

Monthly

Sales

Report

December 2013

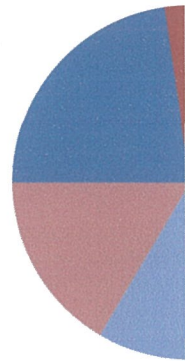


Campaigns result in 30% increase in total sales
 Significant growth in online purchases by new customers
 Strong growth in Condiments & Dairy Products sales
 Beverages & Confections are top sales contributors

Sales by Categories

Category Name	Quantity ('000)	Sales (\$M)
Beverages	925	\$ 27
Condiments	378	\$ 10
Confections	880	\$ 22
Dairy Products	581	\$ 13
Grains/Cereals	189	\$ 3
Meat/Poultry	92	\$ 4
Produce	351	\$13
Seafood	669	\$9
Total	-	\$101

Quantity ('000)



- Beverages
- Condiments
- Confections
- Dairy Products

- Grains/Cereals
- Meat/Poultry
- Produce
- Seafood

