

GT KOMBUCHA

Including the following subcategories:

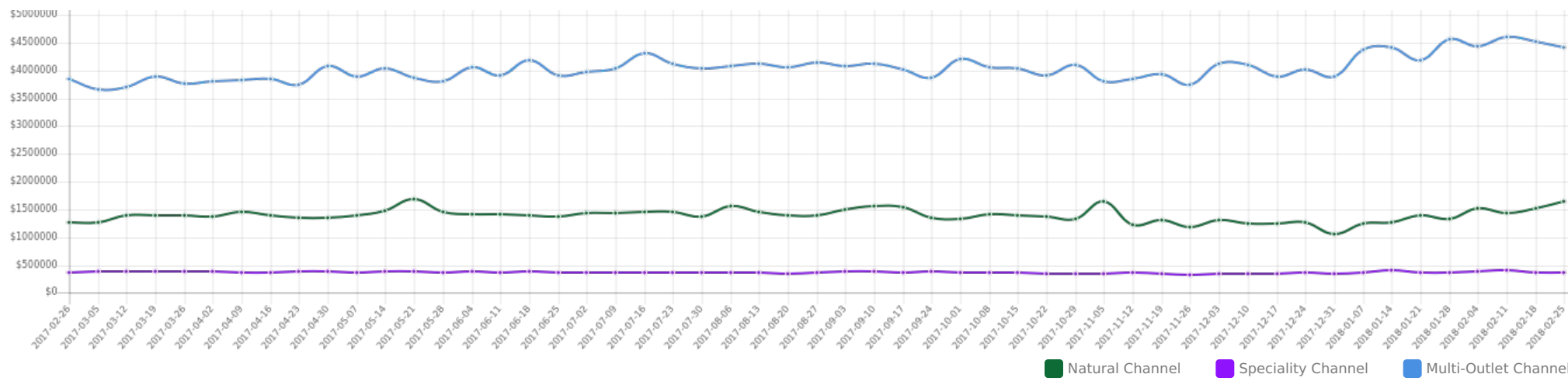
RF TEA RTD
3 PRODUCTS

RF KOMBUCHA & FERMENTED BEVERAGES
84 PRODUCTS

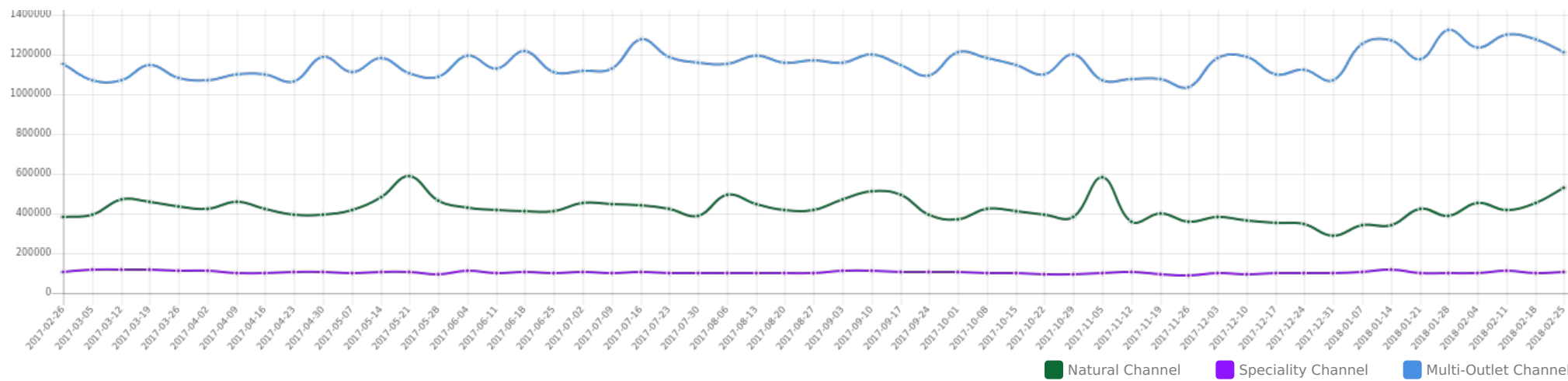
How are you permitted to share the information in this report?

- You may share the information on the Dollar Performance Summary by Channel page with any retailer twice in any 12-month period.
- You may share information with respect to a retailer on the Top Accounts by Channel page only with that retailer. You may not share a retailer’s information with any other retailer.
- All other information in this report is confidential and for your internal use only.
- You may share the information in this report with your broker, distributor or wholesaler. They must agree to use this information only to provide services to you and both parties agree to comply with the requirements of sharing this information with retailers and the Permissible Uses articulated here:
http://sales.spins.com/terms/SPINS_Brand_Scorecard_Permissible_Uses.pdf

WHAT ARE MY DOLLAR TRENDS OVER THE LAST YEAR BY CHANNEL?



WHAT ARE MY UNIT TRENDS OVER THE LAST YEAR BY CHANNEL?



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WHAT ARE THE TOPLINE PERFORMANCE METRICS OF MY BRAND BY CHANNEL?

NATURAL CHANNEL		SPECIALTY CHANNEL		MULTI-OUTLET CHANNEL	
1/148 \$ RANK	51.3% \$ SHARE -4.0% ↓	1/77 \$ RANK	49.7% \$ SHARE -4.3% ↓	1/95 \$ RANK	54.1% \$ SHARE -7.8% ↓
\$72,624,300 DOLLARS 14.1% ↑	22,127,200 UNITS 15.8% ↑	\$19,143,400 DOLLARS 9.6% ↑	5,486,540 UNITS 11.2% ↑	\$210,047,000 DOLLARS 28.0% ↑	60,033,600 UNITS 27.2% ↑

WHAT ARE THE TOP 3 ATTRIBUTES OF MY BRAND THAT ARE OUTPACING DOLLAR GROWTH OF THE CHANNEL?



IS MY BRAND OUTPERFORMING GROWTH AT THE CHANNEL?



