



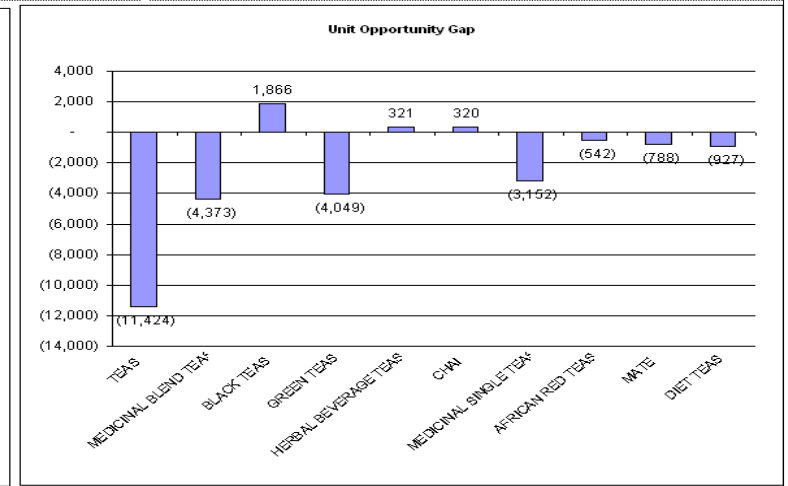
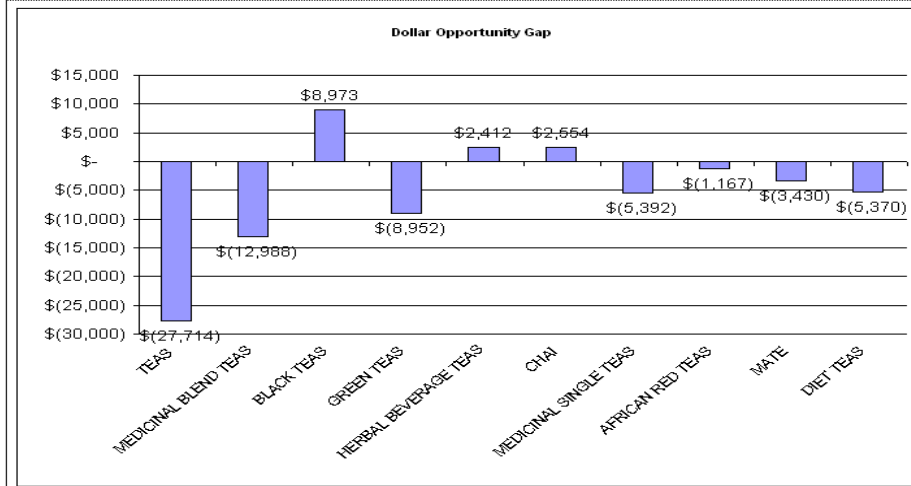
Assess Opportunities to Close the Gap vs. the Market



CATEGORY: Teas
 SOURCE: SPINSScan
 TIME PERIOD: 52 Weeks Ending 08/07/04
 REPORT: CATEGORY OPPORTUNITY GAPS

There is a small opportunity to close the gap in the tea category.
 Medicinal Blend teas represent about half of the opportunity gap - requiring detailed evaluation of product mix.

	DOLLARS						UNITS					
	Weaver Street \$ Sales	SE Region \$ Sales	\$ Share	Share Pt Gap vs. Dept	\$/Share Pt	\$ Sales Gap vs. Dept	Weaver Street U Sales	SE Region U Sales	U Share	Share Pt Gap vs. Dept	U/Share Pt	U Sales Gap vs. Dept
GROCERY	\$ 2,282,241	\$ 140,690,938	1.6%	-	\$ 1,406,909	\$ -	1,130,005	56,480,818	2.0%	-	564,808	-
TEAS	\$ 99,656	\$ 7,851,847	1.3%	(0.4)	\$ 78,518	\$ (27,714)	27,438	1,942,440	1.4%	(0.6)	19,424	(11,424)
MEDICINAL BLEND TEAS	\$ 22,610	\$ 2,194,498	1.0%	(0.6)	\$ 21,945	\$ (12,988)	5,714	504,154	1.1%	(0.9)	5,042	(4,373)
BLACK TEAS	\$ 19,734	\$ 663,402	3.0%	1.4	\$ 6,634	\$ 8,973	5,196	166,446	3.1%	1.1	1,664	1,866
GREEN TEAS	\$ 19,230	\$ 1,737,302	1.1%	(0.5)	\$ 17,373	\$ (8,952)	5,228	463,711	1.1%	(0.9)	4,637	(4,049)
HERBAL BEVERAGE TEAS	\$ 16,153	\$ 847,081	1.9%	0.3	\$ 8,471	\$ 2,412	5,496	258,675	2.1%	0.1	2,587	321
CHAI	\$ 12,367	\$ 604,918	2.0%	0.4	\$ 6,049	\$ 2,554	3,383	153,108	2.2%	0.2	1,531	320
MEDICINAL SINGLE TEAS	\$ 4,421	\$ 604,918	0.7%	(0.9)	\$ 6,049	\$ (5,392)	1,287	221,861	0.6%	(1.4)	2,219	(3,152)
AFRICAN RED TEAS	\$ 2,596	\$ 231,977	1.1%	(0.5)	\$ 2,320	\$ (1,167)	572	55,680	1.0%	(1.0)	557	(542)
MATE	\$ 2,239	\$ 349,493	0.6%	(1.0)	\$ 3,495	\$ (3,430)	487	63,704	0.8%	(1.2)	637	(788)
DIET TEAS	\$ 228	\$ 345,077	0.1%	(1.6)	\$ 3,451	\$ (5,370)	55	49,074	0.1%	(1.9)	491	(927)
ICED TEAS	\$ 77	\$ 25,567	0.3%	(1.3)	\$ 256	\$ (338)	20	6,027	0.3%	(1.7)	60	(101)



7 out of 10 sub-categories indicate an opportunity to improve performance.