IRI Fresh Foods Practice

Latest Shopper and Performance Topline Insights

Sources:
IRI January Primary Shopper Survey
IRI Integrated Fresh data panel and POS data models for period ending 1/23/22

Growth delivered.

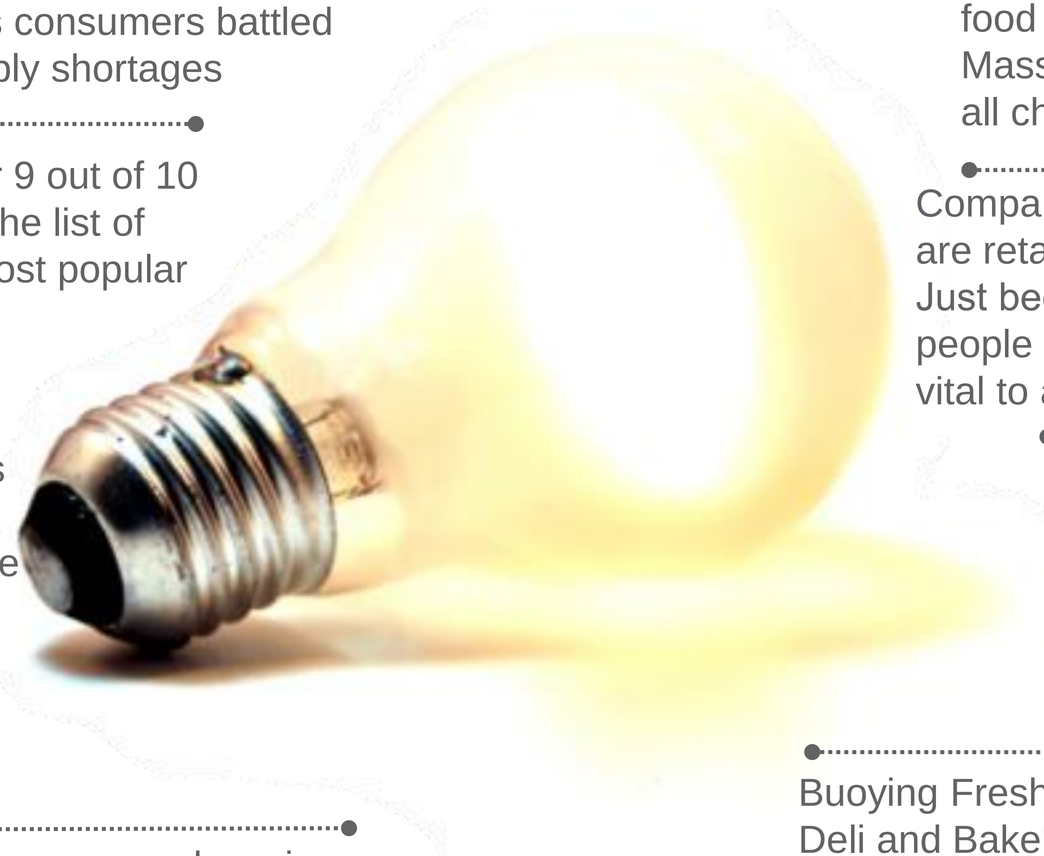
Jan ‘22 Highlights: Food and Beverage Including Fresh Foods (Integrated Fresh)

For the first time in many months, the % of meals made in the home increased in January as consumers battled inflation, Omicron, weather and supply shortages

Inflation remains the top concern for 9 out of 10 Americans with many products top the list of those perceived higher- Meat the most popular

In reality, many food and beverages are experiencing high price increases and majority of top-sellers are seeing volume declines. Entertaining products in fresh are the outlier – focused on here, with an additional deep dive on Chicken Wings – a favorite across Meat, Frozen and Deli this year despite increased price per volume

Overall, food and beverage trip frequency was down in January was down vs. ‘21 although basket spend was larger, one potential way consumers are dealing with inflation



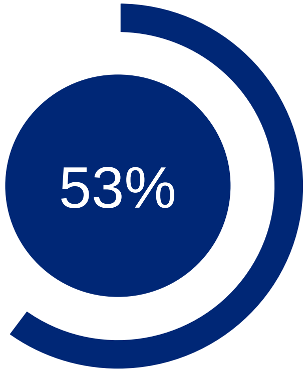
Traditional grocery continues to lose across food and beverages, especially in Fresh, with Mass and Club picking up share even although all channels saw less spend in January vs YA

Compared to Grocery and Adult Bev, Fresh Foods are retaining frequency and sales share better. Just because inflation is happening doesn’t mean people are turning away from fresh – it remains vital to at-home meals, treats and entertaining

Within January, the Mass/Super, Online and Dollar channels saw an *increase* in fresh spending and engagement from the prior January- not true in Club or Traditional Grocery

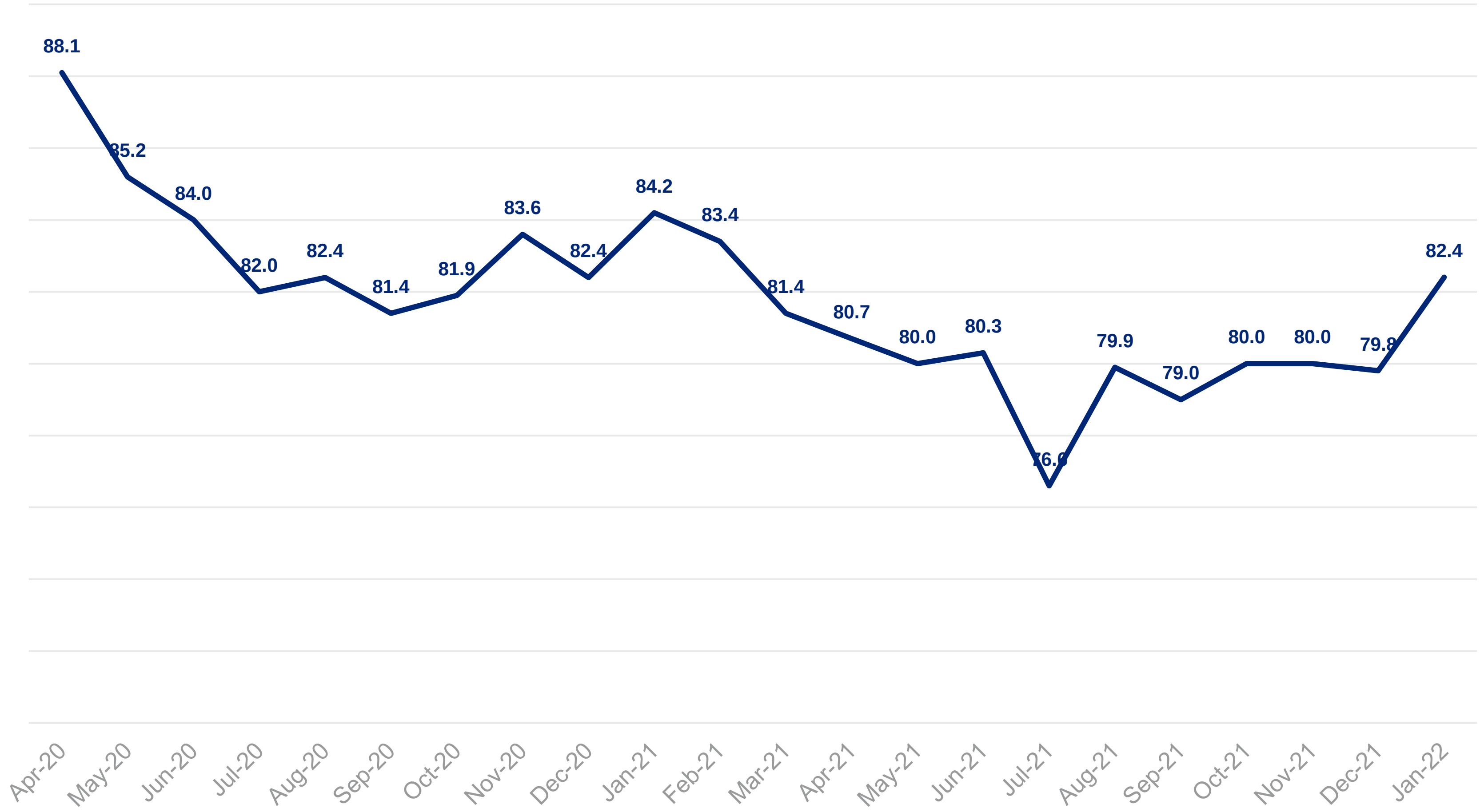
Buoying Fresh Foods are strong January performance in Deli and Bakery across many categories – and elements of continued strong purchasing throughout Meat and Produce although not always in the price-sensitive staples

US Shoppers are Still Making Far More Meals at Home Than Pre-Pandemic



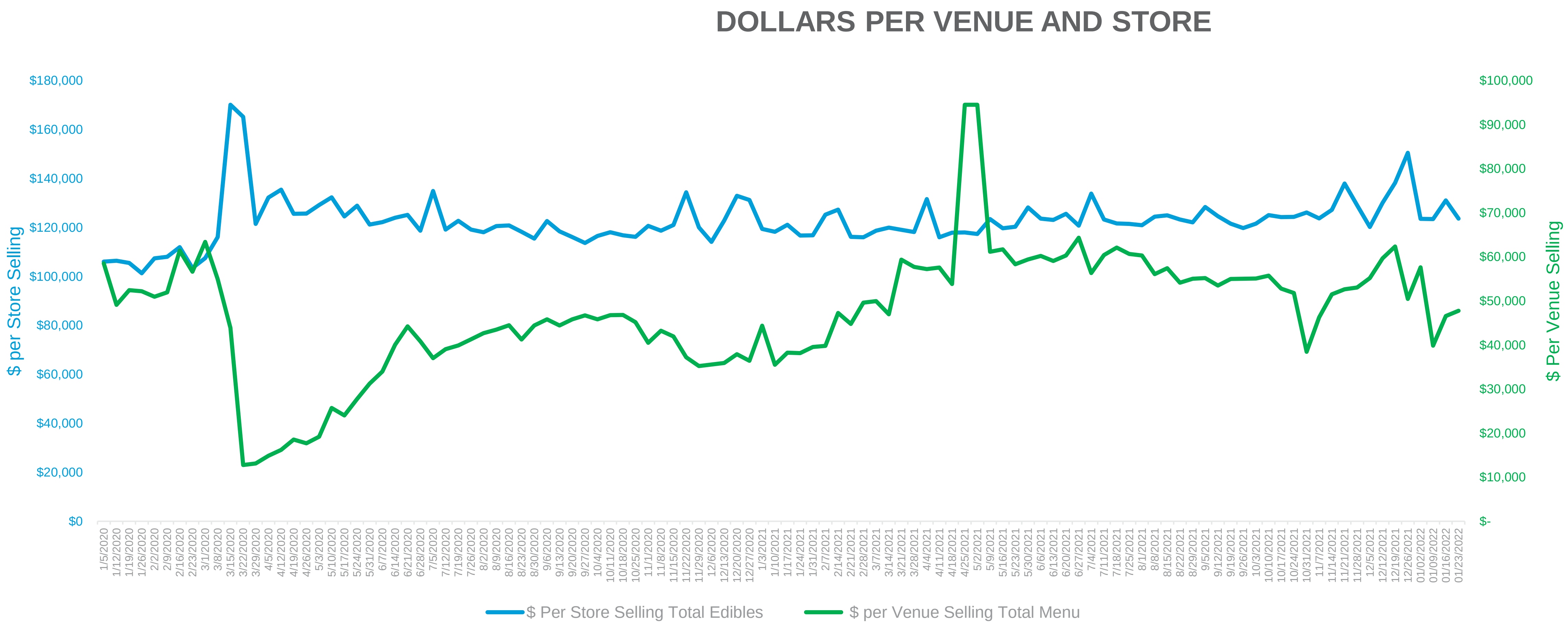
Estimated 2019 Wallet Share of Food at Home

Share of total meals prepared at home by month (%)



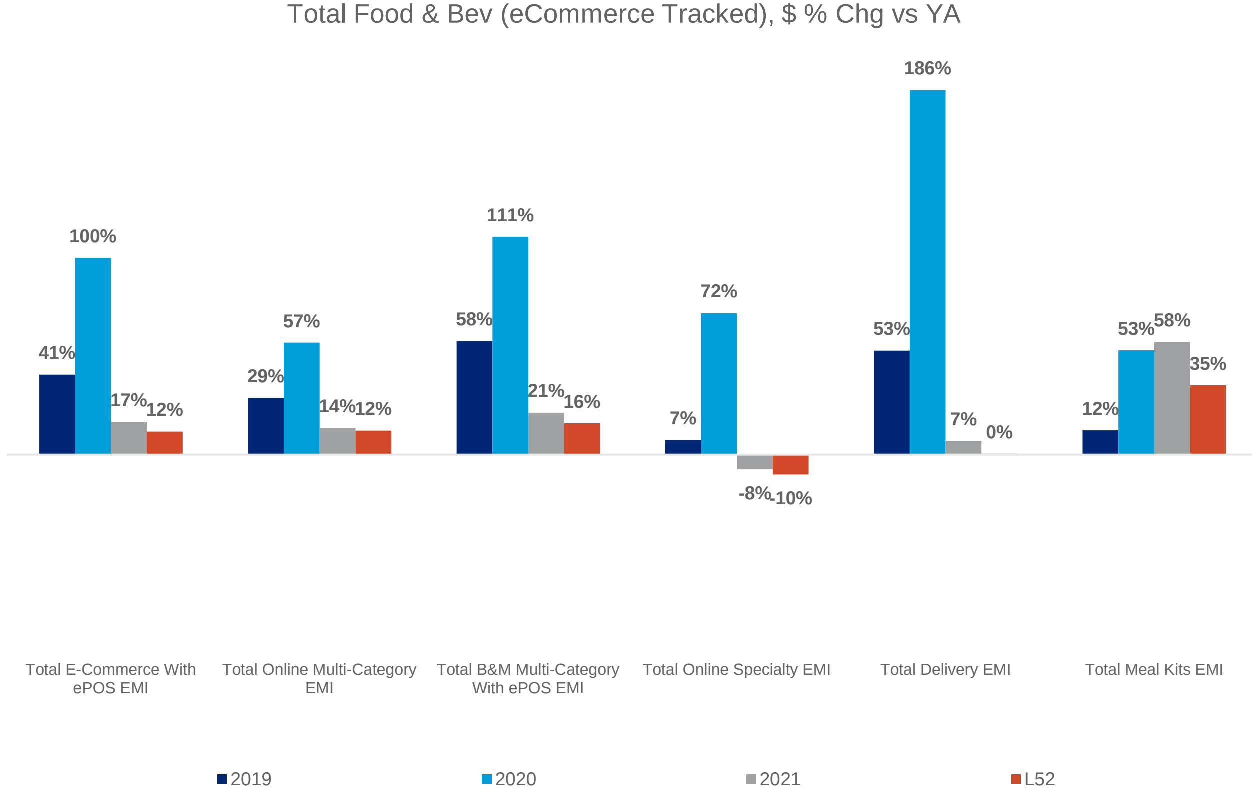
Sources: IRI Shopper Survey Jan 2021

Sales Surged into Store in 2020. Conditions Are Constantly Evolving, Impacting in Store vs Out of Store Sales

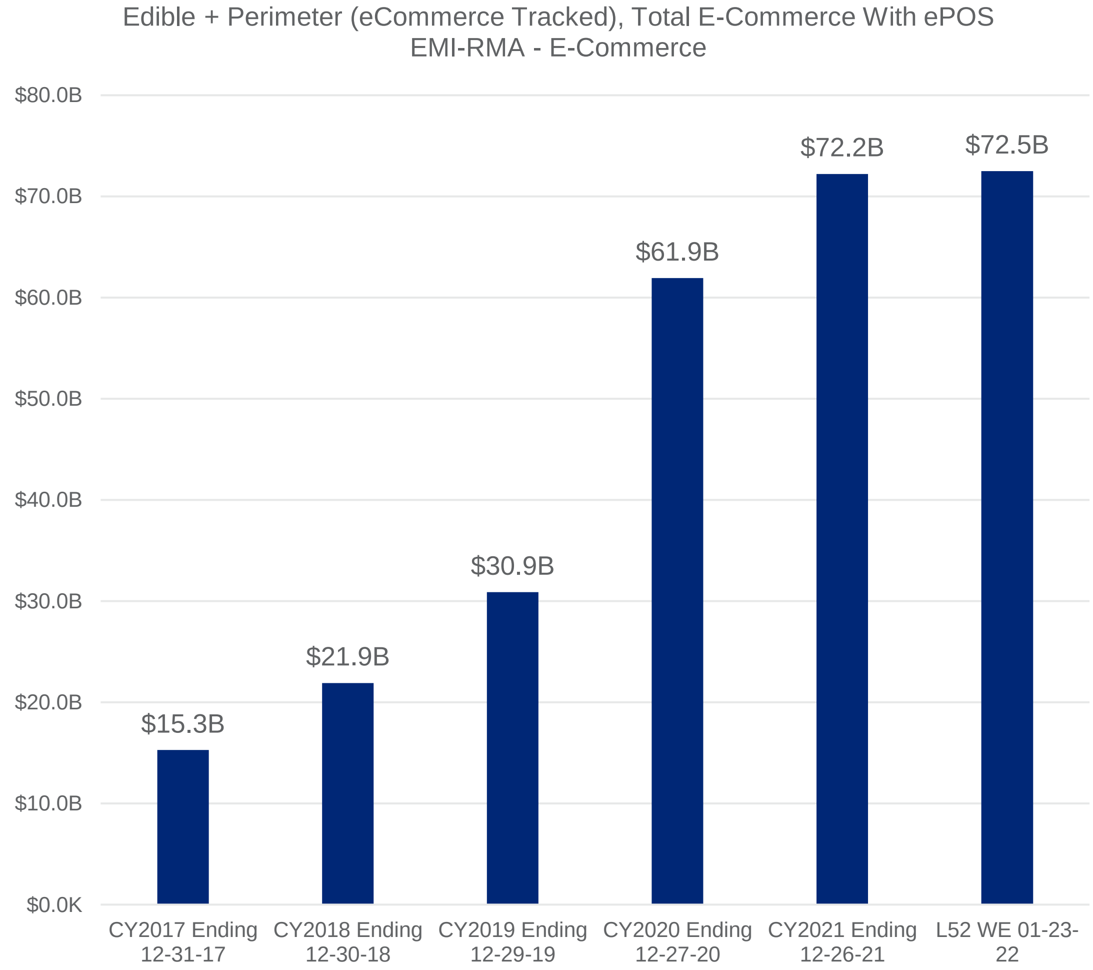


Source: IRi Monthly Shopper Survey of Primary Grocery Shoppers in the National Consumer Panel, January 2022
Source: IRi On-Premise Data, Total Menu, Total Venue, Data Ending 1-23-2022
Source: IRi Integrated Fresh Data, MULO and Omni Channel, Data Ending 1-23-2022