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WHAT IS THE PERFORMANCE OF MY ITEMS IN EACH CHANNEL?

	RANK	DOLLARS	% CHG	UNITS	% U CHG	SHARE	MAX ACV %
Gt Kombucha Gingerade Raw Og 16 Oz (07-22430-20016)							
<div></div> Natural Channel	1	\$8,516,180	-5.1%	2,834,260	0.9%	6.0%	99.4%
<div></div> Specialty Channel	1	\$2,864,150	0.5%	836,613	3.4%	7.4%	93.3%
<div></div> Multi-Outlet Channel	1	\$35,076,100	17.6%	10,687,400	22.6%	9.0%	67.1%
Gt Kombucha Synergy Trilogy Raw Og 16 Oz (07-22430-11016)							
<div></div> Natural Channel	2	\$7,378,670	1.1%	2,485,190	6.5%	5.2%	99.6%
<div></div> Specialty Channel	2	\$2,402,340	9.3%	703,824	11.9%	6.2%	95.0%
<div></div> Multi-Outlet Channel	2	\$33,771,300	25.5%	10,344,400	30.8%	8.7%	67.3%
Gt Kombucha Synergy Gingrbry Raw Og 16 Oz (07-22430-60016)							
<div></div> Natural Channel	4	\$4,626,270	0.2%	1,558,610	5.2%	3.3%	96.8%
<div></div> Specialty Channel	3	\$1,508,750	8.4%	443,217	11.3%	3.9%	91.9%
<div></div> Multi-Outlet Channel	3	\$22,611,600	20.5%	6,976,940	26.5%	5.8%	64.7%
Gt Kombucha Synergy Cosmic Crnbry Rw Og 16 Oz (07-22430-30016)							
<div></div> Natural Channel	9	\$3,054,680	-4.3%	1,033,190	1.2%	2.2%	93.6%
<div></div> Specialty Channel	4	\$1,259,370	2.6%	369,786	5.6%	3.3%	90.0%
<div></div> Multi-Outlet Channel	4	\$16,704,200	35.4%	5,165,510	42.6%	4.3%	61.7%

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WHAT IS THE PERFORMANCE OF MY ITEMS IN EACH CHANNEL?

	RANK	DOLLARS	% CHG	UNITS	% U CHG	SHARE	MAX ACV %
Gt Kombucha Multi Green Raw Og 16 Oz (07-22430-14016)							
<div></div> Natural Channel	8	\$3,096,410	-18.1%	1,046,780	-11.7%	2.2%	96.1%
<div></div> Specialty Channel	5	\$1,096,060	-14.6%	321,723	-11.1%	2.8%	90.5%
<div></div> Multi-Outlet Channel	5	\$15,566,400	-3.4%	4,781,120	1.2%	4.0%	62.0%
Gt Kombucha Synergy Guava Goddess Rw Og 16 Oz (07-22430-90016)							
<div></div> Natural Channel	6	\$3,273,430	9.9%	1,096,150	15.8%	2.3%	94.4%
<div></div> Specialty Channel	6	\$1,072,940	10.5%	317,606	13.5%	2.8%	72.1%
<div></div> Multi-Outlet Channel	10	\$8,294,980	27.2%	2,523,410	30.3%	2.1%	24.1%
Gt Kombucha Synergy Strawbrry Og 16oz (07-22430-40016)							
<div></div> Natural Channel	7	\$3,124,980	8.9%	1,061,320	14.7%	2.2%	89.8%
<div></div> Specialty Channel	10	\$812,286	5.2%	239,744	8.7%	2.1%	67.7%
<div></div> Multi-Outlet Channel	14	\$7,009,560	26.2%	2,147,670	30.5%	1.8%	22.5%
Gt Kombucha Synergy Trilogy Raw Og 48 Oz (07-22430-11048)							
<div></div> Natural Channel	3	\$4,711,980	84.4%	644,012	80.9%	3.3%	77.9%
<div></div> Specialty Channel	21	\$420,594	73.2%	55,967	75.6%	1.1%	23.3%
<div></div> Multi-Outlet Channel	20	\$5,578,110	766.1%	706,411	736.0%	1.4%	15.3%

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	RANK	DOLLARS	% CHG	UNITS	% U CHG	SHARE	MAX ACV %
Gt Kombucha Synergy Mystic Mango Raw Og 16 Oz (07-22430-50016)							
<div></div> Natural Channel	11	\$2,704,210	3.1%	914,089	8.8%	1.9%	92.5%
<div></div> Specialty Channel	12	\$730,356	-1.7%	218,091	1.1%	1.9%	70.7%
<div></div> Multi-Outlet Channel	15	\$6,983,950	5.8%	2,136,240	9.6%	1.8%	26.1%
Gt Kombucha Synergy Gingerade Og 48 Oz (07-22430-20048)							
<div></div> Natural Channel	5	\$4,408,800	84.8%	601,535	82.0%	3.1%	78.1%
<div></div> Specialty Channel	22	\$414,231	77.7%	54,788	80.2%	1.1%	23.9%
<div></div> Multi-Outlet Channel	21	\$5,032,540	385.1%	625,058	391.9%	1.3%	14.4%
Gts Enlightened Kombucha Original Og 16 Oz (07-22430-00016)							
<div></div> Natural Channel	10	\$2,875,460	-12.2%	964,140	-6.4%	2.0%	94.5%
<div></div> Specialty Channel	7	\$973,820	-9.7%	284,359	-6.4%	2.5%	80.7%
<div></div> Multi-Outlet Channel	17	\$5,890,210	-0.1%	1,740,920	0.9%	1.5%	16.8%
Gt Kombucha Synergy Raspberry Chia Og 16 Oz (07-22430-22016)							
<div></div> Natural Channel	23	\$1,424,260	-16.3%	472,948	-13.9%	1.0%	51.9%
<div></div> Specialty Channel	30	\$344,781	-13.3%	105,102	-11.2%	0.9%	33.3%
<div></div> Multi-Outlet Channel	18	\$5,885,020	-1.9%	1,791,970	-0.3%	1.5%	21.0%

