



Channel: Natural Accounts  
 Source: SNA RTDEMO  
 Current Period: 52 weeks ending 10/29/2011  
 Prior Period: 52 weeks ending 10/30/2010  
 Market/Region: KEY ACCOUNT - Demo Retailer Total  
 Remaining Market: Southwest - Natural Channel  
 Ranked by: DOLLARS

Group/Category/Subcategory	KEY ACCOUNT - Demo Retailer Total					Southwest - Natural Channel					Share & Gap		
	Current \$ Sales	% Change				Current \$ Sales	% Change				Current Market Share	Market Share Change	Opportunity Gap/Surplus \$
		4 Weeks	12 Weeks	24 Weeks	52 Weeks		4 Weeks	12 Weeks	24 Weeks	52 Weeks			
<b>TOTAL</b>	<b>\$34,139,966</b>	<b>4.3%</b>	<b>3.9%</b>	<b>4.2%</b>	<b>5.6%</b>	<b>\$903,943,373</b>	<b>5.9%</b>	<b>7.8%</b>	<b>8.8%</b>	<b>9.9%</b>	<b>3.6%</b>	<b>(0.1%)</b>	<b>\$0</b>
GROCERY	\$12,994,414	4.6%	3.0%	3.0%	5.8%	\$298,482,473	3.7%	6.1%	6.9%	9.2%	4.2%	(0.1%)	\$1,781,246
REFRIGERATED	\$6,251,963	8.6%	8.7%	7.5%	7.8%	\$135,648,961	12.5%	15.7%	14.0%	13.2%	4.4%	(0.2%)	\$1,143,529
VITAMINS & SUPPLEMENTS	\$4,897,174	(0.8%)	(0.2%)	(0.1%)	1.0%	\$175,398,986	5.4%	7.4%	9.8%	9.9%	2.7%	(0.2%)	(\$1,593,488)
VITAMINS & MINERALS	\$1,570,078	(7.1%)	(5.7%)	(3.1%)	(1.2%)	\$56,379,346	0.9%	3.2%	5.9%	7.1%	2.7%	0.0%	(\$516,101)
OTHER MINERALS	\$245,403	(2.6%)	(3.5%)	(0.3%)	5.7%	\$9,284,951	18.8%	16.8%	19.6%	22.6%	2.6%	(0.4%)	(\$97,689)
MULTI-VITAMINS	\$243,959	(12.9%)	(8.5%)	(9.6%)	(8.5%)	\$9,724,443	(6.3%)	(3.3%)	0.0%	1.0%	2.4%	(0.2%)	(\$114,903)
WOMEN'S VITAMIN & MINERAL FORMULAS	\$226,721	(19.1%)	(11.2%)	0.2%	4.3%	\$6,391,298	(1.4%)	3.4%	8.6%	11.1%	3.4%	(0.2%)	(\$11,527)
CALCIUM & CALCIUM FORMULAS	\$204,294	0.3%	(8.0%)	(9.3%)	(7.4%)	\$7,045,052	(3.4%)	(3.8%)	(3.5%)	(3.0%)	2.8%	(0.1%)	(\$56,683)
VITAMIN C	\$181,480	(6.4%)	(11.6%)	(9.8%)	(8.6%)	\$6,334,744	(5.1%)	(1.8%)	0.4%	(0.4%)	2.8%	(0.2%)	(\$53,104)
VITAMIN B	\$162,766	(1.1%)	(0.5%)	2.9%	3.5%	\$7,483,662	1.2%	3.6%	6.5%	8.7%	2.1%	(0.1%)	(\$112,506)
CHILDREN'S VITAMINS & MINERALS	\$104,158	9.3%	9.2%	9.0%	2.0%	\$2,497,613	3.2%	7.4%	9.1%	6.5%	4.0%	(0.2%)	\$10,494
VITAMINS A & D & K	\$91,866	(16.5%)	(11.6%)	(10.1%)	(0.3%)	\$3,384,391	(3.5%)	0.1%	4.8%	14.0%	2.6%	(0.4%)	(\$33,279)
