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 % Change vs YA in 2021										
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	oct	Nov	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	oct	Nov
DEPT-FROZEN	$5,432,295,379	$5,487,233,751	$5,299,027,417	$5,230,782,067	$6,666,584,445	$5,439,134,976	$5,461,812,461	$5,491,020,207	$5,385,938,067	$6,627,209,560	$5,274,429,620	19.7%	20.3%	(21.0%)	(11.9%)	(7.8%)	(0.5%)	0.2%	4.8%	5.1%	5.5%	2.6%
DINNERS/ENTREES - FZ	$933,097,259	$915,007,070	$891,652,643	$869,997,149	$1,084,867,407	$859,733,002	$860,874,203	$935,691,411	$932,050,097	$1,187,528,031	$892,410,747	17.6%	13.2%	(21.7%)	(1.3%)	4.3%	4.8%	4.2%	13.5%	13.1%	13.4%	8.8%
SEAFOOD - FZ	$577,199,850	$635,044,590	$597,271,300	$550,158,916	$680,762,979	$561,710,848	$560,600,920	$549,201,024	$537,289,356	$645,988,126	$495,058,224	38.8%	37.6%	(11.8%)	(10.4%)	(13.6%)	(4.1%)	(3.6%)	2.5%	4.8%	6.2%	1.1%
ICE CREAM/SHERBET	$493,886,932	$508,241,443	$518,808,500	$520,557,810	$696,794,210	$581,558,304	$595,535,681	$576,105,614	$539,534,138	$613,889,612	$476,319,989	9.7%	9.0%	(14.6%)	(20.3%)	(14.5%)	(8.7%)	(8.2%)	(6.4%)	(5.9%)	(6.2%)	(7.3%)
PIZZA - FZ	$494,098,548	$504,483,770	$450,137,031	$424,413,662	$529,412,089	$426,369,954	$433,150,166	$444,335,272	$447,096,030	$572,128,660	$436,166,925	14.7%	25.0%	(34.4%)	(23.8%)	(9.9%)	(2.6%)	(0.7%)	1.0%	0.8%	(0.3%)	(2.0%)
POULTRY - FZ/RFG	$401,624,708	$397,025,084	$350,705,909	$336,702,579	$428,025,228	$341,521,341	$344,166,349	$361,085,246	$370,422,121	$476,492,990	$371,904,609	12.0%	17.6%	(33.3%)	(24.0%)	(23.8%)	(7.8%)	(3.1%)	5.7%	6.8%	8.3%	0.6%
NOVELTIES - FZ	$369,723,286	$386,526,563	$435,557,296	$486,467,030	$708,239,350	$641,222,535	$626,408,982	$564,149,352	$488,758,376	$525,457,693	$360,911,252	22.4%	20.1%	2.9%	0.8%	(1.0%)	4.2%	(0.1%)	3.5%	5.8%	5.6%	4.5%
BREAKFAST FOOD - FZ	$352,777,680	$347,952,229	$347,620,384	$342,237,046	$429,279,834	$340,880,427	$339,819,305	$364,043,035	$363,477,406	$455,821,564	$351,120,676	20.3%	18.0%	(12.3%)	1.3%	8.2%	12.4%	12.1%	13.0%	9.8%	12.1%	11.2%
PROCESSED POULTRY - FZ/RFG	$353,089,634	$354,013,884	$323,622,580	$315,053,703	$400,173,160	$329,276,274	$331,764,428	$354,530,475	$354,463,928	$442,930,456	$337,461,084	24.0%	31.1%	(22.5%)	(4.8%)	(1.0%)	7.8%	10.5%	16.2%	16.0%	14.6%	11.3%
PLAIN VEGETABLES - FZ	$267,193,394	$247,581,327	$229,738,487	$220,514,666	$253,246,976	$189,578,359	$188,148,692	$197,920,741	$205,093,856	$275,083,100	$248,385,172	10.4%	5.1%	(37.4%)	(23.3%)	(15.6%)	(11.2%)	(11.8%)	(5.9%)	(5.9%)	(6.7%)	(6.4%)