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	RANK	DOLLARS	% CHG	UNITS	% U CHG	SHARE	MAX ACV %
Gt Kombucha Lemonade Kombucha Og 16 Oz (07-22430-10016)							
<div></div> Natural Channel	15	\$1,935,850	-5.2%	663,365	2.4%	1.4%	83.4%
<div></div> Specialty Channel	18	\$468,879	0.7%	143,876	10.3%	1.2%	47.3%
<div></div> Multi-Outlet Channel	25	\$3,524,930	6.8%	1,057,330	8.4%	0.9%	12.4%
Gt Kombucha Gingerade Kombucha Og 16oz (6pk) (07-22430-20006)							
<div></div> Natural Channel	-	-	-	-	-	-	-
<div></div> Specialty Channel	-	-	-	-	-	-	-
<div></div> Multi-Outlet Channel	19	\$5,689,950	218.7%	379,708	224.8%	1.5%	11.7%
Gt Kombucha Tantric Turmeric Og 16 Oz (07-22430-32016)							
<div></div> Natural Channel	12	\$2,635,190	1,060.7%	889,477	1,074.1%	1.9%	88.4%
<div></div> Specialty Channel	29	\$347,105	1,385.9%	105,804	1,366.5%	0.9%	36.9%
<div></div> Multi-Outlet Channel	37	\$2,331,580	2,405.6%	698,342	2,478.1%	0.6%	11.5%
Gt Kombucha Botanic 7 Og 16 Oz (07-22430-17016)							
<div></div> Natural Channel	28	\$1,252,600	19.6%	434,280	29.9%	0.9%	39.6%
<div></div> Specialty Channel	32	\$301,855	32.7%	90,688	39.2%	0.8%	24.4%
<div></div> Multi-Outlet Channel	27	\$3,362,020	26.4%	1,007,930	29.8%	0.9%	8.8%

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Gt Kombucha Botanic 3 Og 16 Oz (07-22430-16016)							
<div></div> Natural Channel	27	\$1,255,000	22.7%	438,006	33.9%	0.9%	39.8%
<div></div> Specialty Channel	49	\$202,910	40.4%	63,031	52.1%	0.5%	19.9%
<div></div> Multi-Outlet Channel	28	\$3,357,410	15.3%	1,014,240	17.5%	0.9%	10.5%
Gt Kombucha Synergy Passionberry Raw Og 16 Oz (07-22430-70016)							
<div></div> Natural Channel	42	\$815,376	-13.4%	282,792	-7.7%	0.6%	35.1%
<div></div> Specialty Channel	57	\$172,890	11.9%	52,626	14.4%	0.4%	21.2%
<div></div> Multi-Outlet Channel	26	\$3,426,850	6.7%	1,033,350	8.7%	0.9%	13.0%
Gt Kombucha Classic Gingerade Ap5 Og 16 Oz (08-50057-00302)							
<div></div> Natural Channel	26	\$1,317,710	-2.8%	383,215	-0.7%	0.9%	44.7%
<div></div> Specialty Channel	20	\$439,372	3.8%	125,104	1.9%	1.1%	20.2%
<div></div> Multi-Outlet Channel	53	\$1,323,380	18.9%	363,082	15.2%	0.3%	2.1%
Gt Kombucha Cayennade Og 16 Oz (07-22430-29016)							
<div></div> Natural Channel	24	\$1,421,140	788.0%	488,894	801.3%	1.0%	80.7%
<div></div> Specialty Channel	39	\$252,293	833.1%	78,406	834.3%	0.7%	46.0%
<div></div> Multi-Outlet Channel	54	\$1,316,590	3,266.0%	392,853	3,085.1%	0.3%	10.0%

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	RANK	DOLLARS	% CHG	UNITS	% U CHG	SHARE	MAX ACV %
Gt Kombucha Synergy Cherry Chia Og 16 Oz (07-22430-19016)							
<div></div> Natural Channel	71	\$428,911	-33.7%	150,236	-30.0%	0.3%	26.8%
<div></div> Specialty Channel	103	\$60,890	-49.4%	18,840	-48.5%	0.2%	12.4%
<div></div> Multi-Outlet Channel	36	\$2,492,840	20.2%	787,576	22.6%	0.6%	11.2%
Gt Kombucha Synergy Clssc Trilogy Ap5 Og 16oz (08-50057-00311)							
<div></div> Natural Channel	37	\$1,054,890	3.1%	306,844	5.3%	0.7%	44.3%
<div></div> Specialty Channel	25	\$394,493	-0.5%	110,641	-1.3%	1.0%	22.5%
<div></div> Multi-Outlet Channel	52	\$1,370,250	25.1%	378,566	22.2%	0.4%	2.3%
Gt Kombucha Sharing Gratitude Og 16 Oz (07-22430-00116)							
<div></div> Natural Channel	33	\$1,144,310	-21.7%	385,797	-15.2%	0.8%	68.0%
<div></div> Specialty Channel	33	\$287,716	116.8%	85,661	106.9%	0.7%	47.3%
<div></div> Multi-Outlet Channel	51	\$1,371,420	280.1%	418,518	292.7%	0.4%	11.1%
Gt Kombucha Heartbeet Og 16 Oz (07-22430-31016)							
<div></div> Natural Channel	21	\$1,613,310	920.8%	556,371	934.7%	1.1%	83.8%
<div></div> Specialty Channel	59	\$171,750	572.3%	54,105	573.0%	0.4%	31.4%
<div></div> Multi-Outlet Channel	64	\$915,428	1,615.3%	280,476	1,603.3%	0.2%	5.3%