While Only Slightly Above 2020 Record Year, e-Commerce for food and beverages continues to see expansion across formats with B&M retailers owning half of sales

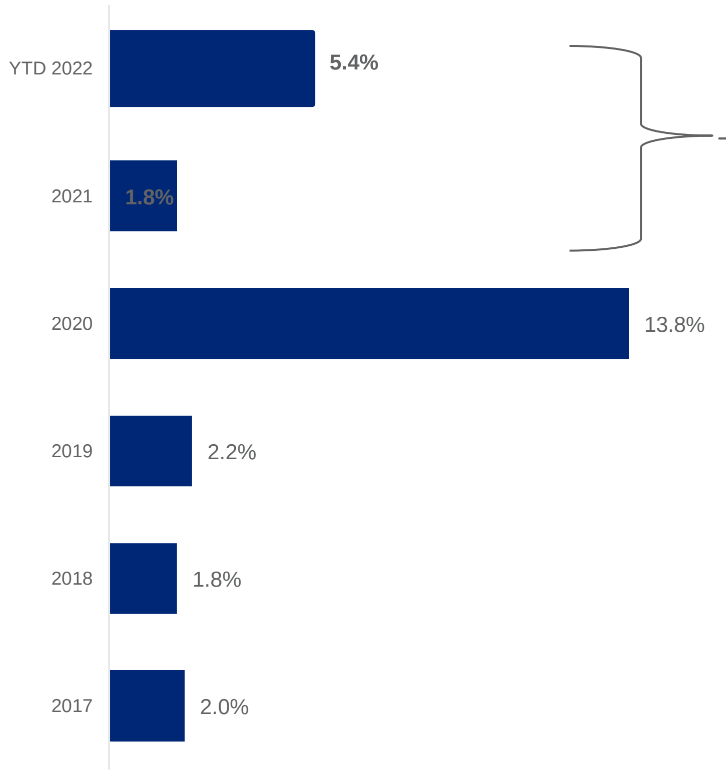


$ Share of TTL E-Comm	24.2%	48.4%	2.0%	17.0%	2.7%

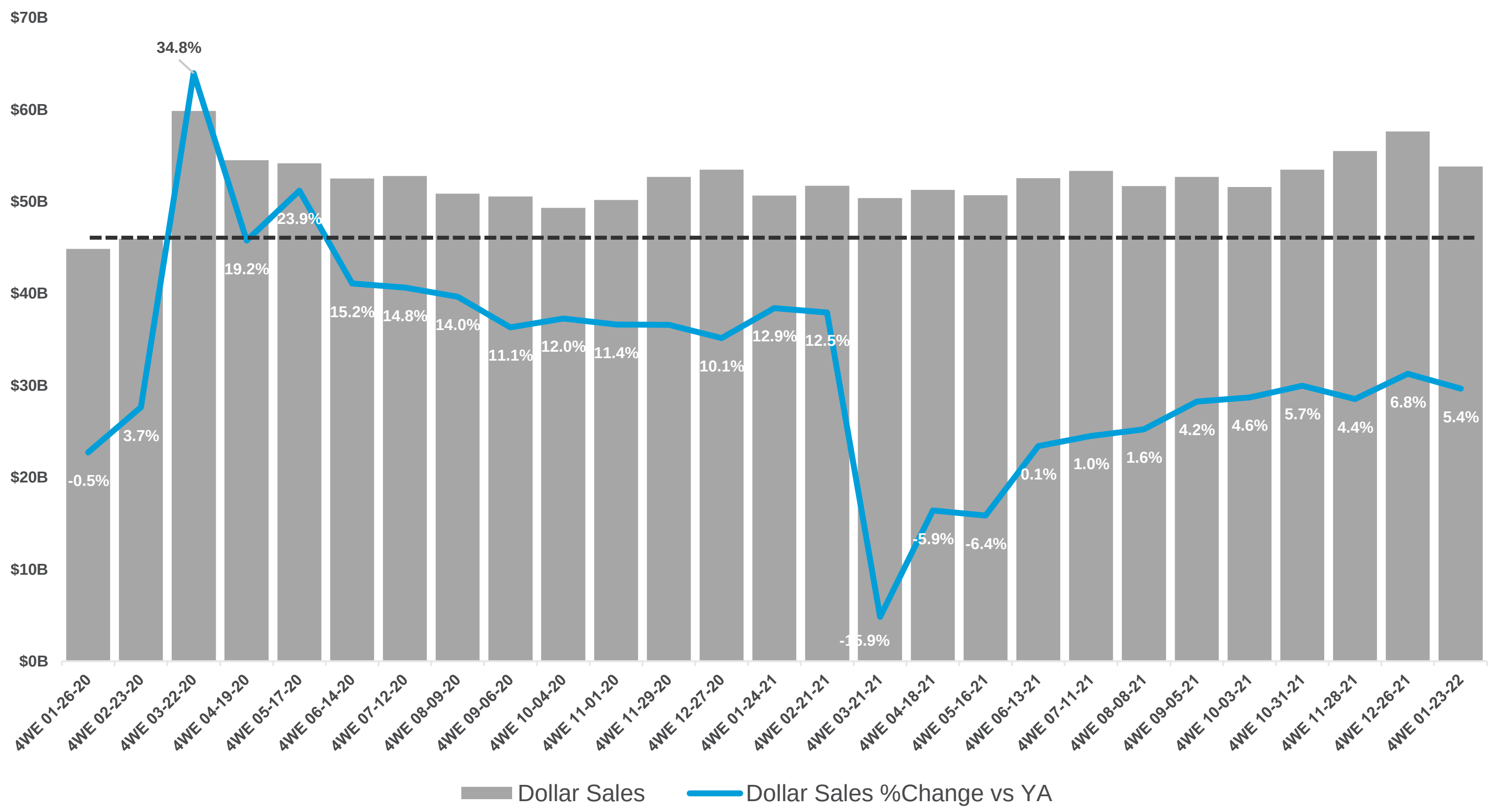


Sources: IRI eMarket Insights Projected, Online Multicategory is a web/app selling multiple types of products (Amazon, Boxed), "B&M" is Brick and Mortar owned sites (ie. Kroger, Walmart, Target), Delivery is Instacart or Shipt, Brand/DTC are sites direct to a consumer by a brand or single category (Butcher Box, Harry's, etc); meal kits are meal subscription services (Factor, Blue Apron, etc),

Growth Is Continuing Through The Tail End Of 2021 Into 2022



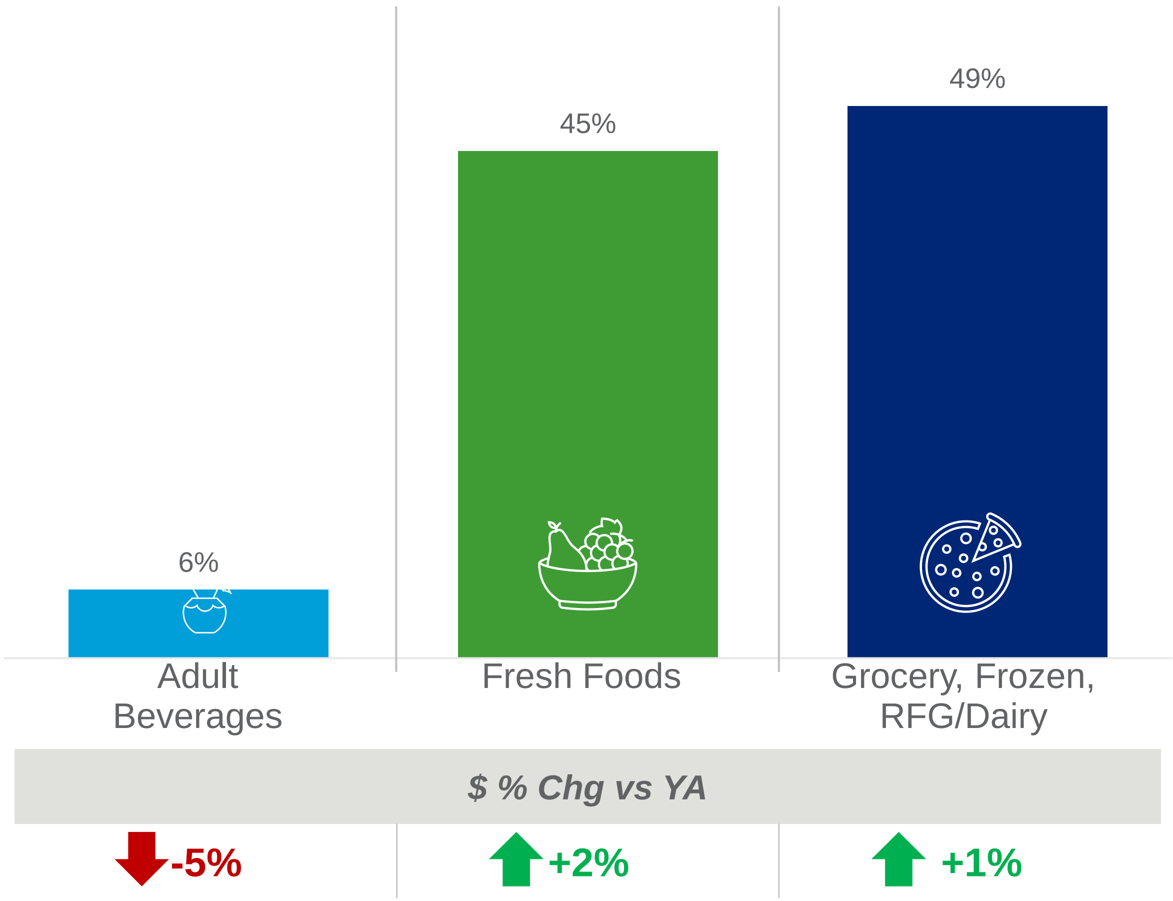
Integrated Fresh: Total Edibles
Dollar Sales & % Chg vs YA



Source: IRI Unify, Integrated Fresh, Total US Multi Outlet, Latest Data Ending 1/23/2022

Within Grocery Retail Sales Are Comparable to Last Year in Edibles, Across the Aisles Categories Continuing to See Elevated Figures

Dollar Share, L52 01/23/2022



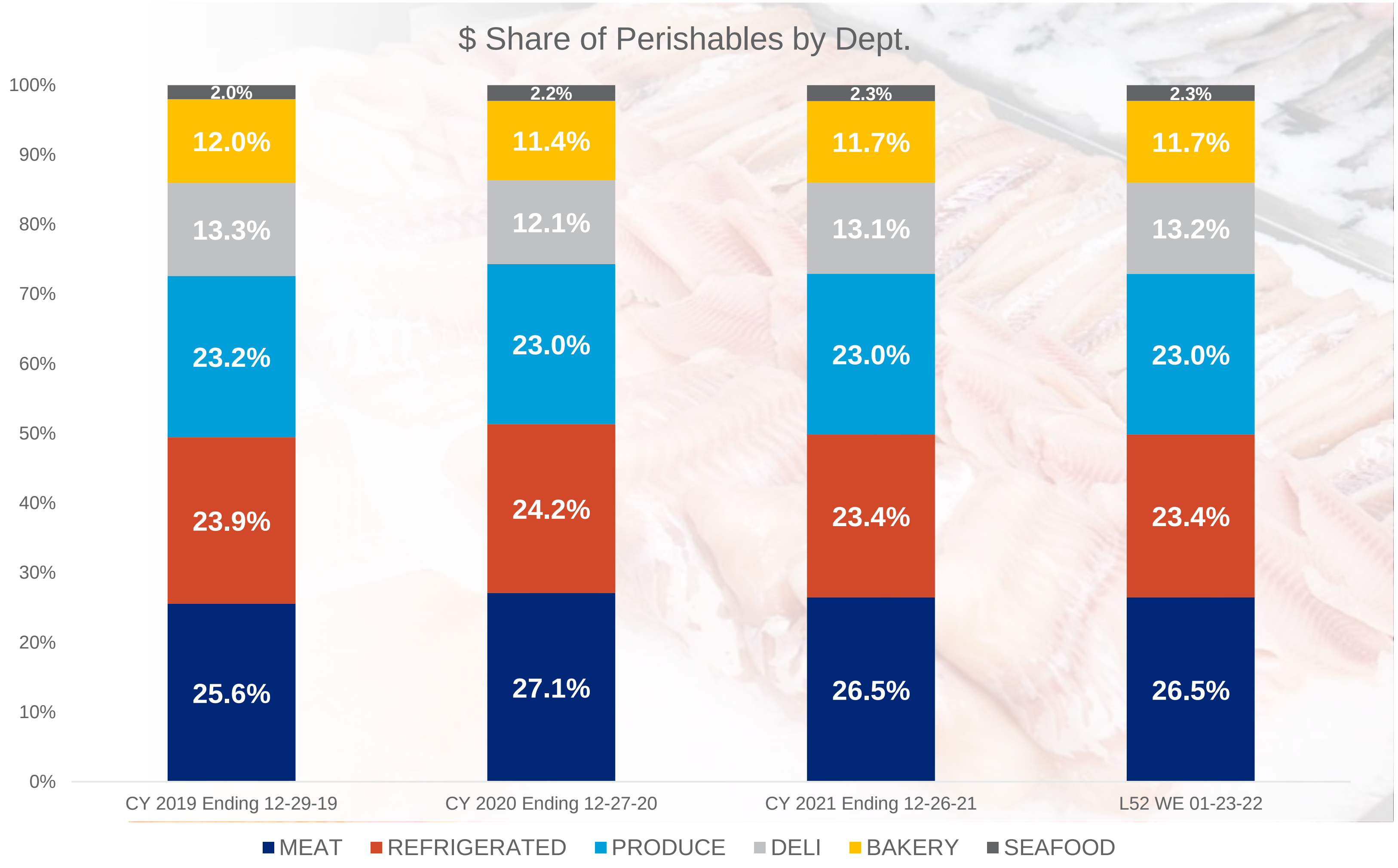
Dollar Sales % Change (Sorted Top to Bottom by Total $ Sales)

	vs YA	vs 2 YA
General Food	-0.8%	13.7%
Meat	-0.7%	19.7%
Beverages	7.3%	21.4%
RFG/Dairy	-1.6%	13.1%
Produce	2.1%	14.8%
Frozen	0.1%	23.7%
Liquor	-5.0%	11.7%
Deli & Prep Foods	11.5%	13.7%
Bakery	5.1%	12.5%
Seafood	1.0%	30.0%

Source: IRI Integrated Fresh Market Advantage, MULO, 52 weeks ending 01-23-2022

Deli, Bakery, And Produce have grown share versus year ago as these spaces suffered in early 2020 during the Q2 stock-up push but are now roaring back

	Share Chg vs YA	Share Chg vs 2YA
Meat	-0.7pts	0.9pts
Refrigerated	-0.8pts	-0.5pts
Produce	0.1pts	-0.1pts
Deli	1.1pts	-0.2pts
Bakery	0.4pts	-0.3pts
Seafood	0.0pts	0.3pts



Source: IRI Integrated Fresh Market Advantage POS , including both fixed and random weight, L52 WE 01-23-2022, Refrigerated includes Dairy

Return to Convenience, Variety and Exploration Driving Growth After a Basics-Focused 2020

Latest 4 WE 01-23-2022 Fresh Top 15 Dollar Sales Change vs. YA/2YA

		$ Sales Change vs. 2YA	Volume Sales % Change vs YA
Beef	$144.0M	**$507.3M**	**-7.3%**
Fresh Common Fruit	$133.5M	**$246.4M**	**-2.3%**
Deli Entrees	$83.0M	**$107.9M**	
Rfg Eggs	$78.6M	**$114.9M**	
Center Store Breads	$72.8M	**$119.6M**	**-0.1%**
Chicken	$59.8M	**$143.1M**	**-6.2%**
Milk	$51.9M	**$134.4M**	**-4.1%**
Rfg Juices/Drinks	$47.2M	**$118.0M**	**-0.1%**
Packaged Lunchmeat	$45.6M	**$76.2M**	**-2.0%**
Bacon	$40.2M	**$131.8M**	**-11.3%**
Fresh Tropical & Specialty Fruit	$40.1M	**$71.8M**	**-7.2%**
Fresh Citrus Fruit	$35.5M	**$84.8M**	**-7.2%**
Deli Prepared Meats	$30.6M	**$14.9M**	
Deli Soups & Chili	$29.8M	**$21.9M**	**19.3%**
Deli Grab & Go Lunchmeat	$29.8M	**$78.7M**	**7.4%**

Source: IRI Integrated Fresh Market Advantage,TUS MULO, including both fixed and random weight, Dollar Change vs.Year Ago, Latest 4 weeks Ending 01-23-2022.

IRI Fresh Foods

Special Look
Inflation in Food & Bev

January 2022 Update

Data Sources: Integrated Fresh Market Advantage and January Shopper Survey

IRi

January 2022: Shoppers Concerned About Prices, Out of Stocks

95% the % of shoppers who are concerned about food cost inflation

89% Perceive the **cost** of groceries and household items to be **higher** now, compared to last year

33% Have **stocked up** on goods due to fears of out of stocks and rising prices

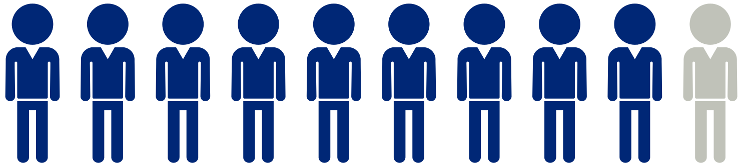
29% Feel their financial situation will be **worse** off a year from now

Sources: IRI Shopper Survey January 2022

9 in 10 Shoppers perceive grocery items to be Higher than Last Year; Largest noticeable increases were in Beef/Pork, Chicken/Turkey, Milk and Eggs

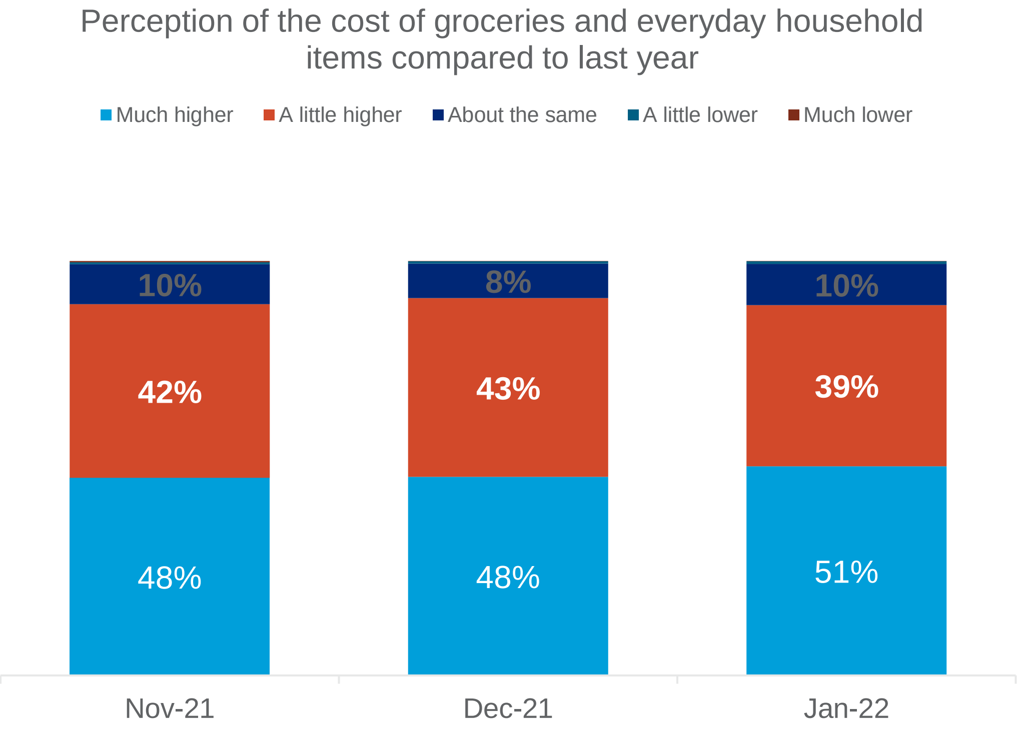
Perception of Grocery Prices

What is your perception of the price of groceries and everyday household items now, compared to last year?