APPETIZERS/SNACK ROLLS - FZ	$245,962,191	$251,090,720	$227,952,962	$215,980,191	$271,883,651	$225,464,796	$231,382,713	$239,835,617	$238,719,914	$307,140,585	$238,729,631	26.7%	34.2%	(17.2%)	(10.7%)	(3.3%)	6.7%	12.2%	14.4%	11.5%	11.7%	8.1%
MEAT - FZ	$179,276,440	$183,462,884	$182,882,411	$196,490,533	$285,887,670	$247,697,891	$255,023,611	$218,994,210	$217,088,690	$248,881,984	$187,473,106	19.6%	22.6%	(31.2%)	(20.1%)	(17.5%)	(0.1%)	5.2%	6.3%	6.7%	10.3%	5.4%
POTATOES/ONIONS - FZ	$190,150,428	$185,704,524	$176,103,601	$171,830,630	$211,257,767	$162,551,602	$162,603,090	$166,124,820	$166,124,389	$207,577,097	$165,080,539	26.7%	25.1%	(22.8%)	(20.7%)	(13.7%)	(6.4%)	(4.0%)	(0.2%)	0.1%	(1.1%)	(2.0%)
PIES - FZ	$42,112,266	$44,232,068	$48,055,784	$55,150,416	$57,701,499	$44,407,790	$44,654,151	$39,799,237	$43,544,598	$60,602,545	$141,963,160	17.8%	22.1%	1.1%	(8.7%)	(13.4%)	(2.2%)	1.0%	(1.7%)	(3.6%)	0.4%	(0.3%)
BREAD/DOUGH - FZ	$95,452,091	$94,749,648	$86,140,286	$88,214,982	$99,318,403	$76,616,919	$78,375,346	$83,591,710	$87,490,797	$115,517,178	$126,377,860	23.2%	19.8%	(24.6%)	(18.9%)	(12.8%)	(4.2%)	0.0%	3.6%	2.9%	1.1%	3.7%
DESSERTS/TOPPINGS - FZ	$51,511,395	$57,349,488	$59,591,447	$67,657,550	$81,161,168	$64,818,519	$64,494,303	$55,066,253	$56,095,180	$71,754,064	$103,861,931	20.6%	19.4%	7.5%	2.0%	(6.1%)	0.8%	2.6%	3.4%	0.4%	3.6%	7.3%
FRUIT - FZ	$128,097,111	$126,175,249	$128,919,183	$131,559,055	$155,849,707	$116,431,682	$113,868,545	$111,994,257	$108,921,216	$130,200,394	$101,691,840	27.0%	26.7%	(16.1%)	(6.7%)	(6.2%)	(3.4%)	(2.6%)	(0.9%)	0.7%	1.0%	(0.3%)
PASTA - FZ	$33,219,333	$31,876,485	$29,015,820	$26,001,963	$29,567,041	$22,609,426	$22,961,239	$25,500,025	$28,011,983	$39,327,207	$31,513,954	14.8%	11.2%	(38.1%)	(31.1%)	(23.6%)	(16.5%)	(9.8%)	(5.2%)	(4.6%)	(1.9%)	(4.4%)
JUICES - FZ	$21,300,286	$20,931,497	$21,488,421	$21,597,492	$28,044,632	$23,289,981	$23,145,484	$21,252,221	$19,771,224	$22,297,236	$18,302,421	34.1%	32.7%	(27.4%)	(18.9%)	(14.6%)	(5.3%)	(7.9%)	(0.5%)	2.5%	(2.2%)	(5.5%)
PREPARED VEGETABLES - FZ	$17,941,900	$16,321,454	$17,022,894	$15,530,613	$17,777,240	$13,783,028	$13,881,838	$15,402,480	$15,843,092	$20,482,278	$16,778,195	9.6%	1.5%	(30.6%)	(20.8%)	(11.3%)	(7.7%)	(5.0%)	3.1%	1.1%	(0.5%)	1.7%
CORN ON THE COB - FZ	$14,648,019	$15,616,903	$16,400,429	$17,462,762	$19,991,648	$13,891,960	$12,160,809	$9,820,397	$10,617,017	$15,171,473	$14,640,742	26.2%	20.0%	(25.7%)	(20.7%)	(20.5%)	(11.0%)	(12.0%)	(18.5%)	(14.4%)	(3.2%)	2.8%