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	RANK	DOLLARS	% CHG	UNITS	% U CHG	SHARE	MAX ACV %
Gt Kombucha Synergy Classic Grape Ap5 Og 16oz (08-50057-00308)							
<div></div> Natural Channel	38	\$1,013,640	4.8%	292,796	6.7%	0.7%	42.3%
<div></div> Specialty Channel	27	\$359,678	-1.1%	99,927	-1.2%	0.9%	22.3%
<div></div> Multi-Outlet Channel	58	\$1,116,930	17.6%	309,721	14.8%	0.3%	2.1%
Gt Kombucha Synergy Grape Chia Og 16 Oz (07-22430-21016)							
<div></div> Natural Channel	74	\$417,964	-23.8%	150,886	-17.9%	0.3%	26.9%
<div></div> Specialty Channel	77	\$101,901	-27.7%	31,467	-24.2%	0.3%	17.3%
<div></div> Multi-Outlet Channel	48	\$1,438,980	-30.8%	433,407	-29.5%	0.4%	6.2%
Gt Kombucha Botanic 9 Og 16 Oz (07-22430-18016)							
<div></div> Natural Channel	49	\$621,920	-28.1%	217,910	-21.1%	0.4%	32.7%
<div></div> Specialty Channel	84	\$88,158	-22.3%	27,120	-16.8%	0.2%	14.0%
<div></div> Multi-Outlet Channel	61	\$1,010,690	-6.5%	304,056	-5.7%	0.3%	3.8%
Gt Kombucha Synergy Black Chia Og 16 Oz (07-22430-23016)							
<div></div> Natural Channel	80	\$400,977	-41.6%	139,788	-37.9%	0.3%	28.3%
<div></div> Specialty Channel	71	\$122,261	-33.6%	36,826	-32.3%	0.3%	21.2%
<div></div> Multi-Outlet Channel	63	\$924,968	-3.2%	285,901	-2.2%	0.2%	3.7%

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	RANK	DOLLARS	% CHG	UNITS	% U CHG	SHARE	MAX ACV %
Gt Kombucha Classc Third Eye Chai Ap5 Og 16oz (08-50057-00310)							
<div></div> Natural Channel	57	\$489,276	17.1%	143,031	21.6%	0.3%	35.9%
<div></div> Specialty Channel	60	\$166,576	32.8%	46,995	29.3%	0.4%	19.5%
<div></div> Multi-Outlet Channel	84	\$573,465	15.7%	159,765	13.5%	0.1%	1.8%
Gt Kombucha Synergy Gngerbry Kombucha Og 48oz (07-22430-60048)							
<div></div> Natural Channel	47	\$638,400	864,706.0%	90,573	833,137.0%	0.5%	30.7%
<div></div> Specialty Channel	99	\$64,407	-	8,285	-	0.2%	8.9%
<div></div> Multi-Outlet Channel	109	\$378,211	-	48,162	-	0.1%	2.5%
Gt Kombucha Synergy Clssc Raspbry Ap5 Og 16oz (08-50057-00312)							
<div></div> Natural Channel	79	\$405,752	31.3%	119,940	37.6%	0.3%	35.7%
<div></div> Specialty Channel	70	\$130,908	64.3%	36,985	55.0%	0.3%	11.3%
<div></div> Multi-Outlet Channel	100	\$422,162	39.1%	114,247	35.5%	0.1%	0.9%
Gt Kombucha Classic Multi-green Ap5 Og 16 Oz (08-50057-00314)							
<div></div> Natural Channel	82	\$399,241	18.5%	118,259	23.3%	0.3%	35.4%
<div></div> Specialty Channel	80	\$96,225	-23.1%	27,588	-21.7%	0.2%	14.0%
<div></div> Multi-Outlet Channel	95	\$457,795	47.2%	125,256	42.0%	0.1%	1.5%

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Gt Kombucha Synergy Superfruit Ap5 Og 16 Oz (08-50057-00315)							
<div></div> Natural Channel	76	\$413,874	16.2%	120,952	20.5%	0.3%	37.5%
<div></div> Specialty Channel	75	\$108,769	-1.8%	31,082	-3.2%	0.3%	14.0%
<div></div> Multi-Outlet Channel	110	\$373,874	42.9%	102,359	34.3%	0.1%	1.1%
Gt Kombucha Synergy Clssc Gngrbry Ap5 Og 16oz (08-50057-00306)							
<div></div> Natural Channel	46	\$638,900	-1.4%	186,445	1.6%	0.5%	42.3%
<div></div> Specialty Channel	53	\$194,750	-3.1%	57,190	-4.9%	0.5%	16.1%
<div></div> Multi-Outlet Channel	-	-	-	-	-	-	-
Gt Kombucha Synergy Classc Maqui Ap5 Og 16 Oz (08-50057-00313)							
<div></div> Natural Channel	85	\$373,001	27.3%	109,519	31.4%	0.3%	34.8%
<div></div> Specialty Channel	87	\$85,783	11.1%	25,384	11.2%	0.2%	8.6%
<div></div> Multi-Outlet Channel	111	\$362,518	23.3%	102,950	22.1%	0.1%	1.4%
Gt Kombucha Classic Original Ap5 Og 16 Oz (08-50057-00300)							
<div></div> Natural Channel	65	\$454,029	10.1%	133,952	15.8%	0.3%	36.9%
<div></div> Specialty Channel	76	\$102,064	-7.4%	29,797	-9.4%	0.3%	12.2%
<div></div> Multi-Outlet Channel	151	\$167,131	8.6%	44,943	2.2%	0.0%	0.6%

