



United States
Department of
Agriculture

Agricultural
Marketing
Service

Livestock,
Poultry and
Seed Program

Agricultural
Analytics
Division

Feature Advertising by U.S. Supermarkets Meat and Poultry

The NFL-AFL World Championship Game 2018

Advertised Prices effective through February 04, 2018



Feature Advertising by U.S. Supermarkets During Key Seasonal Marketing Events

This report provides a detailed breakdown of supermarket featuring of the most popular meat and poultry products for the annual NFL-AFL World Championship Game (Super Bowl) marketing period. Super Bowl Sunday is the second largest food consumption day on the calendar after Thanksgiving and marks a significant demand period for a variety of meat and poultry items popular as finger foods. Advertised sale prices are shown by state and region.

Team Chicken

| | |
|--------------------------------------|---|
| 8 Piece Mixed | white (breast, wing) and dark (drumstick, thigh) young chicken pieces that have either been breaded/battered or coated in sauce/spices before being fried in oil, oven-baked, or barbecued/grilled. |
| 8 Piece Dark | dark (drumstick, thigh) young chicken pieces that have been breaded/battered and then fried in oil. |
| Fried/Baked Mixed Packs | white (breast, wing) and dark (drumstick, thigh) young chicken pieces that have been breaded/battered before being fried in oil or oven-baked available in packs of multiple pieces (party packs). Bulk packs in excess of 100 pieces are reported on a dollars per piece basis. |
| Deli Wings | young chicken wings that have been breaded/battered then fried in oil or oven-baked. Sauce is normally applied following the cooking process. Bone-in wings usually consist of the combined drumette and flat portions of a whole chicken wing with the tip removed (v-cut) or of the individual drumette and flat portions. Boneless wings are commonly produced from chunks of breast meat and are cooked in similar fashion. |
| Tenders | the tender muscle portion of a young chicken breast that have been breaded/battered before being fried in oil or baked. Also known as strips or fingers. |
| Rotisserie | a whole (without giblets) young chicken skewered on a spit and roasted in an oven. The most popular size for a rotisserie chicken is 2 pounds with birds up to 3 pounds also available. |
| Fresh Wings | whole (drumette, flat, and tip) or cut fresh young chicken wings available in a range of sizes. |
| IQF Wings | individually quick frozen raw whole or cut young chicken wings normally sold by the bag. |
| IQF Party Wings | individually quick frozen raw whole or cut flavored young chicken wings normally sold by the bag. |
| IQF Tenders | individually quick frozen raw young chicken tenders normally sold by the bag. |
| Cooked/Frozen Chicken | pre-cooked young chicken bone-in or boneless wings or tenders/strips flavored or unflavored normally sold by the bag. |
| Chicken Party Platters | store-prepared cooked young chicken wings or tenders sold in platter or pan serving units. Units vary by seller but generally are available in small, medium, and large sizes each with an estimated number of servings. |

Team Pork

| | |
|--|---|
| Spareribs | the lower portion (belly) of the rib cage between the back rib and the sternum including at least 11 ribs. |
| Backribs | the upper portion of the rib cage between the back rib and the sternum including at least 8 ribs. Also known as baby back ribs. |
| St. Louis | the spare rib minus the sternum and lower cartilages, ending in a rectangular shape. |
| Country Ribs | most commonly cut from the blade end of the pork loin near the shoulder. Include 3-6 ribs cut into equal portions and may be bone-in or boneless. |
| Riblets | the sternum and lower cartilages resulting in the preparation of a St. Louis-style rib. Also marketed as rib tips. |
| Deli Ribs | store-prepared cooked pork ribs sold by the pound or by the whole or half slab. |
| Pre-Cooked, Flavored Ribs | pre-cooked and flavored pork backribs in sealed pouch. |
| Pork Rib Platters | store-prepared cooked pork ribs sold in platter or pan serving units. Units vary by seller but generally are available in small, medium, and large sizes each with an estimated number of servings. |

Game Highlights

On February 4, 2018, the 52nd annual NFL-AFL World Championship game (aka. “Super Bowl LII”) will be played at U.S. Bank Stadium in Minneapolis, Minnesota, between the American Football Conference (AFC) champion New England Patriots and the National Football Conference (NFC) champion Philadelphia Eagles. Thanks goodness the stadium has a roof – the outside temperature is forecast to be at or below zero, brrr! The game not only marks the annual crowning of an ultimate football champion, it also marks what has come to be the most significant non-holiday eating event on the calendar. From its inception, the big game has served as the perfect opportunity for fans, and non-fans alike, to gather, some to enjoy the game, others the commercials or half-time show, and all the delicious food.