OTHER FOODS - FZ	$1,658,804	$1,729,411	$1,726,071	$1,614,569	$2,005,740	$1,562,612	$1,553,888	$1,601,871	$1,636,018	$1,995,091	$2,084,428	8.2%	12.8%	(21.9%)	(22.1%)	(17.3%)	(14.7%)	(11.0%)	(5.7%)	(5.5%)	(4.7%)	(6.3%)
OTHER SNACKS - FZ	$2,243,419	$2,593,354	$2,064,118	$1,948,191	$2,036,363	$1,589,774	$1,641,189	$1,695,963	$1,841,435	$2,358,004	$1,981,672	32.8%	79.7%	8.3%	6.4%	(7.3%)	(10.2%)	(3.8%)	8.0%	9.6%	(2.2%)	(1.8%)
COOKIES - FZ	$768,785	$836,245	$800,369	$852,310	$1,250,435	$908,256	$968,975	$1,001,932	$943,710	$1,168,733	$981,767	(3.7%)	(22.6%)	(37.2%)	(21.3%)	17.0%	53.1%	83.2%	98.0%	(9.9%)	(35.1%)	(37.6%)
COFFEE CREAMER - FZ	$41,577	$40,484	$54,241	$42,073	$48,492	$39,607	$37,321	$37,994	$38,326	$46,643	$47,122	(22.6%)	(30.6%)	(27.4%)	(28.3%)	(26.6%)	(15.6%)	(21.2%)	(15.4%)	(17.7%)	(15.6%)	(7.1%)
BABY FOOD - FZ	$74,162	$65,313	$69,786	$73,879	$109,897	$91,599	$100,603	$98,009	$67,510	$63,119	$34,416	43.3%	22.5%	12.9%	48.8%	65.2%	65.0%	67.1%	73.2%	32.0%	(1.6%)	(37.7%)

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 % Change vs YA in 2021									
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	oct	Nov	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	oct	Nov
DEPT-FROZEN	$890,413,753	$916,452,067	$864,175,740	$846,717,659	$1,100,293,285	$890,513,705	$892,814,303	$872,730,194	$878,228,127	$1,076,970,031	$857,271,436	19.1%	21.7%	(21.5%)	(15.9%)	(11.2%)	(3.9%)	(1.8%)	1.5%	3.8%	3.9%	(0.7%)
DINNERS/ENTREES - FZ	$121,393,245	$119,911,558	$115,060,157	$111,678,338	$138,965,517	$107,624,139	$107,248,343	$114,075,671	$120,256,115	$154,018,839	$117,399,321	16.6%	14.5%	(23.5%)	(6.4%)	0.7%	4.2%	4.6%	11.0%	13.3%	13.9%	7.6%
SEAFOOD - FZ	$98,107,935	$112,401,179	$101,859,019	$93,005,083	$117,339,552	$96,221,727	$96,953,956	$90,826,894	$92,062,757	$110,798,746	$90,389,791	37.7%	37.9%	(13.1%)	(16.1%)	(16.4%)	(8.0%)	(7.9%)	(1.2%)	3.9%	6.3%	(2.1%)
ICE CREAM/SHERBET	$88,836,915	$93,179,045	$92,620,310	$90,673,999	$124,282,133	$103,924,027	$107,138,473	$104,895,165	$97,864,136	$112,817,398	$88,012,127	9.5%	9.1%	(14.6%)	(20.7%)	(14.8%)	(10.0%)	(9.2%)	(7.1%)	(6.1%)	(6.2%)	(10.6%)
NOVELTIES - FZ	$68,696,777	$71,674,802	$78,094,491	$86,029,071	$133,755,359	$120,404,142	$118,642,606	$107,218,466	$90,130,960	$97,307,646	$67,276,864	21.9%	19.8%	2.9%	3.4%	4.3%	(0.8%)	(2.0%)	3.2%	5.8%	5.7%	1.1%
PIZZA - FZ	$69,819,995	$74,845,258	$63,500,363	$59,267,192	$72,316,024	$56,776,665	$57,074,019	$57,795,701	$60,597,224	$78,277,604	$60,658,357	13.5%	31.6%	(34.3%)	(32.2%)	(18.1%)	(6.3%)	(2.4%)	(2.5%)	(0.3%)	(3.5%)	(4.5%)
