the reputation of the licenser, and the licenser is hopeful that its good name will not be spoiled, so the agreement usually requires the licensee to use a specified recipe for the product or to buy premixed ingredients from the licenser. The licenser will generally also provide a complete marketing program for the licensee, including national or local advertising, labeling, and

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packaging. Among many other brands distributed through licensing agreements are Bunny, Entenmann's Healthy Choice, Holsum, Roman Meal, Sunbeam, Sunmaid, Taystee, and Weight Watchers.

Cooperatives Carry Brand Names Across Nation

Three major cooperatives produce brand-name breads that are sold in numerous local markets. These are the Quality Bakers of America Cooperative, Inc. (Sunbeam brand), the American Bakers Cooperative (Bunny), and the W.E. Long Co.–Independent Bakers' Cooperative, Inc. (Holsum). The cooperatives develop advertising and promotional campaigns for use by individual baker-marketers in their local media. The Sunbeam group, Quality Bakers, is the largest of the cooperatives. Its shares are owned by 24 member companies, representing 115 bakeries, which gain exclusive rights to market Sunbeam bread in particular territories. Quality Bakers also has members in Canada, New Zealand, Chile, Mexico, and other nations.

Holdover Brands Link Old to New

A brand can also achieve national presence when the same brand name is used by marketers in different regions. The D'Italiano and Taystee brand names, for example, are used by Specialty Foods' Metz division in the Midwest and George Weston Ltd.'s Stroehmann Bakeries in the Northeast. The brand names and the typefaces used to spell them are identical, but the packaging, advertising, and formulations are different. This situation arose when American Bakeries sold its plants and went out of business. Metz and Stroehmann, as the buyers, reap the benefits of American Bakeries' past reputation. Such changes are routine in an industry as large and diverse as bread, and by holding brands over following an acquisition or new licensing arrangement marketers give customers a sense of stability, and newcomers are able to build on established reputations and buying habits.

Licensing, Co-Ops Not Limited to Small Bakers

Licensing arrangements and cooperatives are not limited to smaller marketers with only one or a few brands to farm out. In fact, some of the largest of bread mak-

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ers sell cooperative brands as well as their own, or distribute brands under licensing agreements with other large marketers. For example, Interstate Bakeries sells Holsum bread as part of the Long–Independent Bakers' cooperative. There's a certain live-and-let-live pragmatism here, almost suggesting a symbiotic relationship among producers, but that surely overstates matters. What this really proves is that no marketer has been able to establish itself competitively in each of the 50 states. The giants are allies because they haven't been able to become masters.

Old-Fashioned Ways Still Work

Of course, some marketers are still expanding in traditional ways—through acquisitions, joint ventures, and simple expansion. In fact, virtually all the top bread marketers can thank mergers and acquisition for their current position at the top of the list. Interstate Bakeries grew into the top echelon with the 1995 acquisition of Continental Baking Co. from Ralston Purina Co. for $520 million. CPC International, Inc. became a mayor player in 1995 when Kraft Foods, Inc. sold off much of its baking division for $865 million; CPC has since recast its baking and other non-corn operations as Bestfoods. Earthgrains Co. was previously the wholesale baking division (known as Campbell Taggart, Inc.) under Anheuser-Busch Cos., until it was spun off to shareholders in 1995.

These companies, themselves the fruits of sell-offs and acquisitions, are buying up even more companies and divisions around the country. In March 1997, for instance, Interstate Bakeries purchased San Francisco French Bread from Specialty Foods Corp. of Rosemont, Illinois, taking over that company's lucrative operations. The move helped Interstate smoothly enter the specialty bread niche. San Francisco French Bread, based in Oakland, California, has annual sales of about $95 million, and produces and distributes sourdough bread and rolls through northern California under the brand names Parisian, Colombo, and Toscana.

In July 1997, Earthgrains acquired CooperSmith, Inc., a major regional wholesale baker based in Mobile, Alabama, and Atlanta. According to *Milling & Baking News* (August 26, 1997), the acquisition of CooperSmith will increase Earthgrains' annual sales by about $250 million. It also gives Earthgrains its first production facilities in three states—Massachusetts, North Carolina, and South Carolina. Selected marketers are listed in Table 4-1.

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Table 4-1:
The U.S. Market for Bread: Selected Marketers

Marketer	Brands/Trademarks/Licenses
Albertson's, Inc.	Private label
Alfred Nickles Bakery, Inc.	Hillbilly, Mr. Moneysworth, Nickles, SlenderSlice, Swiss Hearth, Toastmaster, Zonzonetti
American Bakers Cooperative	Big Buy, Bosts, Bouyea Fassetts, Broadmoor Baker, Bunny, Circle B, Country Deli, Country Kitchen, Evangeline Maid, Fassetts, Fluffy, Gold Coast, Good N Fresh, Harts, Holsum, Ideal, Lewis Bake Shop, Lewis Hearth Fresh, Luigi, Natural Meal, Olympic Ridge, Pane Di Paoli, QFC, Roma, Seattle Sourdough Baking Co., Wetzels
American Stores, Inc.	Private label
Azteca Foods, Inc.	Azteca Flour Tortillas
Bays Corp.	Bays
Bestfoods (formerly CPC International)	Arnold, August Brothers, Bakery Light, Bran'nola, Bouyea-Fassets, Brownberry, Bunny, Entenmann's, Francisco International, French Bakery, Freihofer's, Health Nut, JJ Flute, Levy's, Lite Way, Lite'N Up, Northridge, Old Country, Oroweat, Protogen Lite, Sahara, Savonis, Star Deli, Sunmaid, Thomas', Toast-R-Cakes
Campbell Soup Co. (Pepperidge Farm)	European Bake Shop, Five Star, Golden Swirl, Hearty Slices, Light Style, Old Fashioned, Very Thin, Wholesome Choice
Coles Quality Foods	Coles
Country Home Bakery, Inc.	Chopping Block, Country Home, Jessie Lord

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Table 4-1:
The U.S. Market for Bread: Selected Marketers [Cont.]

Marketer	Brands/Trademarks/Licenses
Earthgrains Co. (formerly Campbell Taggart, Inc.)	Bimbo, Breakcake, Campbell Taggart, Colonial, Coopers Mill, Country Meal, Country Recipe, Deli Recipe, Early American, Earth Bread, Earthgrains, Evers, Family Recipe, Fiber Goodness, Fresh N Crusty, Golden Bake, Gold Label, Grant's Farm, Heiner, Honey Grain, International Hearth, Jewish Rye, Kern's, Kilpatrick's, Lake Bake, Manor, Merico, Merita, Mrs. Kern's, Natural Hearth, Nature's Recipe, Ofenmeister, Old Timey, Patty Cake, Rainbo, Rich Tradition, Right Shape, Roman Meal, Safari, Shepherder, Smith's, Sun Harvest, Sunbeam, Super Fresh, Thirty Fresh, Waldesian Heritage, Wesselman's
Flowers Industries, Inc.	Aunt Hannah, Bamby, BeeBo, Betsy Ross, Biskins, BlueBird, Breads International, Bunny, Buttermaid, Byrds, Champion, Cobblestone Mill, Dandee, European Ideal, Evangeline Maid, Family Style, Flowers, Griffin, Holsum, Hometown, Home Style, Ideal, Jubilee, Kid Power, Mountain Farm, Nature's Own, Oregon Farms, Our Special Touch, Oven Fresh, Purity, Regal Manor, Rich Grain, Sof-Mix, Softy Sandwich, Special Harvest, Stilwell, Sunbeam, Table Pride, Warsaw, Whitewheat
Food Lion, Inc.	Private label
George Weston Ltd.	Bohemian Hearth, Country Harvest, D'Italiano, Hearth Farms, Light Hearty, New York, Stroehmann's, Sunbeam, Taystee
Good Stuff Food Co., Inc.	Good Stuff
The Great A&P Tea Co., Inc.	Private label
Gruma Corp. (Mission Foods Corp.)	Casa Flores, Diane's, El Charro, Mission, Mission Light, Pedros, Saritas, Tradicional
Grupo Industrial Bimbo, S.A. de C.V.	Bimbo, Party, Sunbeam, Tia Rosa, Trigoro, Wonder

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Table 4-1:
The U.S. Market for Bread: Selected Marketers [Cont.]

Marketer	Brands/Trademarks/Licenses
H. J. Heinz Co.	Tasty, Weight Watchers
Interstate Bakeries Corp.	Autumn Grain, Baker's Collection, Beefsteak, Better Way, Blue Ribbon, Blue Seal, Bost, Braun's, Bread duJour, Buttercrown, Buttertop, Certified Family, Colombo, Continental, Cotton's Holsum, Country Fair, Country Hearth, Covered Wagon, Daffodil, D'Italiano, Dunberry's Finest, Dutch Hearth, Dolly Madison, Eddy's, Fisherman's Wharf Sourdough, French Bread, Frenchef, Fresh & Natural, Fresh-7, Four-S, Good Hearth, Heavenly, Hillbilly, Holsum, Home Pride, Hostess, Ideal, Interstate, Jacquet, Just Us Kids, Langendorf, Less, Lite, Merita, Mickey, Millbrook, Mrs. Karl's, Nature's Recipe, Oatmeal Goodness, Old World, Oven Gold, Ozark Mill, Parisian, Pinwheels, Pritikin, Purity, Rich'N Cinnamon, Roman Meal, San Francisco French Bread, Sap's, S & W, Schmidt, Snackin' Attitude, Snackin' Dude, Standish Farm, Stone Mill Farms, Sunbeam, Sunmaid, Sunrise, Sweetheart, Taystee, Toscana, Town Talk, Upside-Down, Wonder, Wonder Light
John J. Nissen Baking Co.	Crestview Farms, My-T-Good, Nissen, Part-n-Shop, Riverside Farms, Victory, Victory Deli and Bake Shop
Kellogg Co.	Big 'N Crusty, Lender's
The Kroger Co.	Private label
Lewis Bros. Bakeries, Inc.	Bill Martin, Bunny, Country Hearth, Geyers, Gratebaked, Healthy Life, Holsum, Less, Lewis Bake Shop, Lite'r 35, Millers, Old Homestead, Open Hearth, Roman Meal, Weight Watchers
Mrs. Baird's Bakeries, Inc.*	Mrs. Baird's, Mrs. Baird's Less
Nabisco Holdings Corp.	Healthy Choice
Pillsbury Co.	Pillsbury
Publix Supermarkets, Inc.	Private label

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Table 4-1:
The U.S. Market for Bread: Selected Marketers [Cont.]

Marketer	Brands/Trademarks/Licenses
Quaker Oats Co.	Aunt Jemima, Petrofsky's, Quaker Oats
Quality Bakers of America Cooperative, Inc.	Flowers, Maiers Molenberg, Sunbeam, Sunbeam Power Pack
Ralph's Grocery Co.	Private label
Rich Products Corp.	Alan's Bakery Shoppe, Blue Bird, Moore's, Rich's
Roman Meal Co.	Roman Meal
Safeway, Inc.	Private label
Sara Lee Corp.	Sara Lee, Wolferman's
Schmidt Baking Co., Inc.	Blue Ribbon, Country White, Delicatessen, Grainola, Less, Old Tyme, Sunbeam
Specialty Foods Corp.	All American, Autumn Grain, Better Way, Bunny, Champion, Chicago Hearth, Country Hearth, Dinner Bell, Egekvist, Gardner, Golden Hearth, Golden Image, Healthy Choice, Holsum, Hudson Bay Milling Co., D'Italiano, Jaeger, Less, Lite'r 35, Master, Metz, National, Nature's Harvest, Old Home, Old Settler, Olympic Kids, Peter Pan, Roman Meal, Russ, Select, Sunbeam, Taystee
Uncle B's	Uncle B's Bagels
U.S. Bakery (Gai's Northwest Bakeries)	Gai's
Vie de France	Vie de France
Vons Grocery Co.	Private label

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Table 4-1:
The U.S. Market for Bread: Selected Marketers [Cont.]

Marketer	Brands/Trademarks/Licenses
W. E. Long Co.–	
Independent Bakers' Cooperative, Inc.	Aunt Hattie's, Bahama, Bohemian Hearth, Buttercrust, Dairy, Deli Best, Deli Breads, Dons Food Market, Fornaca Family Bakery, Giant, Golden Acres, Gold Medal, Heidelberg, Hillbilly, Holsum, Kleen Maid, Le Francais, Light N Natural, McKenzie Farms, Milano, Monterey Bay, Old Country, Olde Salem, Party Breads, Poulsbo, Premium, Rainier Farms, Riggios, Shipleys, Slice of Life, Sunmaid, The Original Baking Co., Toastmaster, Town Pride, Town Talk
Winn-Dixie Stores, Inc.	Private label

* In March 1998, Grupo Industrial Bimbo announced an agreement to purchase Mrs. Baird's Bakeries, subject to approval.

Source: Packaged Facts

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Note on Estimates

Most bread marketers sell other foods or products, especially sweet baked goods or crackers, in addition to bread. For some, this is a sideline, but for others it provides a large portion or even a majority of their business. Interstate Bakeries, for example, is a major producer of sweet baked goods, with bread accounting for only about 65% of its total sales. In many instances, companies intertwine bread sales with sales of other products, making it difficult to determine precisely how substantial some companies' bread sales really are. Thus, in estimating the actual bread sales or market shares of leading marketers and brands, Packaged Facts has relied on a variety of trade and business sources, in addition to corporate literature and fiscal reports, as available.

A Handful of Giants Lead Market

Despite the thousands of bread marketers large and small, fewer than two dozen name-brand marketers are estimated to account for more than half of total bread sales. The top ten accounted for more than one-third of all the country's retail bread sales in 1997. [Table 4-2]

Table 4-2:
Top 10 U.S. Packaged Bread Marketers, 1997
(in millions of dollars)

Rank	Marketer	Bread Sales
1	Interstate Bakeries Corp.	$1,800
2	Earthgrains Co.	1,600
3	Bestfoods	1,400
4	Flowers Industries, Inc.	1,200
5	Specialty Foods Corp.	600
6	Pepperidge Farm (Campbell Soup Co.)	440
7	Quality Bakers of America Cooperative, Inc.	380
8	Stroehmann Bakeries (George Weston Ltd.)	350
9	Sara Lee Corp.	250
10	Pillsbury Co.	240

Source: Packaged Facts

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By dollar sales, according to Packaged Facts estimates, Interstate led with $1.8 billion, followed by Earthgrains, Bestfoods, and Flowers Industries, all with dollar sales above the billion mark. [Table 4-2]

Top Packaged Bread Marketer Shares

Translating these dollar sales into market shares, Packaged Facts estimates that Interstate Bakeries claims 11.1% of packaged bread sales, followed by Earthgrains with 9.8%, Bestfoods with 8.6%, and Flowers Industries with 7.4%. No other marketer claims over 4% of packaged bread sales. [Table 4-3]

Table 4-3:
Top 10 U.S. Packaged Bread Marketers by Dollar Share, 1997

Marketer	Dollar Share
Interstate Bakeries Corp.	11.1%
Earthgrains Co.	9.8
Bestfoods	8.6
Flowers Industries, Inc.	7.4
Specialty Foods Corp.	3.7
Pepperidge Farm (Campbell Soup Co.)	2.7
Quality Bakers of America Cooperative, Inc.	2.3
Stroehmann Bakeries (George Weston Ltd.)	2.2
Sara Lee Corp.	1.5
Pillsbury Co.	1.5
Other	49.2%
Total	**100.0%**

Source: Packaged Facts

Private Label Combined Is #1

With estimated annual bread sales of $2 billion or over, bread products sold under private label are a critical part of the overall bread market. In particular, private-label sales make a major impact on the pan bread segment, in which private-label products sold $1.4 billion in 1997, according to Information Resources, Inc. In addition, with sales of approximately $500 million, private-label products sold in the fresh rolls/buns/croissants segment make up a substantial portion of the market. Private-

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label products have less of an impact on the frozen and refrigerated bread segments, including the English muffin segment, where nationally distributed marketers are able to make brand-affiliation more significant.