Championship Sunday takes place largely in front of the TV (have to go to work on Monday), but 2018 marks the third year of declining viewership, estimated to be down 8 percent this year from the high set in 2015. Still, the majority of fans will view the big game in front of their television sets where finger food rules the menu. Chicken wings have been the perennial fan favorite - perfectly sized, versatile to prepare, relatively low cost, and widely available. This year is no different for chicken, with an estimated 2 percent increase in production over last year, being offered in a variety of forms and leading all competitive meat proteins. But chicken’s dominance is increasingly threatened by a host of rivals, primarily the pork rib, also a perfect finger food that is inexpensive and widely available with an estimate 4 percent increase in first quarter pork production over last year. Demand for pork ribs for the big game is growing and slowly eating into chicken’s dominance with a 2 percent increase in offerings relative chicken this year over last. Unofficially, in Philly, pork fat leads chicken fat as the favorite grease to rub on light poles!

Unlike in recent years, this year’s big game is dominated by Northeastern fans who are gearing up for the big showdown. Fans from Philadelphia to Foxboro lead the nation in preference for supermarket-prepared deli chicken with 22 percent of the national market share, including bone-in wings (wicked hot!) to rotisserie chicken, which have seen a resurgence from last year with three times the offerings at last year’s game. The Northeast is home to the invention of the buffalo wing in 1964 at the Anchor Bar in Buffalo, NY, and wing sauce aficionados in the region have led the nation in preference for fresh chicken wings - until this year. This year, the Southeast, led by Florida, accounts for 34 percent of offerings. The Northeast seems to be switching their preference to frozen over fresh wings with 22 percent of national IQF wing offerings. Pre-cooked and flavored chicken wings in the frozen meat case continue to grow in popularity, requiring only to be dumped from the box or bag and heated in the oven. Clearly, convenience is a growing trend that is changing chicken consumption patterns and Big Game viewing habits, something the hectic pace of the Northeast fully appreciates.

As much as they like chicken, football fans in the Northeast, and around the nation, are quickly adopting pork as a game favorite. As with pre-cooked chicken, the Northeast leads the nation in preference for pre-cooked and flavored pork ribs with 34 percent of national offerings. They also love their fresh pork bratwurst with 21 percent of bratwurst marketings occurring in that region, just squeezing past the Midwest by one percent. Fresh pork ribs of all types have a loyal and growing fan base of their own. Fans in the Southwest have a preference for fresh ribs with 22 percent of market share this year, primarily baby backs, with the Southeast a close second (18 percent). Whole slabs of barbequed ribs in the supermarket deli are a quickly growing phenomenon with a 26 percent increase over the pace of offerings last year. Another growing trend in pork is offerings of boneless, barbeque-flavored pulled (in the East) or shredded (in the Midwest) pork. Perfect on a bun and easily held in one hand leaving the other hand free for a “beverage”.

When not competing with each other, chicken and pork face a host of meat protein rivals for consumer demand for the Super Bowl. Across the nation, ground beef for making pots of chili are a popular offering and pre-cooked packaged meatballs are enjoying their own growing fan following. In the Southeast, chicken and pork share the TV tray with catfish strips and nuggets while shrimp is a popular option in the Northeast and Northwest. The Northwest likes their seafood but still show a strong preference for chicken, leading the nation on a per-fan basis. In the South Central part of the country, its game-on as beef ribs play a key role in satisfying fan demand. The Southwest likes their fresh pork shoulder to make pozole. Alas, competition is not limited to meat proteins as the popularity of pizza and related snack foods continues to erode more traditional meat options.

Report Notes and Key to Abbreviations:

All information is collected from publicly available, on-line supermarket advertising circulars during the holiday marketing period. All prices are in U.S. dollars per pound unless otherwise noted.

U.S. Regional Definitions:

Northeast CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT

Southeast..... AL,FL,GA,KY,MS,NC,SC,TN,VA,WV

Midwest..... IA,IL,IN,MI,MN,ND,NE,OH,SD,WI

South Central.....AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT

Southwest.....CA, HI, NV

Northwest.....AK,ID,MT,OR,WA,WY

Explanatory Notes:

Feature Rate: the percentage of sampled stores advertising any reported item during the covered period, expressed as a percentage of the total state and regional sample.