POULTRY - FZ/RFG	$63,404,373	$64,082,514	$55,832,158	$53,324,979	$68,467,013	$53,913,326	$53,262,524	$54,302,477	$58,455,536	$74,816,254	$58,297,945	15.1%	20.7%	(28.5%)	(24.2%)	(26.5%)	(6.9%)	(3.0%)	3.4%	6.1%	7.2%	0.1%
PROCESSED POULTRY - FZ/RFG	$63,520,444	$63,856,615	$57,994,960	$55,516,178	$70,651,038	$55,847,111	$56,642,459	$58,570,915	$61,610,245	$76,971,649	$57,805,529	20.3%	25.7%	(26.2%)	(9.9%)	(6.3%)	0.7%	5.5%	8.8%	11.1%	9.6%	5.3%
PLAIN VEGETABLES - FZ	$54,941,822	$51,208,244	$47,780,962	$45,917,013	$52,252,014	$37,979,533	$37,011,253	$36,988,832	$41,048,985	$56,591,979	$53,207,306	8.7%	5.7%	(37.1%)	(27.7%)	(20.4%)	(12.9%)	(10.9%)	(9.3%)	(6.9%)	(8.0%)	(8.5%)
BREAKFAST FOOD - FZ	$51,389,671	$50,705,359	$49,920,296	$48,106,344	$61,152,198	$47,536,439	$47,609,335	$49,060,335	$52,260,314	$64,881,139	$49,497,452	16.9%	16.4%	(15.6%)	(8.9%)	1.9%	6.5%	9.0%	7.4%	8.1%	9.7%	5.6%
APPETIZERS/SNACK ROLLS - FZ	$37,821,276	$41,773,499	$34,244,896	$32,552,454	$40,395,679	$32,226,404	$33,389,276	$34,341,240	$35,991,710	$47,425,574	$38,453,720	25.0%	41.7%	(16.2%)	(13.1%)	(6.2%)	3.6%	13.8%	13.2%	12.4%	12.1%	8.3%
MEAT - FZ	$33,595,009	$33,787,248	$33,352,568	$37,289,189	$60,148,007	$54,526,347	$54,865,370	$44,857,128	$43,496,769	$45,580,987	$33,233,593	23.9%	24.6%	(32.6%)	(25.3%)	(20.7%)	(2.9%)	1.5%	1.3%	3.4%	5.3%	(0.4%)
POTATOES/ONIONS - FZ	$33,114,100	$33,104,455	$30,687,095	$29,802,607	$37,244,870	$28,178,039	$27,388,366	$27,814,974	$28,496,751	$36,043,337	$27,914,317	28.1%	29.2%	(22.0%)	(20.3%)	(17.4%)	(10.3%)	(4.3%)	(0.3%)	(0.6%)	(0.7%)	(3.9%)
FRUIT - FZ	$26,333,305	$26,266,949	$26,920,240	$26,649,571	$32,415,958	$24,068,459	$23,339,673	$22,299,973	$22,433,457	$26,203,261	$20,075,767	31.6%	32.9%	(13.0%)	(4.9%)	(5.0%)	(3.5%)	(1.0%)	(1.6%)	4.2%	3.5%	(3.0%)
PIES - FZ	$4,579,031	$4,893,674	$4,761,953	$6,222,701	$5,555,503	$4,489,146	$4,406,013	$4,118,512	$4,660,482	$6,932,190	$16,101,919	24.5%	29.7%	0.1%	(8.8%)	(20.4%)	(1.3%)	(0.1%)	(0.8%)	(3.0%)	(2.1%)	(4.8%)
DESSERTS/TOPPINGS - FZ	$7,511,230	$8,413,590	$8,474,098	$9,610,666	$11,211,553	$9,473,487	$9,478,452	$8,065,206	$8,082,432	$10,572,737	$14,580,805	20.2%	22.1%	5.2%	2.9%	(7.2%)	0.0%	1.6%	3.4%	1.3%	7.7%	13.0%
BREAD/DOUGH - FZ	$11,759,133	$11,723,694	$10,519,895	$10,498,710	$11,984,687	$9,004,090	$9,387,778	$9,805,144	$10,780,583	$14,846,445	$13,508,172	28.0%	27.4%	(20.1%)	(17.5%)	(13.5%)	(2.1%)	7.1%	5.3%	3.9%	5.4%	1.6%
PASTA - FZ	$13,693,455	$13,369,909	$12,302,742	$11,282,620	$12,615,149	$9,608,115	$9,680,679	$10,440,731	$11,766,601	$15,908,667	$11,930,599	13.6%	11.8%	(39.9%)	(33.2%)	(26.7%)	(17.3%)	(9.3%)	(7.4%)	(5.0%)	(2.1%)	(8.2%)