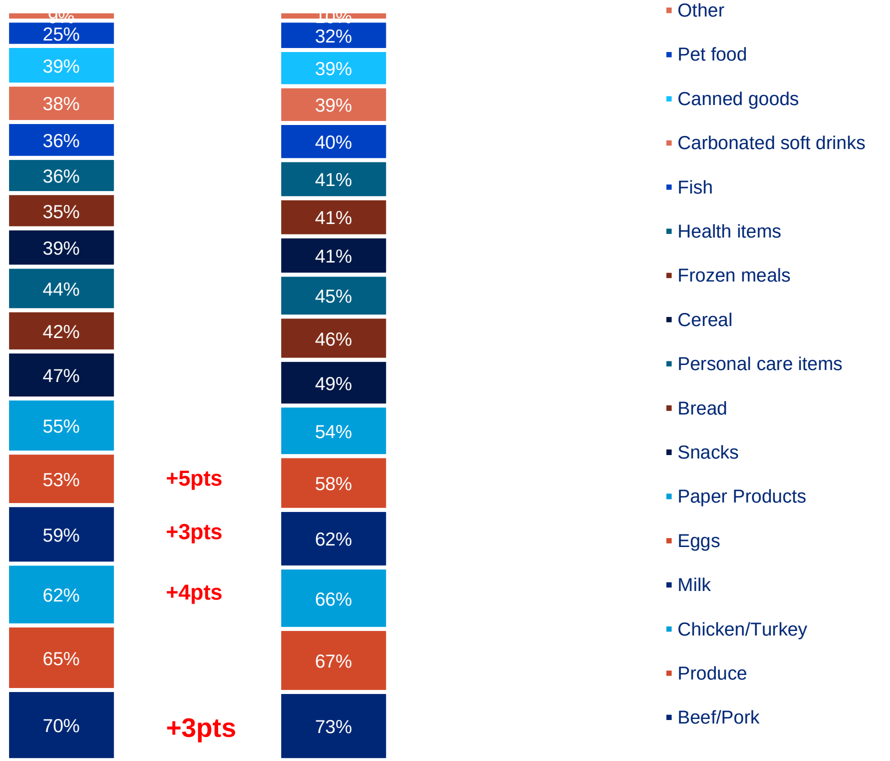


= 90% perceive prices as being much or a little higher

PERCEPTION OF GROCERY PRICES VS LAST YEAR

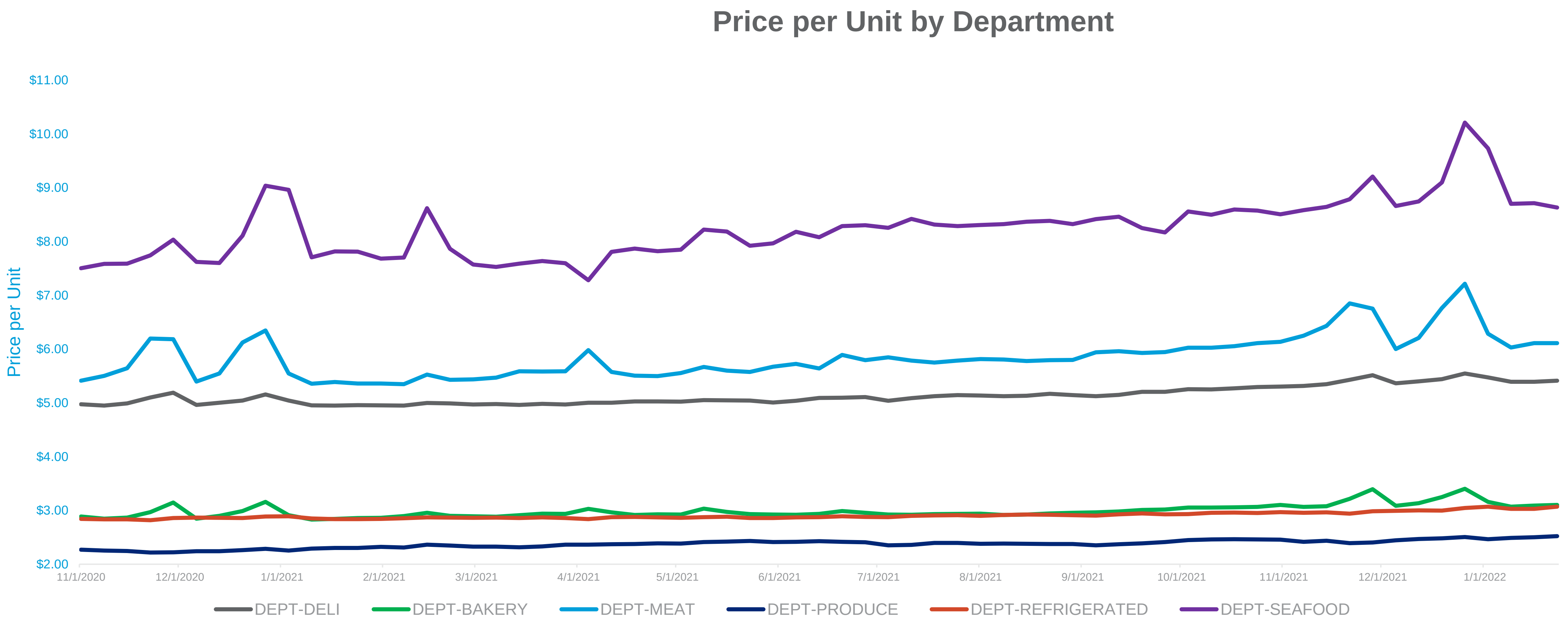


PRODUCTS WHERE PRICE INCREASES ARE NOTICED MOST (DEC TO JAN)



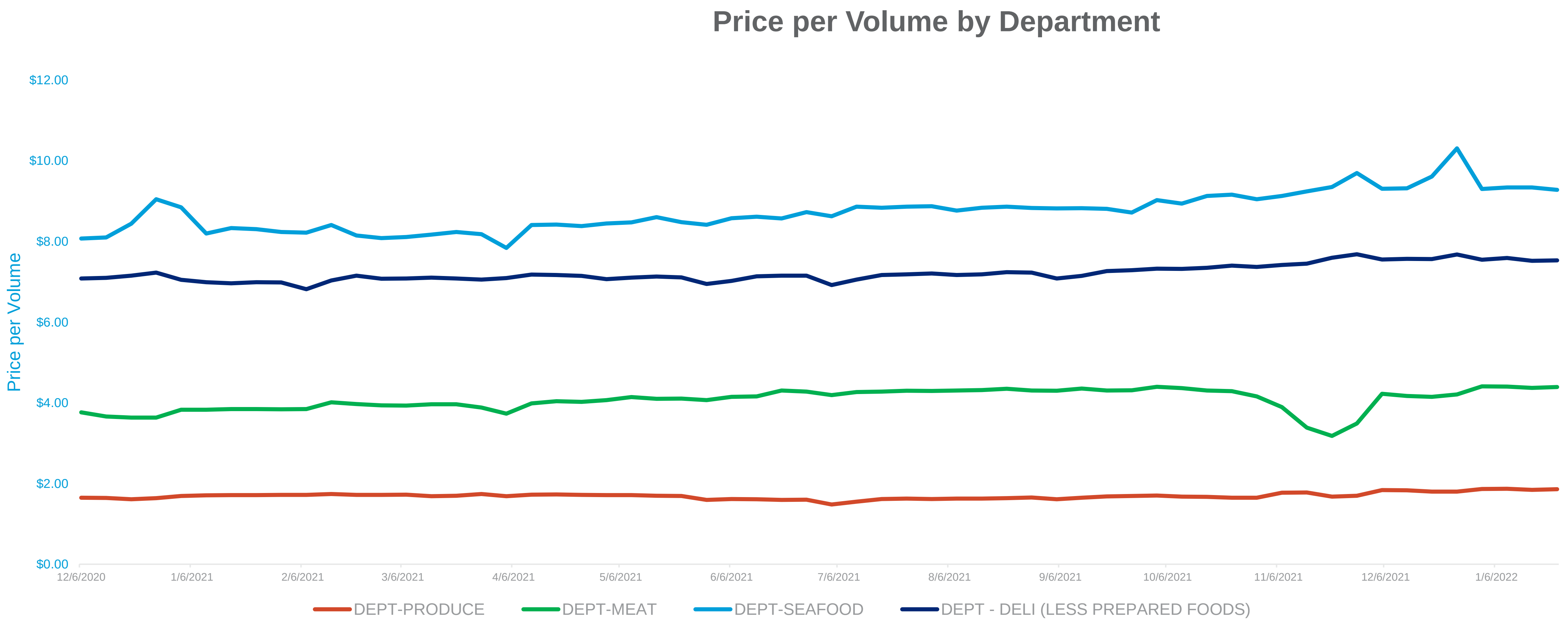
Source: IRI Survey representing Total US Primary Grocery Shoppers fielded among the National Consumer Panel December 3-8 2021 (N=1069); December 11-13 2020 (N=1295); January 7-11 (N=1088)

Prices Are Increasing Gradually Across Fresh Departments- Although By Unit Can Also Mean Size and Selection Changes



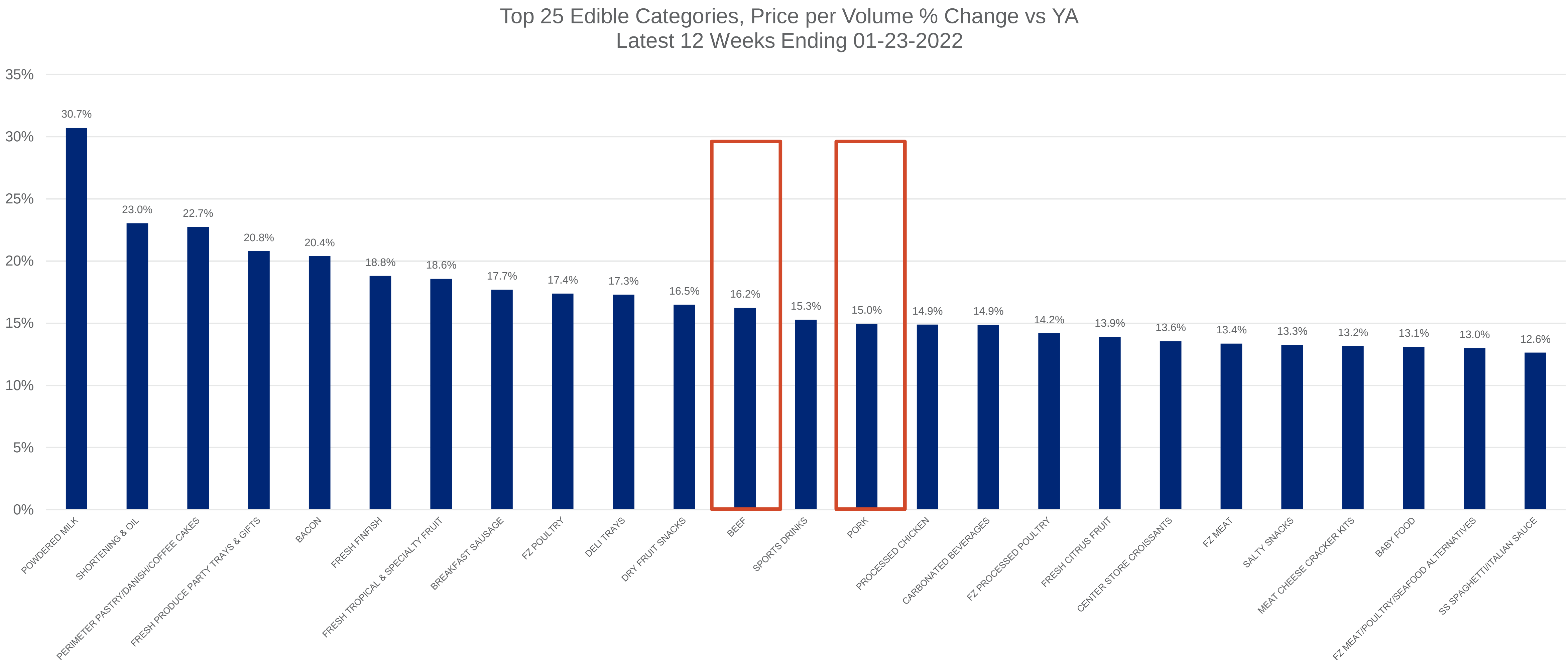
Source: IRi Integrated Fresh Data, MULO, Data Ending 01-23-2022- Bakery does not capture price per volume, hence use of units in this chart

Prices Are Increasing Gradually Across Fresh Departments



Source: IRi Integrated Fresh Data, MULO, Data Ending 01-23-2022

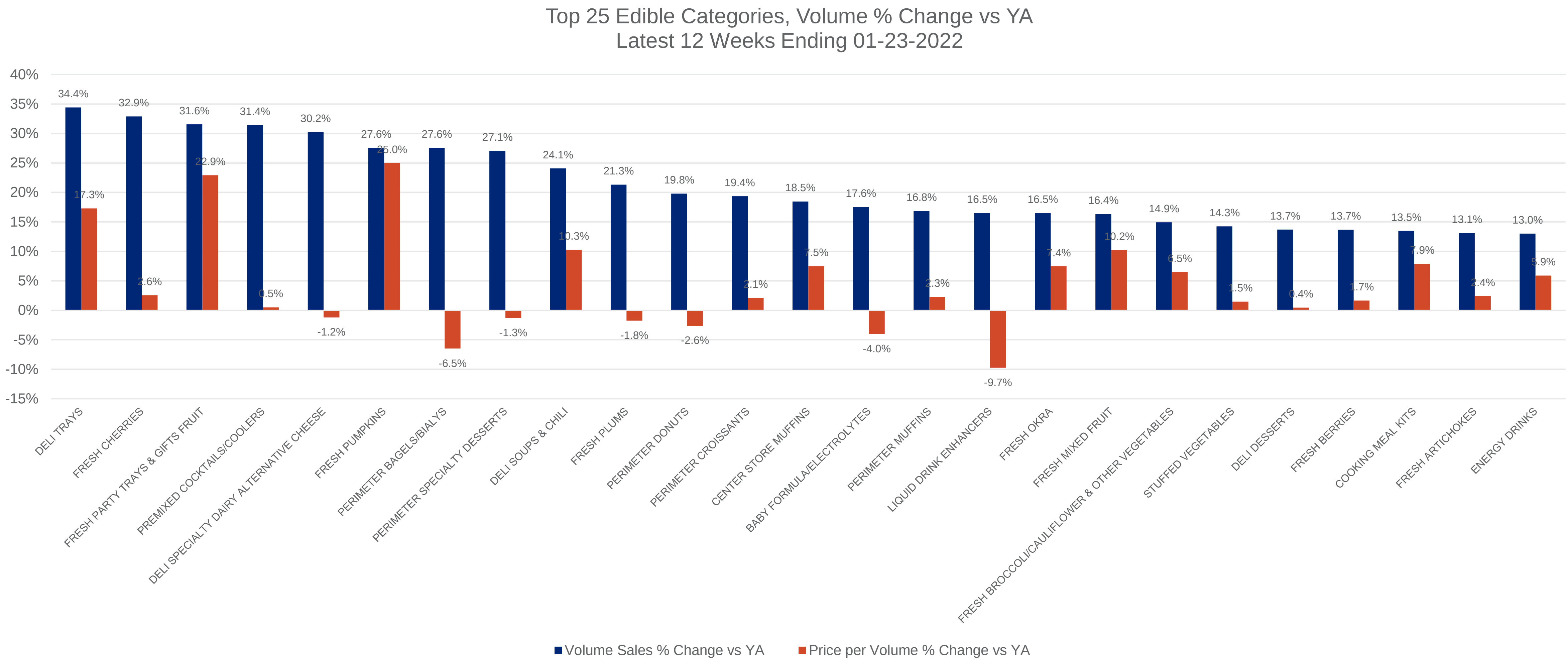
Pork And Beef Are Most Noticeable Price Increases By Consumers, And Both Are In The Top 25 Categories For Price Increases In Scanner Data



*only includes items with >$10M in Sales

Source: IRI Integrated Fresh Market Advantage, MULO, 12 weeks ending 01-23-2022

Volume Growth In Deli Trays, Party Trays, Premixed Cocktails Show Return To A More Normal Holiday Season In 2021 Compared to 2020



*only includes items with 1M in Volume Sales

Source: IRI Integrated Fresh Market Advantage, MULO, 12 weeks ending 01-23-2022

IRI Fresh COE + Market & Shopper Intelligence

FRESH FOODS SHOPPING BEHAVIOR

IRI Household Panel data, including random-weight reference card scans from the National Consumer Panel