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Gt Kombucha Synergy Green Chia Og 16 Oz (07-22430-24016)							
<div></div> Natural Channel	95	\$317,797	-29.1%	112,598	-24.7%	0.2%	25.3%
<div></div> Specialty Channel	91	\$81,155	-10.5%	25,548	-6.5%	0.2%	14.7%
<div></div> Multi-Outlet Channel	116	\$323,795	-22.3%	101,241	-22.7%	0.1%	1.9%
Gt Kombucha Strawberry Ap5 Og 16 Oz (08-50057-00304)							
<div></div> Natural Channel	107	\$266,583	12.2%	79,591	17.4%	0.2%	21.2%
<div></div> Specialty Channel	79	\$99,227	46.7%	29,634	43.1%	0.3%	8.1%
<div></div> Multi-Outlet Channel	126	\$261,324	151.9%	71,259	134.5%	0.1%	0.5%
Gt Kombucha Synergy Orginal Kombucha Og 48oz (07-22430-00048)							
<div></div> Natural Channel	99	\$299,389	-	42,256	-	0.2%	21.9%
<div></div> Specialty Channel	120	\$41,242	-	5,179	-	0.1%	9.1%
<div></div> Multi-Outlet Channel	120	\$285,698	-	36,574	-	0.1%	2.5%
Gt Kombucha Synergy Classic Cran Ap5 Og 16 Oz (08-50057-00303)							
<div></div> Natural Channel	93	\$330,491	34.7%	99,488	42.3%	0.2%	33.7%
<div></div> Specialty Channel	94	\$73,046	19.6%	22,147	17.2%	0.2%	5.8%
<div></div> Multi-Outlet Channel	167	\$139,804	35.9%	38,770	32.9%	0.0%	0.5%

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WHAT IS THE PERFORMANCE OF MY ITEMS IN EACH CHANNEL?

	RANK	DOLLARS	% CHG	UNITS	% U CHG	SHARE	MAX ACV %
Gt Kombucha Synergy Ginger Og 16 Oz (12 Pk) (07-22430-20000)							
<div></div> Natural Channel	330	\$29,740	3.9%	1,054	35.3%	0.0%	3.4%
<div></div> Specialty Channel	-	-	-	-	-	-	-
<div></div> Multi-Outlet Channel	93	\$468,682	12.9%	15,336	12.8%	0.1%	0.9%
Gt Kombucha Ginger Chia Kombucha Og 16 Oz (07-22430-27016)							
<div></div> Natural Channel	129	\$179,250	11.3%	64,213	20.1%	0.1%	15.3%
<div></div> Specialty Channel	232	\$8,427	-50.4%	2,653	-48.5%	0.0%	1.4%
<div></div> Multi-Outlet Channel	127	\$255,407	60.5%	76,959	63.2%	0.1%	2.2%
Gclkm Te Br Beer 1ct Gb 16.2oz (08-50057-00319)							
<div></div> Natural Channel	126	\$187,239	3,171.6%	54,429	3,369.9%	0.1%	14.0%
<div></div> Specialty Channel	97	\$66,493	3,143.0%	19,014	2,736.1%	0.2%	9.5%
<div></div> Multi-Outlet Channel	145	\$182,240	28,812.4%	48,599	30,124.9%	0.0%	1.0%
Gt Kombucha Classic Citrus Ap5 Og 16 Oz (08-50057-00301)							
<div></div> Natural Channel	109	\$257,981	44.5%	75,730	49.3%	0.2%	30.0%
<div></div> Specialty Channel	93	\$77,619	17.9%	22,895	10.6%	0.2%	10.6%
<div></div> Multi-Outlet Channel	204	\$100,258	4.2%	27,308	1.2%	0.0%	0.4%

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WHAT IS THE PERFORMANCE OF MY ITEMS IN EACH CHANNEL?

	RANK	DOLLARS	% CHG	UNITS	% U CHG	SHARE	MAX ACV %
Gt Kombucha Synergy Trilogy Og 16 Oz (12 Pk) (07-22430-11000)							
<div></div> Natural Channel	341	\$26,984	82.2%	794	85.5%	0.0%	3.7%
<div></div> Specialty Channel	-	-	-	-	-	-	-
<div></div> Multi-Outlet Channel	112	\$353,262	24.4%	11,567	24.4%	0.1%	0.9%
Gesok Te Br Beer 1ct Gb 16.2oz (08-50057-00340)							
<div></div> Natural Channel	112	\$235,478	2,577.5%	68,396	2,659.2%	0.2%	11.6%
<div></div> Specialty Channel	98	\$65,486	3,119.4%	19,408	2,886.2%	0.2%	9.4%
<div></div> Multi-Outlet Channel	251	\$52,130	3,756.9%	13,176	3,874.4%	0.0%	0.1%
Gskmb Koffe Prtea 1ct Gb 16oz (07-22430-33016)							
<div></div> Natural Channel	345	\$26,547	-	8,398	-	0.0%	16.9%
<div></div> Specialty Channel	286	\$4,621	-	1,436	-	0.0%	15.2%
<div></div> Multi-Outlet Channel	132	\$218,278	-	64,773	-	0.1%	6.3%
Gt Kombucha Gingerbeer Og 16 Oz (12 Pk) (07-22430-60000)							
<div></div> Natural Channel	472	\$11,002	112.2%	499	237.6%	0.0%	2.6%
<div></div> Specialty Channel	-	-	-	-	-	-	-
<div></div> Multi-Outlet Channel	133	\$212,759	19.2%	7,011	19.4%	0.1%	0.7%

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WHAT IS THE PERFORMANCE OF MY ITEMS IN EACH CHANNEL?

	RANK	DOLLARS	% CHG	UNITS	% U CHG	SHARE	MAX ACV %
Gskmb Gn#43 Prtea 1ct 16.2oz (07-22430-20061)							
<div></div> Natural Channel	-	-	-	-	-	-	-
<div></div> Specialty Channel	-	-	-	-	-	-	-
<div></div> Multi-Outlet Channel	131	\$223,021	-	12,391	-	0.1%	3.4%
Gts Kombucha Raspbrry Komb Chia Og 6oz (12pk) (07-22430-00000)							
<div></div> Natural Channel	505	\$9,116	26.2%	457	-40.3%	0.0%	2.2%
<div></div> Specialty Channel	-	-	-	-	-	-	-
<div></div> Multi-Outlet Channel	160	\$148,284	-4.8%	4,905	-4.7%	0.0%	0.6%
Gssnr Trlgy Prtea 1ct Gb 16oz (07-22430-11006)							
<div></div> Natural Channel	-	-	-	-	-	-	-
<div></div> Specialty Channel	-	-	-	-	-	-	-
<div></div> Multi-Outlet Channel	158	\$149,305	-	9,702	-	0.0%	1.6%
Gt Kombucha Multi Green Og 16 Oz (12 Pk) (07-22430-14000)							
<div></div> Natural Channel	602	\$4,447	-8.6%	196	42.1%	0.0%	1.7%
<div></div> Specialty Channel	-	-	-	-	-	-	-
<div></div> Multi-Outlet Channel	169	\$138,503	-9.1%	4,557	-9.2%	0.0%	0.6%

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WHAT IS THE PERFORMANCE OF MY ITEMS IN EACH CHANNEL?