CAROTENOIDS & ANTIOXIDANT FORMULAS	\$69,490	7.5%	17.9%	23.1%	14.3%	\$2,760,445	17.7%	22.4%	22.4%	16.7%	2.5%	(0.1%)	(\$32,388)
VITAMIN E	\$39,942	(22.0%)	(7.1%)	(7.4%)	(4.9%)	\$1,472,747	(11.8%)	(5.3%)	(3.5%)	(1.7%)	2.6%	(0.1%)	(\$14,515)
FOOD SUPPLEMENTS	\$1,294,105	0.9%	(1.0%)	(2.9%)	(0.5%)	\$40,174,650	4.6%	5.0%	6.1%	6.6%	3.1%	0.0%	(\$198,771)
SUPPLEMENT OILS	\$721,609	(3.2%)	(3.4%)	(4.6%)	(2.6%)	\$20,840,238	3.7%	3.4%	4.3%	4.9%	3.3%	(0.2%)	(\$54,617)
GREEN FOOD SUPPLEMENTS	\$329,085	12.8%	8.5%	4.2%	9.5%	\$9,590,935	6.9%	9.1%	10.1%	12.8%	3.3%	(0.1%)	(\$28,035)
MISC FRUIT & VEGETABLE & GRAIN SUPPLEMENTS	\$112,630	(0.6%)	(9.7%)	(11.4%)	(7.8%)	\$5,031,576	(0.1%)	0.1%	1.8%	(0.1%)	2.2%	(0.2%)	(\$72,562)
ALOE PRODUCTS	\$90,602	(2.1%)	0.5%	(1.4%)	(5.6%)	\$2,700,087	12.0%	13.4%	17.0%	14.9%	3.2%	(0.7%)	(\$9,862)
BEE PRODUCTS	\$24,157	(2.0%)	(3.7%)	(4.4%)	(1.1%)	\$1,037,156	2.6%	2.5%	1.5%	2.4%	2.3%	(0.1%)	(\$14,050)
YEAST PRODUCTS	\$13,801	12.5%	0.2%	3.8%	(2.3%)	\$743,888	8.9%	8.5%	10.5%	8.8%	1.8%	(0.2%)	(\$13,476)
SOY SUPPLEMENTS	\$2,220	(65.6%)	(32.0%)	(20.4%)	(11.1%)	\$169,621	12.8%	(1.3%)	(1.2%)	(1.9%)	1.3%	(0.1%)	(\$3,967)
CARTILAGE PRODUCTS	\$0	(100.0%)	(100.0%)	(100.0%)	(100.0%)	\$61,150	35.4%	19.6%	3.1%	(6.9%)	0.0%	(0.5%)	(\$2,201)
DIGESTIVE AIDS & ENZYMES	\$718,144	4.6%	5.7%	1.9%	4.2%	\$24,540,406	11.0%	13.0%	16.4%	16.6%	2.8%	0.0%	(\$191,164)
PREBIOTICS & PROBIOTICS	\$444,802	4.0%	11.5%	5.8%	8.8%	\$14,701,208	14.6%	17.6%	21.2%	21.7%	2.9%	(0.3%)	(\$100,454)
MISC ENZYME PRODUCTS & DIGEST FORMULAS	\$184,218	3.5%	(4.9%)	(5.1%)	(1.5%)	\$6,062,989	6.1%	7.3%	9.9%	10.4%	2.9%	(0.3%)	(\$40,681)
FIBER PRODUCTS & LAXATIVES	\$89,124	10.1%	1.9%	(0.5%)	(4.5%)	\$3,776,209	6.2%	5.8%	10.2%	8.5%	2.3%	(0.3%)	(\$50,028)
MISCELLANEOUS SUPPLEMENTS	\$585,688	(6.9%)	(3.2%)	(2.5%)	(2.8%)	\$25,355,762	(1.7%)	1.7%	3.6%	3.9%	2.3%	0.0%	(\$348,204)
OTHER MISCELLANEOUS SUPPLEMENTS	\$271,361	0.9%	3.7%	3.1%	1.6%	\$11,837,634	(0.4%)	2.1%	4.6%	5.9%	2.2%	(0.1%)	(\$164,563)
COENZYME Q-10	\$115,240	(1.7%)	0.1%	(3.3%)	(4.0%)	\$4,440,454	(4.9%)	(0.9%)	(0.4%)	1.8%	2.5%	(0.1%)	(\$48,765)