PREPARED VEGETABLES - FZ	$3,207,815	$2,974,180	$3,139,550	$3,122,280	$3,170,946	$2,303,174	$2,453,370	$2,274,061	$2,795,883	$3,959,830	$3,760,718	8.7%	2.6%	(30.8%)	(24.3%)	(23.1%)	(13.6%)	1.3%	(4.3%)	4.2%	(4.7%)	(2.8%)
JUICES - FZ	$3,155,175	$3,182,463	$3,268,443	$3,262,487	$4,259,345	$3,469,619	$3,511,429	$3,177,963	$2,921,817	$3,162,589	$2,513,981	39.4%	43.7%	(23.7%)	(15.8%)	(15.8%)	(11.4%)	(10.3%)	(2.8%)	4.1%	(0.3%)	(7.0%)
CORN ON THE COB - FZ	$1,427,000	$1,548,566	$1,481,858	$1,490,045	$1,756,199	$1,251,960	$1,172,806	$856,973	$956,013	$1,363,980	$1,327,918	31.4%	31.9%	(23.6%)	(18.6%)	(22.5%)	(13.3%)	3.8%	(15.5%)	(0.2%)	(6.8%)	(3.0%)
OTHER FOODS - FZ	$418,448	$420,782	$419,960	$380,994	$444,862	$374,728	$385,783	$395,493	$421,129	$561,322	$828,638	20.3%	22.5%	(21.1%)	(27.3%)	(21.9%)	(0.6%)	4.2%	8.8%	7.2%	11.1%	(1.4%)
OTHER SNACKS - FZ	$514,027	$590,804	$417,536	$393,286	$426,417	$344,337	$360,397	$368,774	$462,321	$657,862	$563,355	24.8%	58.9%	(9.4%)	(12.2%)	(20.2%)	(17.9%)	(9.3%)	6.3%	27.7%	16.8%	10.6%
COOKIES - FZ	$110,345	$123,478	$102,043	$109,193	$166,902	$114,188	$134,921	$134,484	$154,428	$215,050	$154,659	42.4%	9.6%	(26.1%)	(14.3%)	23.5%	19.3%	48.9%	40.1%	10.3%	8.1%	(11.9%)
COFFEE CREAMER - FZ	$13,188	$13,266	$18,676	$13,034	$16,199	$12,971	$11,694	$12,879	$13,652	$15,387	$17,472	(24.8%)	(25.6%)	(30.4%)	(37.4%)	(24.3%)	(12.7%)	(22.3%)	(12.9%)	(14.9%)	(16.5%)	(2.6%)
BABY FOOD - FZ	$4,553	$3,534	$4,087	$4,589	$5,510	$4,194	$4,763	$2,992	$1,467	$452	$77									87.0%	(82.9%)	(97.3%)

IRI Proprietary and Confidential

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 % Change vs YA in 2021										
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	oct	Nov	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	oct	Nov
AISLE-DAIRY	$5,038,500,582	$5,061,262,390	$4,805,891,322	$4,776,466,381	$5,845,803,598	$4,643,040,203	$4,729,263,912	$4,812,525,545	$4,832,715,631	$6,077,524,525	$5,423,749,102	10.6%	12.3%	(17.8%)	(14.5%)	(8.9%)	(2.6%)	(1.3%)	0.7%	0.3%	0.6%	1.1%
NATURAL CHEESE	$1,249,520,807	$1,266,464,368	$1,180,774,278	$1,176,083,430	$1,447,738,096	$1,151,825,776	$1,188,340,982	$1,205,631,079	$1,193,579,512	$1,486,193,301	$1,296,870,064	15.5%	19.9%	(17.0%)	(14.0%)	(10.0%)	(4.2%)	(2.0%)	(0.7%)	(1.2%)	(0.7%)	0.3%
YOGURT	$619,845,332	$604,515,012	$618,987,993	$613,501,074	$772,785,152	$601,468,820	$597,042,851	$632,841,660	$624,587,320	$754,690,392	$561,811,812	4.8%	1.5%	(9.8%)	4.6%	5.1%	3.6%	2.5%	6.8%	6.8%	5.0%	5.5%
