

WHOLESOME

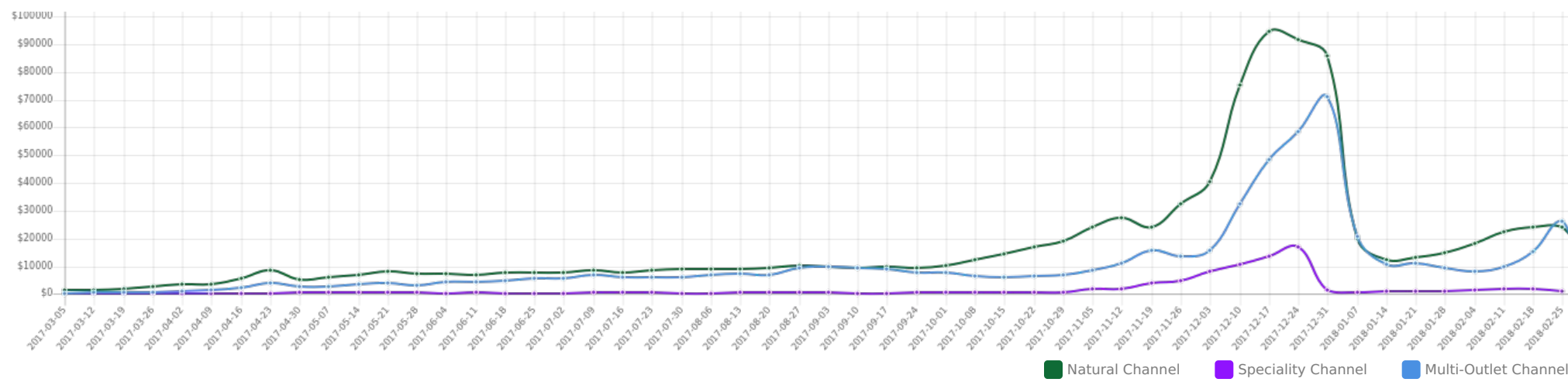
Including the following subcategories:

SS CANDY NON CHOCOLATE
9 PRODUCTS

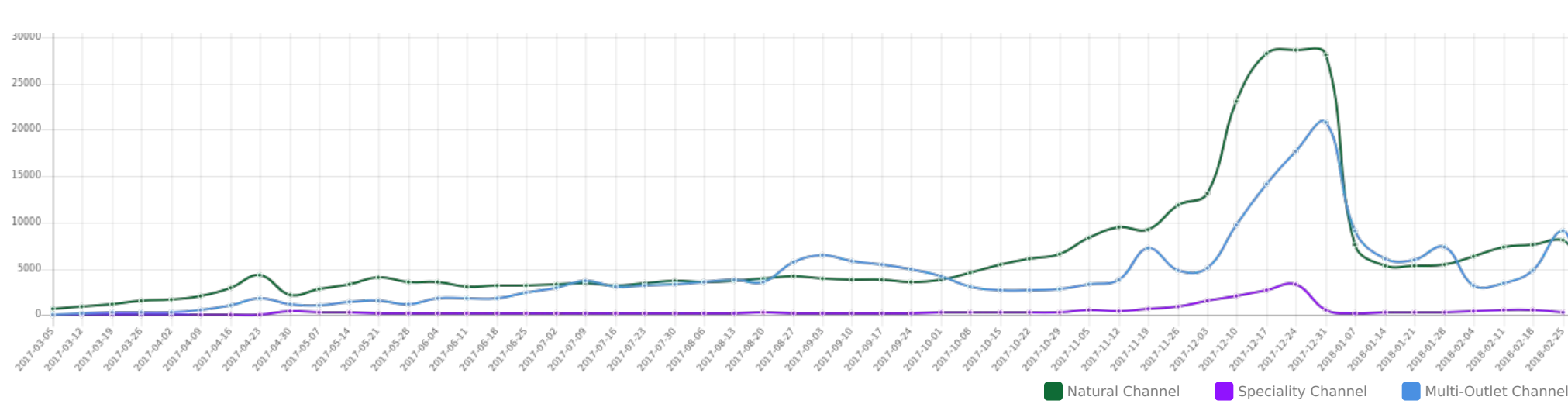
How are you permitted to share the information in this report?