Activity Rate: the sum of the number of stores in each state/region advertising each reported item. The more reported items a supermarket features, the greater its contribution to overall activity.

Activity Ratio: the overall number of advertised items offered relative to the report sample size (31,900 store in 2017). (*activity rate/overall sample*).

Stores: the number of stores featuring each reported item based on the current state-by-state store count for each sampled supermarket chain.

Stores Associating Chicken/Pork: reflects the percentage of sampled stores tying their chicken and/or pork item feature to the game of football.

The NFL-AFL World Championship Game 2018 (Super Bowl LII) was played on February 4, 2018 in the U.S. Bank Stadium in Minneapolis, Minnesota, between the American Football Conference (AFC) champion New England Patriots and the National Football Conference (NFC) champion Atlanta Falcons.

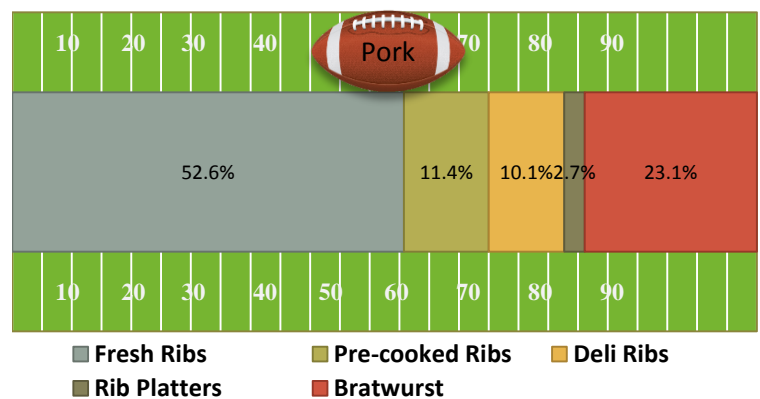
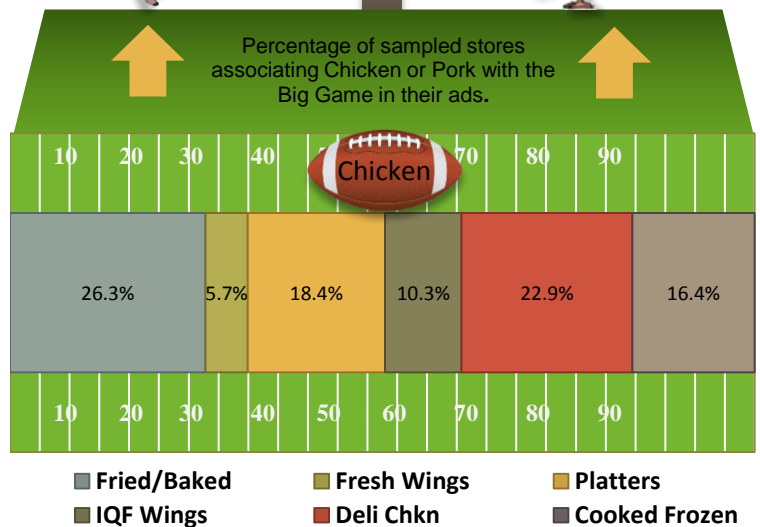
In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident.



