FROZEN CATEGORIES - IRI MULO TOTAL US

IRI Worldwide

Note: Dollar sales is sorted by descending order as per the latest month in CY2021

Product	Total US - Multi Outlet					
	Dollar Sales in 2021			Dollar Sales in 2021		
	Jan	Feb	Mar ending 21st	Jan	Feb	Mar ending 21st
DEPT-FROZEN	$5,428,371,386	$5,479,497,792	$4,004,899,097	19.6%	20.1%	(24.8%)
DINNERS/ENTREES - FZ	$874,139,723	$859,348,087	$639,277,595	17.5%	13.4%	(26.5%)
SEAFOOD - FZ	$576,017,362	$632,009,120	$450,972,767	38.7%	37.0%	(16.6%)
ICE CREAM/SHERBET	$493,722,263	$507,552,212	$389,097,690	9.6%	8.9%	(14.8%)
PIZZA - FZ	$493,140,363	$503,766,405	$344,272,788	14.6%	24.8%	(36.9%)
NOVELTIES - FZ	$369,341,785	$385,918,550	$321,242,244	22.4%	20.0%	0.5%
POULTRY - FZ/RFG	$407,915,510	$402,245,393	$271,718,140	11.6%	17.1%	(35.6%)
BREAKFAST FOOD - FZ	$352,155,232	$347,364,247	$263,603,471	20.2%	17.9%	(17.0%)
PROCESSED POULTRY - FZ/RFG	$371,315,862	$370,908,122	$259,158,950	24.6%	31.0%	(26.7%)
MEAT - FZ	$257,921,239	$258,972,871	$193,809,536	22.0%	23.3%	(31.8%)
PLAIN VEGETABLES - FZ	$264,633,992	$245,405,083	$173,143,870	10.3%	5.0%	(41.2%)
APPETIZERS/SNACK ROLLS - FZ	$239,447,836	$244,382,266	$169,603,695	24.9%	32.5%	(22.0%)
POTATOES/ONIONS - FZ	$190,190,702	$185,763,849	$132,961,856	26.8%	25.2%	(25.6%)
FRUIT - FZ	$127,626,142	$125,723,944	$96,594,139	26.7%	26.5%	(20.4%)
SOUPS/SIDES/OTHER - FZ	$129,944,878	$123,984,711	$88,854,724	13.2%	9.5%	(31.5%)
BREAD/DOUGH - FZ	$94,807,445	$94,111,902	$64,514,716	22.6%	19.2%	(28.2%)
DESSERTS/TOPPINGS - FZ	$51,507,880	$57,266,673	$43,842,960	19.8%	18.5%	2.3%
PIES - FZ	$42,103,787	$44,222,474	$34,598,981	17.8%	22.1%	(3.9%)
PASTA - FZ	$33,737,431	$32,359,889	$22,695,409	15.5%	11.8%	(40.7%)
JUICES - FZ	$21,282,854	$20,911,369	$16,178,511	34.1%	32.7%	(30.0%)
PREPARED VEGETABLES - FZ	$17,940,883	$16,318,983	$12,804,878	9.6%	1.5%	(35.8%)
CORN ON THE COB - FZ	$14,645,947	$15,615,324	$12,342,108	26.2%	20.0%	(27.0%)
OTHER SNACKS - FZ	$2,310,471	$2,696,303	$1,633,201	36.6%	86.5%	8.6%
OTHER FOODS - FZ	$1,641,860	$1,713,962	$1,288,228	7.2%	11.8%	(25.8%)
COOKIES - FZ	$764,201	$830,291	$598,442	(4.0%)	(22.9%)	(40.5%)
BABY FOOD - FZ	$74,162	$65,277	$51,591	43.3%	22.4%	0.8%
COFFEE CREAMER - FZ	$41,577	$40,487	$38,605	(22.6%)	(30.6%)	(35.1%)