DHEA & PREGNENOLONE & HORMONES	\$97,487	(14.7%)	(6.8%)	(6.8%)	(2.4%)	\$3,721,807	7.8%	8.6%	8.6%	8.8%	2.6%	(0.3%)	(\$40,007)
GLUCOSAMINE & CHONDROITIN SUPPLEMENTS	\$49,924	(28.9%)	(31.2%)	(17.0%)	(14.1%)	\$3,120,136	(9.1%)	(3.1%)	(0.8%)	(0.6%)	1.6%	(0.2%)	(\$64,199)
POLYPHENOLS	\$45,333	(17.2%)	(4.8%)	(4.6%)	(12.0%)	\$1,908,808	(6.6%)	(0.8%)	4.5%	(4.0%)	2.3%	(0.2%)	(\$25,016)
CHROMIUM PICOLINATE	\$6,344	(0.9%)	2.4%	2.2%	5.7%	\$326,923	1.1%	3.9%	7.6%	6.3%	1.9%	0.0%	(\$5,654)
MEAL REPLACEMENTS & SUPPLEMENT POWDERS	\$533,788	12.6%	14.4%	15.4%	11.5%	\$17,399,466	18.1%	18.3%	19.4%	18.4%	3.0%	0.0%	(\$111,809)
POWDERED MEAL REPLACEMENTS & SUPPLEMENTS	\$520,636	10.9%	12.2%	13.0%	9.3%	\$16,554,171	15.9%	16.1%	17.0%	15.7%	3.0%	(0.2%)	(\$94,057)
READY TO DRINK MEAL REPLACEMENTS	\$13,152	113.9%	178.3%	250.2%	454.7%	\$845,295	75.3%	76.7%	90.8%	113.1%	1.5%	0.9%	(\$17,752)
AMINO ACIDS	\$127,130	0.7%	(2.7%)	3.3%	4.0%	\$5,804,811	7.3%	8.0%	11.3%	11.4%	2.1%	0.0%	(\$86,420)
AMINO ACIDS	\$127,130	0.7%	(2.7%)	3.3%	4.0%	\$5,804,811	7.3%	8.0%	11.3%	11.4%	2.1%	(0.1%)	(\$86,420)
DIET FORMULAS	\$43,487	44.4%	21.9%	24.1%	11.9%	\$4,482,184	49.7%	67.2%	88.1%	68.7%	1.0%	0.0%	(\$119,437)
DIET FORMULAS	\$43,487	44.4%	21.9%	24.1%	11.9%	\$4,482,184	49.7%	67.2%	88.1%	68.7%	1.0%	(0.5%)	(\$119,437)
SPORTS NUTRITION	\$24,754	(1.3%)	(5.2%)	(17.0%)	(12.8%)	\$1,262,361	0.3%	5.0%	2.8%	4.6%	1.9%	0.0%	(\$21,582)
OTHER SPORTS SUPPLEMENTS	\$22,459	(1.7%)	(4.6%)	(16.5%)	(10.2%)	\$1,086,071	1.8%	6.1%	2.3%	5.9%	2.0%	(0.3%)	(\$17,808)
CREATINE	\$2,295	1.7%	(10.1%)	(21.5%)	(32.2%)	\$166,289	(9.2%)	(1.3%)	6.6%	(3.0%)	1.4%	(0.6%)	(\$3,774)
FROZEN	\$2,424,713	3.6%	2.9%	4.3%	6.3%	\$64,336,868	6.5%	6.1%	7.5%	9.1%	3.6%	(0.1%)	\$21,296
PRODUCE - PACKAGED	\$2,346,844	8.4%	21.6%	20.6%	16.5%	\$46,179,364	2.3%	5.9%	13.8%	16.5%	4.8%	0.0%	\$599,900
BODY CARE	\$1,789,516	3.1%	(2.0%)	0.6%	2.3%	\$57,339,323	6.5%	6.5%	8.3%	8.6%	3.0%	(0.2%)	(\$339,122)
HERBS & HOMEOPATHIC	\$1,379,554	0.5%	(3.5%)	(2.7%)	(1.3%)	\$46,727,412	8.1%	8.8%	10.0%	9.1%	2.9%	(0.3%)	(\$352,296)
ALCOHOL	\$958,420	5.5%	2.9%	3.2%	7.3%	\$39,944,514	6.6%	3.9%	3.9%	7.2%	2.3%	0.0%	(\$514,086)
GENERAL MERCHANDISE	\$767,305	(2.7%)	(3.3%)	(2.1%)	1.1%	\$19,054,866	4.9%	4.9%	4.1%	4.9%	3.9%	(0.1%)	\$53,707
