



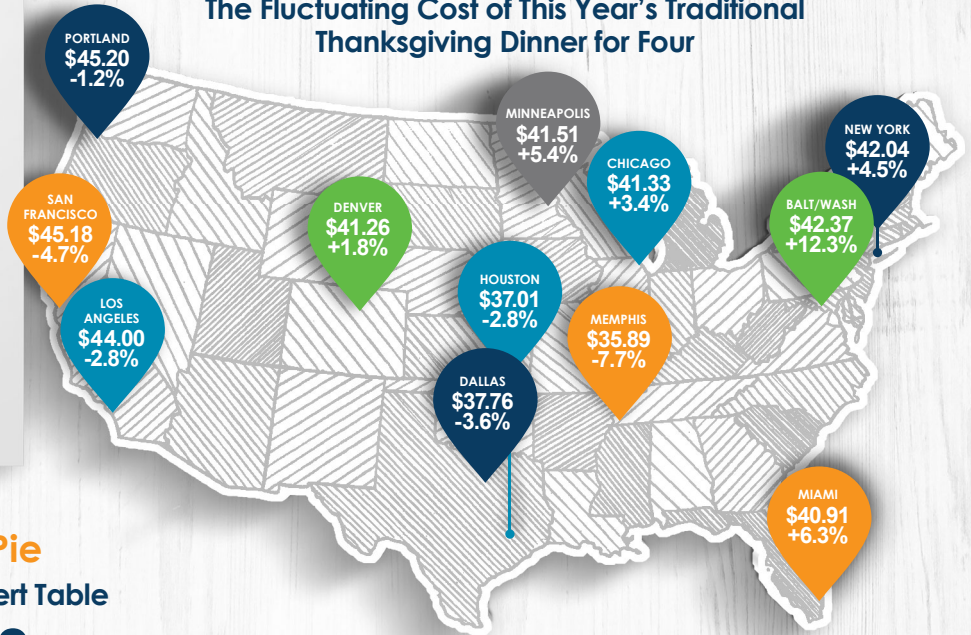
Holiday Insights from the Analytics, Insights & Intelligence Team

SHOPPING LIST

- ✓ Dry Stuffing Mix Chicken, 6 oz
- ✓ Instant Mashed Potatoes, 26.2 oz
- ✓ Turkey Gravy, 12 oz Jar
- ✓ Frozen Corn, 10.8 oz Steam Bag
- ✓ Frozen Green Beans, 10.8 oz Steam Bag
- ✓ Sweet Potatoes, 40 oz Can
- ✓ Frozen Turkey Breast, 44 oz
- ✓ Hawaiian Dinner Rolls, 12 oz Bag
- ✓ Sweet Cream Butter, 1 lb.
- ✓ Jellied Cranberry Sauce, 14 oz Can
- ✓ Pumpkin Pie, Frozen 34 oz
- ✓ Whipped Topping, Aerosol, 13 oz

A Tale of Two Coasts

The Fluctuating Cost of This Year's Traditional Thanksgiving Dinner for Four



Source: IRI Total U.S. Food Stores - Latest 13 Weeks Ending Any Price Reduction Price Per Unit vs. YAG

It's All About the Pie

Top Five Flavors on the Dessert Table

1 Apple



2 Pumpkin



3 Chocolate



4 Pecan



5 Cherry



Source: IRI Total U.S. MULO Frozen Pie Dollar Sales, 4 Weeks Ending 12/4/2017

And to Drink?

Americans spend \$1.2B on alcohol during Thanksgiving week

Share by dollar spent:



Beer

37%



Wine

35%



Spirits/
Liquor

27%



Premixed
Cocktails

1%

Source: IRI CSIA All Outlet Dollar Sales, 1 Week Ending 11/26/2017

Sweet Pricing Trends



PRODUCT	AVG. PRICE/OZ.
Pumpkin Pie	-7.9%
Turkey Breast	-6.4%
Sweet Potatoes	-3.2%
Mashed Potatoes	-1.9%
Stuffing Mix	0.6%
Butter	0.6%
Dinner Rolls	2.3%
Cranberry Sauce	3.8%
Green Beans	6.4%
Corn	7.2%
Whipped Topping	10.2%
Gravy	10.3%

Toppings:

Tub vs. Aerosol

Aerosol wins by a dollop accounting for

54%

of the 78M total units sold.



Source: IRI CSIA All Outlets, 1 week ending 11/26/2017

Source: IRI Total U.S. MULO, 13 Weeks Ending 11/4/18

Domestic Preference

3 of 4

wines sold Thanksgiving week are produced in the U.S.



Source: IRI CSIA All Outlets Wine Unit Sales, 1 week ending 11/26/2017