Wonder Claims 8.6% Dollar Share of Branded Bread

Based on data from Information Resources, Inc., *Bakery Production and Marketing*, and other sources, Packaged Facts ranks Interstate's (formerly Continental's) Wonder Bread as the country's best-selling brand of bread, with an 8.6% dollar share and an 8.7% unit share among branded breads, and a 6.3% dollar share and a 5.3% unit share of the overall packaged bread category. The reasons for its popularity are fairly obvious—it is available nationally, sells at a low price, and targets the basic "white bread" shopper. For decades, the Wonder brand name has been virtually synonymous with sliced white pan bread. In recent years, use of the Wonder label has spread to a variety of bread products including light bread, hot dog and hamburger buns, sourdough bread, English muffins, and most recently, tortillas. [Table 4-4]

Table 4-4:
Top 10 Packaged Bread Brands in U.S. Supermarkets:
Dollar Share vs. Unit Share, 1997

Brand	Dollar Share	Unit Share
Wonder	8.6%	8.7%
Pepperidge Farm	5.9	4.4
Oroweat	4.4	3.1
Nature's Own	4.2	4.6
Home Pride	3.9	3.5
Sunbeam	3.9	4.6
Colonial/Rainbo	3.2	3.6
Merita	2.7	2.8
Roman Meal	2.5	2.3
Stroehmann's	2.5	2.9
Other	58.2	59.5%
Total	**100.0%**	**100.0%**

Source: Packaged Facts

Representing the other end of the spectrum within the mass market, Pepperidge Farm claims a 5.9% dollar share and a 4.4% unit share among branded

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breads. Nationally distributed, Pepperidge Farm has the advantage of being part of a family of baked goods all sold under the same label, and thus holding good name recognition among consumers. Trailing Wonder and Pepperidge Farm by dollar sales are Oroweat (4.4%), Nature's Own (4.2%), and Home Pride and Sunbeam (3.9% each). Sunbeam, with a 3.9% dollar share but a 4.6% unit share, is clearly a low-price leader. [Table 4-4]

Two Brands Claim One-Third of Tortilla Sales

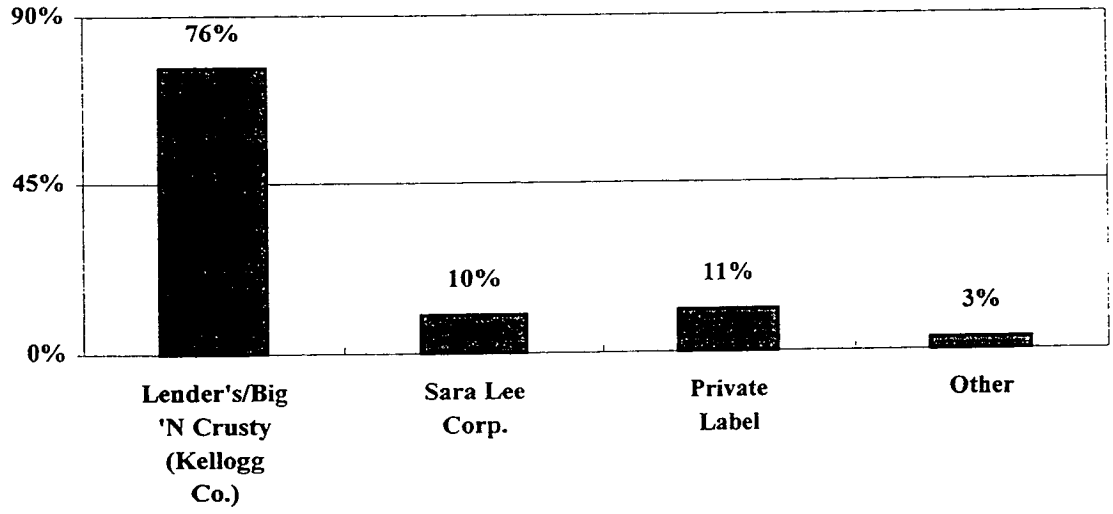
The top two brands in the retail tortillas market claim over a third of dollar sales: Mission Foods, under Gruma, with 20% of the market, and Azteca, with just over 14% of the market. Most tortilla brands do not claim a significant share of the national market.

Lender's Has Bagels in the Hole

Of the national bagel labels tracked by industry analysts, Lender's is the overwhelming leader, with a 76% share through its eponymous brand (itself accounting for just over half the segment) and its Big N' Crusty bagels. Sara Lee trails far behind with 10%, and is in fact outflanked by private label at 11%. [Figure 4-1]

Figure 4-1:

Top Brands of Frozen Bagels in U.S. Supermarkets, 1997



Source: Packaged Facts

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Winn-Dixie Tops in In-Store Bakeries

Just ten major players in the grocery and supermarket industry account for 32% of the total number of U.S. in-store bakeries (ISBs). According to *Bakery Production and Marketing* (July 15, 1997), the top ten supermarket ISB operators are: Winn-Dixie Stores, Inc. (1,164 units out of 1,180 stores); The Kroger Co. (995 units of 1,234); Food Lion, Inc. (892 units of 1,120); Safeway, Inc. (860 units of 1,111); American Stores Co. (800 units of 1,700); The Great A&P Tea Co., Inc. (758 units of 1,038); Albertson's, Inc. (680 units of 826); Publix Supermarkets, Inc. (480 units of 534); Vons Grocery Co. (268 units of 325); and Ralph's Grocery Co. (all 263 stores). These companies operate an estimated 9,331 stores across the country, and 7,160 ISBs.

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THE U.S. MARKET FOR BAKERY PRODUCTS

(Past Performance, Current Trends, and Strategies for the Future)

A BUSINESS INFORMATION REPORT FROM:

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To preserve the objectivity and confidentiality of its analysis and forecasts, Business Trend Analysts does not reveal the names of its survey participants or clients.

THE U.S. MARKET FOR BAKERY PRODUCTS has been prepared by Business Trend Analysts, Inc. We serve business clients in the U.S. and abroad with a wide range of information services, including on-shelf studies, multiclient projects, and custom research reports.

The BTA Business Information Reports are specifically designed to aid the busy, action-oriented executive in evaluating current performance and planning for the future. Each report contains a wealth of statistics and data, supported by objective analysis and commentary.

The information for this report was derived from statistical and other sources that we deem reliable. Forecasts for the report are restricted to those areas that we feel can be projected with a reasonable degree of accuracy, given the current state of econometric and other forecasting techniques.

In the statistical tables included in this report, columns may not add exactly to their totals due to independent rounding. It should also be noted that growth rates may have been calculated using unrounded numbers.

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U.S. IMPORTS OF GINGERBREAD

	1997	1998	1999	2000
	Value ($ Thousands)			
World	$4,165	$5,709	$9,176	$8,614
Canada	2,117	3,811	4,368	5,074
Germany	1,697	1,196	4,213	2,117
Sweden	87	463	284	1,103
Poland	162	159	196	263
Brazil	0	0	0	34
Italy	0	0	4	11
United Kingdom	46	55	57	7
Austria	2	3	6	5
Netherlands	31	17	47	0
South Korea	1	2	0	0
All Others	23	2	0	0
	Quantity (Kilograms)			
World	1,043,024	1,506,112	2,214,925	2,424,804
Canada	661,256	1,108,876	1,394,190	1,547,251
Germany	283,662	192,495	610,914	441,795
Sweden	17,408	125,846	70,361	311,788
Poland	58,019	61,163	92,446	105,476
Brazil	0	0	0	10,740
Italy	0	0	669	5,211
United Kingdom	7,437	12,598	21,810	1,030
Austria	660	960	1,939	1,513
Netherlands	6,451	3,497	22,596	0
South Korea	500	586	0	0
All Others	7,631	91	0	0
Average Price (Dollars)	$3.99	$3.79	$4.14	$3.55

Source: U.S. Department of Commerce; Business Trend Analysts

The U.S. Market for Bakery Products © Business Trend Analysts, Inc., 2002

Flowers Foods, Inc.

1919 Flowers Circle
Thomasville, Georgia 31757
Tel: (229) 226-9110
Fax: (229) 225-3823
www.flowersfoods.com

Net Sales: $1.6 billion

Chairman and CEO: Amos R. McMullian
Vice President and CFO: Jimmy M. Woodward

Company Structure

Flowers Foods, Inc., is one of the largest producers and marketers of frozen and nonfrozen bakery and dessert products in the U.S. The company was formed when former parent Flowers Industries spun off its Flowers Bakeries and Mrs. Smith's Bakeries businesses in March 2001 following the sale of its 55% stake in Keebler Foods to the Kellogg Company. Currently, Flowers Foods, Inc., operates 36 production facilities throughout the states of Alabama, Arkansas, Florida, Georgia, Kentucky, Oklahoma, Louisiana, North Carolina, South Carolina, Tennessee, Texas, Virginia, and West Virginia. As of fiscal 2000, the company employed approximately 7,300 individuals, about 535 of whom were covered by collective bargaining agreements.

Businesses and Products

Flowers Foods, Inc., consists of the Flowers Bakeries and Mrs. Smith's Bakeries businesses. According to the company, its core strategy is to be one of the nation's

leading producers and marketers of bakery products available to customers through fresh and frozen channels of distribution. The company's strategy focuses on responding to current market trends and changing consumer preferences, which increasingly favor purchases of ready-made convenience food products as opposed to traditional foods to be prepared at home.

The Flowers Bakeries business is involved in the production and marketing of bakery products to customers in a 16-state area in the southeastern U.S. These products are marketed under numerous brand names, including "Nature's Own" and "Cobblestone Mill." In addition, the Flowers Bakeries business markets fresh bread under regional franchised brands such as "Sunbeam," "Roman Meal," "Evangeline Maid," and "Bunny." The division's pastries, doughnuts, bakery snacks, cakes, and English muffins are sold primarily through its direct-store distribution system under the "BlueBird" brand, as well as under the "ButterKrust," "Sunbeam," and "Holsum" trademarks. The Flowers Bakeries business unit also utilizes its direct-store distribution system to supply foodservice companies such as Burger King, Wendy's, Krystal, Hardee's, Whataburger, and Outback Steakhouse with bakery products. Distribution of its branded products accounts for approximately 65% of sales by Flowers Bakeries.

In addition to its branded products, Flowers Bakeries produces and distributes packaged bakery products under private labels for retailers such as Winn-Dixie and Kroger. Though private-label products traditionally carry lower margins than its branded

products, Flowers Bakeries uses its private-label offerings to expand its total shelf space and to effectively utilize production and distribution capacity.

The Mrs. Smith's Bakeries business produces and markets frozen desserts as well as bread, rolls, and buns for sale to retail and foodservice customers. Mrs. Smith's frozen desserts are marketed throughout the U.S. and are sold at retail under the "Mrs. Smith's," "Pet-Ritz," "Oregon Farms," and "Oronoque Orchard" brand names. Frozen desserts in the foodservice channel are sold under the "Grand Finales" brand and under private labels for foodservice customers such as Sysco. Its packaged bakery products under the "Mrs. Freshley's" brand are sold primarily through vending outlets. Additionally, the Mrs. Smith's Bakeries unit produces packaged bakery products for distribution by Flowers Bakeries' direct-store distribution network under the "BlueBird" brand. Through co-packing, the Mrs. Smith's Bakeries division has produced bakery products for popular brands such as "Weight Watchers," "Stouffer's," "Pepperidge Farm," "Little Debbie," and "Lance." Distribution of its branded products accounts for approximately 41% of Mrs. Smith's Bakeries' sales.

Marketing

Flowers Foods, Inc., conducts its marketing and advertising campaigns through targeted television and radio advertisements, as well as through printed media. The company also incorporates promotional tie-ins with other sponsors, on-package promotional offers, and sweepstakes into its marketing efforts. Additionally, Flowers

Foods focuses specific marketing and advertising campaigns on specific products throughout the year, such as buns for Memorial Day, Independence Day, and Labor Day, and fruit cakes and pies during the Thanksgiving and Christmas holiday season.

Financial Performance

For the 52 weeks ended January 1, 2000, Flowers Industries, Inc., and its subsidiaries generated $4.2 billion in sales, $1.6 billion of which was earned through the businesses of Flowers Foods. Following the company's spin-off of Flowers Foods, it announced that Flowers Industries shareholders would receive a cash payment of $12.50 per share in the merger of Flowers Industries with a wholly owned subsidiary of Kellogg. In addition, shareholders of Flowers Industries received one share of Flowers Foods common stock for every five shares of Flowers Industries common stock they owned as a result of the spin-off. On March 28, 2001, Flowers Foods began regular trading on the New York Stock Exchange under the FLO stock ticker. In October 2001, Flowers Foods reported sales for its 12-week quarter ended October 6, 2001, at $385.6 million, a 4.5% increase over the $369.1 million recorded in the same quarter a year ago.

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Exhibit 15

FY 85 Review
86 plan

Flowers®

BAKERY DIVISION

FY '86 MARKETING PLAN-REVIEW

Agenda

1. Baked Foods Category Overview
2. Brand Sales Review-3 Year Trend
3. FY '86 Sales Forecast/Goals
4. Marketing Dollars-Investment Review
5. FY '86 Key Marketing Strategies
6. Special Projects

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BAKED FOODS CATEGORY OVERVIEW

A. U. S. Baked Foods Trends

B. Changing Consumer

C. Changing Competition

D. Changing Customer (Trade)

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U.S. BAKED GOODS MARKET

1972	$ 7,281.6 Billion
1982	16,654.6 Billion
1983	17,216.0 Billion
1984	18,140.5 Billion
1985 (P)	19,036.0 Billion
1994 (P)	33,808.7 Billion

* Source-Business Trend Analysis

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TOTAL U.S. BREAD SALES

(TONS)

1972	11,418.7 Million
1982	10,677.8 Million
1983	10,498.1 Million
1984	10,450.6 Million
1985 (P)	10,398.7 Million
1994 (P)	10,768.3 Million

* Source-Business Trend Analysis

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TOTAL U.S. BREAD SALES BY TYPE

(%)

	WHITE	SOFT VARIETY	SPECIALTY
1972	76	7	17
1982	56	19	25
1984	60	20	20
1985 (P)	60	21	19
1992 (P)	42	29	29

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CONSUMER CHANGES/TRENDS

- Increase in number of working women
- Decrease in average family size
- Increase in family tendency to have first child later in marriage
- Continuation of personal fitness trend
- Greater awareness of nutritional value of food products
- Increasing age of population
- Increase in number of men doing family food shopping
- Increase in number single adult households with and without children
- Decrease in number meals prepared and eaten at home
- First of month-cash availability

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CUSTOMER/RETAILER CHANGES

- Acquisitions
- Foreign Ownership
- Private Label
- Scanning Systems
- 24 Hour Shopping/7 Days A Week
- In Store Bakeries
- Chain Sales Calls
- Backdoor Scanning/Time Schedule
- Authorization of Bakery Offrack Displays and P.O.S.