	RANK	DOLLARS	% CHG	UNITS	% U CHG	SHARE	MAX ACV %
Gt Kombucha Synergy Cran Og 16 Oz (12 Pk) (07-22430-30000)							
<div></div> Natural Channel	671	\$3,237	16.8%	115	49.7%	0.0%	1.1%
<div></div> Specialty Channel	-	-	-	-	-	-	-
<div></div> Multi-Outlet Channel	171	\$132,242	8.9%	4,353	7.5%	0.0%	0.6%
Gskmb Asst Prtea 6ct 97.2oz (07-22430-19996)							
<div></div> Natural Channel	-	-	-	-	-	-	-
<div></div> Specialty Channel	-	-	-	-	-	-	-
<div></div> Multi-Outlet Channel	175	\$129,969	-	10,062	-	0.0%	6.0%
Gt Kombucha Synergy Mango Og 16 Oz (12 Pk) (07-22430-50000)							
<div></div> Natural Channel	724	\$2,269	233.7%	58	227.8%	0.0%	1.4%
<div></div> Specialty Channel	-	-	-	-	-	-	-
<div></div> Multi-Outlet Channel	237	\$68,575	7.8%	2,277	7.9%	0.0%	0.4%
Gt Kombucha Synergy Strwbrry Og 16 Oz (12 Pk) (07-22430-40000)							
<div></div> Natural Channel	722	\$2,330	137.5%	94	236.2%	0.0%	1.0%
<div></div> Specialty Channel	-	-	-	-	-	-	-
<div></div> Multi-Outlet Channel	246	\$58,992	567.2%	1,940	598.7%	0.0%	0.4%

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WHAT IS THE PERFORMANCE OF MY ITEMS IN EACH CHANNEL?

	RANK	DOLLARS	% CHG	UNITS	% U CHG	SHARE	MAX ACV %
Gt Kombucha Synergy Rpbry Cha Og 16 Oz (12pk) (07-22430-22000)							
<div></div> Natural Channel	810	\$896	166.5%	24	159.6%	0.0%	0.8%
<div></div> Specialty Channel	-	-	-	-	-	-	-
<div></div> Multi-Outlet Channel	313	\$25,884	19.7%	858	26.4%	0.0%	0.3%
Gt Kombucha Gingerade Ap5 Og 16 Oz (12 Pk) (08-50057-00322)							
<div></div> Natural Channel	366	\$23,513	-28.7%	668	-29.9%	0.0%	1.7%
<div></div> Specialty Channel	-	-	-	-	-	-	-
<div></div> Multi-Outlet Channel	-	-	-	-	-	-	-
Gt Kombucha Trilogy Ap5 Og 16 Oz (12pk) (08-50057-00331)							
<div></div> Natural Channel	412	\$17,668	1.3%	477	-0.3%	0.0%	1.7%
<div></div> Specialty Channel	-	-	-	-	-	-	-
<div></div> Multi-Outlet Channel	-	-	-	-	-	-	-
Gt Kombucha Grape Ap5 Og 16 Oz (12 Pk) (08-50057-00328)							
<div></div> Natural Channel	466	\$11,276	-16.0%	337	-8.7%	0.0%	1.8%
<div></div> Specialty Channel	-	-	-	-	-	-	-
<div></div> Multi-Outlet Channel	-	-	-	-	-	-	-

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WHAT IS THE PERFORMANCE OF MY ITEMS IN EACH CHANNEL?

	RANK	DOLLARS	% CHG	UNITS	% U CHG	SHARE	MAX ACV %
Gt Kombucha Original Ap5 Og 16 Oz (12pk) (08-50057-00320)							
<div></div> Natural Channel	510	\$8,844	-14.2%	240	-13.3%	0.0%	0.8%
<div></div> Specialty Channel	-	-	-	-	-	-	-
<div></div> Multi-Outlet Channel	-	-	-	-	-	-	-
Gt Kombucha Original Citrus Og 16 Oz (12 Pk) (07-22430-10000)							
<div></div> Natural Channel	734	\$2,068	537.0%	57	577.2%	0.0%	0.6%
<div></div> Specialty Channel	-	-	-	-	-	-	-
<div></div> Multi-Outlet Channel	492	\$3,913	-22.8%	111	-21.9%	0.0%	0.1%
Gkmsy Ntrl Prtea 1ct Plbtl 32oz (07-22430-32999)							
<div></div> Natural Channel	679	\$3,065	-	301	-	0.0%	0.2%
<div></div> Specialty Channel	346	\$2,637	-	246	-	0.0%	0.5%
<div></div> Multi-Outlet Channel	-	-	-	-	-	-	-
Genkm Ntrl Prtea 1ct Gb 64oz (07-22430-99964)							
<div></div> Natural Channel	615	\$4,219	-	344	-	0.0%	0.2%
<div></div> Specialty Channel	469	\$203	-	17	-	0.0%	0.1%
<div></div> Multi-Outlet Channel	-	-	-	-	-	-	-

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WHAT IS THE PERFORMANCE OF MY ITEMS IN EACH CHANNEL?