IRI Proprietary and Confidential

FROZEN CATEGORIES - IRI MULO NORTHEAST US

IRI Worldwide

Note: Dollar sales is sorted by descending order as per the latest month in CY2021

Product	Northeast - IRI Standard - Multi Outlet					
	Dollar Sales in 2021			Dollar Sales in 2021		
	Jan	Feb	Mar ending 21st	Jan	Feb	Mar ending 21st
DEPT-FROZEN	$890,039,893	$915,061,778	$656,436,267	19.0%	21.4%	(24.7%)
DINNERS/ENTREES - FZ	$113,244,875	$112,086,592	$82,590,641	16.3%	14.8%	(27.4%)
SEAFOOD - FZ	$97,446,304	$111,333,344	$77,489,270	37.0%	36.8%	(17.1%)
ICE CREAM/SHERBET	$88,783,918	$93,061,811	$69,943,962	9.5%	9.0%	(15.0%)
NOVELTIES - FZ	$68,633,702	$71,551,001	$57,502,355	21.8%	19.6%	(0.4%)
PIZZA - FZ	$69,673,659	$74,653,357	$49,103,615	13.3%	31.3%	(35.3%)
PROCESSED POULTRY - FZ/RFG	$67,185,945	$67,588,673	$47,001,591	22.0%	27.2%	(29.3%)
POULTRY - FZ/RFG	$65,449,798	$65,588,024	$44,165,318	14.6%	19.7%	(30.5%)
BREAKFAST FOOD - FZ	$51,317,225	$50,624,798	$38,066,481	16.7%	16.2%	(19.5%)
MEAT - FZ	$49,932,349	$49,778,088	$36,444,967	25.0%	25.5%	(33.1%)
PLAIN VEGETABLES - FZ	$54,374,168	$50,722,559	$36,186,294	8.5%	5.6%	(40.6%)
APPETIZERS/SNACK ROLLS - FZ	$36,993,622	$40,833,427	$25,770,831	23.4%	40.0%	(19.4%)
POTATOES/ONIONS - FZ	$33,079,072	$33,059,794	$23,286,581	28.1%	29.2%	(24.4%)
FRUIT - FZ	$26,117,982	$26,074,529	$20,134,911	30.8%	32.2%	(18.0%)
SOUPS/SIDES/OTHER - FZ	$21,494,235	$20,990,005	$14,955,936	6.1%	6.6%	(34.3%)
PASTA - FZ	$13,774,342	$13,413,368	$9,409,298	14.2%	12.0%	(42.9%)
BREAD/DOUGH - FZ	$11,674,200	$11,637,562	$8,012,537	27.4%	26.8%	(22.5%)
DESSERTS/TOPPINGS - FZ	$7,444,116	$8,328,596	$6,206,356	18.6%	20.4%	(0.4%)
PIES - FZ	$4,578,516	$4,891,506	$3,542,198	24.5%	29.7%	(0.4%)
JUICES - FZ	$3,150,179	$3,176,857	$2,470,936	39.1%	43.4%	(26.2%)
PREPARED VEGETABLES - FZ	$3,207,721	$2,972,778	$2,294,868	8.7%	2.5%	(37.8%)
CORN ON THE COB - FZ	$1,424,853	$1,545,612	$1,118,641	31.4%	31.9%	(26.2%)
OTHER SNACKS - FZ	$514,027	$590,375	$324,162	24.7%	58.8%	(9.7%)
OTHER FOODS - FZ	$417,182	$419,459	$322,133	19.9%	22.1%	(23.4%)
COOKIES - FZ	$110,163	$122,858	$76,223	42.4%	9.3%	(28.5%)
COFFEE CREAMER - FZ	$13,188	$13,269	$13,191	(24.8%)	(25.5%)	(38.1%)
BABY FOOD - FZ	$4,553	$3,534	$2,971			

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DAIRY CATEGORIES - IRI MULO TOTAL US

IRI Worldwide

Note: Dollar sales is sorted by descending order as per the latest month in CY2021