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Competition Changes (Acquisitions)

- Campbell Taggart purchased by Anheuser Busch
- Hardins (Meridian) purchased by Anheuser Busch
- Anheuser Busch closes Waco, El Dorado, Beaumont, Cincinnati, Camtag plants
- Beatrice sells Lakeland, Tatum (Birmingham), and Orangeburg plants to Southern Bakers Inc. based in Lakeland, Florida
- Continental Baking purchased Bost Baking
- Ralston Purina purchases Continental
- American sells West Coast plants to Goodstuff
- American purchased Cotton (Baton Rouge)
- Shelly Beychok purchases Wolf (Baton Rouge) and Salmon Sunbeam (New Orleans)
- Interstate in negotiations to sell California operation to Good Stuff
- Entenmann's purchased by General Foods

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COMPETITIVE CHANGES (Products)

- Family Recipe-Anheuser Busch
- Millbrook Bread Bed
- Less Bread/Roman Light
- Superbread-Schmidt
- Colonial Gold Label
- Country Hearth-Thin Sandwich

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BRAND SALES REVIEW

A. Total Division

B. White Bread

C. Soft Variety

D. Specialty

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TOTAL BREAD - 3 YEAR TREND

Net Pounds Sold (000's Omitted)

FY '86

	FY '83	FY '84	FY '85
White	188,852	182,037	184,194
Soft Variety	55,476	58,194	62,192
Specialty	7,540	10,150	11,308
	251,868	250,381	257,674

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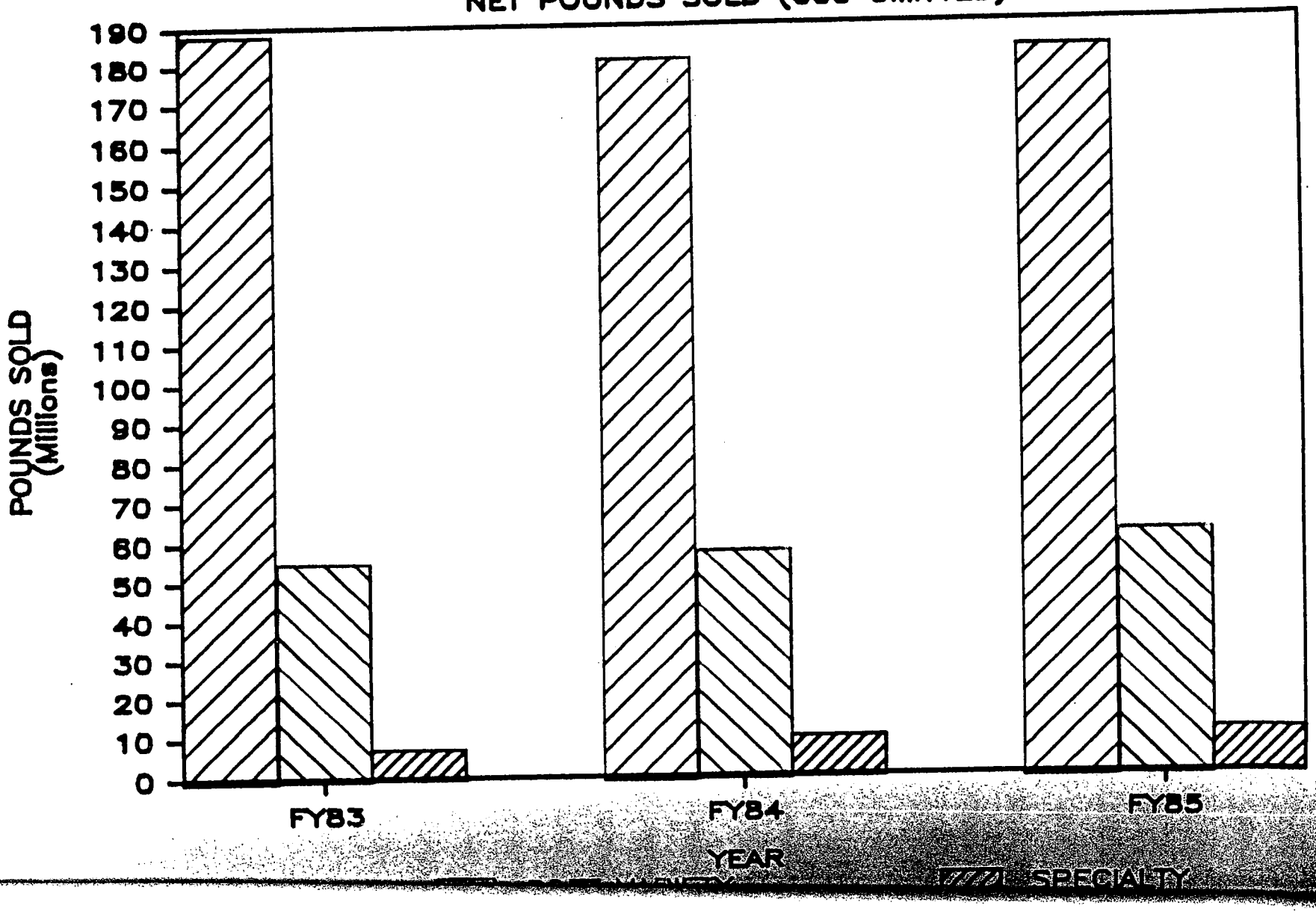
TOTAL BREAD 3 YEAR TREND

NET POUNDS SOLD (000 OMITTED)



SPECIALTY

Flowers Industries
Net Pounds Sold-White Bread
By Brand
(000's Omitted)

	FY '85 *	FY '84	FY '83	% Difference FY '85 vs. FY '84	% Difference FY '85 vs. FY '83
am	91,955	86,363	89,570	+ 6	+ 3
n	3,096	2,703	3,135	+ 15	- 1
rmaid	9,866	10,869	10,141	- 10	- 3
own	5,795	5,634	7,233	+ 3	- 25
e	15,999	15,982	15,082	----	+ 6
eline Maid	16,753	18,288	19,846	- 9	- 18
	17,076	18,891	19,645	- 11	- 15
	3,232	2,907	2,994	+ 11	+ 8
y Ross	11,009	10,164	10,631	+ 8	+ 4
ty	9,413	10,236	10,575	- 9	- 12
l	184,194	182,037	188,852	+ 1	- 3

* Periods 12 and 13 are estimated

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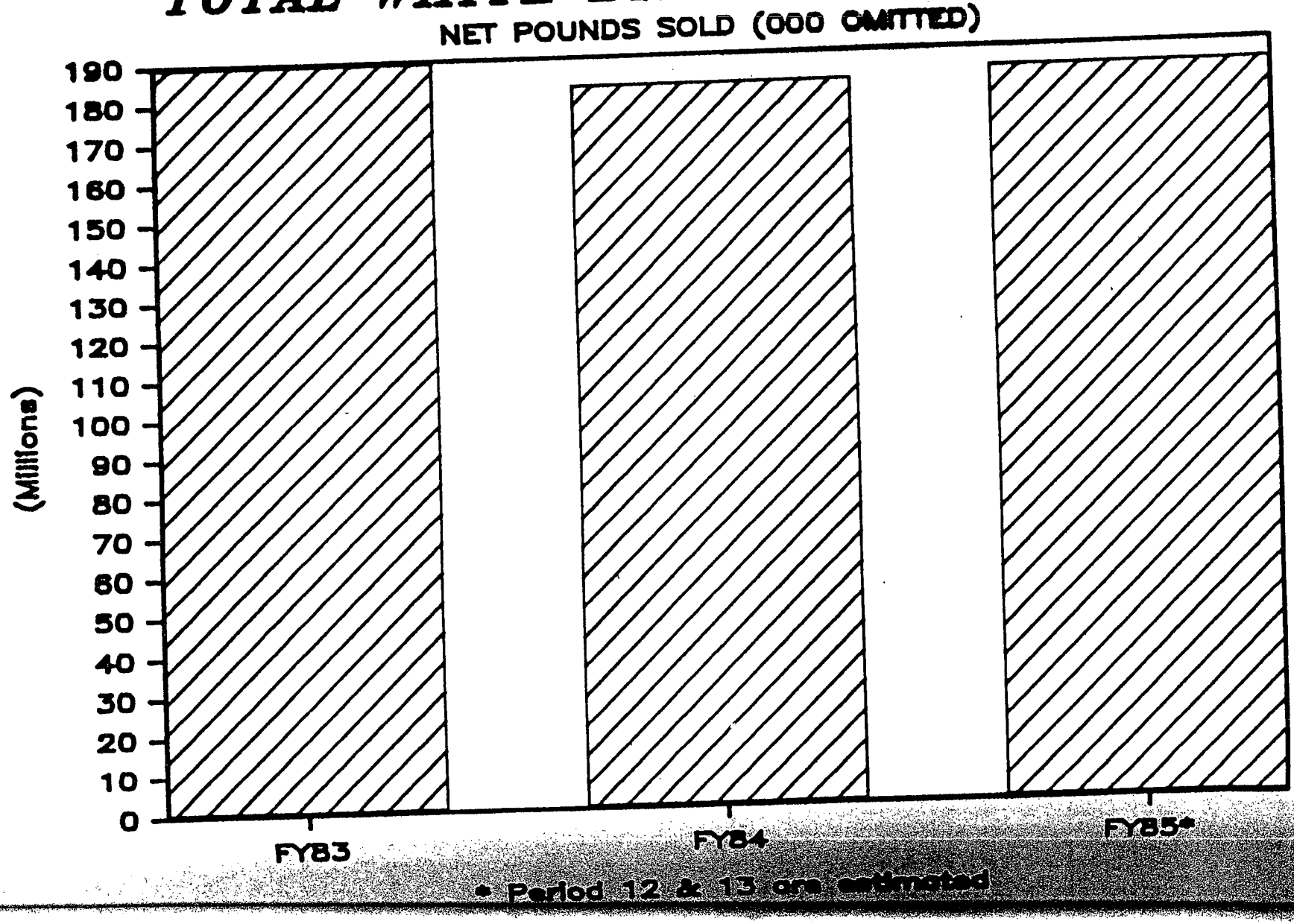
TOTAL WHITE BREAD 3 YEAR TREND



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Flowers Industries
Net Pounds Sold-White Bread
By Plant-By Brand
(000's Omitted)

		FY '85	FY '84	FY '83	% Difference FY '85 vs. FY '84	% Difference FY '85 vs. FY '83
Thomasville	-Sunbeam	9,632	8,613	8,253	+ 12	+ 16
Atlanta	-Sunbeam	15,998	15,125	14,969	+ 6	+ 9
	-Holsum	818	899	1,013	- 9	+ 39
	-Buttermaid	2,184	2,739	3,066	- 20	- 33
Opelika	-Sunbeam	6,561	6,291	6,375	+ 4	+ 4
Gadsden	-Hometown	2,806	2,683	2,769	+ 5	+ 1
Tuscaloosa	-Sunbeam	4,169	3,992	3,882	+ 4	+ 6
Birmingham	-Sunbeam	1,910	1,736	1,848	+ 10	+ 6
	-Hometown	990	826	1,090	+ 20	- 10
	-Holsum	1,687	1,804	2,122	- 6	- 26
Total		46,755	44,708	45,387	+ 5	+ 6
Jacksonville	-Sunbeam	6,601	6,461	7,738	+ 2	- 18
Ft. Pierce E	-Dandee	5,546	5,366	5,307	+ 3	+ 4
W	-Dandee	2,335	1,944	1,893	+ 20	+ 27
Miami	-Dandee	9,016	8,672	7,882	+ 4	+ 3
Total		23,498	22,443	22,820	+ 5	- 1
Lafayette	-Evangeline Maid	16,865	16,415	19,846	+ 3	- 18
	-Bun	2,500	4,258	4,545	- 41	- 68
New Orleans	-Bun	14,540	14,633	15,100	- 1	- 5
Houston	-Sunbeam	12,158	12,618	13,000	- 4	- 16
Tyler	-Sunbeam	8,863	8,716	8,978	+ 2	- 2
	-Ideal	3,255	2,907	2,994	+ 12	+ 8
Port Arthur	-Sunbeam	5,436	5,368	5,529	+ 1	- 1
Total		63,617	64,915	69,992	- 5	- 12
High Point	-Sunbeam	7,412	6,236	6,373	+ 19	+ 17
	-Buttermaid	4,516	5,016	4,508	- 10	+ 4
Lynchburg	-Sunbeam	9,763	6,748	8,322	+ 45	+ 14
	-Buttermaid	277	494	599	- 44	- 105
Norfolk	-Sunbeam	4,305	4,459	4,303	- 3	----
Morristown	-Hometown	1,959	2,125	3,374	- 8	- 69
	-Buttermaid	2,685	2,620	1,968	+ 2	+ 36
Bluefield	-Betsy Ross	11,131	10,164	10,631	+ 10	+ 4
	-Purity	9,386	10,236	10,575	- 8	- 12
Total		51,434	48,098	50,653	+ 7	+ 1
Sunbeam Only		92,808	86,363	89,570	+ 7	+ 3
All Other		92,496	93,801	99,282	- 1	- 8
		185,304	180,164	188,852	+ 3	- 3

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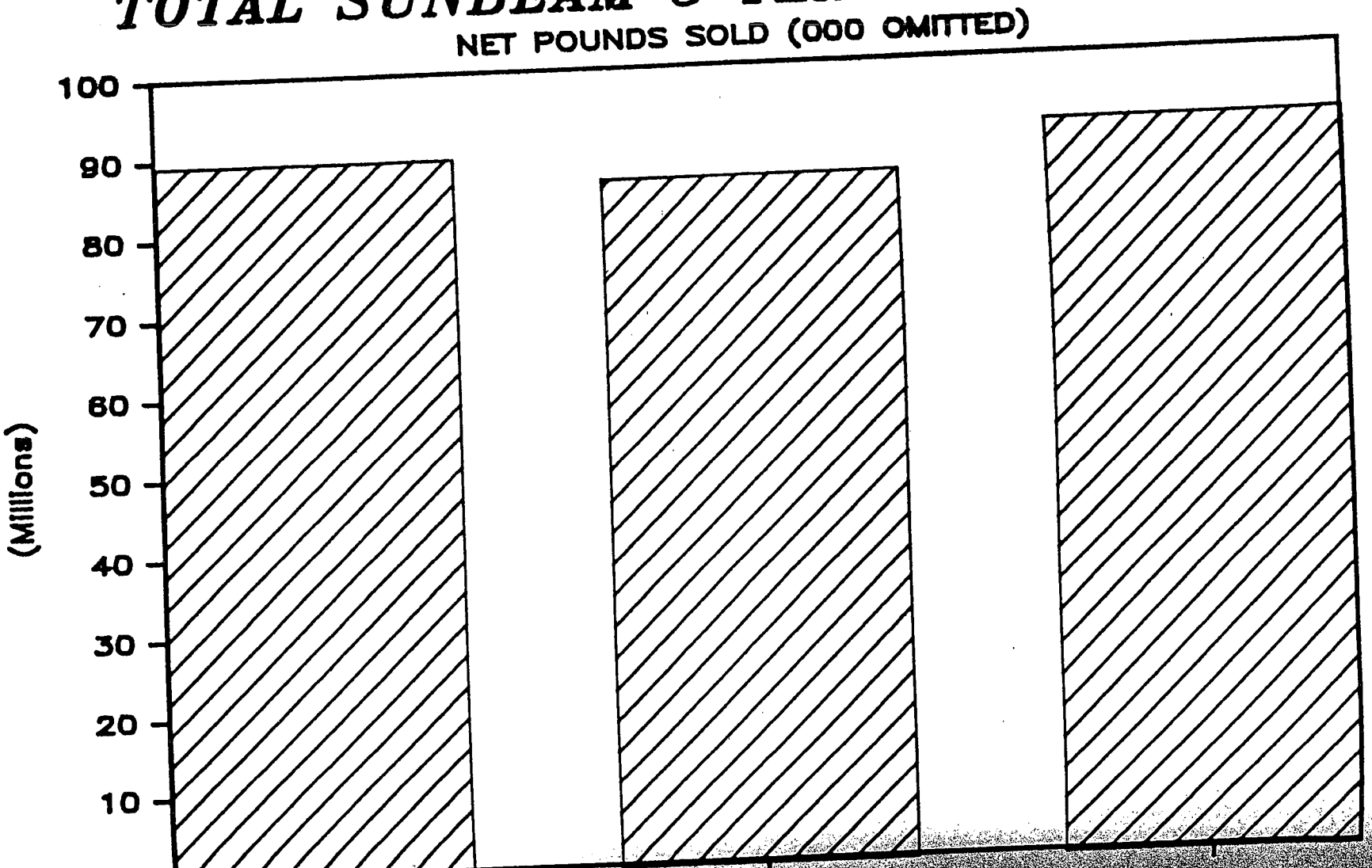
TOTAL SUNBEAM 3 YEAR SALES TREND