Utilizing the NEW Integrated Fresh Panel available Jan 2022

Results as of January 2022 for data ending 01/23/22

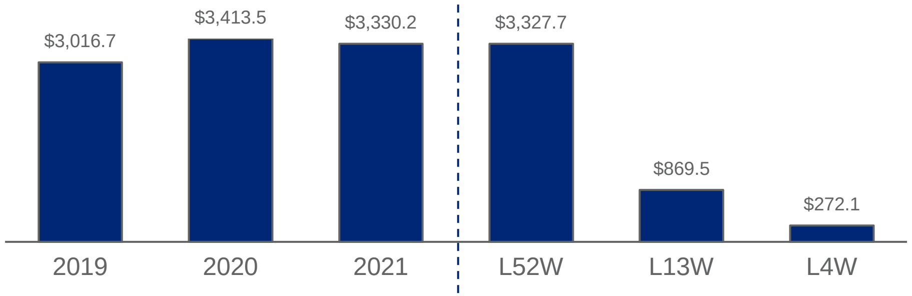
Total Edible

Total Edible has lost dollars per buyer, dollars per trip and frequency in the latest periods vs YA. But gained basket size in L13 weeks and L4 weeks

Total Edible with FW/RW Combined | Consumer Purchasing Dynamics | Total U.S. All Outlets ; CY 2019-2021, L52W, L13W, L4W vs YA

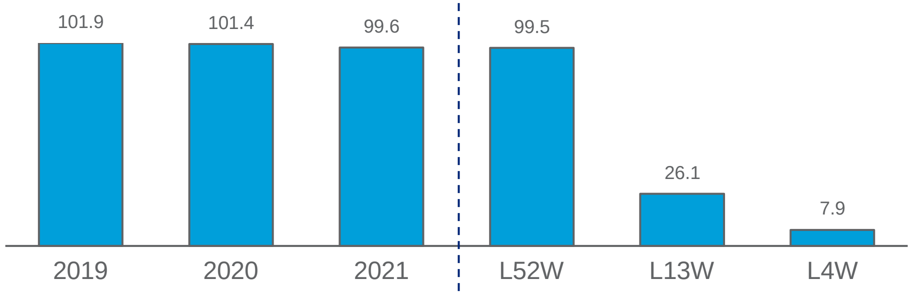
Dollars per Buyer

%Change Vs YA	2019	2020	2021	L52W	L13W	L4W
	-0.1%	+13.2%	-2.4%	-3.4%	-2.3%	-2.4%



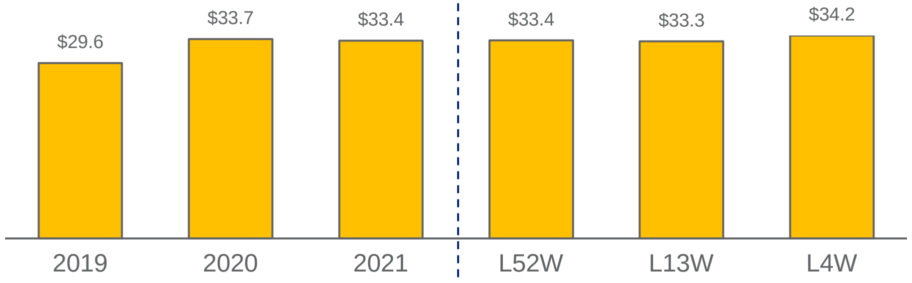
Product Trips per Buyer

%Change Vs YA	2019	2020	2021	L52W	L13W	L4W
	+1.2%	-0.4%	-1.7%	-1.7%	-1.5%	-2.4%



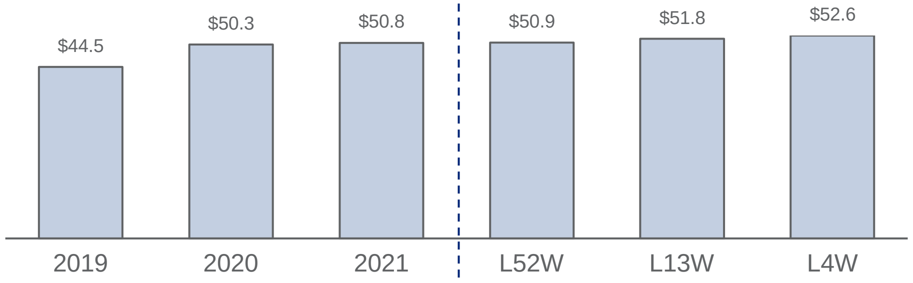
Dollars per Trip

%Change Vs YA	2019	2020	2021	L52W	L13W	L4W
	-1.3%	+13.7%	-0.7%	-1.7%	-0.9%	+0.0%



In Basket Dollars per Trip

%Change Vs YA	2019	2020	2021	L52W	L13W	L4W
	-0.8%	+13.1%	+0.9%	0.0%	+0.6%	+1.3%

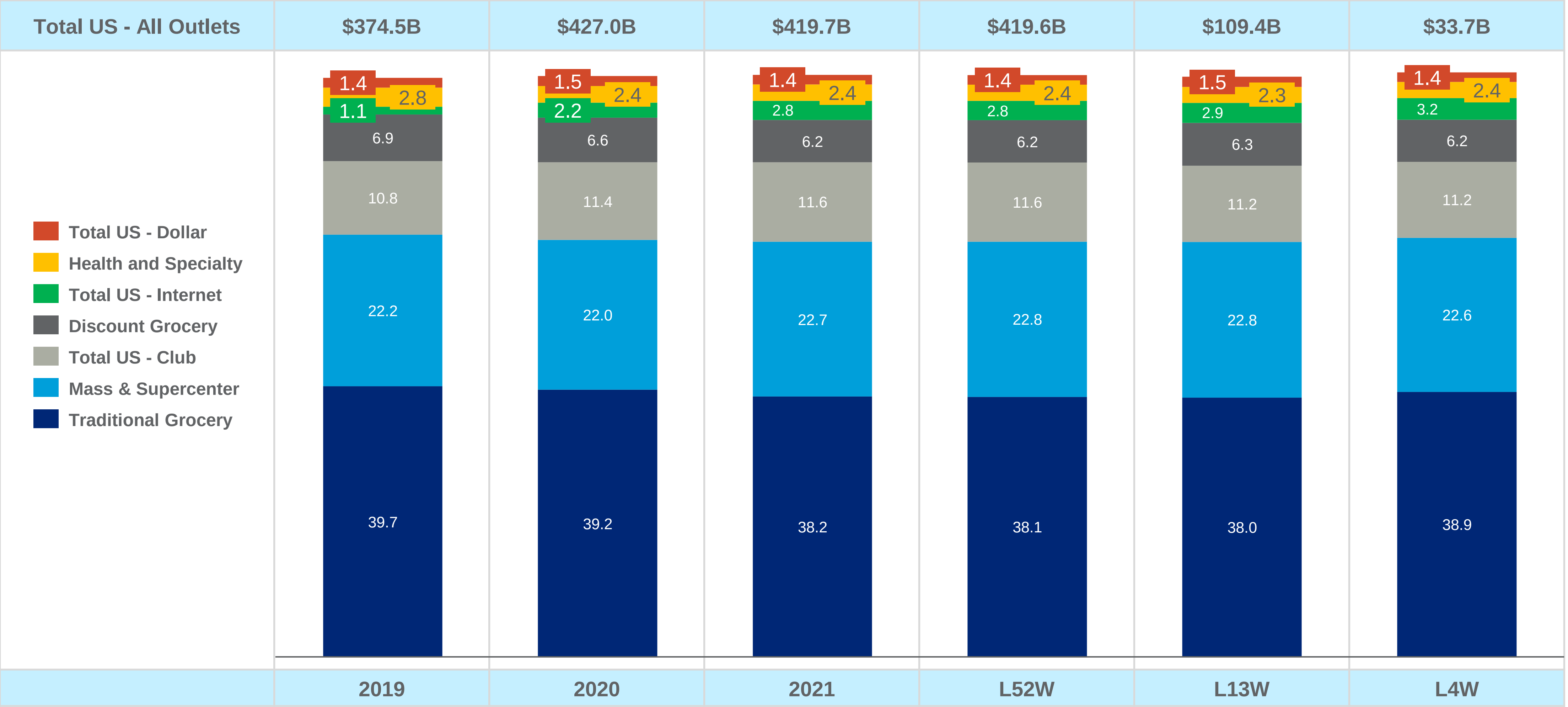


*** Red and Green value above the bar chart is % Change vs Year Ago values*

Source: Integrated Fresh Panel CY 2019-2021, L52W, L13W, L4W data ending 01/23/22, All Outlets.

Mass & Supercenter, Club and Internet channels have gained share in CY 2021 while other channels have declined

Total Edible with FW/RW Combined | Dollar Sales and Share of Channels ; CY 2019-2021, L52W, L13W, L4W vs YA



***Note:*
Dollar share sorted based on L52W data
Dollar share is calculated to Total US - All Outlets

Source: Integrated Fresh Panel CY 2019-2021, L52W, L13W, L4W data ending 01/23/22, All Outlets.

Mass & Supercenter and Internet channels gained dollar sales in the L52 weeks vs YA while all other channels declined

Total Edible with FW/RW Combined | Dollar % Change vs YA | Total U.S. All Outlets ; CY 2019-2021, L52W, L13W, L4W vs YA

	2019	2020	2021	L52W	L13W	L4W
Traditional Grocery	-1.5%	+12.5%	-4.2%	-5.2%	-2.9%	-1.9%
Mass & Supercenter	+1.5%	+12.7%	+1.6%	+1.0%	-0.0%	-0.6%
Total US – Club	+1.4%	+20.2%	+0.5%	-1.2%	-3.3%	-4.7%
Discount Grocery	+4.0%	+9.1%	-6.6%	-6.8%	-2.0%	-3.1%
Total US - Internet	+14.0%	+122.3%	+25.1%	+18.3%	+6.4%	-2.0%
Health and Specialty	+4.9%	-0.9%	-3.1%	-4.1%	-1.4%	-3.9%
Total US - Dollar	+9.6%	+18.2%	-7.2%	-7.2%	-0.0%	-1.2%

Source: Integrated Fresh Panel CY 2019-2021, L52W, L13W, L4W data ending 01/23/22, All Outlets.

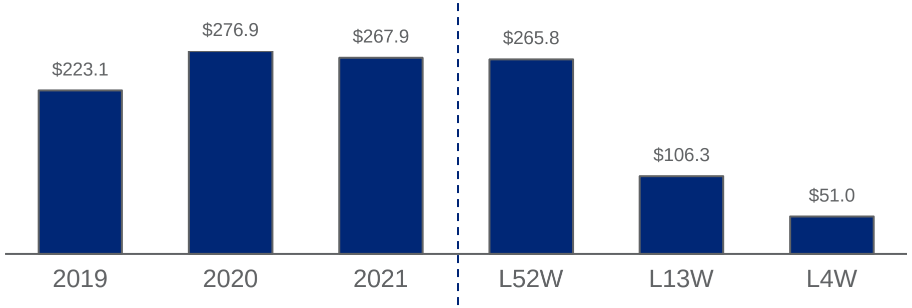
Total Adult Beverages

Total Adult Beverages has lost dollars per buyer and frequency in the latest periods vs YA. But gained dollars per trip and basket size in L13 weeks and L4 weeks

Total Adult Beverages with FW/RW Combined | Consumer Purchasing Dynamics | Total U.S. All Outlets ; CY 2019-2021, L52W, L13W, L4W vs YA

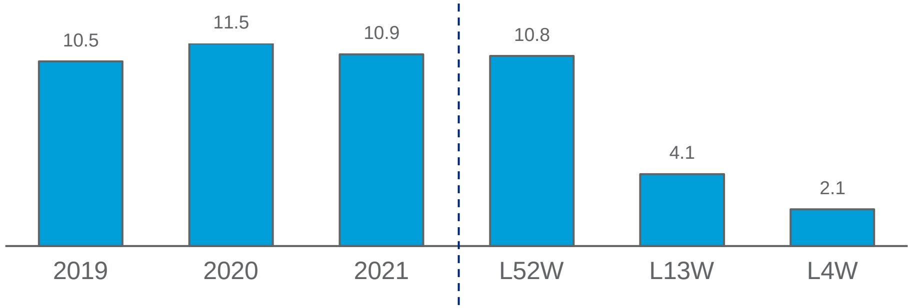
Dollars per Buyer

%Change Vs YA	2019	2020	2021	L52W	L13W	L4W
	+1.5%	+24.1%	-3.2%	-5.6%	-1.9%	-3.3%



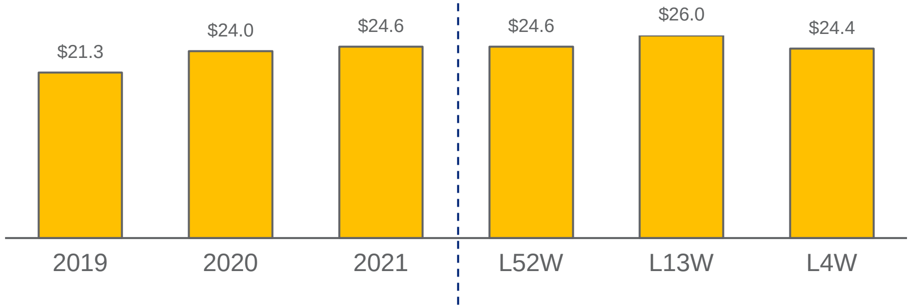
Product Trips per Buyer

%Change Vs YA	2019	2020	2021	L52W	L13W	L4W
	0.0%	+9.7%	-5.4%	-6.8%	-6.0%	-3.6%



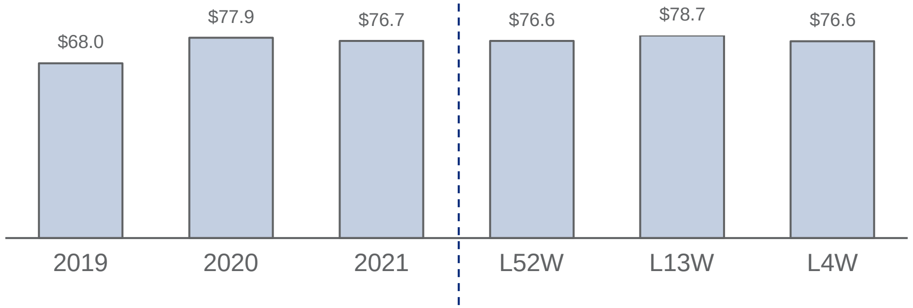
Dollars per Trip

%Change Vs YA	2019	2020	2021	L52W	L13W	L4W
	+1.5%	+13.1%	+2.3%	+1.3%	+4.4%	+0.3%



In Basket Dollars per Trip

%Change Vs YA	2019	2020	2021	L52W	L13W	L4W
	+1.1%	+14.6%	-1.5%	-2.4%	+0.7%	+0.1%

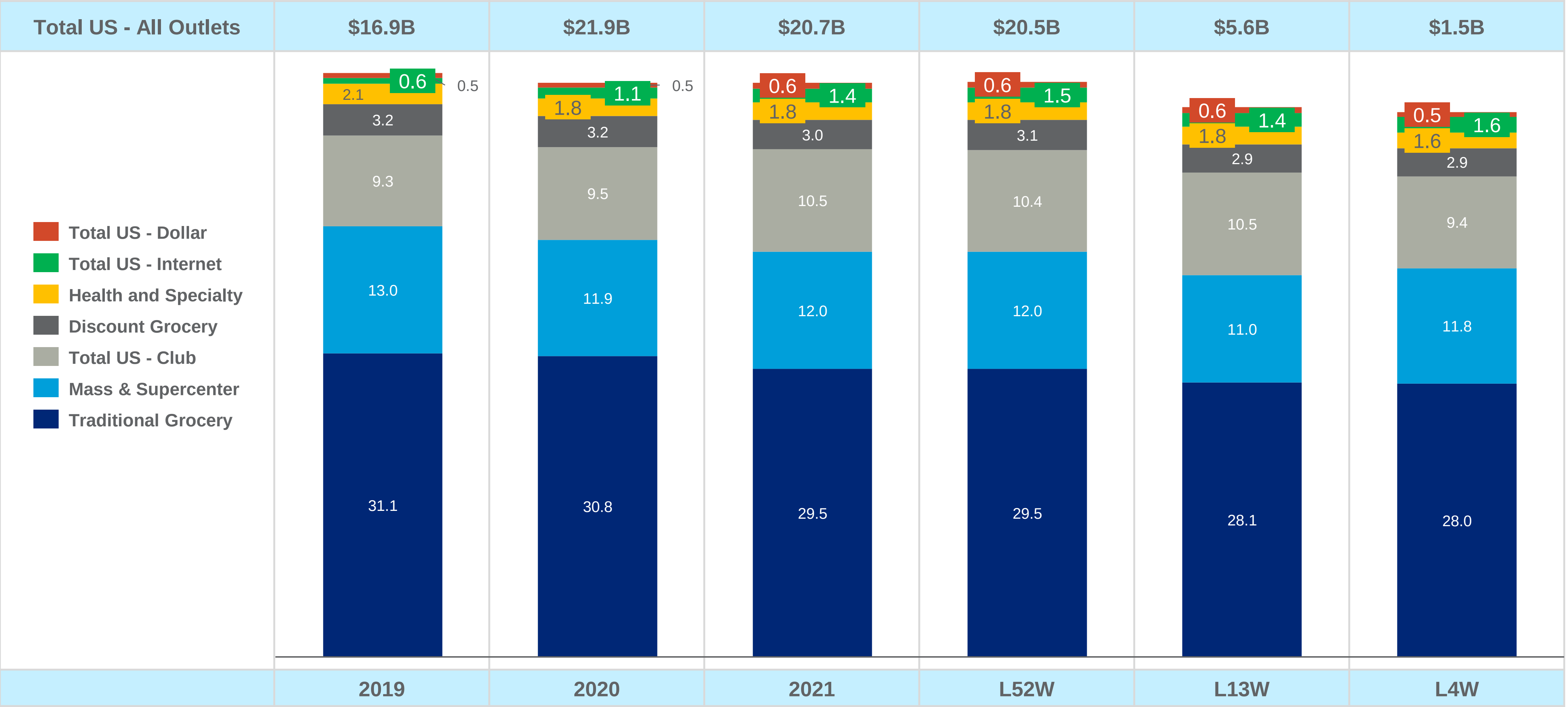


*** Red and Green value above the bar chart is % Change vs Year Ago values*

Source: Integrated Fresh Panel CY 2019-2021, L52W, L13W, L4W data ending 01/23/22, All Outlets.

Mass & Supercenter, Club, Internet and Dollar channels have gained share in CY 2021 while other channels have declined

Total Adult Beverages with FW/RW Combined | Dollar Sales and Share of Channels ; CY 2019-2021, L52W, L13W, L4W vs YA



***Note:*
Dollar share sorted based on L52W data
Dollar share is calculated to Total US - All Outlets

Source: Integrated Fresh Panel CY 2019-2021, L52W, L13W, L4W data ending 01/23/22, All Outlets.