Product	Total US - Multi Outlet					
	Dollar Sales in 2021			Dollar Sales in 2021		
	Jan	Feb	Mar ending 21st	Jan	Feb	Mar ending 21st
AISLE-DAIRY	$5,035,396,951	$5,055,303,119	$3,617,212,983	10.5%	12.2%	(20.8%)
NATURAL CHEESE	$1,249,158,804	$1,265,634,459	$892,337,397	15.5%	19.9%	(19.8%)
MILK	$1,213,933,701	$1,190,049,030	$854,007,441	7.3%	6.4%	(20.3%)
YOGURT	$619,583,955	$604,036,105	$466,219,125	4.8%	1.4%	(15.1%)
FRESH EGGS	$510,063,272	$523,366,993	$371,882,260	10.1%	14.8%	(25.3%)
CREAMS/CREAMERS	$386,210,350	$380,490,579	$277,147,721	15.0%	13.3%	(11.1%)
BUTTER/BUTTER BLENDS	$258,761,104	$267,903,452	$187,666,830	13.5%	14.1%	(35.7%)
PROCESSED CHEESE	$243,205,407	$254,447,909	$169,897,021	7.0%	18.0%	(30.1%)
CREAM CHEESE/CR CHS SPREAD	$157,287,797	$168,264,128	$113,618,273	15.6%	26.8%	(14.9%)
WHIPPED TOPPINGS - RFG	$104,633,099	$109,907,472	$77,493,687	25.3%	25.0%	(0.2%)
MARGARINE/SPREADS	$103,017,682	$101,127,864	$73,078,697	5.6%	3.2%	(35.8%)
SOUR CREAM	$103,667,808	$107,490,964	$71,236,018	5.7%	16.7%	(19.8%)
COTTAGE CHEESE	$85,873,973	$82,584,164	$62,628,514	4.4%	1.7%	(18.9%)

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DAIRY CATEGORIES - IRI MULO NORTHEAST US

IRI Worldwide

Note: Dollar sales is sorted by descending order as per the latest month in CY2021

Product	Northeast - IRI Standard - Multi Outlet					
	Dollar Sales in 2021			Dollar Sales in 2021		
	Jan	Feb	Mar ending 21st	Jan	Feb	Mar ending 21st
AISLE-DAIRY	$912,774,593	$929,755,072	$665,325,671	9.8%	12.9%	(21.4%)
MILK	$221,269,186	$219,165,194	$157,686,587	6.5%	7.3%	(20.5%)
NATURAL CHEESE	$205,626,668	$214,741,939	$148,487,156	16.9%	23.4%	(20.2%)
YOGURT	$133,587,964	$130,805,770	$101,720,922	0.3%	(1.3%)	(18.5%)
FRESH EGGS	$95,200,579	$99,352,883	$70,777,863	8.4%	17.0%	(26.2%)
CREAMS/CREAMERS	$79,099,653	$78,741,265	$57,109,710	13.4%	13.2%	(13.5%)
BUTTER/BUTTER BLENDS	$52,603,435	$56,055,902	$39,673,379	13.6%	16.9%	(34.3%)
PROCESSED CHEESE	$32,835,014	$33,870,497	$23,133,710	16.2%	22.3%	(27.4%)
CREAM CHEESE/CR CHS SPREAD	$29,458,003	$32,090,258	$21,411,091	16.0%	25.4%	(16.8%)
MARGARINE/SPREADS	$17,847,746	$17,361,746	$12,555,931	5.4%	3.4%	(36.9%)
WHIPPED TOPPINGS - RFG	$15,786,138	$17,410,094	$11,822,369	25.9%	31.5%	0.8%
COTTAGE CHEESE	$14,607,457	$14,165,945	$10,879,942	4.4%	2.0%	(17.3%)
SOUR CREAM	$14,852,753	$15,993,580	$10,067,010	8.6%	20.1%	(19.7%)

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