	RANK	DOLLARS	% CHG	UNITS	% U CHG	SHARE	MAX ACV %
Gt Kombucha Multigreen Ap5 Og 16 Oz (12pk) (08-50057-00334)							
<div></div> Natural Channel	626	\$4,013	30.6%	115	31.7%	0.0%	1.7%
<div></div> Specialty Channel	-	-	-	-	-	-	-
<div></div> Multi-Outlet Channel	-	-	-	-	-	-	-
Gkmsy Ntrl Prtea 1ct Pibtl 64oz (07-22430-64999)							
<div></div> Natural Channel	733	\$2,076	-	125	-	0.0%	0.2%
<div></div> Specialty Channel	373	\$1,913	-	109	-	0.0%	0.6%
<div></div> Multi-Outlet Channel	-	-	-	-	-	-	-
Gt Kombucha Third Eye Chai Ap5 Og 16oz (12pk) (08-50057-00330)							
<div></div> Natural Channel	637	\$3,751	408.3%	106	414.5%	0.0%	0.8%
<div></div> Specialty Channel	-	-	-	-	-	-	-
<div></div> Multi-Outlet Channel	-	-	-	-	-	-	-
Gt Kombucha Gingerberry Ap5 Og 16 Oz (12pk) (08-50057-00326)							
<div></div> Natural Channel	668	\$3,271	-29.0%	91	-41.2%	0.0%	1.7%
<div></div> Specialty Channel	-	-	-	-	-	-	-
<div></div> Multi-Outlet Channel	-	-	-	-	-	-	-

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WHAT IS THE PERFORMANCE OF MY ITEMS IN EACH CHANNEL?

	RANK	DOLLARS	% CHG	UNITS	% U CHG	SHARE	MAX ACV %
Gt Kombucha Gingerade Kombucha Og 16 Oz (00-50000-00101)							
<div></div> Natural Channel	683	\$3,009	14.1%	79	14.1%	0.0%	0.3%
<div></div> Specialty Channel	-	-	-	-	-	-	-
<div></div> Multi-Outlet Channel	-	-	-	-	-	-	-
Gt Kombucha Botanic 3 Og 16 Oz (12 Pk) (07-22430-16000)							
<div></div> Natural Channel	749	\$1,865	152.9%	56	166.9%	0.0%	0.5%
<div></div> Specialty Channel	-	-	-	-	-	-	-
<div></div> Multi-Outlet Channel	-	-	-	-	-	-	-
Gt Kombucha Superfruit Ap5 Og 16 Oz (12 Pk) (08-50057-00335)							
<div></div> Natural Channel	776	\$1,390	-53.2%	37	-52.5%	0.0%	0.8%
<div></div> Specialty Channel	-	-	-	-	-	-	-
<div></div> Multi-Outlet Channel	-	-	-	-	-	-	-
Gt Kombucha Maqui Berry Mnt Ap5 Og 16oz(12pk) (08-50057-00333)							
<div></div> Natural Channel	777	\$1,362	-3.9%	39	-3.6%	0.0%	1.1%
<div></div> Specialty Channel	-	-	-	-	-	-	-
<div></div> Multi-Outlet Channel	-	-	-	-	-	-	-

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WHAT IS THE PERFORMANCE OF MY ITEMS IN EACH CHANNEL?

	RANK	DOLLARS	% CHG	UNITS	% U CHG	SHARE	MAX ACV %
Gt Kombucha Cherry Chia Og 16 Oz (12pk) (07-22430-19000)							
<div></div> Natural Channel	805	\$961	-	29	-	0.0%	1.1%
<div></div> Specialty Channel	-	-	-	-	-	-	-
<div></div> Multi-Outlet Channel	574	\$190	-75.9%	5	-77.4%	0.0%	0.0%
Gt Kombucha Passionberry Bliss Og 16 Oz (07-22430-70000)							
<div></div> Natural Channel	797	\$1,105	113.1%	31	104.2%	0.0%	1.1%
<div></div> Specialty Channel	-	-	-	-	-	-	-
<div></div> Multi-Outlet Channel	-	-	-	-	-	-	-
Gt Kombucha Grape Chia Og Case 16 Oz (12 Pk) (07-22430-21000)							
<div></div> Natural Channel	890	\$147	-	8	-	0.0%	0.6%
<div></div> Specialty Channel	-	-	-	-	-	-	-
<div></div> Multi-Outlet Channel	549	\$851	-89.9%	24	-90.5%	0.0%	0.0%
Gt Kombucha Synergy Guava Og 16 Oz (12 Pk) (07-22430-90000)							
<div></div> Natural Channel	806	\$954	34.9%	24	26.2%	0.0%	0.6%
<div></div> Specialty Channel	-	-	-	-	-	-	-
<div></div> Multi-Outlet Channel	-	-	-	-	-	-	-

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WHAT IS THE PERFORMANCE OF MY ITEMS IN EACH CHANNEL?

	RANK	DOLLARS	% CHG	UNITS	% U CHG	SHARE	MAX ACV %
Gt Kombucha Ginger Chia Og 16 Oz (12 Pk) (07-22430-00100)							
<div></div> Natural Channel	833	\$532	-75.6%	16	-72.1%	0.0%	0.8%
<div></div> Specialty Channel	-	-	-	-	-	-	-
<div></div> Multi-Outlet Channel	-	-	-	-	-	-	-
Gt Kombucha Botanic 7 Og 16 Oz (12 Pk) (07-22430-17000)							
<div></div> Natural Channel	842	\$460	44.0%	13	51.9%	0.0%	0.2%
<div></div> Specialty Channel	-	-	-	-	-	-	-
<div></div> Multi-Outlet Channel	-	-	-	-	-	-	-
Gt Kombucha Cranberry Ap5 Og 16 Oz (12pk) (08-50057-00323)							
<div></div> Natural Channel	844	\$441	-53.6%	12	-52.9%	0.0%	1.1%
<div></div> Specialty Channel	-	-	-	-	-	-	-
<div></div> Multi-Outlet Channel	-	-	-	-	-	-	-
Gt Kombucha Citrus Ap5 Og 16 Oz (12 Pk) (08-50057-00321)							
<div></div> Natural Channel	872	\$242	-72.2%	7	-72.3%	0.0%	0.8%
<div></div> Specialty Channel	-	-	-	-	-	-	-
<div></div> Multi-Outlet Channel	-	-	-	-	-	-	-

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WHAT IS THE PERFORMANCE OF MY ITEMS IN EACH CHANNEL?