Club and Internet channels gained dollar sales in the L52 weeks vs YA while all other channels declined

Total Adult Beverages with FW/RW Combined | Dollar % Change vs YA | Total U.S. All Outlets ; CY 2019-2021, L52W, L13W, L4W vs YA

	2019	2020	2021	L52W	L13W	L4W
Traditional Grocery	-0.2%	+27.8%	-9.0%	-12.4%	-11.5%	-12.8%
Mass & Supercenter	+6.1%	+18.7%	-4.8%	-6.5%	-9.5%	-11.0%
Total US – Club	+6.5%	+31.7%	+4.9%	+0.1%	-2.5%	-21.3%
Discount Grocery	+10.2%	+28.0%	-9.4%	-11.7%	-10.8%	-9.4%
Total US - Internet	+21.0%	+134.0%	+25.0%	+15.7%	-0.9%	-10.7%
Health and Specialty	+5.7%	+8.7%	-4.1%	-8.7%	+4.2%	-12.0%
Total US - Dollar	+18.8%	+30.5%	+0.8%	-1.6%	+8.1%	-18.6%

IRi

Source: Integrated Fresh Panel CY 2019-2021, L52W, L13W, L4W data ending 01/23/22, All Outlets.

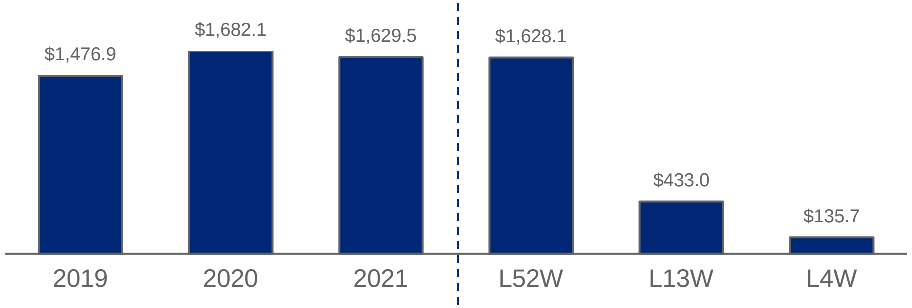
Total Grocery

Total Grocery has lost dollars per buyer and frequency in the latest periods vs YA. But gained dollars per trip and basket size in L13 weeks and L4 weeks

Total Grocery with FW/RW Combined | Consumer Purchasing Dynamics | Total U.S. All Outlets ; CY 2019-2021, L52W, L13W, L4W vs YA

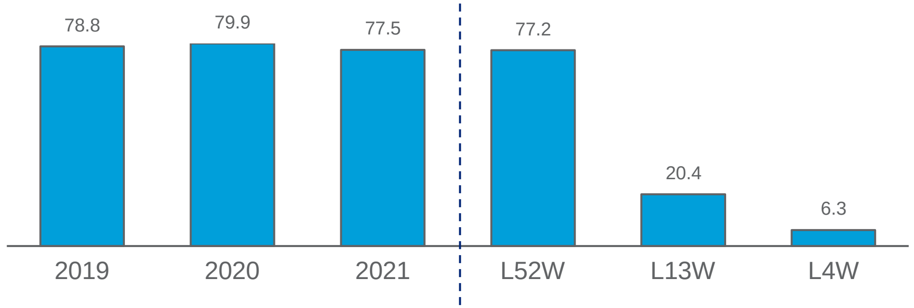
Dollars per Buyer

%Change Vs YA	-0.3%	+13.9%	-3.1%	-4.0%	-2.7%	-2.7%



Product Trips per Buyer

%Change Vs YA	-0.1%	+1.5%	-3.0%	-3.2%	-3.2%	-3.9%



Dollars per Trip

%Change Vs YA	-0.2%	+12.2%	-0.1%	-0.7%	+0.5%	+1.3%

In Basket Dollars per Trip

%Change Vs YA	-0.5%	+11.9%	+1.3%	+0.5%	+1.1%	+1.8%

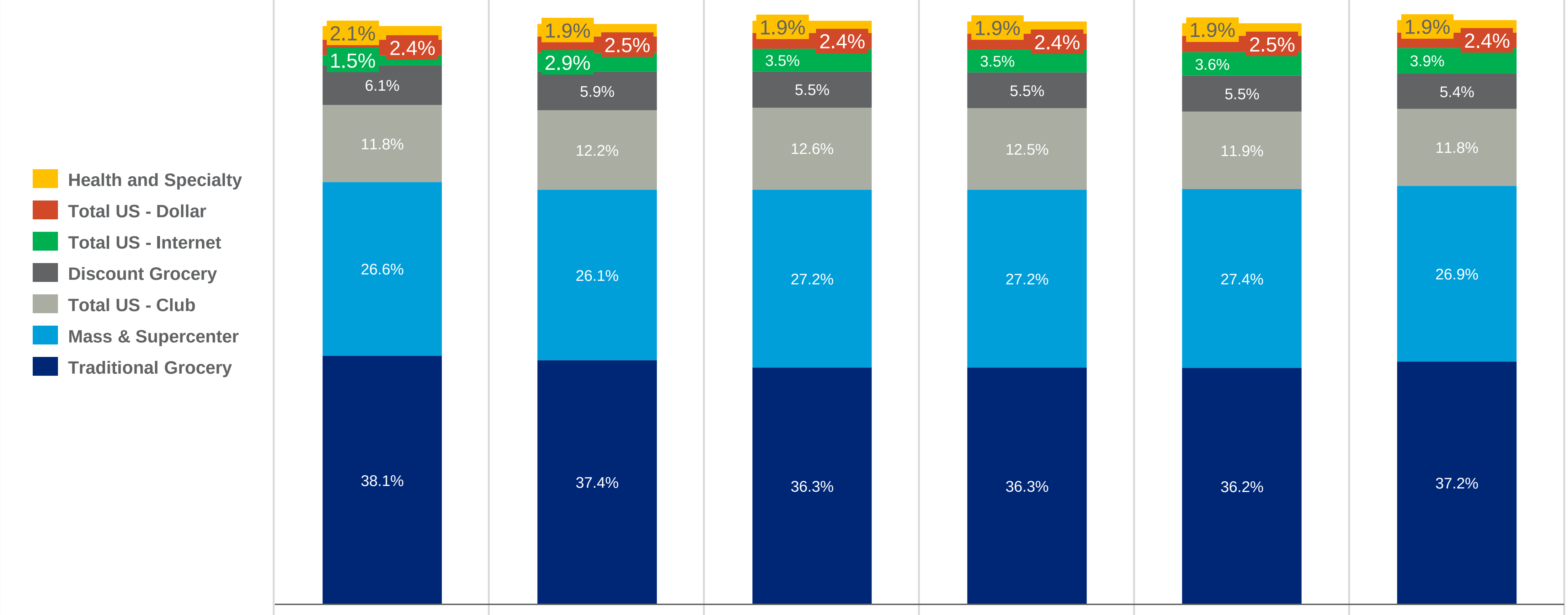
*** Red and Green value above the bar chart is % Change vs Year Ago values*

Source: Integrated Fresh Panel CY 2019-2021, L52W, L13W, L4W data ending 01/23/22, All Outlets.

Mass & Supercenter, Club, Internet channels have gained share in CY 2021 while other channels have declined

Total Grocery with FW/RW Combined | Dollar Sales and Share of Channels ; CY 2019-2021, L52W, L13W, L4W vs YA

Total US - All Outlets	$183.2B	$210.2B	$205.2B	$205.1B	$54.2B	$16.6B



	2019	2020	2021	L52W	L13W	L4W

***Note:*
Dollar share sorted based on L52W data
Dollar share is calculated to Total US - All Outlets

Source: Integrated Fresh Panel CY 2019-2021, L52W, L13W, L4W data ending 01/23/22, All Outlets.

Mass & Supercenter and Internet channels gained dollar sales in the L52 weeks vs YA while all other channels declined

Total Grocery with FW/RW Combined | Dollar % Change vs YA | Total U.S. All Outlets ; CY 2019-2021, L52W, L13W, L4W vs YA

	2019	2020	2021	L52W	L13W	L4W
Traditional Grocery	-1.4%	+12.5%	-5.1%	-6.0%	-3.5%	-2.1%
Mass & Supercenter	+1.4%	+12.8%	+1.4%	+0.9%	-0.2%	-0.6%
Total US – Club	+1.6%	+19.1%	+0.4%	-1.2%	-3.0%	-6.1%
Discount Grocery	+1.7%	+9.7%	-8.9%	-9.1%	-3.1%	-3.9%
Total US - Internet	+12.4%	+116.7%	+17.6%	+11.6%	+2.3%	-3.2%
Health and Specialty	+4.2%	+2.2%	+0.6%	-0.2%	+2.5%	-4.0%
Total US - Dollar	+9.5%	+19.4%	-6.4%	-6.3%	-0.1%	-1.2%

Source: Integrated Fresh Panel CY 2019-2021, L52W, L13W, L4W data ending 01/23/22, All Outlets.

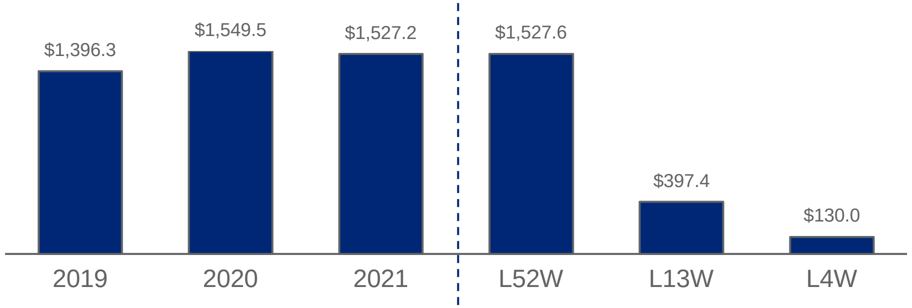
Total Fresh Foods

Total Fresh Foods has lost dollars per buyer, dollars per trip, frequency and basket size in the latest 52 weeks vs YA. But gained dollars per trip and basket size in L13 weeks and L4 weeks.

Total Fresh Foods with FW/RW Combined | Consumer Purchasing Dynamics | Total U.S. All Outlets ; CY 2019-2021, L52W, L13W, L4W vs YA

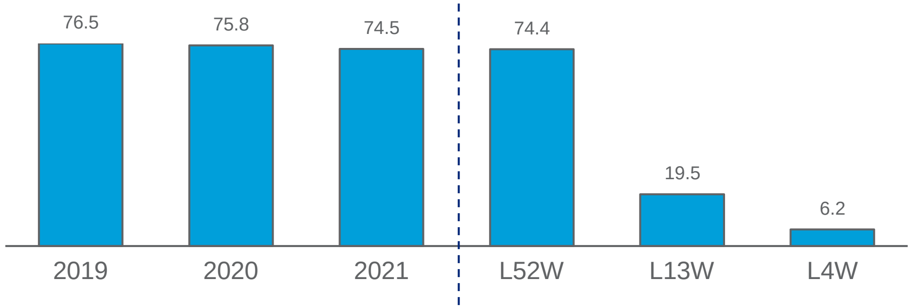
Dollars per Buyer

%Change Vs YA	+0.2%	+11.0%	-1.4%	-2.2%	-0.6%	+0.2%



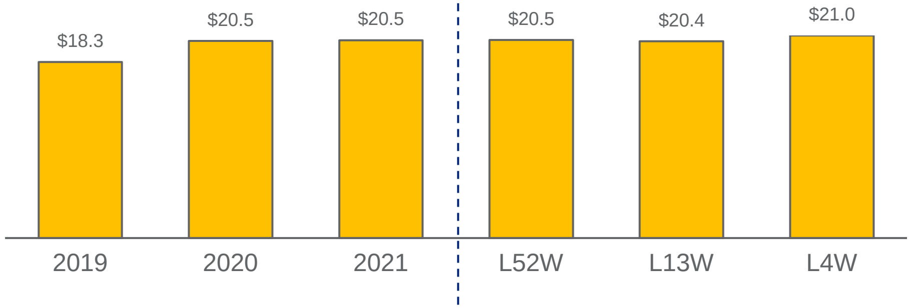
Product Trips per Buyer

%Change Vs YA	+1.0%	-1.0%	-1.7%	-1.6%	-0.9%	-0.8%



Dollars per Trip

%Change Vs YA	-0.8%	+12.1%	+0.3%	-0.6%	+0.3%	+1.0%



In Basket Dollars per Trip

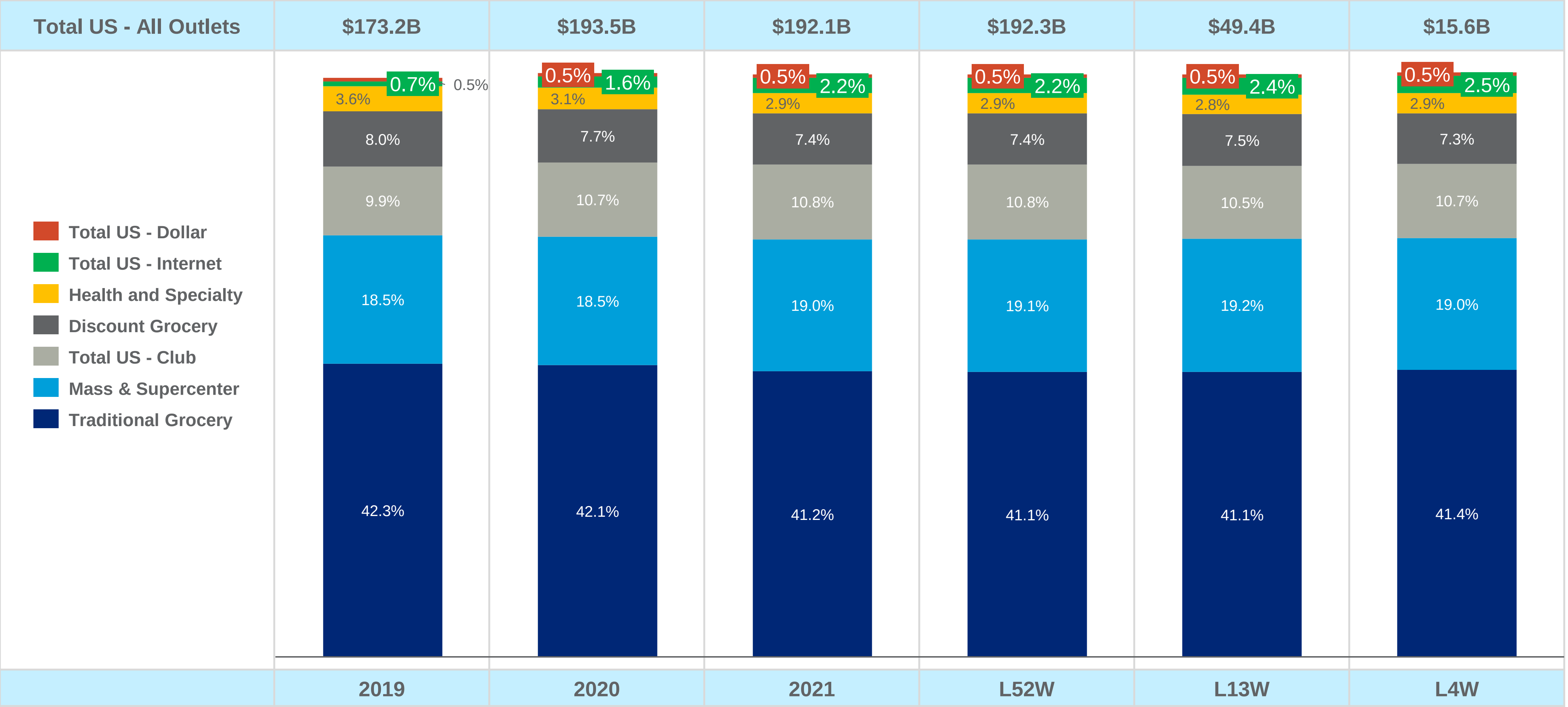
%Change Vs YA	-0.8%	+14.4%	+0.3%	-0.7%	+0.3%	+0.6%

*** Red and Green value above the bar chart is % Change vs Year Ago values*

Source: Integrated Fresh Panel CY 2019-2021, L52W, L13W, L4W data ending 01/23/22, All Outlets.

Mass & Supercenter, Club, Internet channels have gained share in CY 2021 while other channels have declined

Total Fresh Foods with FW/RW Combined | Dollar Sales and Share of Channels ; CY 2019-2021, L52W, L13W, L4W vs YA



**Note:
Dollar share sorted based on L52W data
Dollar share is calculated to Total US - All Outlets

Source: Integrated Fresh Panel CY 2019-2021, L52W, L13W, L4W data ending 01/23/22, All Outlets.

Mass & Supercenter and Internet channels gained dollar sales in the L52 weeks vs YA while all other channels declined

Total Fresh Foods with FW/RW Combined | Dollar % Change vs YA | Total U.S. All Outlets ; CY 2019-2021, L52W, L13W, L4W vs YA

	2019	2020	2021	L52W	L13W	L4W
Traditional Grocery	-1.8%	+11.4%	-3.0%	-3.9%	-1.7%	-0.8%
Mass & Supercenter	+1.5%	+12.1%	+1.9%	+1.5%	+0.9%	+0.3%
Total US – Club	+0.8%	+20.6%	+0.1%	-1.5%	-3.8%	-1.1%
Discount Grocery	+5.8%	+7.9%	-4.6%	-4.7%	-0.8%	-2.3%
Total US - Internet	+16.8%	+134.0%	+40.3%	+31.6%	+14.4%	+0.7%
Health and Specialty	+5.3%	-3.2%	-5.6%	-6.6%	-4.7%	-3.9%
Total US - Dollar	+9.3%	+11.6%	-12.5%	-12.7%	-0.6%	+2.3%

Source: Integrated Fresh Panel CY 2019-2021, L52W, L13W, L4W data ending 01/23/22, All Outlets.

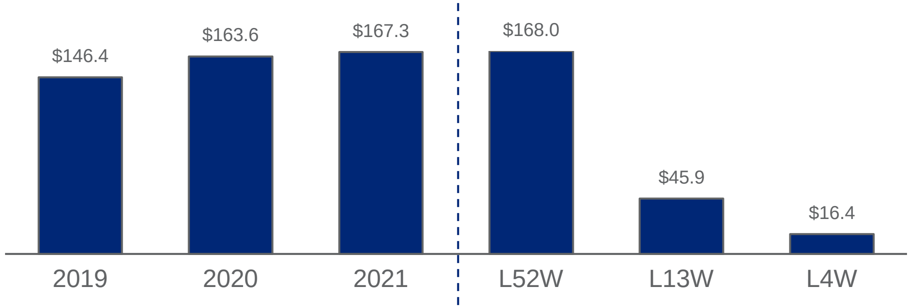
Department Bakery

Bakery has gained dollars per buyer and dollars per trip but has lost frequency in the latest periods vs YA. Basket size is reduced in the L52 weeks vs YA but gained in L13 weeks and L4 weeks.