| Year-to-Year Comparison | | 2018 | | 2017 | |
|-----------------------------------|-----------------------------|----------|---------|----------|---------|
| | | Activity | Avg. \$ | Activity | Avg. \$ |
| CHICKEN | | | | | |
| 8-Piece Mixed: | fried | 12,740 | 6.73 | 8,280 | 7.07 |
| | baked | 5,370 | 6.80 | 3,660 | 6.49 |
| | grilled | 3,070 | 6.87 | 1,240 | 6.35 |
| | fried dark parts | 3,520 | 5.23 | 3,180 | 5.41 |
| Fried/Baked Mixed Packs: | | | | | |
| | 12 piece | 1,640 | 11.25 | 2,200 | 12.17 |
| | 16 piece | 1,160 | 14.06 | 2,050 | 17.62 |
| | 24 piece | 6,480 | 24.22 | 4,370 | 23.40 |
| | 50 piece | 15,490 | 45.57 | 13,240 | 45.64 |
| | 100 piece | 12,820 | 87.79 | 11,780 | 87.94 |
| | > 100, bulk pack (\$/piece) | 16,320 | 0.86 | 14,270 | 0.90 |
| Deli Wings: | | | | | |
| | bone-in | 28,230 | 5.59 | 22,650 | 5.92 |
| | boneless | 13,180 | 5.36 | 5,130 | 5.39 |
| Tenders | | | | | |
| | | 9,930 | 5.82 | 6,300 | 5.90 |
| Rotisserie < 2 lbs. | | | | | |
| | | 14,910 | 5.74 | 4,070 | 6.44 |
| Rotisserie < 2 lbs. ABF | | | | | |
| | | 2,350 | 8.07 | 1,030 | 7.75 |
| Fresh Wings | | | | | |
| | | 16,980 | 2.66 | 7,470 | 2.59 |
| IQF Chicken: | | | | | |
| | wings | 9,570 | 2.60 | 14,530 | 2.51 |
| | party wings | 4,250 | 2.43 | 8,650 | 2.31 |
| | tenders | 1,840 | 2.45 | 1,490 | 2.56 |
| Cooked/Frozen Chicken: | | | | | |
| | bone-in wings | 21,170 | 4.35 | 10,930 | 3.78 |
| | boneless wings | 10,230 | 3.55 | 6,950 | 3.57 |
| | tenders/strips | 17,790 | 3.58 | 11,180 | 3.70 |
| Bone-in Wing Platter/Pan | | | | | |
| \$ per unit | serves 8-10 | 12,960 | 26.14 | 14,950 | 24.36 |
| | serves 10-15 | 8,380 | 39.37 | 9,270 | 36.81 |
| | serves 20-25 | 4,830 | 57.81 | 8,950 | 47.85 |
| Boneless Wing Platter/Pan | | | | | |
| \$ per unit | serves 8-10 | 8,870 | 22.49 | 8,680 | 23.32 |
| | serves 10-15 | 2,890 | 31.94 | 2,650 | 29.57 |
| | serves 20-25 | 670 | 55.90 | 1,200 | 50.08 |
| Tender Platter/Pan | | | | | |
| \$ per unit | serves 8-10 | 9,310 | 25.66 | 10,740 | 25.84 |
| | serves 10-15 | 4,080 | 38.90 | 4,590 | 39.20 |
| | serves 20-25 | 3,140 | 57.55 | 6,480 | 51.88 |
| PORK | | | | | |
| Pork Ribs: | | | | | |
| | spareribs | 13,690 | 1.90 | 7,230 | 2.01 |
| | baby backribs | 18,710 | 3.19 | 16,420 | 3.09 |
| | St. Louis rib | 15,480 | 2.55 | 9,170 | 2.66 |
| | country rib, bone-in | 10,630 | 2.07 | 5,930 | 1.86 |
| | country rib, boneless | 5,650 | 2.56 | 4,750 | 2.37 |
| | riblets | 2,160 | 1.30 | 2,060 | 1.13 |
| Pre-Cooked Flavored Ribs | | | | | |
| | baby backribs | 14,390 | 5.80 | 14,170 | 5.53 |
| Deli Ribs: | | | | | |
| | per lb. | 1,210 | 5.61 | 910 | 6.03 |
| | per half slab | 2,030 | 7.14 | 3,530 | 8.73 |
| | per whole slab | 9,530 | 10.44 | 5,600 | 11.86 |
| Pork Rib Platter/Pan | | | | | |
| \$ per unit | serves 8-10 | 2,330 | 25.71 | 2,430 | 25.44 |
| | serves 10-15 | 1,010 | 35.07 | 270 | 38.04 |
| | serves 20-25 | 110 | 95.73 | 330 | 74.43 |
| Fresh Sausage (Brats) | | | | | |
| | | 29,160 | 3.05 | 24,970 | 2.89 |



| | 2018 | | 2017 |
|-----------------------|---------|----------|---------|
| Activity Rate | | | |
| All Chicken | 284,170 | ↑ | 232,160 |
| All Pork | 126,090 | ↑ | 97,770 |
| Activity Ratio | | | |
| All Chicken | 9:1 | ↑ | 7:1 |
| All Pork | 4:1 | ↑ | 2:1 |
| Overall | 13:1 | ↑ | 10:1 |
| Survey Size | 32,500 | (stores) | 31,900 |