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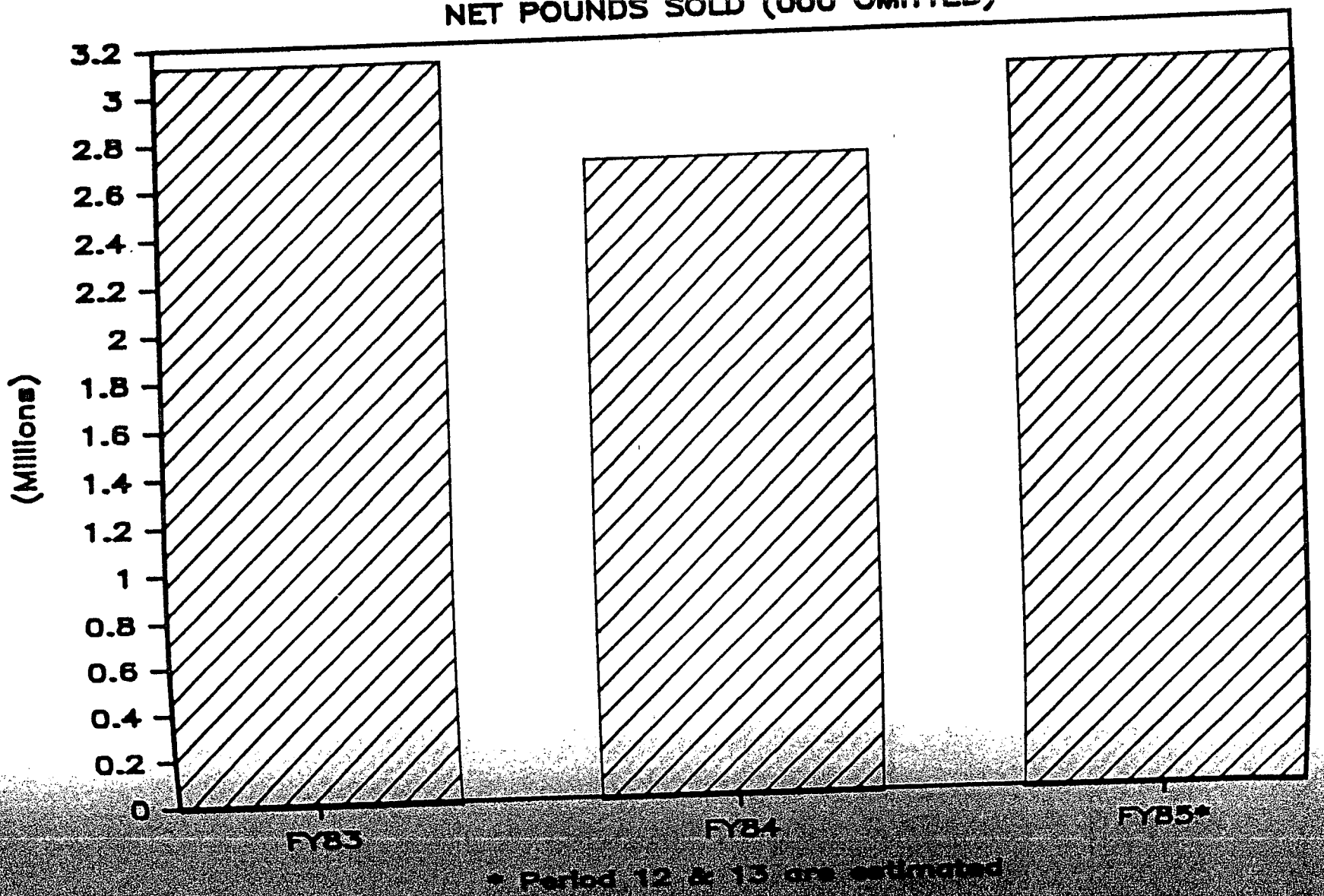
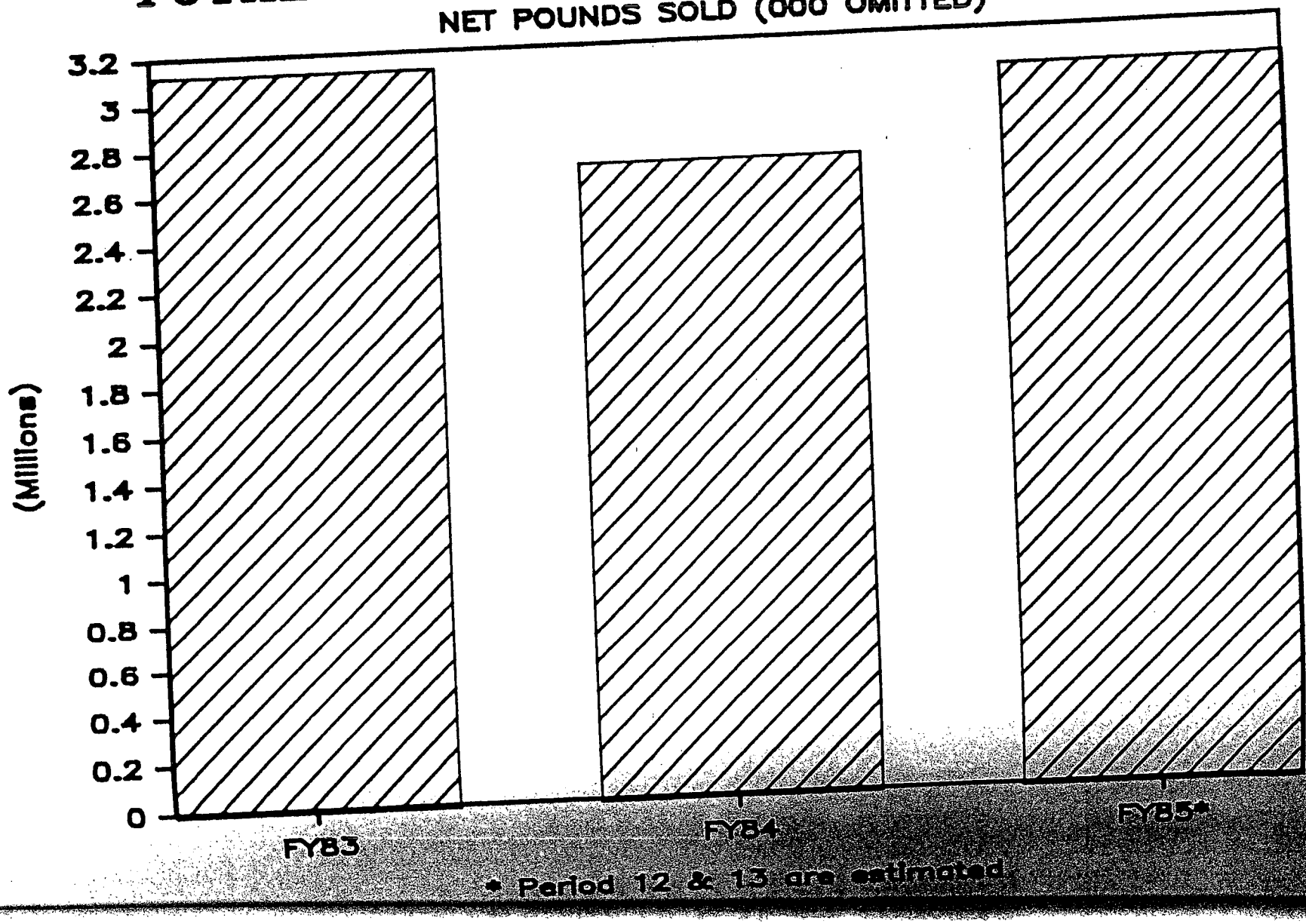
TOTAL HOLSUM 3 YEAR SALES TREND



TOTAL HOLSUM 3 YEAR SALES TREND



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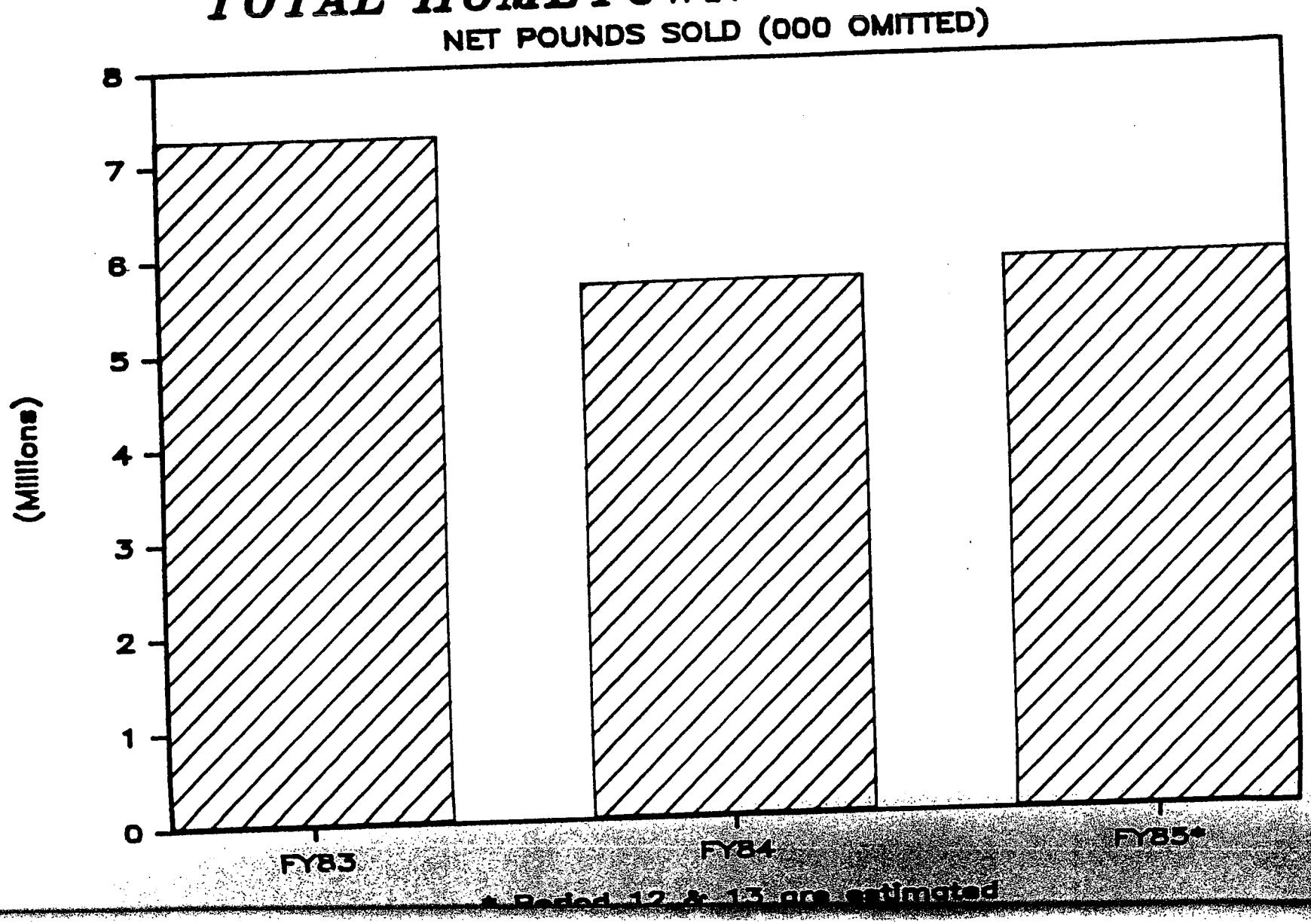
TOTAL HOMETOWN 3 YEAR TREND