OTHER	\$305,668	10.4%	3.9%	7.4%	5.1%	\$20,106,917	(3.7%)	(1.4%)	0.5%	4.7%	1.5%	0.0%	(\$429,186)
OVER-THE-COUNTER (OTC) MEDICINES	\$24,397	51.3%	25.2%	21.0%	13.0%	\$723,689	7.7%	9.2%	11.0%	14.1%	3.3%	0.0%	(\$2,535)

(All departments expand to show categories and subcategories)



Channel: Natural Accounts  
 Source: SNA RTDEMO  
 Current Period: 52 weeks ending 10/29/2011  
 Prior Period: 52 weeks ending 10/30/2010  
 Market/Region: KEY ACCOUNT - Demo Retailer Total  
 Remaining Market: Southwest - Natural Channel  
 Ranked by: DOLLARS

Top 10 Categories based on Retail Opportunity Gap

Group/Category/Subcategory	KEY ACCOUNT - Demo Retailer Total					Southwest - Natural Channel					Share & Gap			
	Current \$ Sales	% Change				Current \$ Sales	Year Ago \$ Sales	% Change				Current Market Share	Market Share Change	Opportunity Gap/Surplus \$
		4 Weeks	12 Weeks	24 Weeks	52 Weeks			4 Weeks	12 Weeks	24 Weeks	52 Weeks			
<b>TOTAL</b>	<b>\$34,139,966</b>	<b>4.3%</b>	<b>3.9%</b>	<b>4.2%</b>	<b>5.6%</b>	<b>\$903,943,373</b>	<b>\$822,228,145</b>	<b>5.9%</b>	<b>7.8%</b>	<b>8.8%</b>	<b>9.9%</b>	<b>3.6%</b>	<b>(0.1%)</b>	<b>\$0</b>
VITAMINS & MINERALS	\$1,570,078	(7.1%)	(5.7%)	(3.1%)	(1.2%)	\$56,379,346	\$52,636,721	0.9%	3.2%	5.9%	7.1%	2.7%	(0.2%)	(\$516,101)
OTHER (MISCELLANEOUS BASE-CODED ITEMS)	\$305,668	10.4%	3.9%	7.4%	5.1%	\$20,106,917	\$19,195,718	(3.7%)	(1.4%)	0.5%	4.7%	1.5%	0.0%	(\$429,186)
MISCELLANEOUS SUPPLEMENTS	\$585,688	(6.9%)	(3.2%)	(2.5%)	(2.8%)	\$25,355,762	\$24,399,058	(1.7%)	1.7%	3.6%	3.9%	2.3%	(0.2%)	(\$348,204)
WINE	\$657,442	4.2%	(2.0%)	(0.4%)	4.0%	\$25,977,882	\$24,964,992	3.8%	(0.3%)	(0.4%)	4.1%	2.5%	0.0%	(\$301,430)
FOOD SUPPLEMENTS	\$1,294,105	0.9%	(1.0%)	(2.9%)	(0.5%)	\$40,174,650	\$37,693,561	4.6%	5.0%	6.1%	6.6%	3.1%	(0.2%)	(\$198,771)
DIGESTIVE AIDS & ENZYMES	\$718,144	4.6%	5.7%	1.9%	4.2%	\$24,540,406	\$21,048,439	11.0%	13.0%	16.4%	16.6%	2.8%	(0.3%)	(\$191,164)
BEER	\$300,030	8.1%	14.1%	11.0%	15.0%	\$13,151,566	\$11,310,938	13.0%	13.9%	14.0%	16.3%	2.2%	0.0%	(\$184,228)
HERBAL FORMULAS	\$510,086	(2.1%)	(8.6%)	(7.1%)	(4.1%)	\$18,766,627	\$17,721,528	2.3%	3.3%	5.4%	5.9%	2.6%	(0.3%)	(\$183,876)