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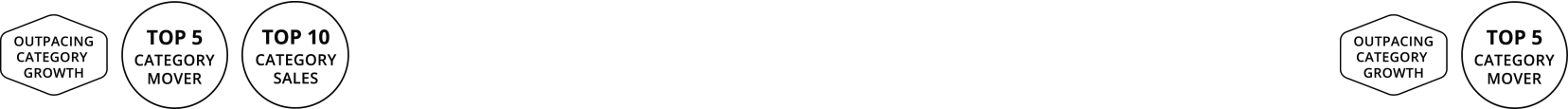
WHAT ARE THE TOPLINE PERFORMANCE METRICS OF MY BRAND BY CHANNEL?

NATURAL CHANNEL		SPECIALTY CHANNEL		MULTI-OUTLET CHANNEL	
7/405	3.4%	90/781	0.2%	252/1615	0.0%
\$ RANK	\$ SHARE	\$ RANK	\$ SHARE	\$ RANK	\$ SHARE
140 ↑	3.4% ↑			1,190 ↑	0.0% ↑
\$945,213	337,827	\$86,547	22,524	\$573,066	231,309
DOLLARS	UNITS	DOLLARS	UNITS	DOLLARS	UNITS
15,564.6% ↑	9,387.3% ↑			65,047.8% ↑	101,098.0% ↑

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 %
Wholesome Organic Candy Canes Og 5oz (10ct) (00-12511-53130)							
<div></div> Natural Channel	7	\$385,714	110,807.0%	112,322	120,172.0%	1.8%	79.2%
<div></div> Specialty Channel	154	\$58,331	-	11,000	-	0.1%	21.0%
<div></div> Multi-Outlet Channel	2,692	\$239,612	-	79,017	-	0.0%	9.8%
Wholesome Delishfish Og 2 Oz (00-12511-53012)							
<div></div> Natural Channel	18	\$225,029	4,227.8%	127,840	3,754.0%	1.0%	55.4%
<div></div> Specialty Channel	608	\$14,124	-	7,895	-	0.0%	27.0%
<div></div> Multi-Outlet Channel	3,429	\$151,658	179,825.0%	97,559	229,072.0%	0.0%	3.5%
Wholesome Delishfish Og 6 Oz (00-12511-53016)							
<div></div> Natural Channel	22	\$197,447	42,463.3%	48,674	34,249.9%	0.9%	31.1%
<div></div> Specialty Channel	979	\$7,198	-	1,808	-	0.0%	4.0%
<div></div> Multi-Outlet Channel	4,086	\$105,150	13,157.5%	25,856	13,885.1%	0.0%	2.7%
Wholesome Heart Shaped Lollipops Og 7.4oz (00-12511-53184)							
<div></div> Natural Channel	122	\$40,934	-	9,577	-	0.2%	26.3%
<div></div> Specialty Channel	1,237	\$5,086	-	1,154	-	0.0%	9.6%
<div></div> Multi-Outlet Channel	6,038	\$42,312	-	13,652	-	0.0%	1.6%

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WHAT IS THE PERFORMANCE OF MY ITEMS IN EACH CHANNEL?