Dept-Bakery with FW/RW Combined | Consumer Purchasing Dynamics | Total U.S. All Outlets ; CY 2019-2021, L52W, L13W, L4W vs YA

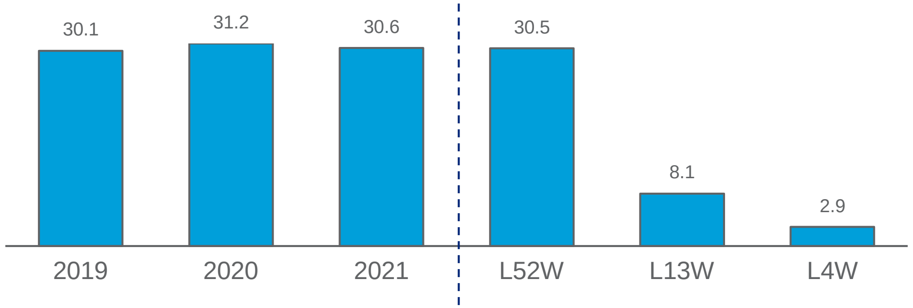
Dollars per Buyer

%Change Vs YA	+2.2%	+11.7%	+2.3%	+1.6%	+2.4%	+4.4%



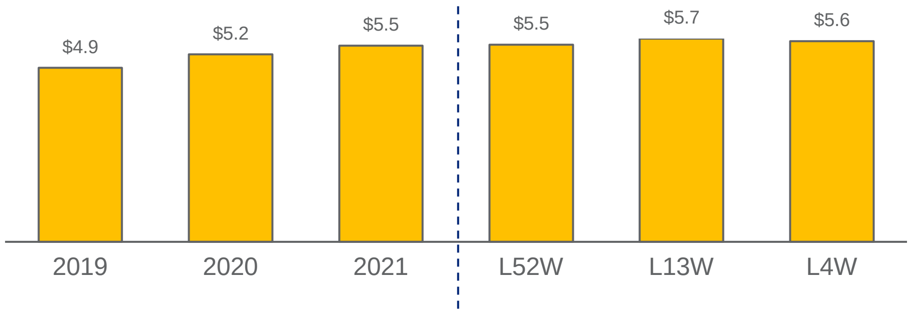
Product Trips per Buyer

%Change Vs YA	+0.1%	+3.7%	-2.2%	-2.5%	-3.0%	-1.5%



Dollars per Trip

%Change Vs YA	+2.0%	+7.8%	+4.6%	+4.3%	+5.6%	+6.0%



In Basket Dollars per Trip

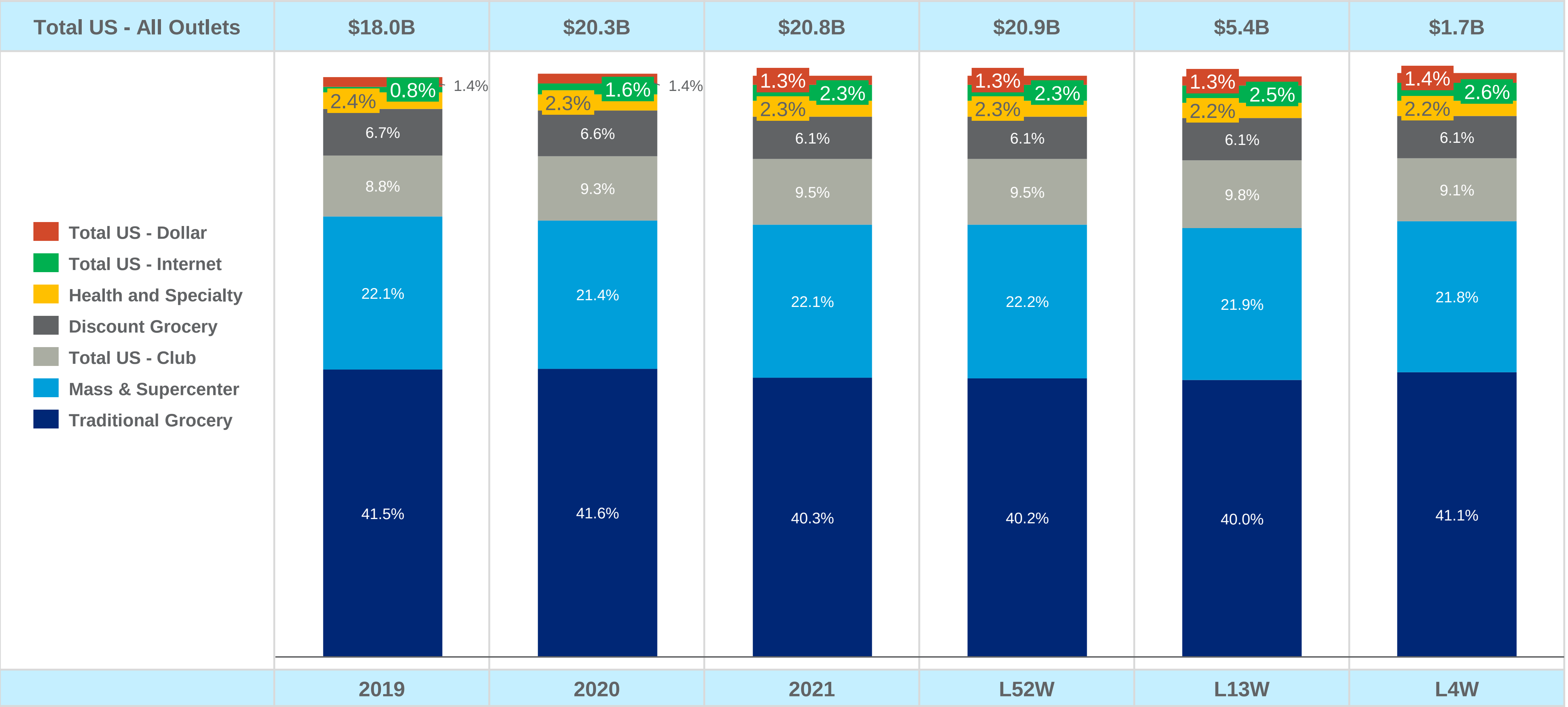
%Change Vs YA	-1.3%	+14.7%	-0.5%	-1.3%	+0.6%	+1.1%

*** Red and Green value above the bar chart is % Change vs Year Ago values*

Source: Integrated Fresh Panel CY 2019-2021, L52W, L13W, L4W data ending 01/23/22, All Outlets.

Mass & Supercenter, Club, Internet channels have gained share in CY 2021 while other channels have declined

Dept-Bakery with FW/RW Combined | Dollar Sales and Share of Channels ; CY 2019-2021, L52W, L13W, L4W vs YA



***Note:*
Dollar share sorted based on L52W data
Dollar share is calculated to Total US - All Outlets

Source: Integrated Fresh Panel CY 2019-2021, L52W, L13W, L4W data ending 01/23/22, All Outlets.

Mass & Supercenter, Club, Internet and Health & Specialty channels gained dollar sales in the L52 weeks vs YA while all other channels declined

Dept-Bakery with FW/RW Combined | Dollar % Change vs YA | Total U.S. All Outlets ; CY 2019-2021, L52W, L13W, L4W vs YA

	2019	2020	2021	L52W	L13W	L4W
Traditional Grocery	+0.8%	+12.7%	-0.3%	-1.0%	+1.1%	+3.2%
Mass & Supercenter	+3.3%	+9.0%	+6.1%	+5.8%	+3.5%	+4.1%
Total US – Club	+0.9%	+19.4%	+4.6%	+3.2%	+4.0%	+2.5%
Discount Grocery	+8.8%	+10.9%	-4.1%	-4.4%	-0.6%	-0.7%
Total US - Internet	+22.5%	+139.5%	+46.4%	+36.0%	+12.7%	+1.0%
Health and Specialty	+7.6%	+7.1%	+3.7%	+2.8%	+1.0%	+3.0%
Total US - Dollar	+7.9%	+16.6%	-8.9%	-9.1%	+2.1%	+6.3%

Source: Integrated Fresh Panel CY 2019-2021, L52W, L13W, L4W data ending 01/23/22, All Outlets.

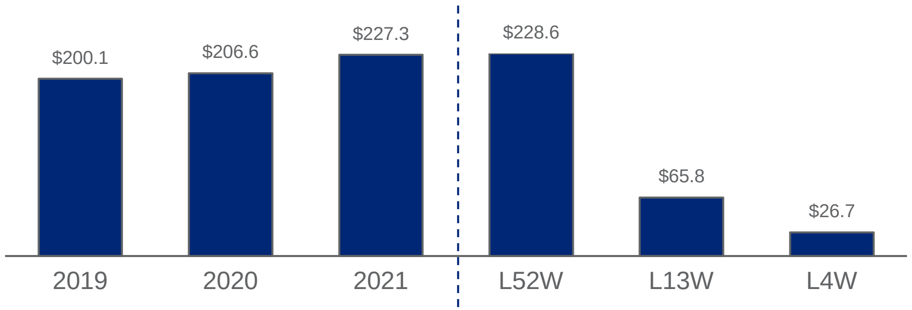
Department Deli

Deli has gained dollars per buyer, dollars per trip and frequency in the latest periods vs YA. Basket size is reduced in the L52 weeks and L13 weeks vs YA but gained in L4 weeks vs YA.

Dept-Deli with FW/RW Combined | Consumer Purchasing Dynamics | Total U.S. All Outlets ; CY 2019-2021, L52W, L13W, L4W vs YA

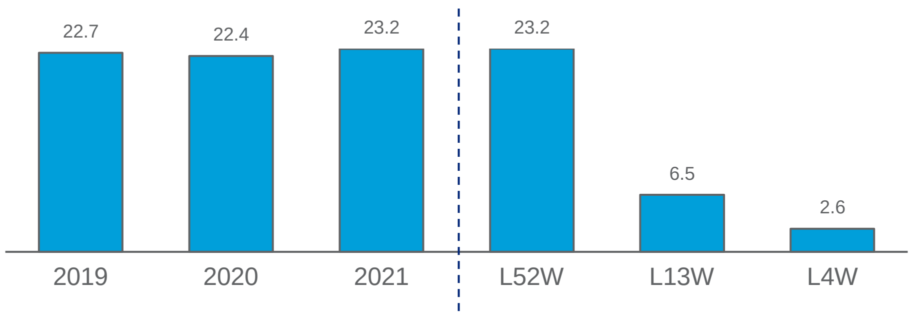
Dollars per Buyer

%Change Vs YA	+7.1%	+3.2%	+10.1%	+10.1%	+9.4%	+7.6%



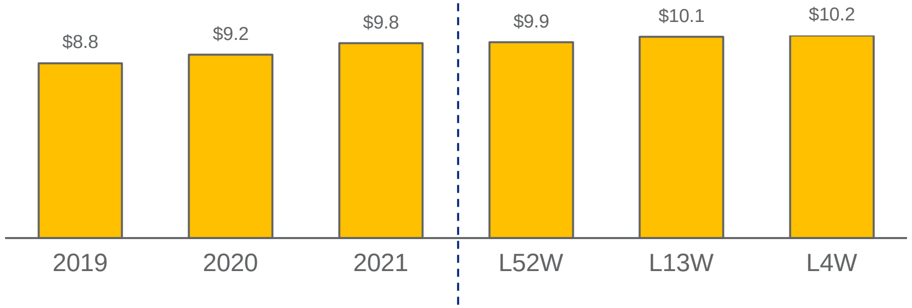
Product Trips per Buyer

%Change Vs YA	+4.5%	-1.5%	+3.6%	+3.8%	+2.0%	+0.0%



Dollars per Trip

%Change Vs YA	+2.5%	+4.9%	+6.2%	+6.1%	+7.2%	+7.6%



In Basket Dollars per Trip

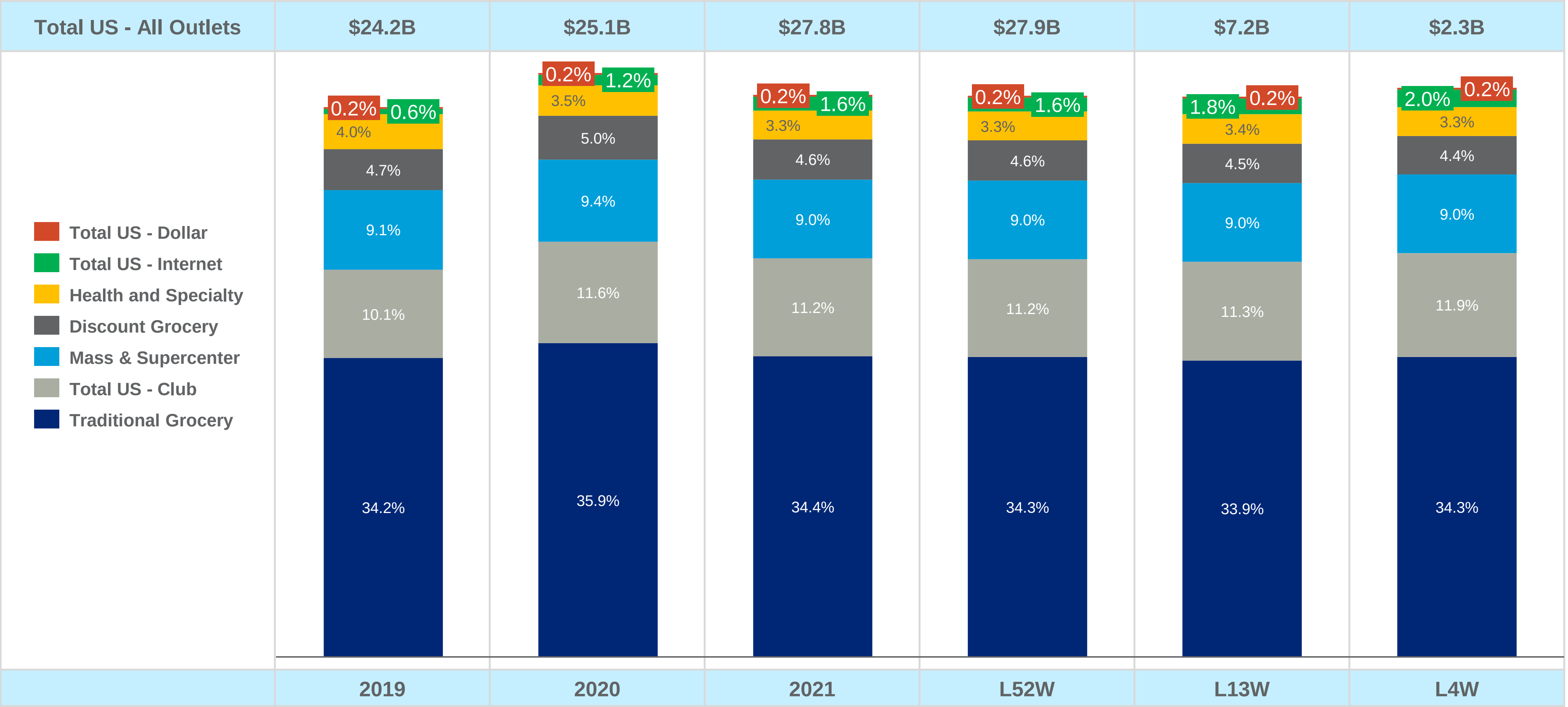
%Change Vs YA	-2.6%	+17.7%	-1.7%	-2.9%	-0.9%	+0.1%

*** Red and Green value above the bar chart is % Change vs Year Ago values*

Source: Integrated Fresh Panel CY 2019-2021, L52W, L13W, L4W data ending 01/23/22, All Outlets.

Internet channel has gained share in CY 2021 while other channels have declined

Dept-Deli with FW/RW Combined | Dollar Sales and Share of Channels ; CY 2019-2021, L52W, L13W, L4W vs YA



***Note:*
Dollar share sorted based on L52W data
Dollar share is calculated to Total US - All Outlets

Source: Integrated Fresh Panel CY 2019-2021, L52W, L13W, L4W data ending 01/23/22, All Outlets.

Except Dollar channel, all other channels gained dollar sales in the L52 weeks vs YA.

Dept-Deli with FW/RW Combined | Dollar % Change vs YA | Total U.S. All Outlets ; CY 2019-2021, L52W, L13W, L4W vs YA

	2019	2020	2021	L52W	L13W	L4W
Traditional Grocery	+1.0%	+9.2%	+6.0%	+4.8%	+3.1%	+0.6%
Mass & Supercenter	+5.6%	+6.3%	+6.6%	+6.9%	+7.0%	+2.5%
Total US – Club	+5.5%	+18.4%	+7.1%	+5.6%	+4.1%	+4.7%
Discount Grocery	+17.7%	+12.3%	+1.9%	+1.6%	+0.4%	-3.7%
Total US - Internet	+11.1%	+114.0%	+48.5%	+39.2%	+20.7%	+16.5%
Health and Specialty	+7.7%	-8.3%	+3.8%	+4.0%	+7.1%	+2.8%
Total US - Dollar	+18.9%	-2.2%	-0.9%	-0.6%	+28.1%	-8.0%

Source: Integrated Fresh Panel CY 2019-2021, L52W, L13W, L4W data ending 01/23/22, All Outlets.

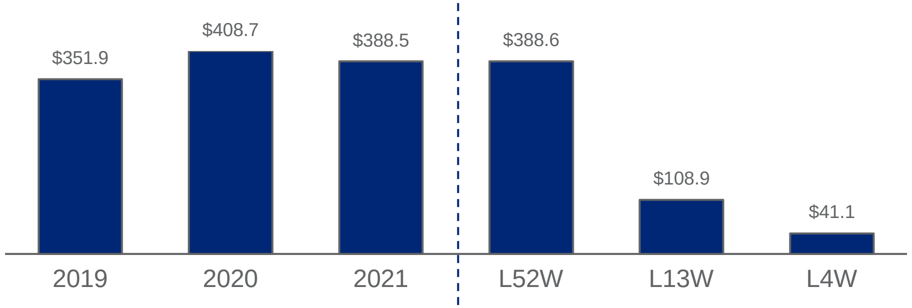
Department Meat

Meat has lost dollars per buyer and frequency in the latest 52 weeks vs YA. But gained dollars per trip and basket size in the L52 weeks, L13 weeks and L4 weeks vs YA.