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FBI 00513

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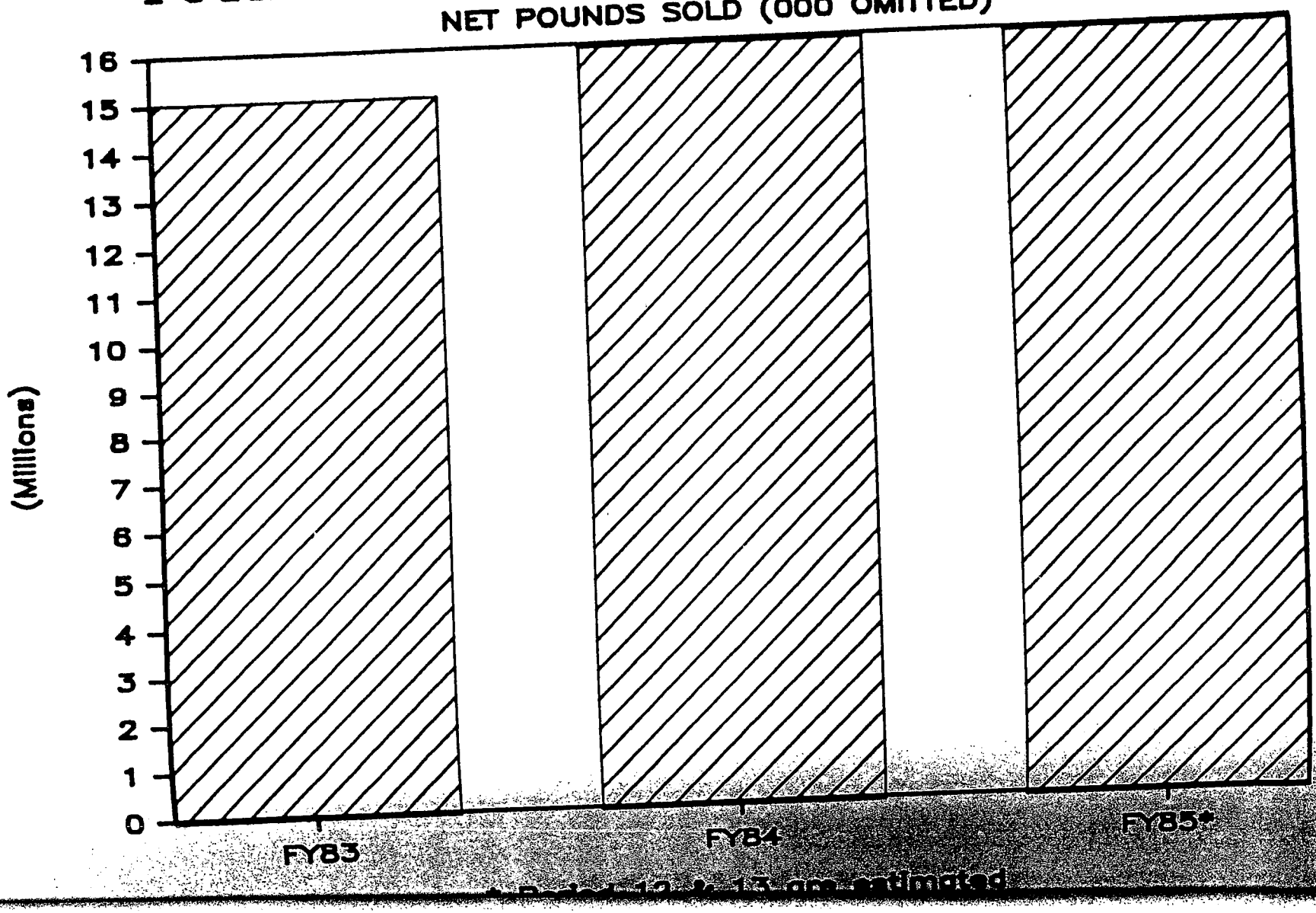
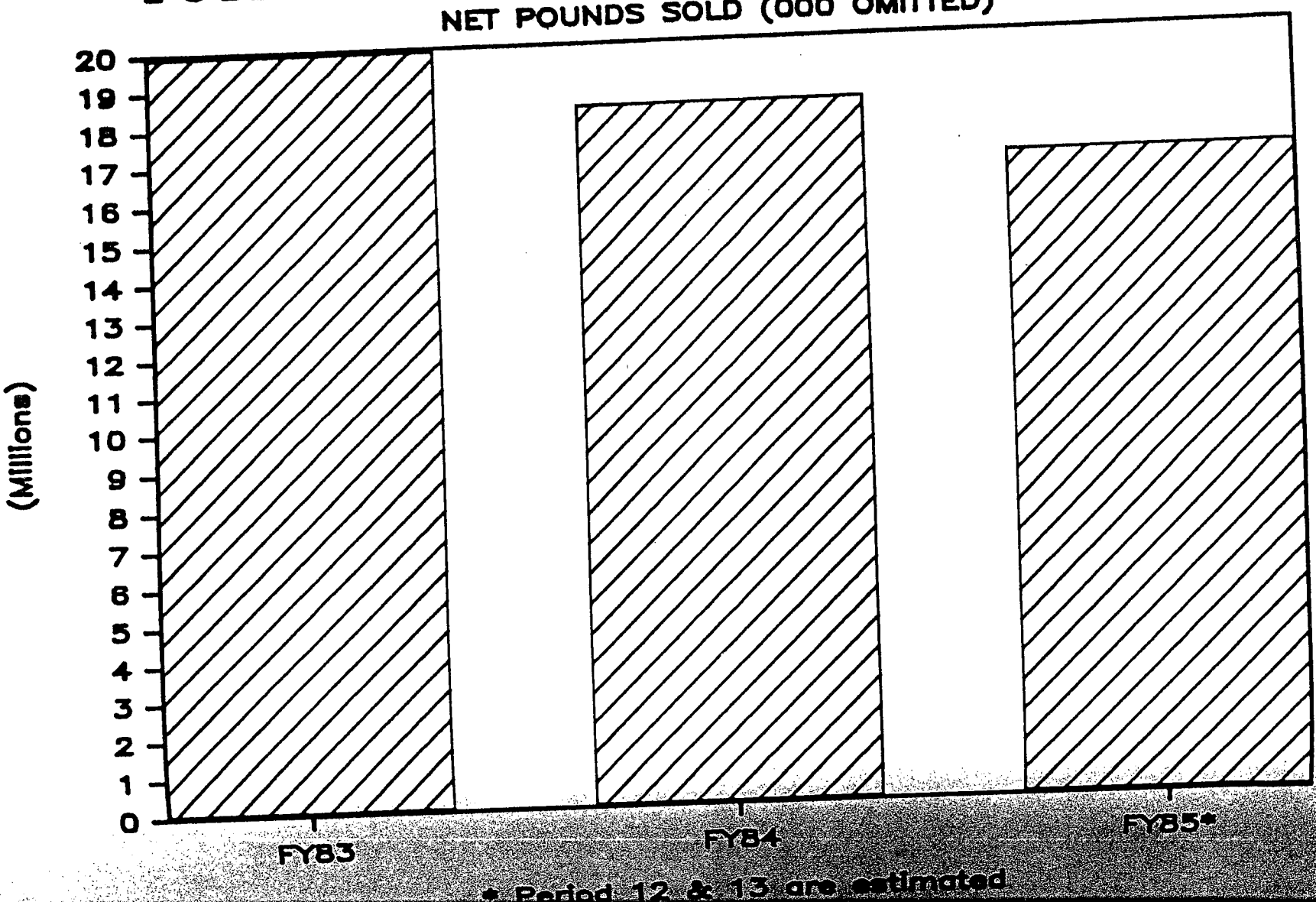
TOTAL DANDEE 3 YEAR SALES TREND



* Period 12 to 13 are estimated

TOTAL E. MAID 3 YEAR SALES TREND



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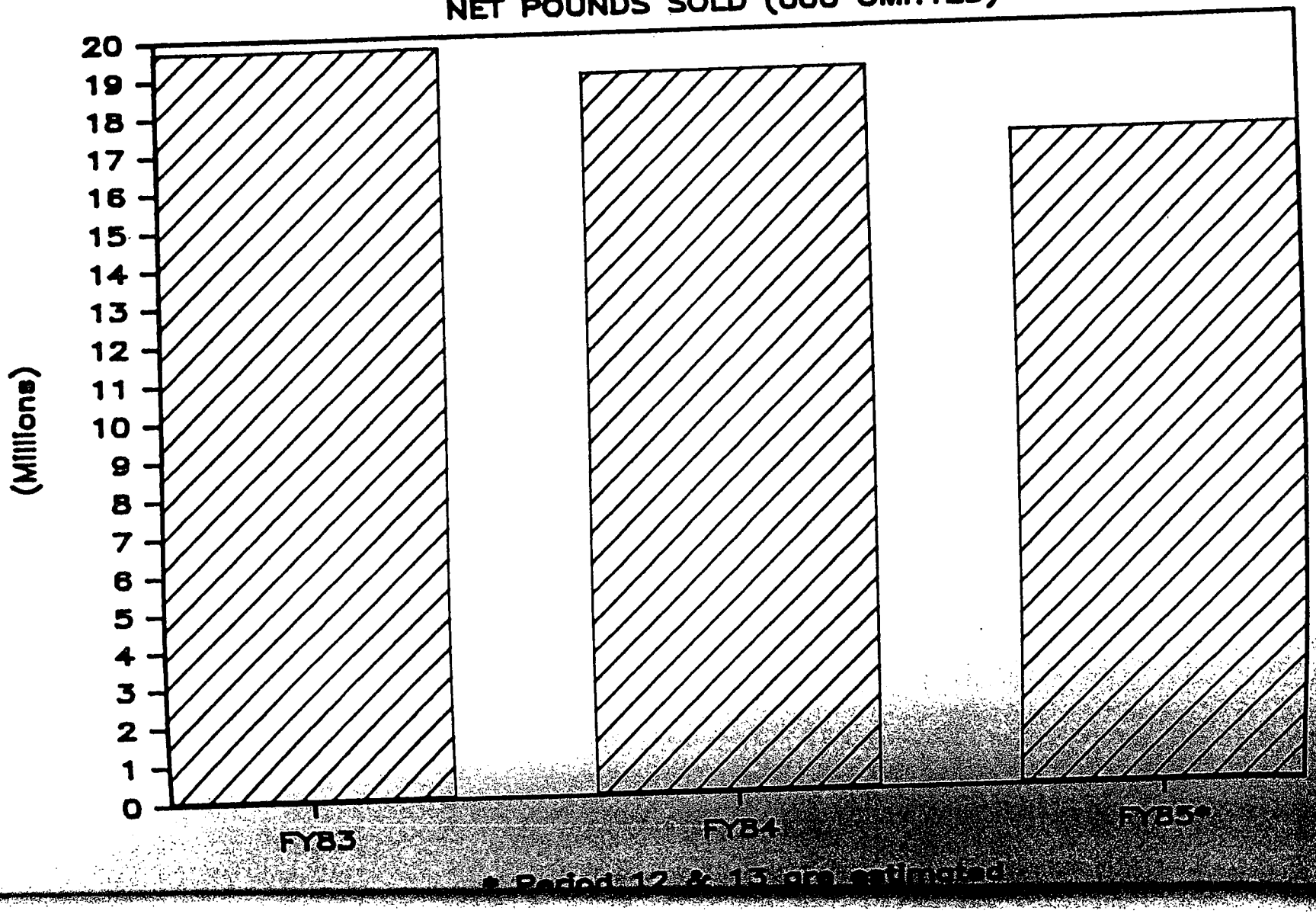
TOTAL BUNNY 3 YEAR SALES TREND



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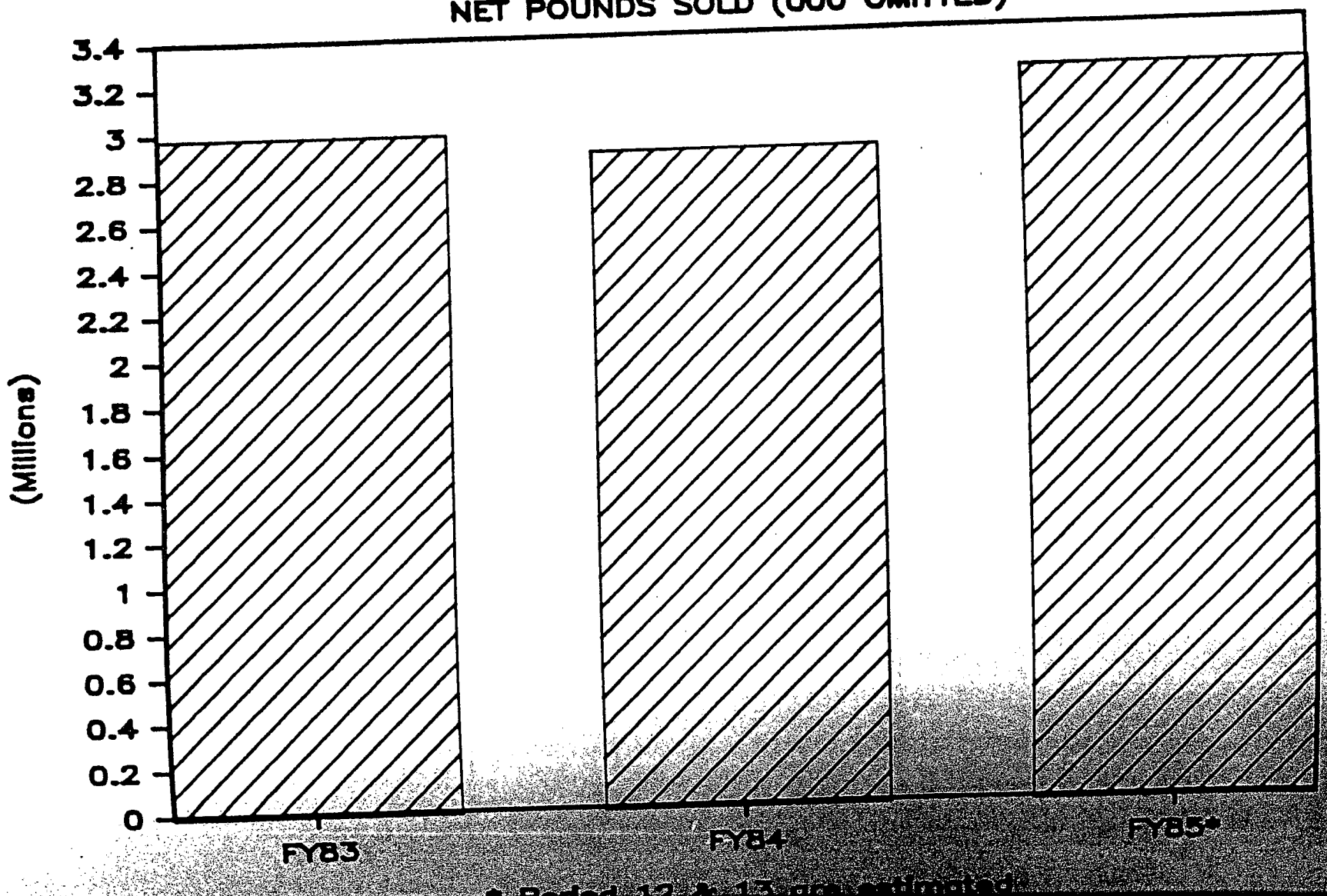
TOTAL IDEAL 3 YEAR SALES TREND



* Period 12 & 13 are estimated

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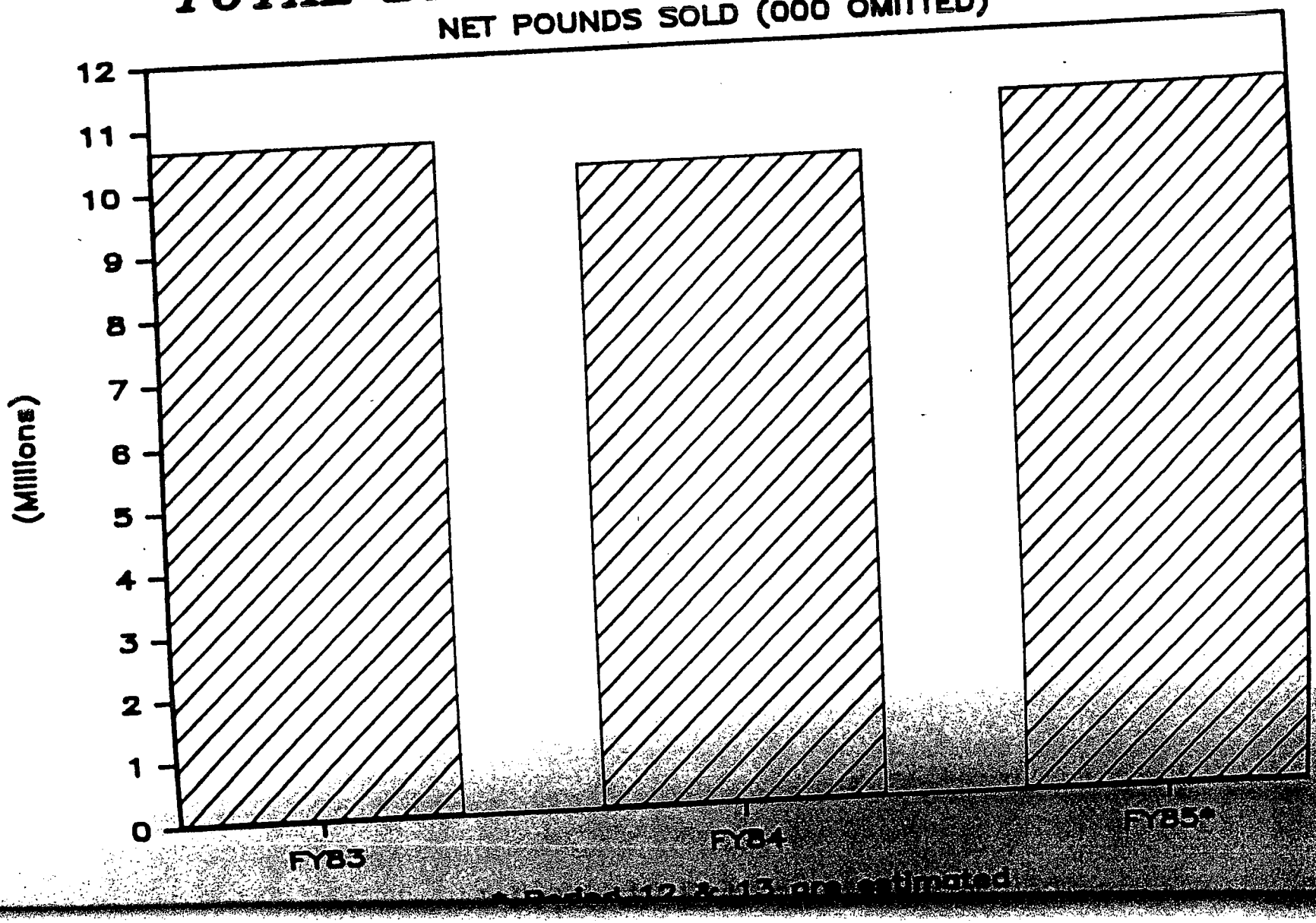
TOTAL BETSY ROSS 3 YEAR TREND