FRESH EGGS	$510,575,385	$524,001,200	$497,013,752	$509,666,109	$569,135,253	$448,305,955	$459,152,957	$468,285,783	$488,017,695	$615,941,546	$542,636,187	10.1%	14.8%	(23.2%)	(26.8%)	(17.5%)	(7.8%)	(4.1%)	3.0%	7.1%	5.4%	1.9%
CREAMS/CREAMERS	$387,196,825	$382,522,542	$368,907,481	$360,676,254	$445,625,356	$342,062,205	$343,876,025	$356,054,539	$370,205,066	$478,799,375	$409,643,728	15.4%	14.0%	(7.7%)	(5.9%)	(2.6%)	1.1%	2.9%	4.9%	3.1%	1.9%	3.0%
BUTTER/BUTTER BLENDS	$258,752,721	$267,957,090	$252,442,835	$238,473,081	$282,383,711	$221,519,410	$226,264,470	$235,661,208	$240,445,340	$320,650,316	$380,807,908	13.5%	14.2%	(33.4%)	(37.0%)	(26.8%)	(14.3%)	(11.2%)	(4.6%)	(8.2%)	(3.6%)	(2.5%)
PROCESSED CHEESE	$243,597,375	$255,005,624	$225,741,497	$228,177,377	$288,535,858	$237,866,924	$245,281,014	$234,832,422	$238,640,303	$295,492,233	$267,037,767	7.0%	18.1%	(27.3%)	(18.3%)	(9.4%)	(1.9%)	(1.9%)	(0.9%)	(1.9%)	(2.0%)	(1.4%)
CREAM CHEESE/CR CHS SPREAD	$157,318,601	$168,325,723	$151,243,491	$151,797,453	$183,689,013	$147,323,252	$154,795,270	$150,395,974	$154,090,117	$189,579,187	$212,460,671	15.6%	26.9%	(12.2%)	(13.9%)	(8.4%)	(0.2%)	0.7%	0.9%	(5.3%)	(8.3%)	(0.3%)
WHIPPED TOPPINGS - RFG	$104,594,497	$109,873,511	$103,178,563	$105,632,485	$130,010,932	$103,409,601	$103,491,051	$95,511,377	$98,219,659	$129,905,392	$181,662,793	25.3%	25.0%	0.9%	(10.6%)	(11.6%)	(4.7%)	(2.7%)	(1.3%)	0.1%	0.7%	2.9%
SOUR CREAM	$103,650,877	$107,482,627	$94,572,701	$98,125,630	$119,664,734	$93,971,929	$98,626,531	$96,605,184	$99,549,809	$128,126,731	$124,108,272	5.7%	16.8%	(19.0%)	(22.7%)	(17.0%)	(8.2%)	(6.0%)	(3.4%)	(2.9%)	(0.1%)	2.9%
MARGARINE/SPREADS	$103,047,295	$101,205,499	$96,121,141	$93,243,871	$113,492,978	$91,558,201	$93,998,382	$97,341,441	$96,128,797	$123,441,779	$121,269,475	5.6%	3.2%	(33.5%)	(19.1%)	(20.6%)	(8.5%)	(5.6%)	(2.7%)	(3.8%)	(2.4%)	(1.4%)
COTTAGE CHEESE	$85,896,722	$82,646,864	$83,153,144	$82,622,390	$102,823,763	$81,702,988	$81,168,322	$84,547,108	$81,704,891	$97,469,340	$72,300,221	4.4%	1.8%	(15.8%)	(10.7%)	(9.1%)	(8.4%)	(8.2%)	(4.3%)	(3.5%)	(3.0%)	(4.2%)

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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 % Change vs YA in 2021									
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	oct	Nov	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	oct	Nov
AISLE-DAIRY	$913,195,173	$930,886,982	$881,098,334	$873,791,249	$1,067,355,963	$845,093,476	$858,426,531	$863,204,972	$886,729,635	$1,105,424,197	$979,570,147	9.8%	13.0%	(18.7%)	(17.4%)	(11.9%)	(4.8%)	(2.9%)	(2.5%)	(0.7%)	(0.5%)	(1.2%)
