

# SPINS Macro Trends vs. Year Ago:

For the Four Week Period Ending 12/24/11 (SPINS P13 2011)

## Unit Trends: Natural shines; Conventional relatively steady; Specialty Gourmet disappoints.

The big news this period was in the Natural channel, with unit/base unit trends sprinting forward to +11.7%/+10.6% versus the P12 values of +7.3%/+6.9%. Conventional Food channel unit/base unit sales came in at solidly at +11.1% and +10.5%, respectively, vs. the P12 figures of +12.7%/+9.8%. In the Specialty Gourmet channel, P13 unit/base unit trends declined noticeably to -4.6% and -2.2% from P12's -1.3%/0.0%.

## Price Trends: Softer in Specialty Gourmet; steady in Natural; steady to increasing in Conventional Food.

In P13, Natural average retail prices (ARP) and their base equivalents (BARP) increased by +1.3% and +1.9% versus year ago, stable when compared to last period's +1.3%/+2.0%. In Conventional Food, the ARP YA trend jumped back to +1.7% following a P12 read of -1.0% while the BARP change remained stable at +0.9%. Specialty Gourmet ARP/BARP price trends once again were highest at +3.3%/+2.7% but considerably lower than the +4.7%/+4.0% values recorded in P12.

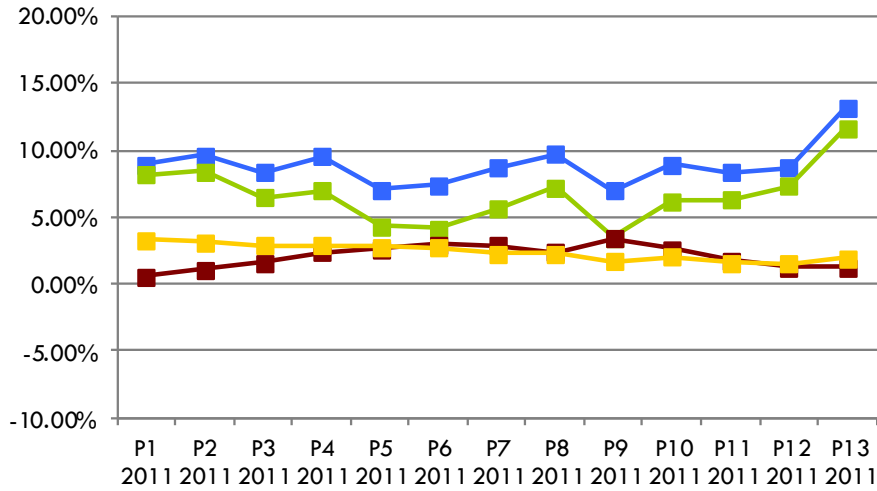
## Dollar Trends: Natural roars ahead; Conventional Food improves; Specialty Gourmet in trouble.

P13 dollar and base dollar trends were strongest in Natural at +13.2%/+12.7% , respectively, and dramatically higher than the P12 changes of +8.7%/+9.0%. In Conventional Food, trends of +12.9% for dollars and +11.5% for base dollars were improvements versus the +11.6%/+10.8% recorded in the prior period. In Specialty Gourmet, dollar and base dollar trends in P13 at -1.4%/+0.4% were much worse than the P12 reads of +3.3%/+4.0%.

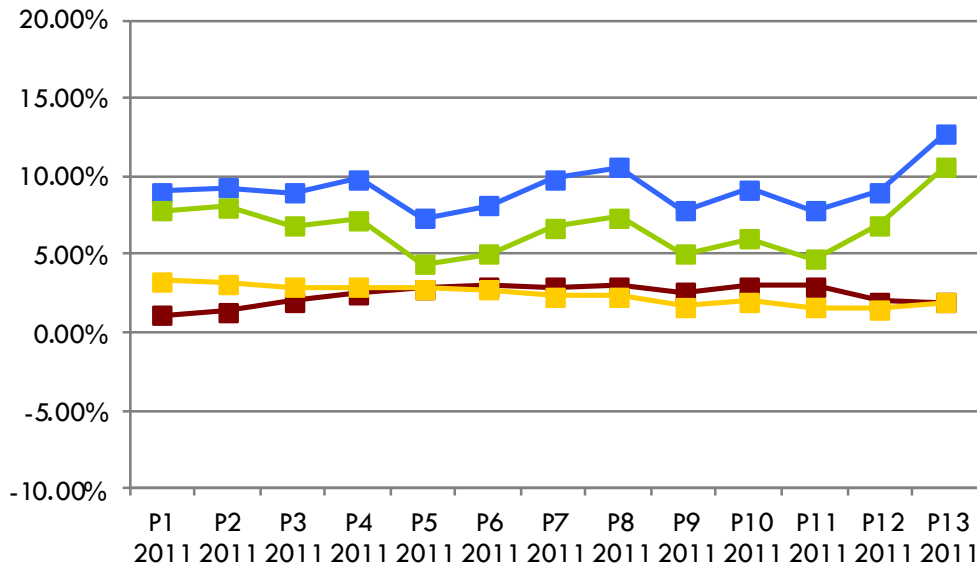
# SPINS Macro Trends vs. Year Ago:

For the Four Week Period Ending 12/24/11 (SPINS P13 2011)

**SPINSscan Natural,**  
TUS; Total Store



■ \$ % Chg
■ Unit % Chg
■ ARP % Chg
■ TDP % Chg

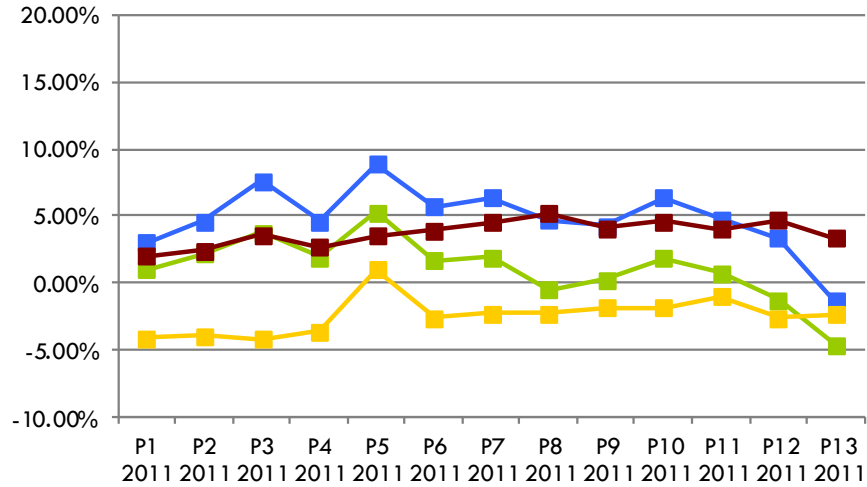


■ Base \$ % Chg
■ Base Unit % Chg
■ Base ARP % Chg
■ TDP % Chg

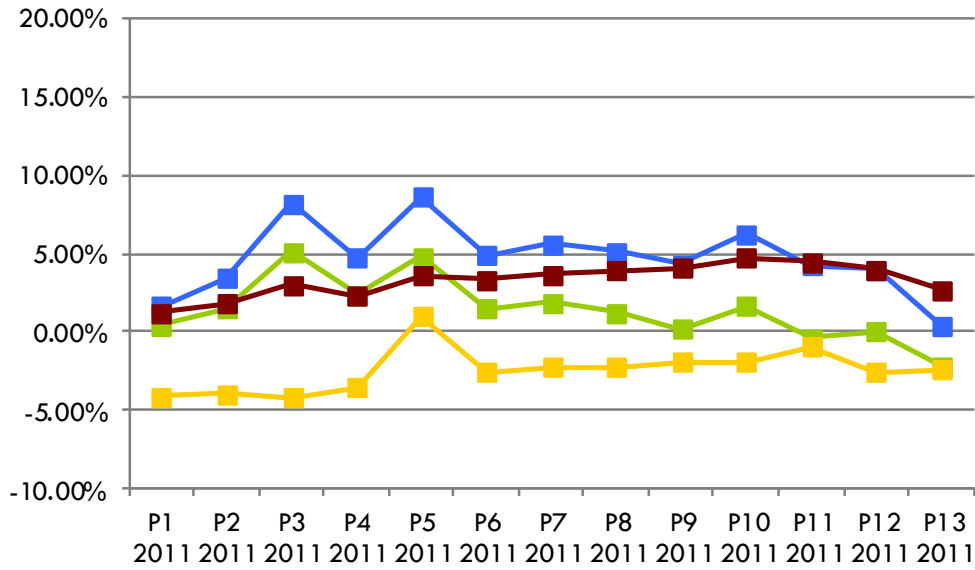
# SPINS Macro Trends vs. Year Ago:

For the Four Week Period Ending 12/24/11 (SPINS P13 2011)

**SPINSscan Specialty Gourmet,**  
TUS; Total Store



■ \$ % Chg
■ Unit % Chg
■ ARP % Chg
■ TDP % Chg

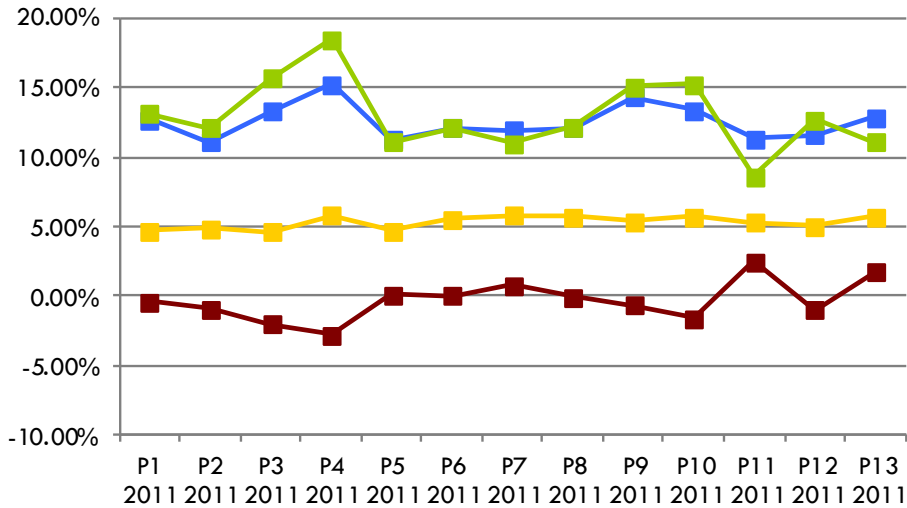


■ Base \$ % Chg
■ Base Unit % Chg
■ Base ARP % Chg
■ TDP % Chg

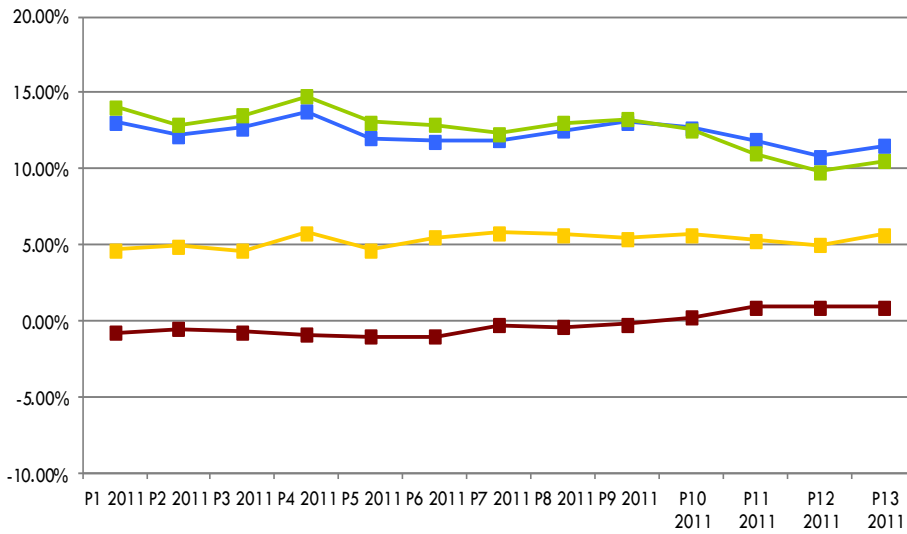
# SPINS Macro Trends vs. Year Ago:

## For the Four Week Period Ending 12/24/11 (SPINS P13 2011)

**SPINSscan Conventional Markets,**  
TUS Grocery; Total NPI (natural/organic)



■ \$ % Chg
■ Unit % Chg
■ ARP % Chg
■ TDP % Chg



■ Base \$ % Chg
■ Base Unit % Chg
■ Base ARP % Chg
■ TDP % Chg