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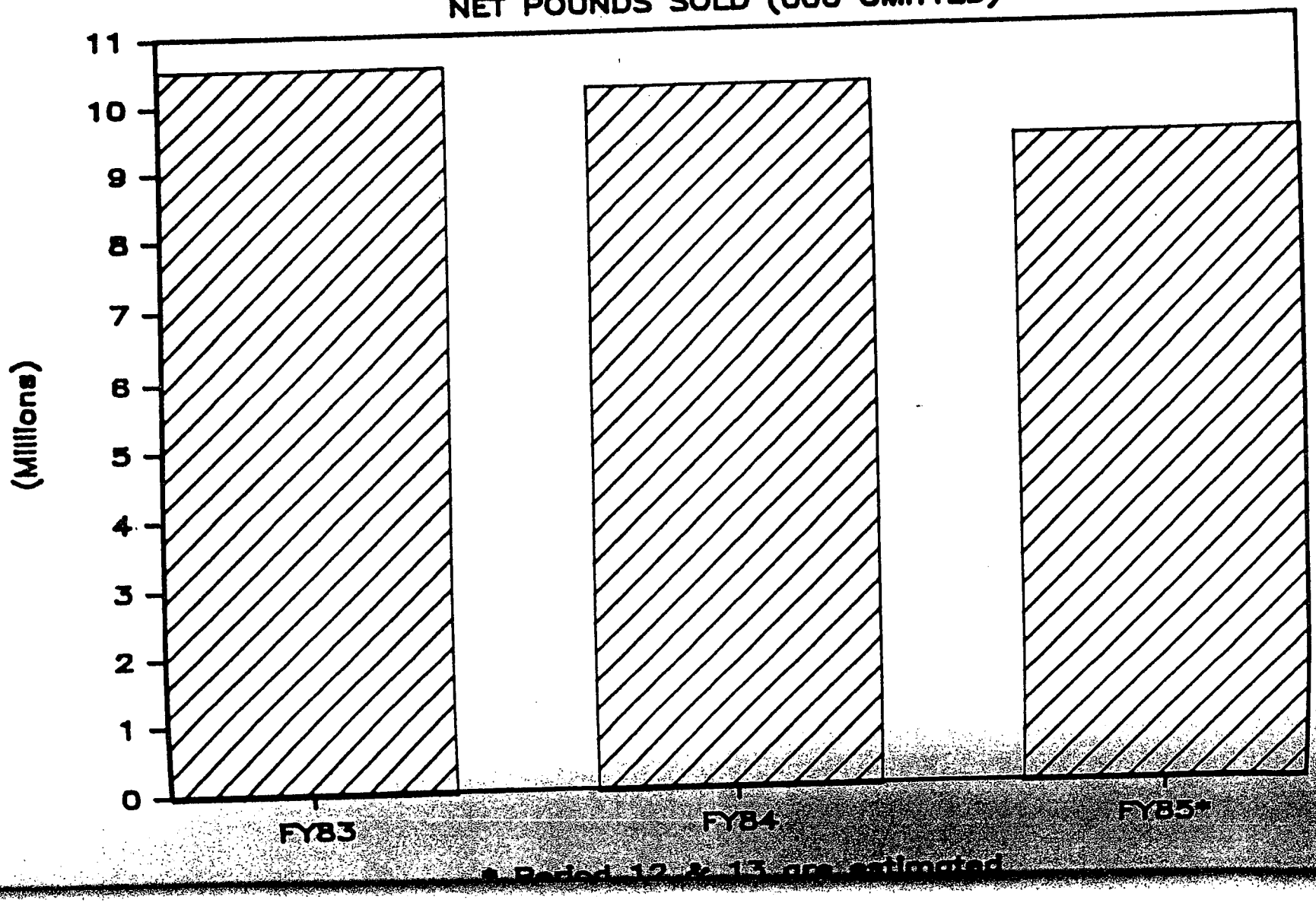
TOTAL PURITY 3 YEAR SALES TREND

NET POUNDS SOLD (000 OMITTED)



* Period 12 & 13 are estimated

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SOFT VARIETY
3 YEAR TREND

Net Pounds Sold
(000's Omitted)

FY '83	55,476
FY '84	58,194
FY '85	~~62,192~~

-49,965
12,227
+ 49,073
61,300

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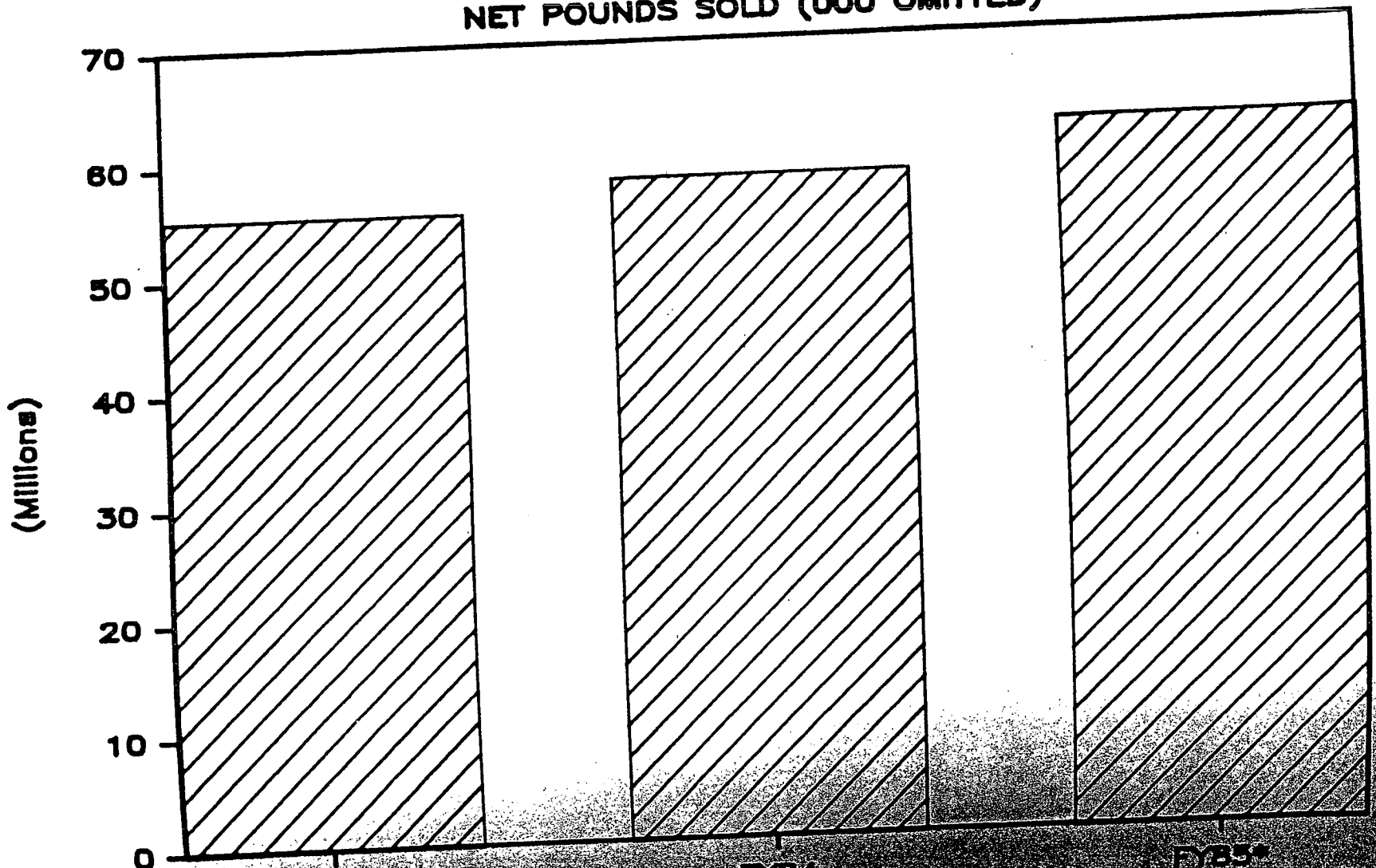
SOFT VARIETY 3 YEAR TREND

NET POUNDS SOLD (000 OMITTED)



* Period 12 & 13 are estimated

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NATURE'S OWN
3 YEAR TREND

Net Pounds Sold (000's Omitted)

FY '83	40,251
FY '84	43,963
FY '85	46,965

NATURE'S OWN

3 Year Sales Trend

(Pounds)
000's

	FY '83	FY '84	% over 83	FY '85*	% over 84
sville	2,250	2,559	.40	2,114	(17.3)
ta	3,927	3,688	(6.0)	4,870	32.0
ka	1,425	1,484	4.1	1,507	1.5
en	1,108	1,169	5.5	1,290	10.3
loosa	782	739	(5.5)	740	.1
ngham	2,017	2,111	4.7	2,224	5.3
	11,509	11,750	2.1	12,745	8.5
onville	3,468	3,745	7.9	4,425	18.1
ierce	4,557	4,508	(1.1)	4,611	2.3
	4,444	4,592	3.3	5,286	15.1
	12,469	12,845	3.0	14,322	11.5
vette	---	340[1]	---	552	-----
Orleans	970[1]	1,084	11.7	1,148	5.9
con	2,485[1]	4,127	---	3,490	(15.4)
	924[1]	1,937	---	2,077	7.2
l	4,379	7,488	---	7,267	(2.9)
Point	3,017	2,762	(8.4)	3,454	25.0
hburg	2,060	2,242	8.8	2,311	3.1
olk	2,456	2,267	(7.7)	2,432	7.3
stown	674[1]	1,418	---	1,364	(3.8)
rield	3,687[1]	3,191	---	3,070	(3.8)
	11,894	11,880	(.11)	12,631	6.3
d Total	40,251	43,963	9.2	46,965	6.8

Projected

Introduction (Not a full year)

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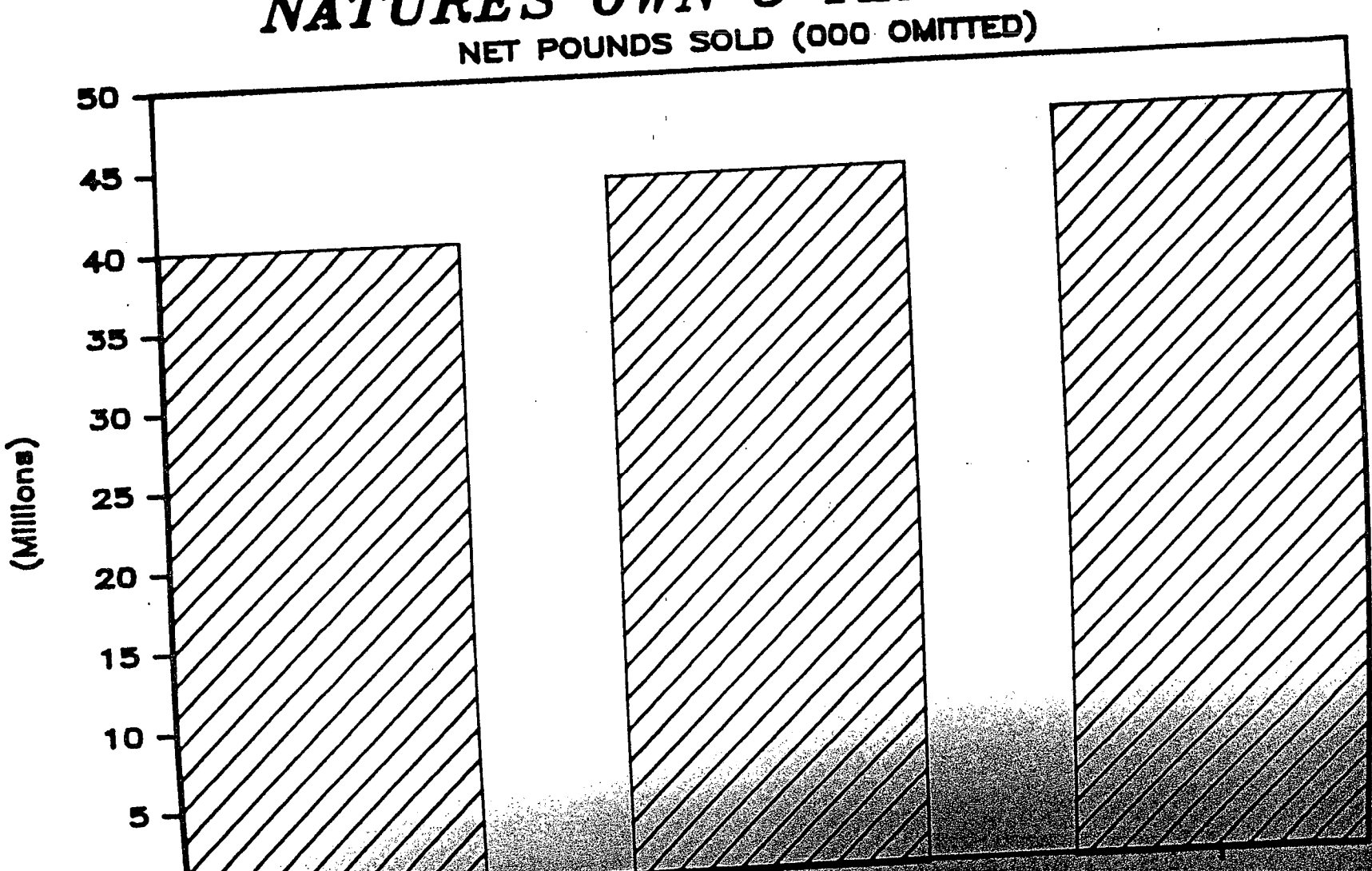
NATURES OWN 3 YEAR TREND