NATURAL CHEESE	$205,646,141	$214,898,904	$196,252,260	$197,537,344	$241,398,113	$193,261,684	$201,451,093	$202,562,521	$205,736,265	$253,560,647	$226,528,183	16.9%	23.5%	(18.3%)	(17.3%)	(13.6%)	(6.1%)	(2.9%)	(2.7%)	(0.8%)	(0.5%)	(0.1%)
YOGURT	$133,682,726	$130,996,682	$134,701,169	$131,926,183	$169,777,548	$130,532,243	$129,212,252	$131,722,185	$136,419,821	$165,171,557	$123,053,692	0.4%	(1.2%)	(13.2%)	2.3%	5.0%	2.0%	1.3%	2.7%	5.9%	4.7%	3.6%
FRESH EGGS	$95,223,858	$99,459,719	$94,515,918	$97,152,816	$105,979,208	$82,191,062	$83,918,963	$83,882,919	$88,272,475	$110,304,952	$94,897,546	8.4%	17.2%	(23.8%)	(32.1%)	(23.5%)	(12.3%)	(7.1%)	(2.7%)	2.6%	2.0%	(2.7%)
CREAMS/CREAMERS	$79,195,449	$78,988,129	$75,371,166	$74,023,737	$91,825,677	$71,387,032	$71,666,018	$73,609,083	$76,952,511	$98,280,160	$85,168,509	13.5%	13.5%	(11.1%)	(10.8%)	(8.5%)	(2.6%)	(0.3%)	0.9%	0.8%	1.5%	1.1%
BUTTER/BUTTER BLENDS	$52,648,124	$56,134,313	$52,462,144	$49,362,893	$56,659,060	$45,108,918	$45,775,887	$46,919,946	$49,752,695	$66,640,685	$74,942,459	13.7%	17.1%	(33.3%)	(38.4%)	(31.3%)	(16.2%)	(12.5%)	(10.4%)	(9.4%)	(6.7%)	(6.2%)
CREAM CHEESE/CR CHS SPREAD	$29,463,400	$32,109,926	$28,390,832	$28,309,229	$34,153,191	$27,551,676	$28,985,993	$28,239,255	$29,222,386	$34,778,985	$37,401,763	16.0%	25.4%	(14.8%)	(18.6%)	(12.1%)	(2.1%)	0.0%	(2.2%)	(6.0%)	(11.6%)	(5.1%)
PROCESSED CHEESE	$32,926,820	$34,020,084	$30,760,928	$31,653,514	$40,506,348	$34,105,457	$35,175,161	$33,290,581	$33,670,253	$40,571,219	$36,550,901	16.2%	22.6%	(25.1%)	(19.0%)	(12.8%)	(2.7%)	(2.7%)	(2.1%)	(1.6%)	(0.5%)	(1.6%)
WHIPPED TOPPINGS - RFG	$15,738,160	$17,357,374	$15,652,982	$16,116,357	$19,495,765	$16,894,516	$16,067,215	$14,325,474	$14,851,474	$19,727,639	$26,843,490	25.6%	31.2%	1.1%	(10.3%)	(15.0%)	(3.5%)	(2.4%)	(3.9%)	(0.3%)	1.0%	(1.1%)
MARGARINE/SPREADS	$17,848,952	$17,386,071	$16,533,252	$16,394,857	$19,578,122	$15,523,006	$15,897,080	$16,366,715	$16,602,405	$21,298,123	$20,036,789	5.4%	3.5%	(35.2%)	(22.3%)	(22.9%)	(8.9%)	(4.0%)	(3.4%)	(4.2%)	(3.6%)	(3.7%)
SOUR CREAM	$14,855,752	$16,000,571	$13,293,114	$13,673,430	$16,677,251	$13,053,243	$13,844,555	$13,285,736	$13,975,651	$17,663,026	$17,490,630	8.6%	20.1%	(19.8%)	(24.7%)	(22.0%)	(11.2%)	(8.0%)	(8.0%)	(5.3%)	(3.4%)	(1.5%)
COTTAGE CHEESE	$14,607,552	$14,170,288	$14,483,178	$14,178,524	$18,258,127	$14,201,028	$13,879,147	$14,056,534	$14,007,112	$16,681,912	$12,174,574	4.4%	2.0%	(13.6%)	(6.7%)	(4.9%)	(8.6%)	(7.8%)	(5.8%)	(2.6%)	(2.8%)	(5.5%)

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