HERBAL SINGLES	\$429,339	4.8%	4.3%	4.7%	3.2%	\$16,509,872	\$14,630,282	14.8%	15.9%	16.1%	12.8%	2.5%	(0.2%)	(\$180,472)
DIET FORMULAS	\$43,487	44.4%	21.9%	24.1%	11.9%	\$4,482,184	\$2,657,324	49.7%	67.2%	88.1%	68.7%	1.0%	(0.5%)	(\$119,437)

Top 10 SubCategories based on Retail Opportunity Gap

Group/Category/Subcategory	KEY ACCOUNT - Demo Retailer Total					Southwest - Natural Channel					Share & Gap			
	Current \$ Sales	% Change				Current \$ Sales	Year Ago \$ Sales	% Change				Current Market Share	Market Share Change	Opportunity Gap/Surplus \$
		4 Weeks	12 Weeks	24 Weeks	52 Weeks			4 Weeks	12 Weeks	24 Weeks	52 Weeks			
<b>TOTAL</b>	<b>\$34,139,966</b>	<b>4.3%</b>	<b>3.9%</b>	<b>4.2%</b>	<b>5.6%</b>	<b>\$903,943,373</b>	<b>\$822,228,145</b>	<b>5.9%</b>	<b>7.8%</b>	<b>8.8%</b>	<b>9.9%</b>	<b>3.6%</b>	<b>(0.1%)</b>	<b>\$0</b>
BEER	\$300,030	8.1%	14.1%	11.0%	15.0%	\$13,041,550	\$11,225,280	12.9%	13.7%	13.9%	16.2%	2.2%	0.0%	(\$180,267)
RED WINE	\$361,169	0.4%	(6.0%)	(3.5%)	3.2%	\$14,294,009	\$13,493,290	3.0%	(0.6%)	(0.4%)	5.9%	2.5%	(0.1%)	(\$166,417)
OTHER MISCELLANEOUS SUPPLEMENTS	\$271,361	0.9%	3.7%	3.1%	1.6%	\$11,837,634	\$11,183,147	(0.4%)	2.1%	4.6%	5.9%	2.2%	(0.1%)	(\$164,563)
FLORAL & NURSERY	\$20,237	(24.1%)	(22.9%)	(4.0%)	3.0%	\$4,213,228	\$4,013,477	(13.7%)	(11.4%)	(5.6%)	5.0%	0.5%	0.0%	(\$132,168)
DIET FORMULAS	\$43,487	44.4%	21.9%	24.1%	11.9%	\$4,482,184	\$2,657,324	49.7%	67.2%	88.1%	68.7%	1.0%	(0.5%)	(\$119,437)
MULTI-VITAMINS	\$243,959	(12.9%)	(8.5%)	(9.6%)	(8.5%)	\$9,724,443	\$9,624,354	(6.3%)	(3.3%)	0.0%	1.0%	2.4%	(0.2%)	(\$114,903)
OTHER HERBAL SINGLES	\$276,767	14.7%	9.7%	7.7%	6.6%	\$10,576,727	\$9,049,535	18.9%	20.0%	19.9%	16.9%	2.6%	(0.2%)	(\$113,958)
VITAMIN B	\$162,766	(1.1%)	(0.5%)	2.9%	3.5%	\$7,483,662	\$6,886,761	1.2%	3.6%	6.5%	8.7%	2.1%	(0.1%)	(\$112,506)
PREBIOTICS & PROBIOTICS	\$444,802	4.0%	11.5%	5.8%	8.8%	\$14,701,208	\$12,077,425	14.6%	17.6%	21.2%	21.7%	2.9%	(0.3%)	(\$100,454)
BOOKS/CARDS/CDS/MAGS/NWSPPRS/VIDEOS/DVDS	\$85,051	(7.1%)	3.0%	2.5%	11.3%	\$5,059,302	\$4,899,448	(5.5%)	0.4%	0.6%	3.3%	1.7%	0.1%	(\$100,145)