FBI 00523

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ROMAN MEAL
3 YEAR TREND

Net Pounds Sold
(000's Omitted)

FY '83	15,225
FY '84	14,231
FY '85	15,227

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ROMAN MEAL

3 Year Sales Trend

(Pounds)
000's

	FY '83	FY '84	% over 84	FY '85 *	% over 85
sville	1,380	1,249	(9.5)	1,173	(6.1)
ta	5,179	4,668	(9.9)	4,696	.60
ka	418	386	(7.6)	397	2.8
loosa	265	215	(18.7)	186	(13.5)
ngham	690	672	(2.6)	742	10.4
	7,932	7,190	(9.3)	7,194	.05
onville	1,320	1,277	(3.2)	1,257	(1.6)
ierce	1,125	1,065	(5.3)	1,350	26.8
	1,126	1,475	31.0	1,019	(31.0)
	3,571	3,817	6.9	3,626	(5.0)
	1,588	1,571	(1.0)	2,286	45.5
	1,588	1,571	(1.0)	2,286	45.5
Point	501	464	(7.4)	469	1.0
burg	58	52	(10.3)	48	(7.7)
k	756	553	(26.8)	1,068	93.1
ield	819	584	(28.7)	536	(8.2)
	2,134	1,653	(22.5)	2,121	28.3
Total	15,225	14,231	(6.5)	15,227	7.0

* Projected

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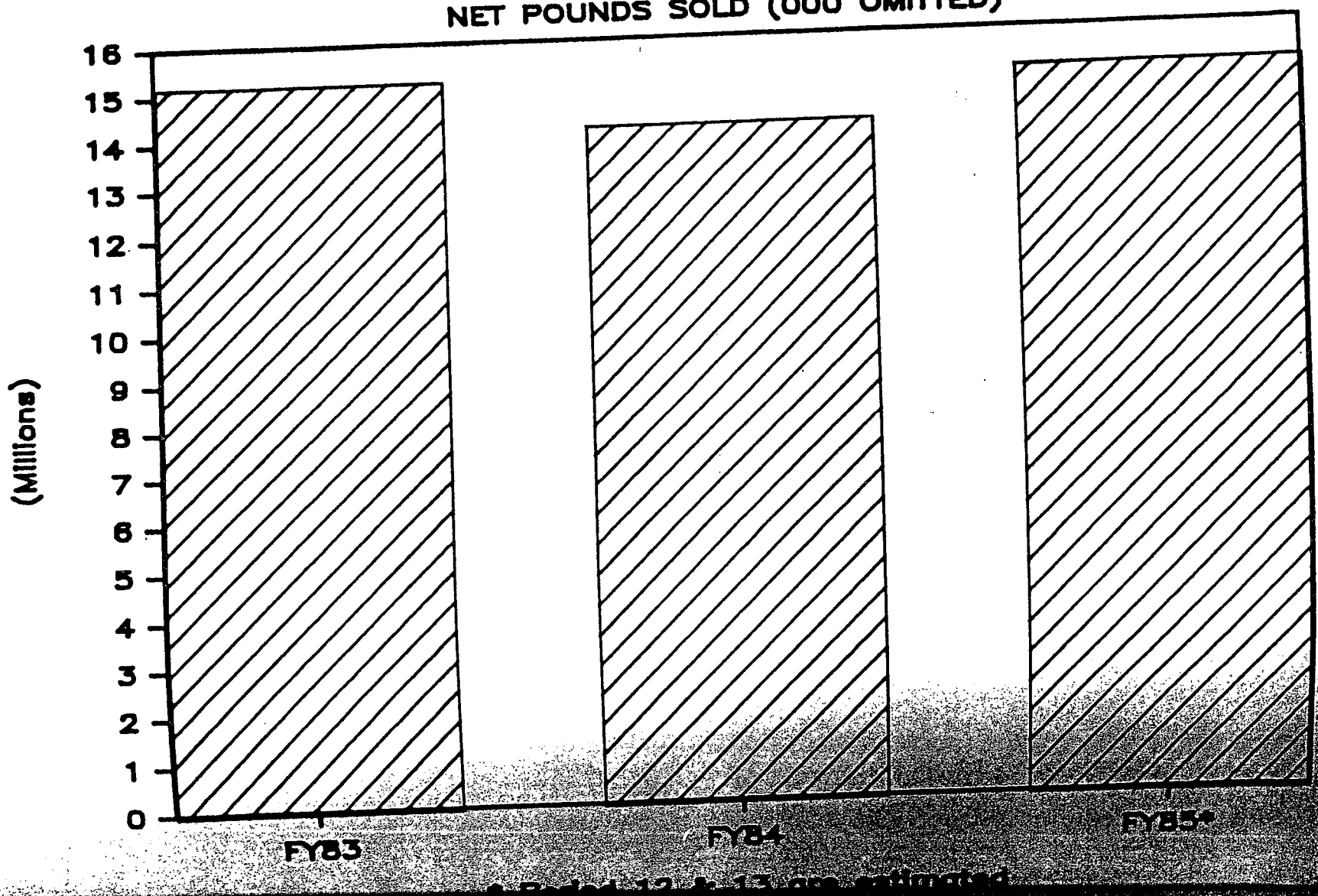
FBI 00525

FBI 00526

ROMAN MEAL 3 YEAR TREND



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TOTAL SPECIALTY BREAD

Net Units Sold
FY '85

Breads International	5,978,752
Cobblestone Mill	4,900,864

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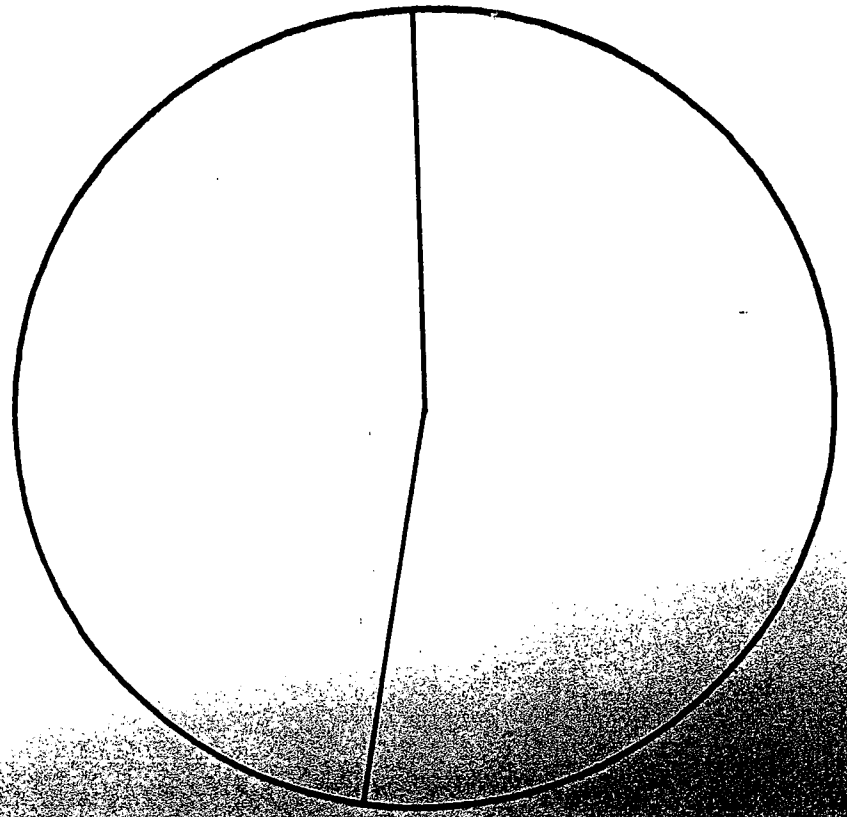
FBI 00527

TOTAL SPECIALITY BREAD

NET UNITS SOLD FY85



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BREADS INTERNATIONAL
3 YEAR TREND

Net Pounds Sold
(000's Omitted)

FY '83	7,540
FY '84	7,493
FY '85	5,979

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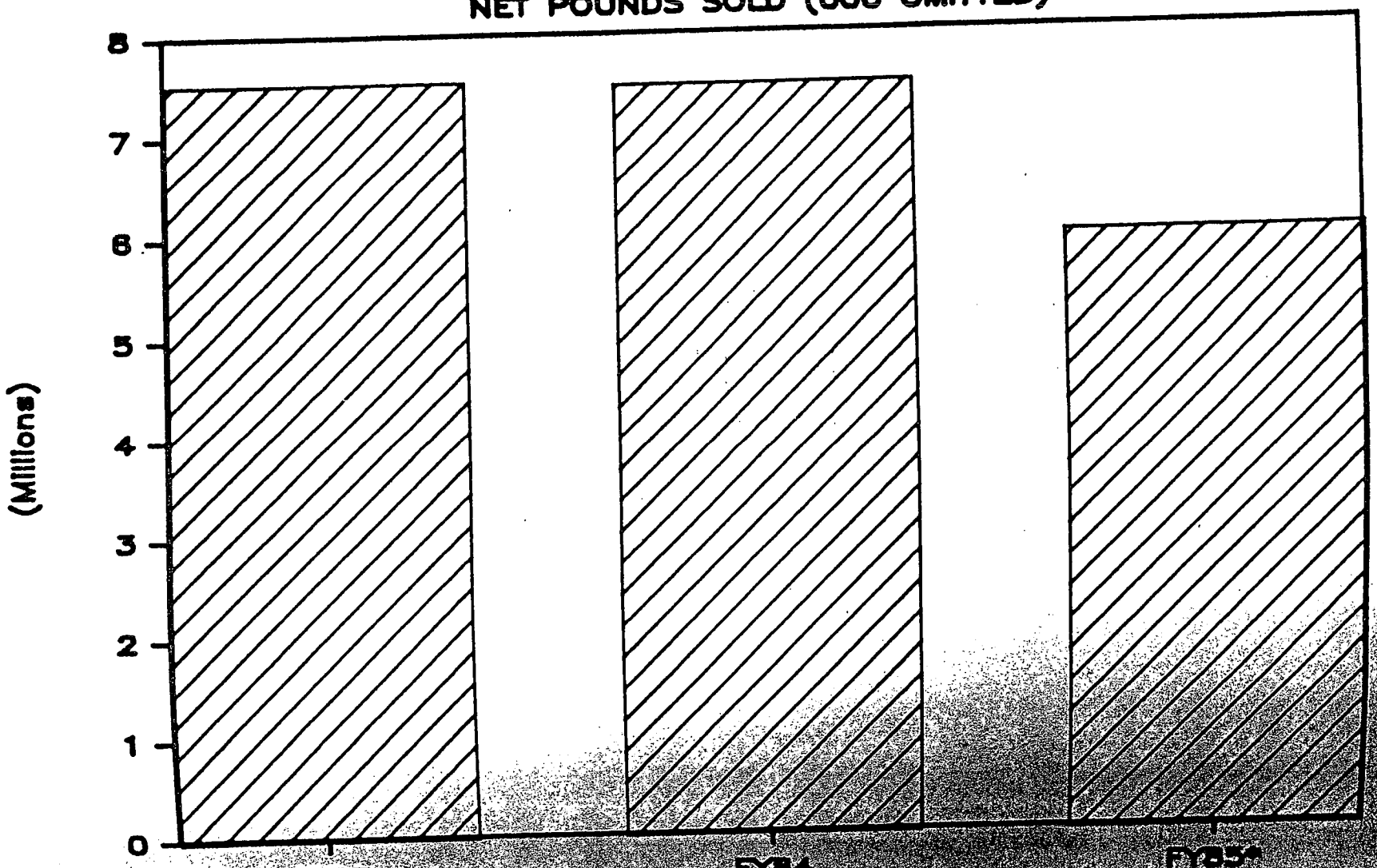
BREADS INTER. 3 YEAR TREND

NET POUNDS SOLD (000 OMITTED)



* Period 12 & 13 are estimated

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COBBLESTONE MILLS
SALES TREND

By Sales Period
FY '85

Period	1	332,410
	2	308,732
	3	295,073
	4 *	446,206
	5	471,900
	6	330,292
	7	427,270
	8	403,919
	9	441,980
	10	376,103
	11	323,000
	12	377,000
	13	377,000
Total		4,900,864

* Northern Region Introduction

Periods 12 and 13 are estimated

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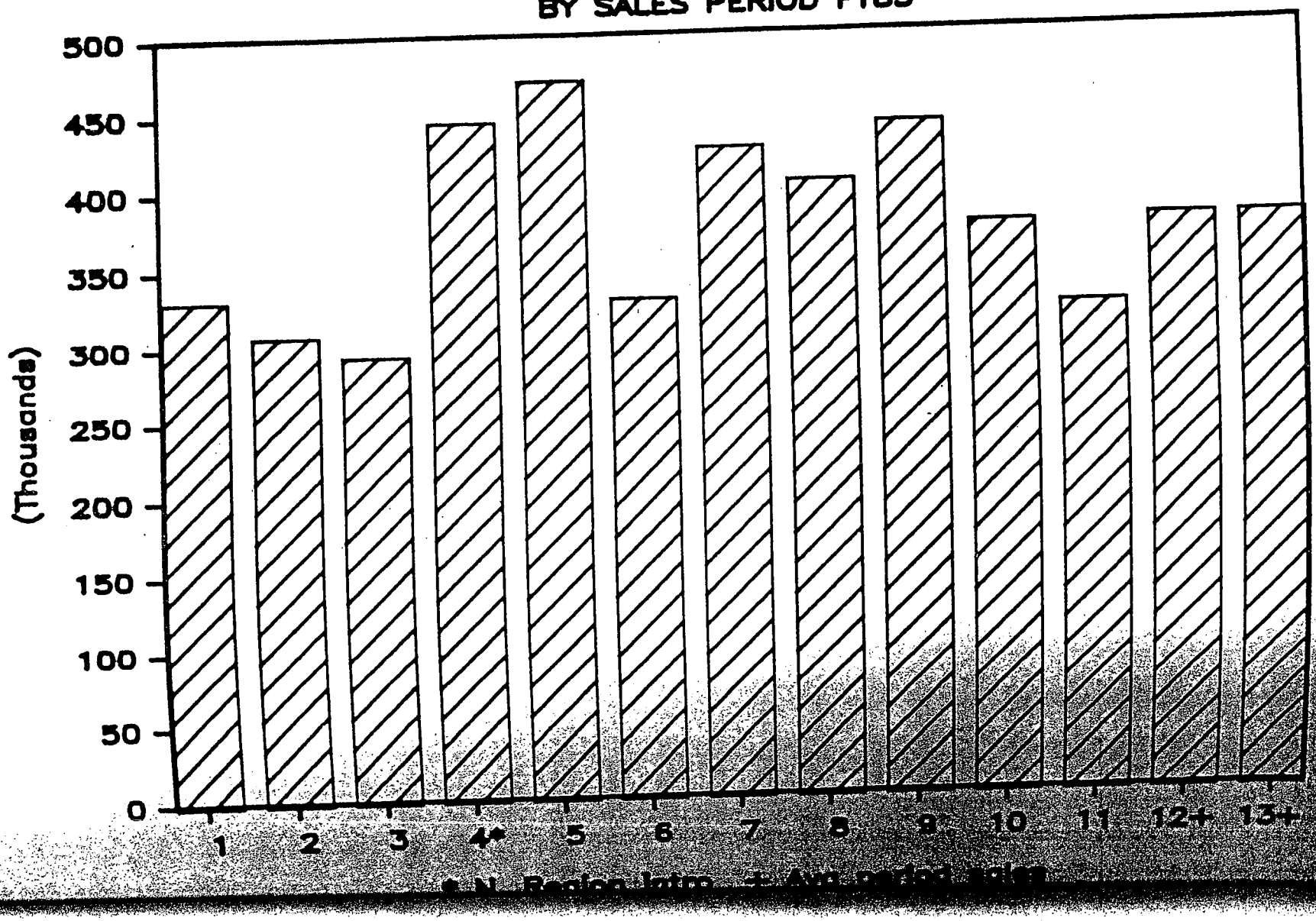
COBBLESTONE MILL SALES TREND

BY SALES PERIOD FY85



FY '86 Sales Goals

Major Brands - Lbs.