	RANK	DOLLARS	% CHG	UNITS	% U CHG	SHARE	MAX ACV %
Wholesome Ghost And Skull Lollipops Og 7.4 Oz (00-12511-53230)							
<div></div> Natural Channel	116	\$43,849	288,757.0%	12,043	276,743.0%	0.2%	29.9%
<div></div> Specialty Channel	3,077	\$726	-	183	-	0.0%	1.7%
<div></div> Multi-Outlet Channel	8,318	\$16,452	-	6,746	-	0.0%	0.7%
Wholesome Fruit Chews Og 2 Oz (00-12511-53142)							
<div></div> Natural Channel	115	\$43,892	579,709.0%	24,502	563,153.0%	0.2%	35.5%
<div></div> Specialty Channel	3,246	\$610	-	321	-	0.0%	1.5%
<div></div> Multi-Outlet Channel	8,595	\$14,800	669,566.0%	7,478	667,617.0%	0.0%	0.6%
Wholesome Cinnamon Bears Og 6 Oz (00-12511-53321)							
<div></div> Natural Channel	449	\$4,230	-	1,056	-	0.0%	7.7%
<div></div> Specialty Channel	3,904	\$305	-	82	-	0.0%	3.9%
<div></div> Multi-Outlet Channel	14,247	\$1,411	-	371	-	0.0%	0.3%
Wholesome Cinnamon Bears Og 2 Oz (00-12511-53311)							
<div></div> Natural Channel	533	\$2,921	-	1,542	-	0.0%	10.2%
<div></div> Specialty Channel	4,534	\$147	-	77	-	0.0%	5.3%
<div></div> Multi-Outlet Channel	15,045	\$863	-	408	-	0.0%	0.2%

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WHAT IS THE PERFORMANCE OF MY ITEMS IN EACH CHANNEL?

	RANK	DOLLARS	% CHG	UNITS	% U CHG	SHARE	MAX ACV %
Wholesome Bunny Lollipops Og 7.4 Oz (00-12511-53136)							
<div></div> Natural Channel	769	\$1,198	-	272	-	0.0%	3.9%
<div></div> Specialty Channel	5,593	\$20	-	4	-	0.0%	0.2%
<div></div> Multi-Outlet Channel	15,152	\$807	-	223	-	0.0%	0.3%

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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
NCG	\$176,614	47,037.3%	62,174	37,514.9%	THE FRESH MARKET	\$26,376	-	4,493	-	AHOLD DELHAIZE	\$93,913	-	42,873	-
INFRA	\$154,948	33,578.4%	55,348	30,075.5%	FAIRWAY MARKET	\$6,746	-	3,160	-	WALGREENS	\$78,651	-	31,227	-
NATURAL GROCERS BY VC	\$91,746	-	29,192	-	MARIANOS	\$3,590	-	2,170	-	KROGER	\$62,102	-	24,728	-
SPROUTS FARMERS MARKET	\$86,112	1,896.8%	44,482	1,489.2%	NUGGET MARKET	\$2,969	-	606	-					
EARTH FARE	\$50,826	51,928.1%	13,873	44,651.6%	BUSCHS FRESH FOOD MARKET	\$2,648	-	887	-					
FRESH THYME	\$27,765	-	12,171	-	OLIVERS MARKET	\$2,643	-	781	-					
NEW SEASONS	\$20,724	-	6,623	-	MARKET OF CHOICE	\$2,240	-	697	-					
LUCKYS	\$11,619	-	3,189	-	MOLLIE STONES	\$1,352	-	359	-					
PLUM MARKET	\$3,940	-	1,563	-	HEINENS	\$643	-	281	-					
EARTH ORIGINS	\$2,239	-	808	-	NORTHWEST GROCERS	\$118	-	52	-					

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

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

NATURAL CHANNEL

BRAND		SHARE
1	PRIVATE LABEL	18.9%
2	YUMEARTH	10.1%
3	SURF SWEETS	7.4%
4	THE GINGER PEOPLE	7.3%
5	PANDA	6.7%

SPECIALTY CHANNEL

BRAND		SHARE
1	PRIVATE LABEL	10.4%
2	JELLY BELLY	3.8%
3	HARIBO	3.5%
4	TWIZZLERS	3.2%
5	BRACHS	2.9%

MULTI-OUTLET CHANNEL

BRAND		SHARE
1	PRIVATE LABEL	7.0%
2	LIFE SAVERS	5.1%
3	STARBURST	4.7%
4	SKITTLES	4.4%
5	TWIZZLERS	4.1%

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