Dept-Meat with FW/RW Combined | Consumer Purchasing Dynamics | Total U.S. All Outlets ; CY 2019-2021, L52W, L13W, L4W vs YA

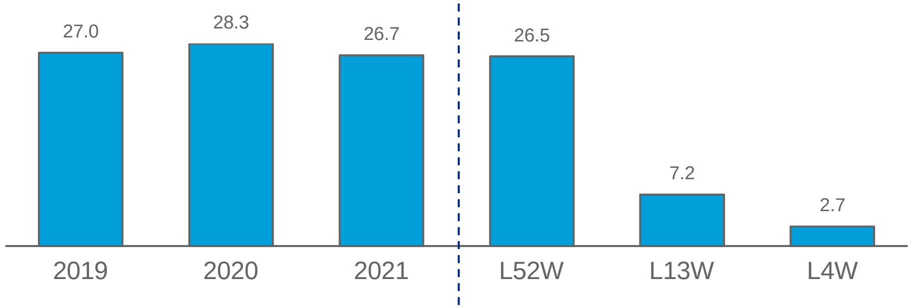
Dollars per Buyer

%Change Vs YA	-1.1%	+16.1%	-5.0%	-5.7%	-1.4%	+2.3%



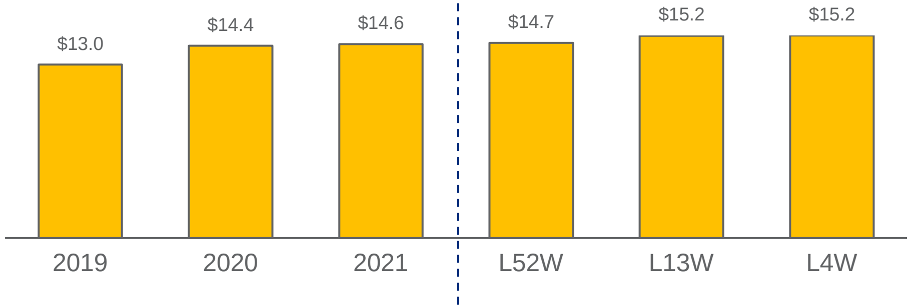
Product Trips per Buyer

%Change Vs YA	-1.3%	+4.7%	-5.8%	-6.4%	-6.8%	-4.1%



Dollars per Trip

%Change Vs YA	+0.2%	+11.0%	+0.9%	+0.8%	+5.8%	+6.7%



In Basket Dollars per Trip

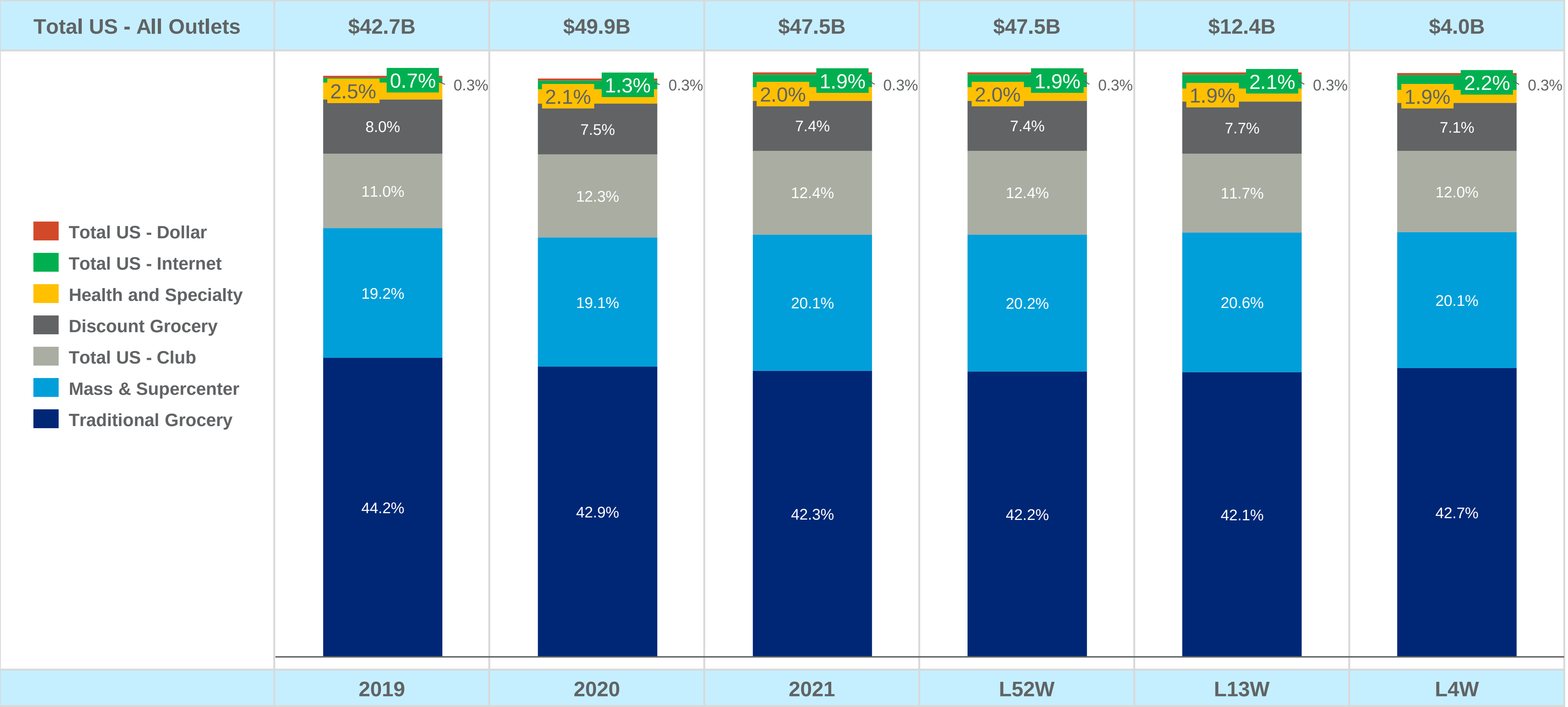
%Change Vs YA	-0.5%	+13.4%	+0.8%	+0.2%	+2.0%	+2.2%

*** Red and Green value above the bar chart is % Change vs Year Ago values*

Source: Integrated Fresh Panel CY 2019-2021, L52W, L13W, L4W data ending 01/23/22, All Outlets.

Mass & Supercenter, Club, Internet channels have gained share in CY 2021 while other channels have declined

Dept-Meat with FW/RW Combined | Dollar Sales and Share of Channels ; CY 2019-2021, L52W, L13W, L4W vs YA



***Note:*
Dollar share sorted based on L52W data
Dollar share is calculated to Total US - All Outlets

Source: Integrated Fresh Panel CY 2019-2021, L52W, L13W, L4W data ending 01/23/22, All Outlets.

In the most recent period, Grocery, Mass/Super and Online sales eclipsed last January while other channels struggled in Meat

Dept-Meat with FW/RW Combined | Dollar % Change vs YA | Total U.S. All Outlets ; CY 2019-2021, L52W, L13W, L4W vs YA

	2019	2020	2021	L52W	L13W	L4W
Traditional Grocery	-2.6%	+13.6%	-6.3%	-7.1%	-2.6%	+0.6%
Mass & Supercenter	+1.6%	+16.8%	-0.0%	-0.3%	+2.5%	+2.3%
Total US – Club	-0.4%	+31.4%	-4.1%	-6.1%	-9.1%	-3.0%
Discount Grocery	+3.7%	+10.6%	-6.5%	-6.5%	+2.4%	-0.5%
Total US - Internet	+16.6%	+116.5%	+37.8%	+29.7%	+17.0%	+3.4%
Health and Specialty	+5.7%	-1.2%	-10.9%	-11.4%	-8.0%	-2.4%
Total US - Dollar	+11.3%	+16.3%	-14.8%	-15.5%	-3.2%	-3.4%

Source: Integrated Fresh Panel CY 2019-2021, L52W, L13W, L4W data ending 01/23/22, All Outlets.

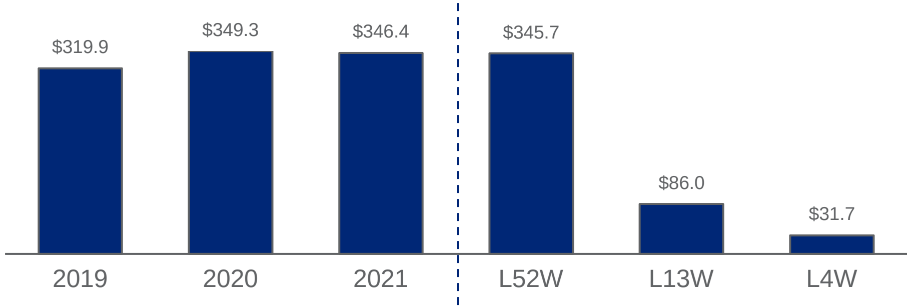
Department Produce

Produce has lost dollars per buyer and frequency but gained dollars per trip in the latest periods vs YA. Basket size is increased only in the CY 2020 and L4 weeks vs YA.

Dept-Produce with FW/RW Combined | Consumer Purchasing Dynamics | Total U.S. All Outlets ; CY 2019-2021, L52W, L13W, L4W vs YA

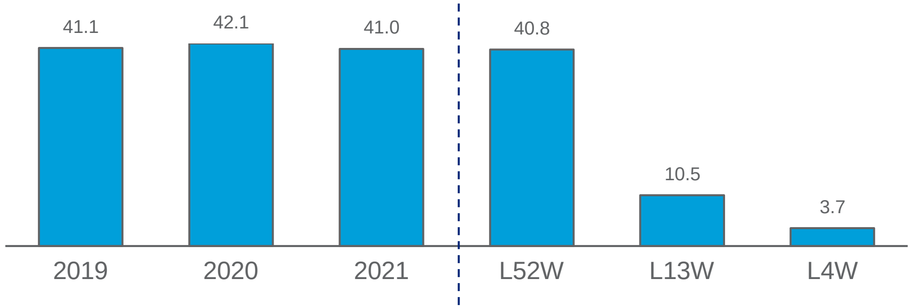
Dollars per Buyer

	2019	2020	2021	L52W	L13W	L4W
%Change Vs YA	-0.6%	+9.2%	-0.8%	-1.8%	-0.8%	-0.9%



Product Trips per Buyer

	2019	2020	2021	L52W	L13W	L4W
%Change Vs YA	-0.3%	+2.3%	-2.6%	-3.0%	-3.3%	-2.6%



Dollars per Trip

	2019	2020	2021	L52W	L13W	L4W
%Change Vs YA	-0.3%	+6.8%	+1.8%	+1.2%	+2.6%	+1.7%

In Basket Dollars per Trip

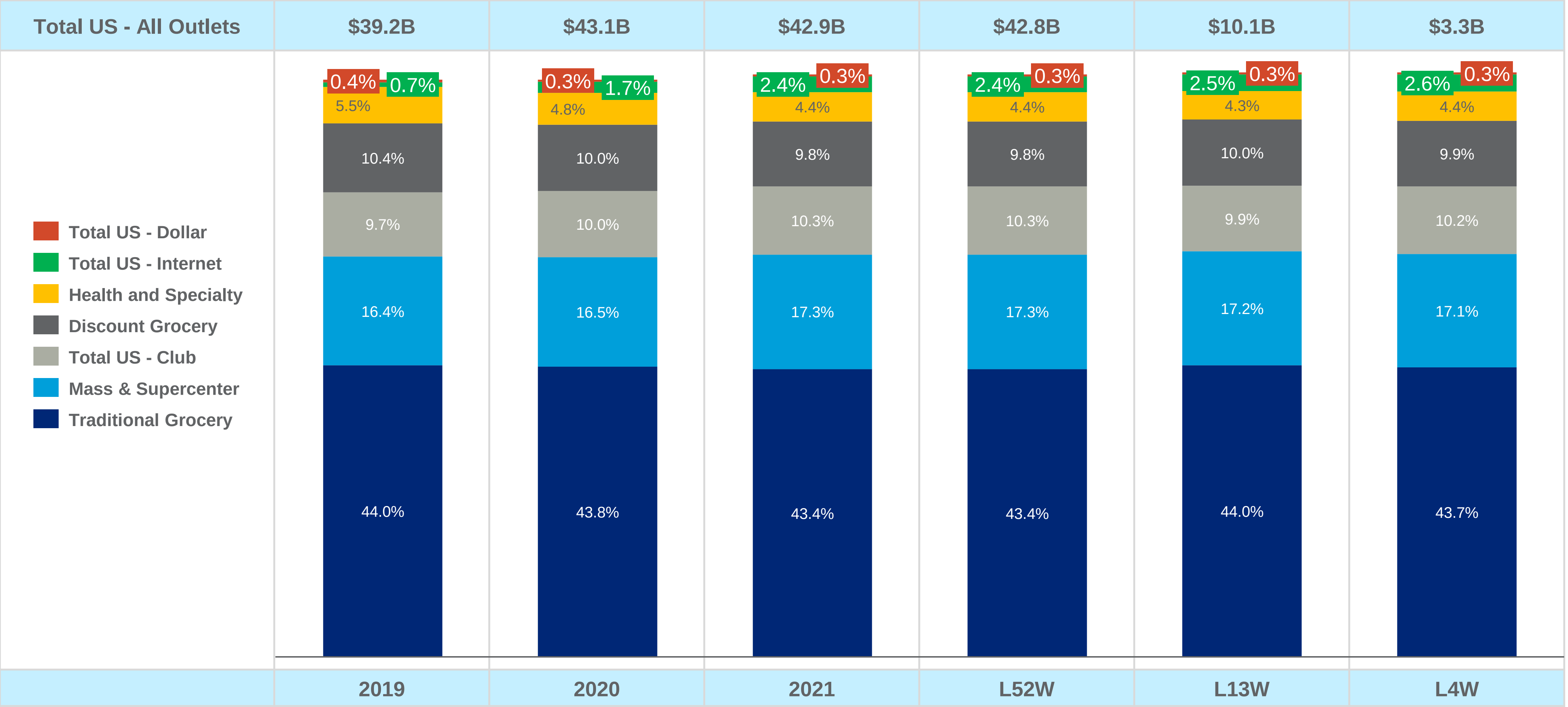
	2019	2020	2021	L52W	L13W	L4W
%Change Vs YA	-0.8%	+13.9%	-0.3%	-1.1%	0.0%	+0.4%

*** Red and Green value above the bar chart is % Change vs Year Ago values*

Source: Integrated Fresh Panel CY 2019-2021, L52W, L13W, L4W data ending 01/23/22, All Outlets.

Mass & Supercenter, Club, Internet channels have gained share in CY 2021 while other channels have declined

Dept-Produce with FW/RW Combined | Dollar Sales and Share of Channels ; CY 2019-2021, L52W, L13W, L4W vs YA



***Note:*
Dollar share sorted based on L52W data
Dollar share is calculated to Total US - All Outlets

Source: Integrated Fresh Panel CY 2019-2021, L52W, L13W, L4W data ending 01/23/22, All Outlets.

Mass & Supercenter, Club and Internet channels gained dollar sales in the L52 weeks vs YA while all other channels declined in Produce. January was

Dept-Produce with FW/RW Combined | Dollar % Change vs YA | Total U.S. All Outlets ; CY 2019-2021, L52W, L13W, L4W vs YA

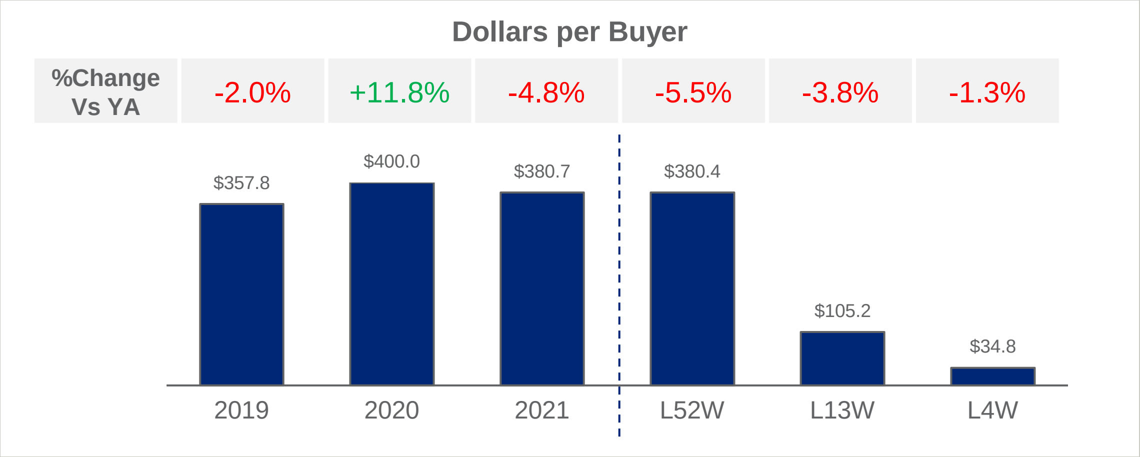
	2019	2020	2021	L52W	L13W	L4W
Traditional Grocery	-2.2%	+9.2%	-1.3%	-2.3%	-0.8%	-2.0%
Mass & Supercenter	+0.9%	+10.6%	+4.1%	+3.2%	+1.9%	-2.9%
Total US – Club	+0.0%	+12.7%	+3.5%	+1.7%	-2.4%	-3.6%
Discount Grocery	+7.1%	+4.6%	-1.8%	-1.8%	-0.3%	-0.6%
Total US - Internet	+14.1%	+173.2%	+40.7%	+31.5%	+11.2%	-5.7%
Health and Specialty	+3.8%	-4.5%	-8.9%	-10.0%	-7.6%	-6.2%
Total US - Dollar	+2.9%	-5.0%	-16.0%	-16.6%	-16.7%	-12.1%

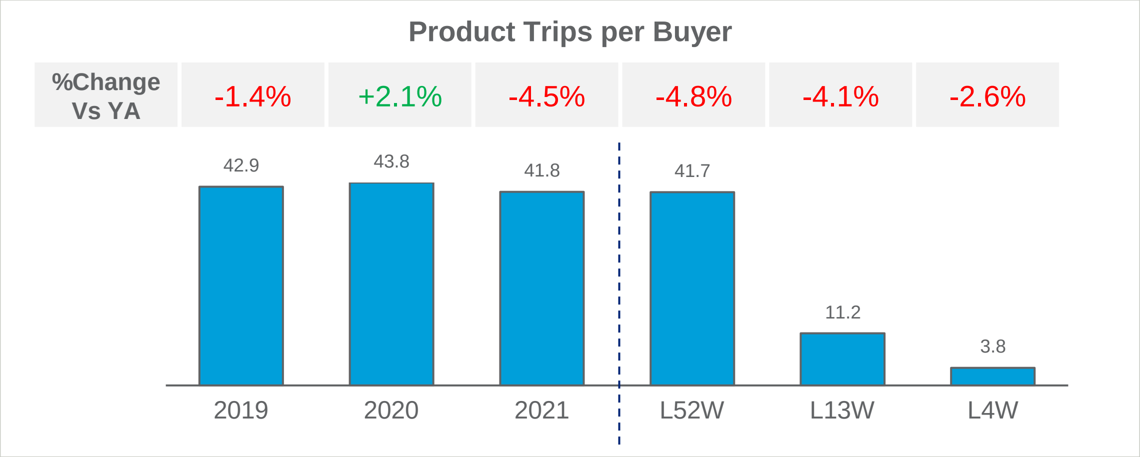
Source: Integrated Fresh Panel CY 2019-2021, L52W, L13W, L4W data ending 01/23/22, All Outlets.