(000's Omitted)

nd	FY '85 Lbs. Sold - Base	FY '86 % Increase	FY '86 Lbs. Increase	FY '86 Total Lbs. Projected
te Bread				
beam	91,955	2.5	2,299	94,254
sum	3,096	4	124	3,220
termaid	9,866	- 10	(987)	8,879
etown	5,795	1	58	5,853
dee	15,999	7	1,120	17,119
ngeline Maid	16,753	2	335	17,088
ny	17,076	1	171	17,247
l	3,232	3	97	3,329
sy Ross	11,009	5	550	11,559
t	9,413	2.5	235	9,648
l White	184,194	2%	4,002	188,196
Variety				
's Own	46,900	10	4,690	51,590
Grain	4,600	5	230	4,830
Meal	15,200	3	456	15,656
	2,700	10	270	2,970
l Soft Variety	69,400	7.5%	5,646	75,046
ialty				
blestone Mill	4,900	15	735	5,635
ds International	5,900	5	295	6,195
l Specialty	10,800	8.6%	985	11,830
ny Total	264,394	4.0%	10,678	275,072

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MARKETING DOLLARS

Investment Review

A. Total Division

B. Consumer Advertising

C. Consumer Promotion

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FY '86 Marketing Budget

Description	FY '85 Budget	FY '86 Budget	Difference
Media	5,283,185	6,090,000	806,815
Production	400,108	300,000	(100,108)
Talent	160,892	175,000	14,108
Research	206,000	200,000	(6,000)
Plant Budget	1,006,137	1,000,000	(6,137)
Coupons	918,415	500,000	(418,415)
Outside Media	25,000	15,000	(10,000)
Package & Product Development	300,000	300,000	0
Consumer Promotions	1,000,000	750,000	(250,000)
Trade Show	25,000	20,000	(5,000)
Brownstone Ovens	0	150,000	150,000
Corporate Reserve	1,093,400	500,000	(593,400)
Training Center	150,000	180,000	30,000
Salesman Training Program	0	20,000	20,000
Thrift Store Re-design	0	100,000	100,000
	10,568,137	10,300,000	(268,137)

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CONSUMER ADVERTISING

FY 1985-86 BUDGET COMPARISON

FY 1985		FY 1986
$ 5,283,185	MEDIA	$ 6,090,000
400,000	PRODUCTION	300,000
161,000	TALENT	175,000
206,000	RESEARCH	200,000
$ 6,050,185	TOTAL	$ 6,765,000

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TOTAL MEDIA ADVERTISING

INVESTMENT TRENDS

FY '83 -- $5,039,000

FY '84 -- 5,502,399

FY '85 -- 5,392,529

FY '86 -- 6,090,000

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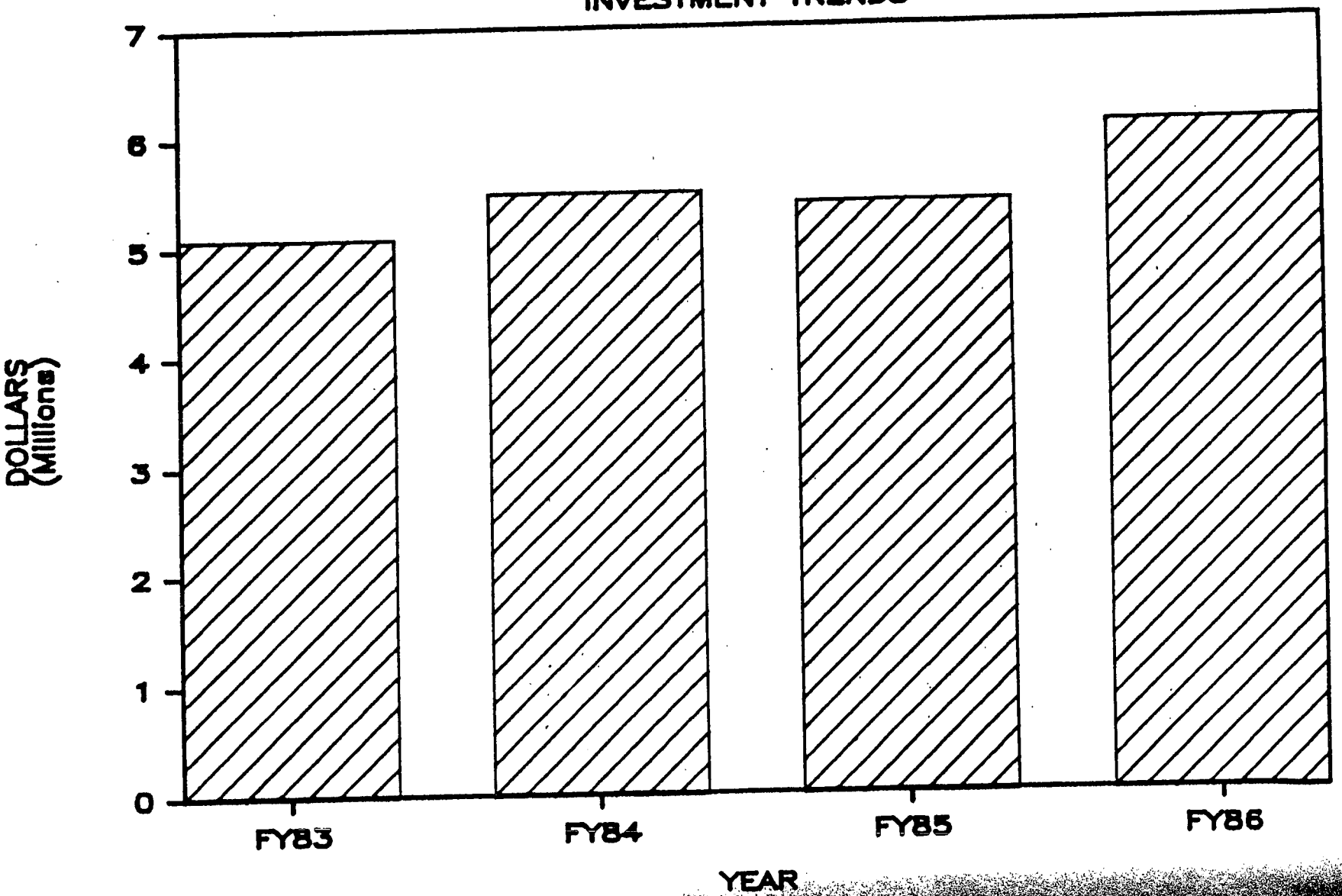
TOTAL MEDIA ADVERTISING

INVESTMENT TRENDS



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TOTAL MEDIA ADVERTISING INVESTMENT TRENDS (Selected Major Brands)

	FY '83	FY '84	FY '85	FY '86
White	$1,651,722	$1,675,579	$2,161,799	$2,337,214
	36 %	34 %	40 %	38 %
Nature's Own	2,977,461	2,876,571	2,785,847	3,309,882
	64 %	58 %	52 %	55 %
Cobblestone Mill	----	371,400	440,883	438,468
		8 %	8 %	7 %

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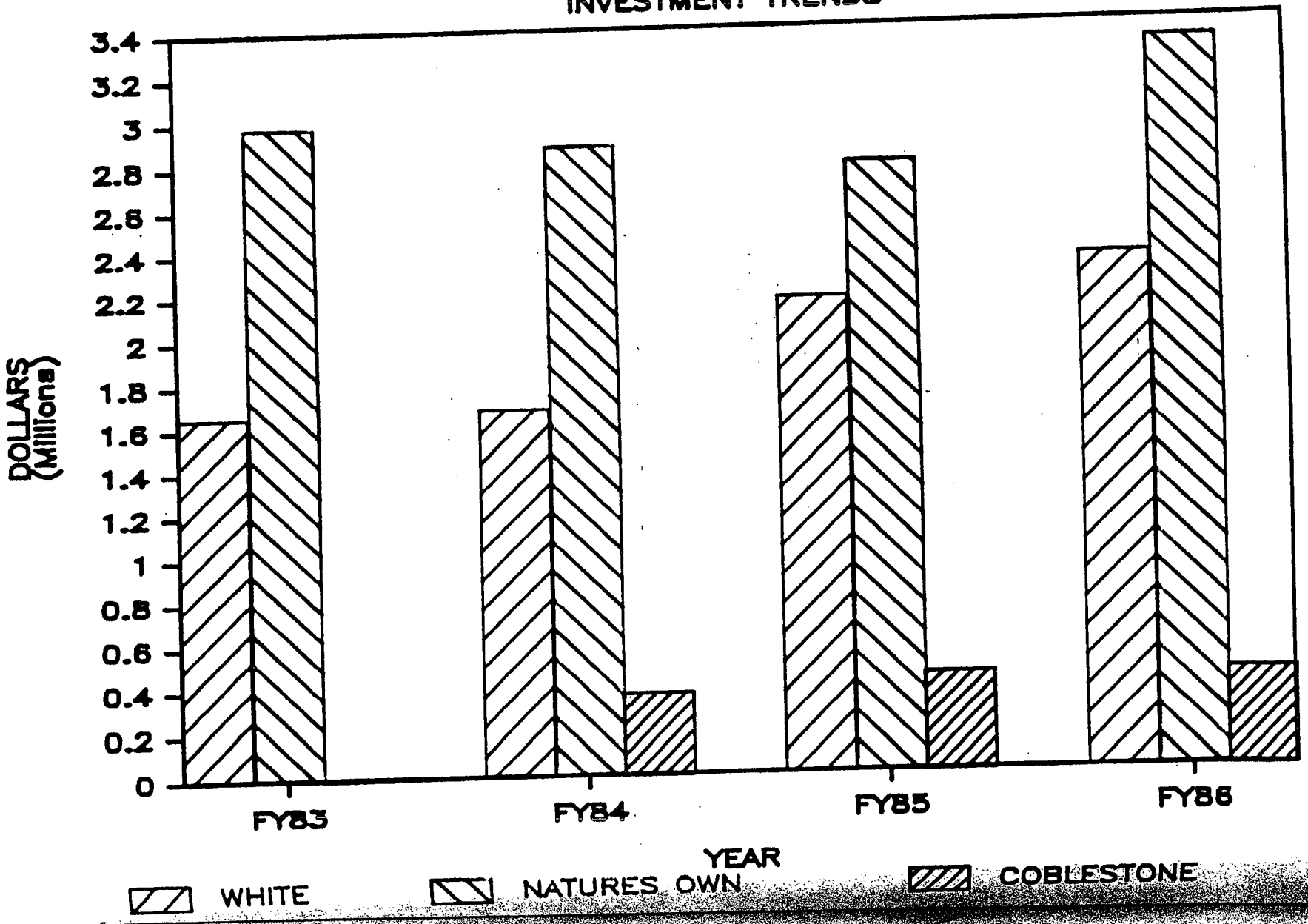
TOTAL MEDIA ADVERTISING

INVESTMENT TRENDS



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NATURE'S OWN

MAJOR EMPHASIS

GROWTH STRATEGY

FOR

GROWTH BRAND

IN

GROWING CATEGORY

PLAN BASED ON BUSINESS DEVELOPMENT

MARKET GROUPS

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NATURE'S OWN

GROUP I HIGH DEVELOPMENT	GROUP II AVERAGE DEVELOPMENT	GROUP III LOW DEVELOPMENT
Atlanta	Bluefield	High Point
Birmingham	Fort Pierce	Lafayette *
Jacksonville	Gadsden	Morristown
Miami	Lynchburg	New Orleans
Norfolk	Tuscaloosa	Tyler **
Opelika		Houston ***
Thomasville		
36% Households 49% Sales	27% Households 27% Sales	38% Households 24% Sales

* To be moved to Group I spending level

** Individual T.V. markets-redefined into proper groups

*** To be evaluated as to alternate spending level

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WHITE BREAD

HIGH DEVELOPMENT (Group I)	AVERAGE DEVELOPMENT (Group II)	LOW DEVELOPMENT (Group III)	GROWTH DEVELOPMENT (Group IV)
Atlanta	Lynchburg	Chattanooga	Fort Pierce-West
Birmingham	Norfolk	Fort Pierce-East	Houston
Bluefield	Tyler	Morristown	Jacksonville
Gadsden *			Miami
High Point *			
Lafayette			
New Orleans			
Thomasville			
Tuscaloosa			
43% Households 60% Sales	14% Households 15% Sales	11% Households 6% Sales	32% Households 18% Sales

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COBBLESTONE MILL

GROWTH STRATEGY

FOR

GROWTH BRAND

IN

GROWING CATEGORY

CONTINUE WITH 18 - MONTH PLAN STARTED

IN FEBRUARY 1985

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COBBLESTONE MILL

GROWTH STRATEGY

FOR

GROWTH BRAND

IN

GROWING CATEGORY

CONTINUE WITH 18 - MONTH PLAN STARTED

IN FEBRUARY 1985

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ETHNIC PLAN

HISPANIC

RAPID POPULATION GROWTH

IN SPECIFIC AREAS THAT

WARRANT SPECIAL PROGRAMS

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FLOWERS MARKETING AREA
TOP DMA'S RANKED BY SPANISH TELEVISION HOUSEHOLDS
(10,000 TV HH'S OR 2% SPANISH)

DMA	# Spanish Television Households	% Spanish Television Households
Miami/Ft. Lauderdale	248,700	21.7% *
Houston	165,600	11.7% *
Tampa/St. Petersburg	38,110	3.4
New Orleans	18,940	3.0
Orlando/Daytona	14,460	2.2
West Palm Beach	11,370	2.9
Atlanta	10,500	.9
Ft. Myers/Naples	5,960	3.1
Beaumont/Pt. Arthur	4,610	2.6
Tyler	2,920	2.9
Gainesville	2,100	2.8

11 DMAs

* Recommended Markets

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ETHNIC PLAN: SPANISH

MEDIA OBJECTIVES

1) Increase awareness, sales and distribution for White Breads against Spanish populations in selected high-density Spanish markets (100,000+ populations in Miami and Houston).

2) Assign $90,000 in radio as follows:

   - $60,000 in Miami to accomplish awareness, sales and distribution goals
   - $30,000 in Houston to accomplish awareness goals.

3) Plan scheduling patterns as appropriate to mesh with recommended radio flights for the general market plans in these areas.

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CONSUMER PROMOTIONS FY '86

1. Summer Bun Promotion
2. Fall White Bread Promotion
3. Fall Nature's Own Light Promotion
4. Winter Brown & Serve Promotion
5. Spring White Bread Promotion

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