	RANK	DOLLARS	% CHG	UNITS	% U CHG	SHARE	MAX ACV %
Gt Kombucha Black Chia Og 16 Oz (12pk) (07-22430-23000)							
<div></div> Natural Channel	874	\$239	281.1%	7	312.0%	0.0%	0.4%
<div></div> Specialty Channel	-	-	-	-	-	-	-
<div></div> Multi-Outlet Channel	-	-	-	-	-	-	-
Gt Kombucha Botanic 9 Og 16 Oz (12 Pk) (07-22430-18000)							
<div></div> Natural Channel	877	\$218	-57.9%	6	-59.6%	0.0%	0.4%
<div></div> Specialty Channel	-	-	-	-	-	-	-
<div></div> Multi-Outlet Channel	-	-	-	-	-	-	-
Gt Kombucha Strawberry Ap5 Og 16 Oz (12 Pk) (08-50057-00324)							
<div></div> Natural Channel	879	\$196	-83.2%	6	-81.7%	0.0%	0.3%
<div></div> Specialty Channel	-	-	-	-	-	-	-
<div></div> Multi-Outlet Channel	-	-	-	-	-	-	-
Gt Kombucha Synergy Raspbrry Rush Raw Og 16oz (07-22430-12016)							
<div></div> Natural Channel	905	\$63	243.6%	20	243.4%	0.0%	0.2%
<div></div> Specialty Channel	-	-	-	-	-	-	-
<div></div> Multi-Outlet Channel	-	-	-	-	-	-	-

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WHAT ARE MY TOP 10 NATURAL AND SPECIALTY ACCOUNTS AND TOP 3 CONVENTIONAL ACCOUNTS?

NATURAL CHANNEL					SPECIALTY CHANNEL					MULTI-OUTLET CHANNEL				
ACCOUNT	DOLLARS	% CHG	UNITS	U % CHG	ACCOUNT	DOLLARS	% CHG	UNITS	U % CHG	ACCOUNT	DOLLARS	% CHG	UNITS	U % CHG
SPROUTS FARMERS MARKET	\$13,393,265	32.0%	4,241,655	35.3%	THE FRESH MARKET	\$2,434,775	-6.1%	673,753	-8.6%	KROGER	\$34,793,176	%	10,913,265	%
NCG	\$11,418,615	4.9%	3,246,528	2.8%	GELSONS MARKET	\$1,274,698	2.8%	351,555	0.1%	ALBERTSONS COMPANIES	\$29,971,146	11.5%	8,619,353	11.4%
INFRA	\$8,703,876	4.8%	2,630,054	9.4%	MARIANOS	\$1,245,567	38.7%	370,370	55.3%	WALMART	\$23,016,248	66.9%	7,554,515	82.0%
NATURAL GROCERS BY VC	\$8,075,862	24.2%	2,725,560	28.9%	FAIRWAY MARKET	\$986,579	19.7%	278,210	27.4%					
FRESH THYME	\$2,820,903	69.4%	952,759	63.6%	NORTHWEST GROCERS	\$963,916	17.5%	256,285	9.5%					
NEW SEASONS	\$2,011,463	5.6%	657,968	10.7%	NUGGET MARKET	\$603,209	16.4%	168,966	15.8%					
EARTH FARE	\$1,457,645	6.1%	383,565	1.9%	LUNDS BYERLY	\$593,571	-11.4%	181,198	-1.5%					
LUCKYS	\$747,677	31.1%	250,085	47.2%	BRISTOL FARMS	\$576,008	10.0%	144,285	11.9%					
PLUM MARKET	\$233,080	-14.4%	58,385	-17.6%	HEINENS	\$567,957	7.1%	185,711	14.7%					
EARTH ORIGINS	\$209,224	-29.5%	59,547	-30.1%	MARKET OF CHOICE	\$528,328	19.1%	149,116	19.0%					

* Reporting level is Top 10 Retailers in the Natural Channel and Specialty Channel, top 3 Retailers in the Multi-Outlet Channel

How are you permitted to share the information on this Top Accounts by Channel page?

- You may share information with respect to a retailer only with that retailer.
- You may not share a retailer's information with any other retailer.
- You may share the information in this report with your broker, distributor or wholesaler. They must agree to use this information only to provide services to you and to comply with the requirements of sharing this information with retailers and the Permissible Uses.

WHAT IS THE RANK AND SHARE OF THE TOP 5 BRANDS IN EACH CHANNEL?

NATURAL CHANNEL

	BRAND	SHARE
1	GT KOMBUCHA	51.3%
2	KEVITA	16.5%
3	HEALTH ADE	6.0%
4	BREW DR KOMBUCHA	4.6%
5	LIVE SODA	2.7%

SPECIALTY CHANNEL

	BRAND	SHARE
1	GT KOMBUCHA	49.7%
2	KEVITA	15.9%
3	HEALTH ADE	11.3%
4	BREW DR KOMBUCHA	7.1%
5	REVIVE KOMBUCHA	4.0%

MULTI-OUTLET CHANNEL

	BRAND	SHARE
1	GT KOMBUCHA	54.1%
2	KEVITA	25.1%
3	HEALTH ADE	4.6%
4	HUMM KOMBUCHA	4.1%
5	BREW DR KOMBUCHA	2.6%

How are you permitted to share the information on this Top Brands page?

- This page is confidential and for your internal use only.
- You may share the information in this report with your broker, distributor or wholesaler. They must agree to use this information only to provide services to you and to comply with the Permissible Uses.