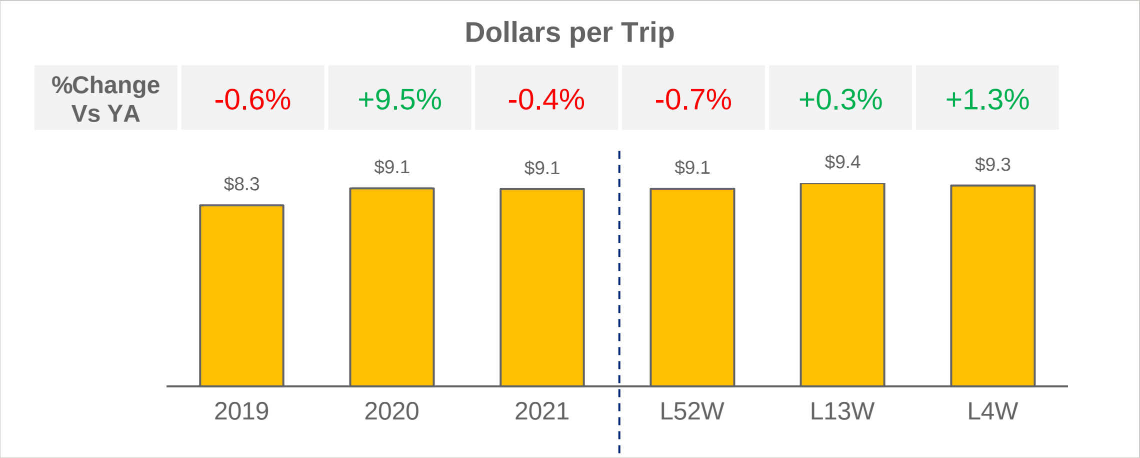
Department Refrigerated (Includes Dairy)

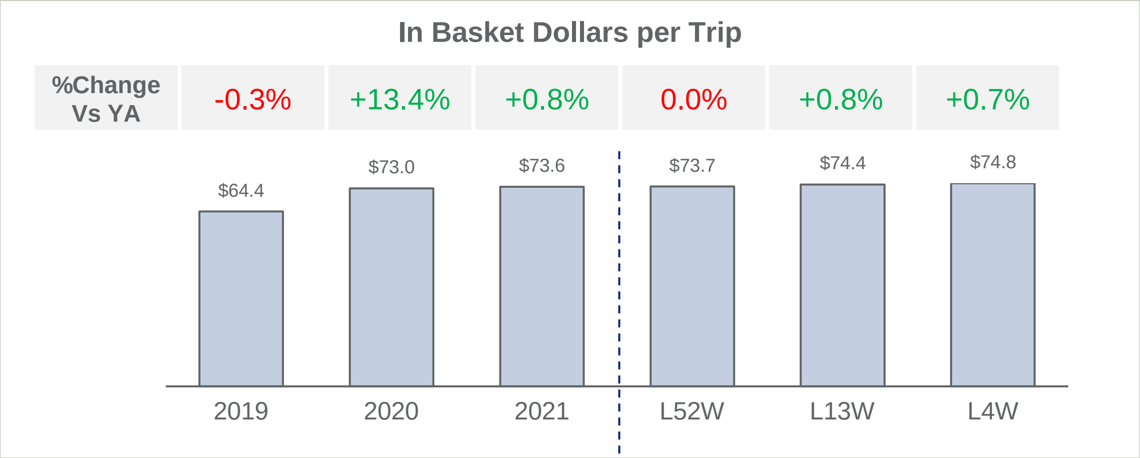
Refrigerated has lost dollars per buyer and frequency in the latest periods vs YA. Dollars per trip and Basket size has lost in L52 weeks vs YA but gained in L13 weeks and L4 weeks vs YA.

Dept-Refrigerated with FW/RW Combined | Consumer Purchasing Dynamics | Total U.S. All Outlets ; CY 2019-2021, L52W, L13W, L4W vs YA







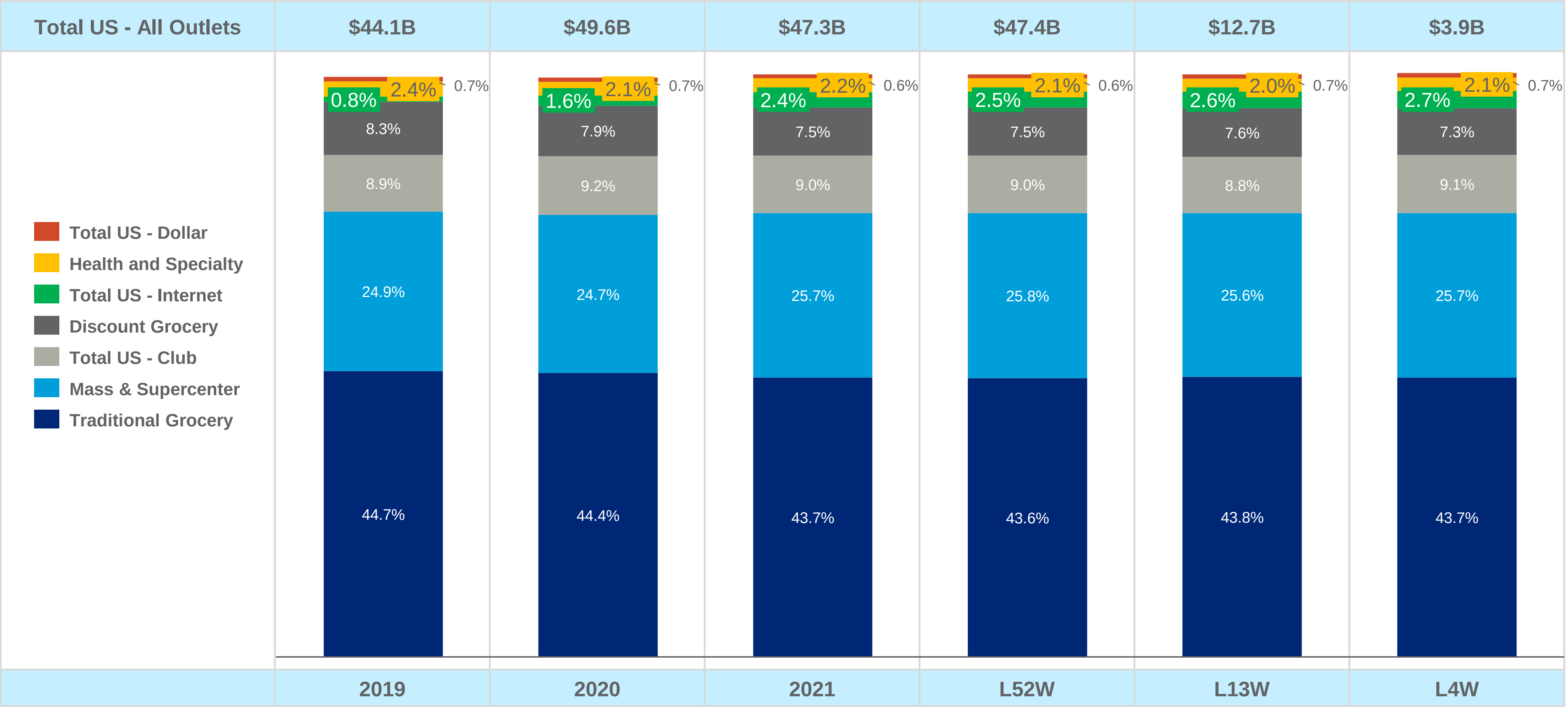


*** Red and Green value above the bar chart is % Change vs Year Ago values*

Source: Integrated Fresh Panel CY 2019-2021, L52W, L13W, L4W data ending 01/23/22, All Outlets.

Mass & Supercenter, Internet and Health & Specialty channels have gained share in CY 2021 while other channels have declined

Dept-Refrigerated with FW/RW Combined | Dollar Sales and Share of Channels ; CY 2019-2021, L52W, L13W, L4W vs YA



***Note:*
Dollar share sorted based on L52W data
Dollar share is calculated to Total US - All Outlets

Source: Integrated Fresh Panel CY 2019-2021, L52W, L13W, L4W data ending 01/23/22, All Outlets.

Except Internet channel, all other channels declined dollar sales in the L52 weeks vs YA.

Dept-Refrigerated with FW/RW Combined | Dollar % Change vs YA | Total U.S. All Outlets ; CY 2019-2021, L52W, L13W, L4W vs YA

	2019	2020	2021	L52W	L13W	L4W
Traditional Grocery	-3.0%	+11.5%	-6.0%	-6.9%	-4.0%	-2.0%
Mass & Supercenter	+0.3%	+11.7%	-0.5%	-0.8%	-2.8%	-1.1%
Total US – Club	-0.8%	+16.0%	-6.1%	-7.0%	-8.0%	-3.2%
Discount Grocery	+1.3%	+6.9%	-9.3%	-9.4%	-6.2%	-6.3%
Total US - Internet	+17.6%	+131.9%	+41.3%	+32.4%	+12.5%	-5.2%
Health and Specialty	+5.5%	+1.2%	-2.8%	-4.7%	-6.0%	-5.7%
Total US - Dollar	+10.1%	+16.9%	-15.8%	-15.4%	+0.1%	+8.8%

Source: Integrated Fresh Panel CY 2019-2021, L52W, L13W, L4W data ending 01/23/22, All Outlets.

Department Seafood

Seafood has gained dollars per buyer and dollars per trip but lost frequency in the latest periods vs YA. Basket size has lost in L52 weeks vs YA but gained in L13 weeks and L4 weeks vs YA.

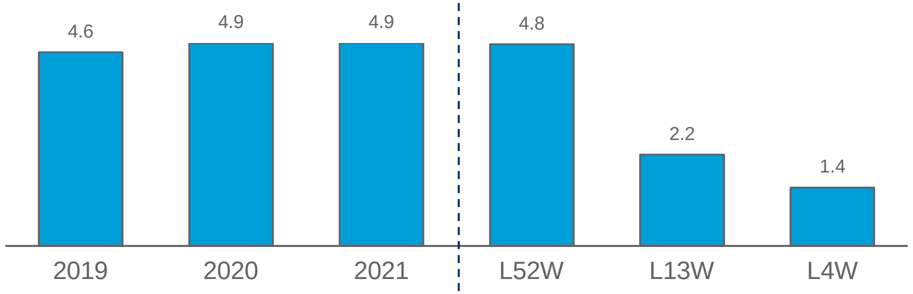
Dept-Seafood with FW/RW Combined | Consumer Purchasing Dynamics | Total U.S. All Outlets ; CY 2019-2021, L52W, L13W, L4W vs YA

Dollars per Buyer

%Change Vs YA	+5.3%	+14.3%	+4.0%	+2.0%	+2.7%	+3.2%

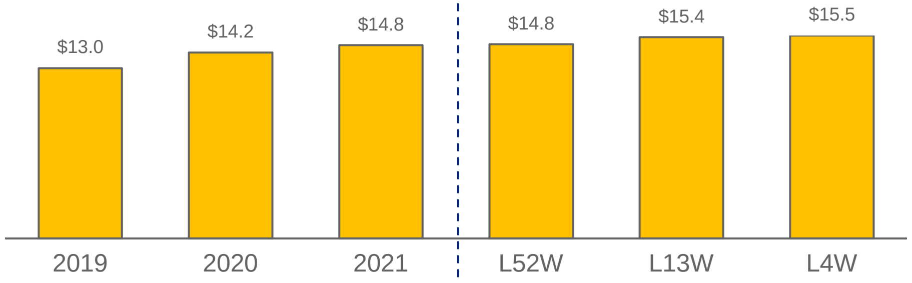
Product Trips per Buyer

%Change Vs YA	+2.1%	+4.7%	+0.1%	-1.4%	-1.7%	-2.0%



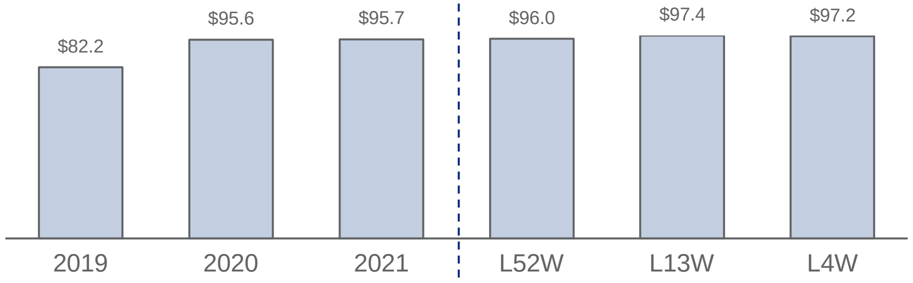
Dollars per Trip

%Change Vs YA	+3.1%	+9.1%	+3.9%	+3.5%	+4.6%	+5.3%



In Basket Dollars per Trip

%Change Vs YA	-6.0%	+16.2%	+0.2%	-0.5%	+1.1%	+0.9%

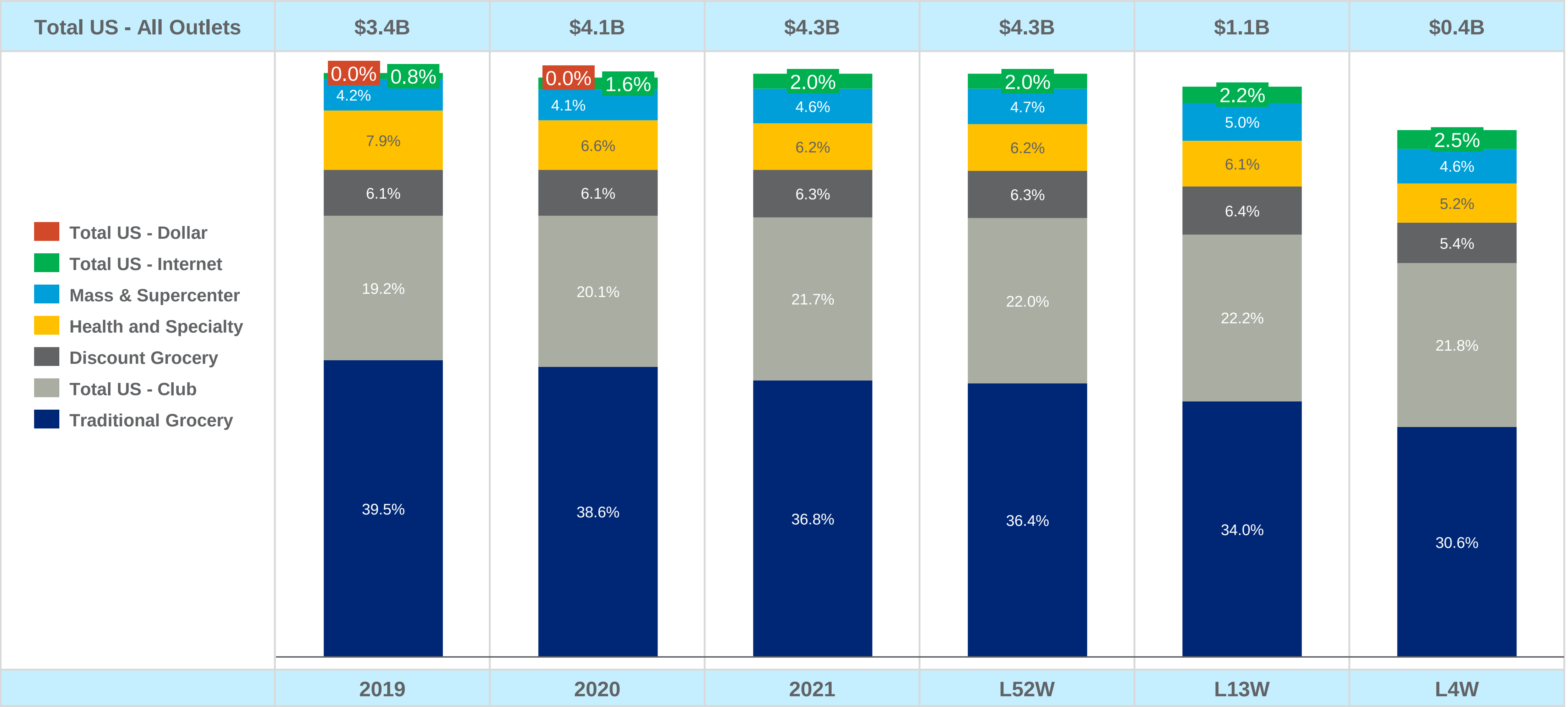


*** Red and Green value above the bar chart is % Change vs Year Ago values*

Source: Integrated Fresh Panel CY 2019-2021, L52W, L13W, L4W data ending 01/23/22, All Outlets.

Club, Discount grocery, Mass & Supercenter and Internet channels have gained share in CY 2021 while other channels have declined

Dept-Seafood with FW/RW Combined | Dollar Sales and Share of Channels ; CY 2019-2021, L52W, L13W, L4W vs YA



**Note:
Dollar share sorted based on L52W data
Dollar share is calculated to Total US - All Outlets

Source: Integrated Fresh Panel CY 2019-2021, L52W, L13W, L4W data ending 01/23/22, All Outlets.

Mass & Supercenter, Club, Internet and Discount Grocery channels gained dollar sales in the L52 weeks vs YA while all other channels declined

Dept-Seafood with FW/RW Combined | Dollar % Change vs YA | Total U.S. All Outlets ; CY 2019-2021, L52W, L13W, L4W vs YA

	2019	2020	2021	L52W	L13W	L4W
Traditional Grocery	+1.6%	+18.5%	-0.9%	-5.8%	-12.2%	-19.1%
Mass & Supercenter	+3.9%	+19.9%	+17.2%	+12.4%	+7.0%	-3.5%
Total US – Club	+7.4%	+27.2%	+12.0%	+10.3%	+4.2%	+6.6%
Discount Grocery	+27.9%	+20.9%	+6.5%	+4.5%	+12.5%	+2.2%
Total US - Internet	+15.8%	+145.8%	+31.7%	+24.9%	+18.1%	+27.2%
Health and Specialty	+8.1%	+1.6%	-2.6%	-6.0%	-7.5%	-18.4%
Total US - Dollar	+4.8%	+109.1%	-100.0%	-100.0%	-	-

Source: Integrated Fresh Panel CY 2019-2021, L52W, L13W, L4W data ending 01/23/22, All Outlets.