

U.S. Cookie and Snack Sales

52 weeks ending December 2, 2012

This information is projected by SymphonyIRI Group, a Chicago-based market research firm, to represent U.S. snack sales through total U.S. multi-outlet with c-store geography covering supermarkets, drugstores, mass market retailers (including Walmart), gas/c-stores, military commissaries and selected club and dollar retail chains. The data is collected by checkout scanners. There are channels of distribution not included in this report, for example, certain mass merchandisers, theaters, vending, food service and gourmet shops.

For some categories, the reported value is far

less than the actual total sales in that category. For example, the boxed chocolate segment has most of its sales in channels of distribution not covered by this report. Additionally, bulk candy and companies that sell mainly in other channels of distribution will not be represented very well.

The information can be used as a guideline to the general-market sweetgoods industry in the United States. It is the most complete information available from one source and is useful for identifying trends. For more information contact SymphonyIRI Group at +1 (312) 474 3440.

Cookies—Sales by Brand

Rank	Brand	\$ Sales	% Change Year Ago	% of Category
1	Private Label	\$1,050,808,000	-3.0	14.4
2	Nabisco Oreo	\$593,162,000	9.5	8.2
3	Nabisco Chips Ahoy	\$543,110,400	0.9	7.5
4	Nabisco Oreo Double Stuff	\$240,463,700	5.7	3.3
5	Little Debbie	\$233,503,100	5.2	3.2
6	Lofthouse	\$171,948,100	1.3	2.4
7	Little Debbie Nutty Bar	\$166,444,200	3.8	2.3
8	Nabisco Newtons	\$147,980,700	7.9	2.0
9	Nabisco Nilla	\$135,664,800	7.6	1.9
10	Grandma's	\$107,518,600	16.4	1.5
11	Pepperidge Farm Milano	\$101,616,700	-10.2	1.4
12	Nabisco Nutter Butter	\$100,477,000	5.3	1.4
13	Pepperidge Farm	\$91,116,710	-19.8	1.3
14	Voortman	\$89,249,700	-0.1	1.2
15	Stauffers	\$87,317,090	4.5	1.2
16	Nabisco Golden Oreo	\$81,192,830	-3.7	1.1
17	All Nabisco Products	\$72,754,670	48.0	1.0
18	Nabisco Belvita	\$72,225,890	NA	1.0
19	Homekist	\$71,847,380	NA	1.0
20	Keebler Fudge Stripes	\$62,342,480	NA	0.9
	Total	\$7,272,178,000	4.5	100.0

Crackers—Sales by Brand

Rank	Brand	\$ Sales	% Change Year Ago	% of Category
1	Sunshine Cheez It	\$643,324,500	8.2	9.3
2	Nabisco Ritz	\$548,787,500	17.7	8.0
3	Pepperidge Farm Goldfish	\$426,966,100	14.8	6.2
4	Nabisco Wheat Thins	\$369,638,400	7.5	5.4
5	Nabisco Triscuit	\$322,685,800	7.3	4.7
6	Nabisco Premium Saltine	\$272,063,400	-5.0	3.9
7	Private Label	\$222,521,000	2.4	3.2
8	Keebler Club	\$206,622,800	-0.5	3.0
9	Nabisco Honey Maid Graham	\$206,119,900	12.2	3.0
10	Stacy's Pita Chips	\$181,454,800	22.1	2.6
11	Private Label Saltine	\$165,526,700	7.7	2.4
12	Kellogg's Special K	\$144,362,300	49.1	2.1
13	Austin Crackers With Fillings	\$141,709,200	4.2	2.1
14	Snack Factory Pretzel Crisps	\$140,526,600	69.1	2.0
15	Keebler Townhouse	\$135,650,200	0.2	2.0
16	Pep. Frm Flavor Blastd Gldfsh	\$121,506,300	11.5	1.8
17	Keebler Crackers With Fillings	\$103,225,800	15.7	1.5
18	Lance Toast Chee w/Fillings	\$96,559,390	8.6	1.4
19	Private Label Graham	\$93,359,660	-0.8	1.4
20	Pep. Farm Goldfish Colors	\$87,848,190	12.2	1.3
	Total	\$6,898,072,000	7.1	100.0