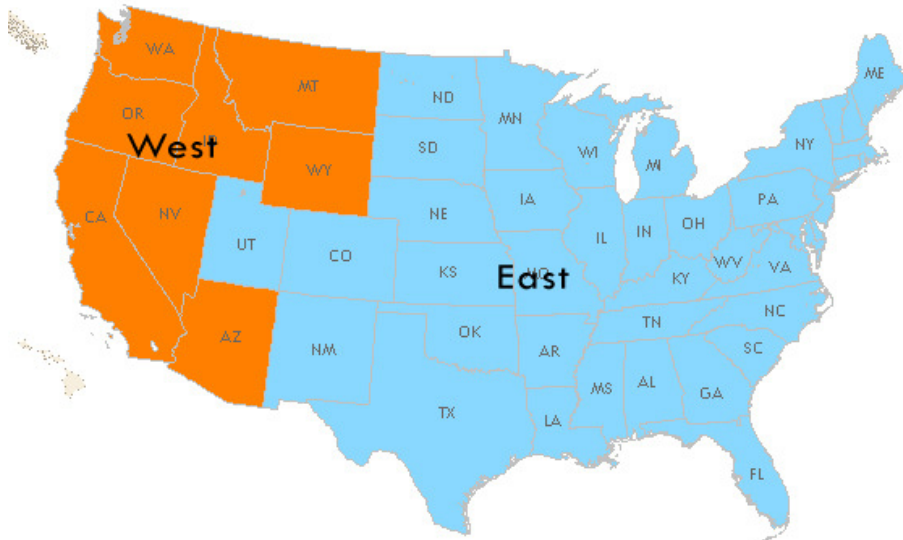


SPINSscan Specialty Gourmet Universe

Regions, Size and Definition



SPINSscan Specialty Gourmet Universe
Year End 2010 (Est)

Region	Store Count	ACV (Millions)	ACV Share
East	554	\$7,789	69.8%
West	259	\$3,378	30.2%
Total	813	\$11,167	100.0%

Specialty-Gourmet Products Supermarket Channel Definition

Specialty Gourmet stores are full-format supermarkets with more than \$2 million in annual sales, with SPINS-defined specialty items comprising at least 25% of their overall volume. These high-end, experiential retail stores bring high quality products to the variety seeking consumer and provide full service, gourmet departments, featuring on-site bakeries, butchers, unique prepared foods, specialty cheeses and an extensive wine selection. They have a strong focus on specialty, imported, natural and organic items, are community oriented “crossover stores” that are often locally owned and operated, and have knowledgeable and “foodie” store personnel.