| Northeast | | Region | | Connecticut | | Dist. of Columbia | | Delaware | | Massachusetts | | Maryland | | Maine | |
|-----------------------------------|-----------------------------|--------|--------|-------------|--------|-------------------|--------|----------|--------|---------------|--------|----------|--------|--------|--------|
| Feature Rate | | 98.8% | | 99.1% | | 97.4% | | 100.0% | | 99.6% | | 98.2% | | 100.0% | |
| Activity | | 77,210 | | 4,720 | | 470 | | 1,330 | | 7,290 | | 6,110 | | 2,570 | |
| | | stores | \$ avg | stores | \$ avg | stores | \$ avg | stores | \$ avg | stores | \$ avg | stores | \$ avg | stores | \$ avg |
| CHICKEN | | | | | | | | | | | | | | | |
| 8-Piece Mixed: | fried | 2,070 | 6.57 | 70 | 6.79 | 10 | 4.99 | 60 | 6.50 | 110 | 5.82 | 160 | 6.33 | 120 | 4.99 |
| | baked | 180 | 6.99 | | | | | | | | | | | | |
| | grilled | 340 | 5.03 | 10 | 5.00 | | | 20 | 5.00 | 60 | 5.00 | 10 | 5.00 | 20 | 5.00 |
| | fried dark parts | 450 | 5.45 | 60 | 5.80 | | | 10 | 5.82 | 40 | 6.49 | 20 | 5.58 | | |
| Fried/Baked Mixed Packs: | | | | | | | | | | | | | | | |
| | 12 piece | 350 | 12.12 | | | | | 10 | 12.49 | | | 10 | 11.66 | | |
| | 16 piece | 240 | 16.19 | | | | | 10 | 13.98 | | | 10 | 13.98 | | |
| | 24 piece | 520 | 24.76 | 10 | 26.94 | | | 30 | 21.42 | 10 | 24.75 | 110 | 23.68 | | |
| | 50 piece | 1,950 | 46.47 | 40 | 48.13 | | | 80 | 45.80 | 80 | 39.99 | 180 | 46.04 | 20 | 39.99 |
| | 100 piece | 1,590 | 89.67 | 40 | 90.89 | | | 80 | 86.85 | 80 | 79.99 | 130 | 86.18 | 20 | 79.99 |
| | > 100, bulk pack (\$/piece) | 970 | 0.86 | 10 | 0.95 | | | 30 | 0.95 | 320 | 0.80 | 10 | 0.95 | 80 | 0.80 |
| Deli Wings: | bone-in | 6,280 | 6.33 | 440 | 6.60 | 50 | 6.10 | 60 | 5.74 | 770 | 5.84 | 360 | 5.97 | 440 | 6.27 |
| | boneless | 1,910 | 6.17 | 30 | 6.93 | 30 | 6.99 | 60 | 6.16 | 20 | 6.37 | 170 | 6.62 | | |
| Tenders | | 3,080 | 6.43 | 260 | 6.95 | | | 40 | 5.97 | 240 | 7.07 | 50 | 5.85 | 200 | 5.49 |
| Rotisserie < 2 lbs. | | 2,600 | 5.77 | 70 | 5.89 | 20 | 5.00 | 30 | 5.77 | 160 | 6.60 | 170 | 5.17 | 320 | 5.47 |
| Rotisserie < 2 lbs. ABF | | 830 | 6.77 | 40 | 5.52 | | | 10 | 4.99 | 90 | 8.26 | 10 | 4.99 | 120 | 7.34 |
| Fresh Wings | | 3,350 | 2.39 | 160 | 2.63 | 10 | 2.72 | 30 | 2.63 | 180 | 2.58 | 150 | 2.30 | 170 | 2.18 |
| IQF Chicken: | wings | 2,470 | 2.42 | 130 | 2.56 | 20 | 1.81 | 50 | 2.20 | 260 | 2.76 | 360 | 1.94 | 50 | 2.99 |
| | party wings | 880 | 2.13 | 30 | 2.04 | 10 | 1.99 | 10 | 2.10 | 20 | 2.13 | 90 | 2.14 | | |
| | tenders | 30 | 2.32 | | | | | | | | | | | | |
| Cooked/Frozen Chicken: | | | | | | | | | | | | | | | |
| | bone-in wings | 5,280 | 4.61 | 560 | 3.58 | 60 | 4.96 | 60 | 4.33 | 830 | 3.68 | 420 | 4.74 | 70 | 4.74 |
| | boneless wings | 1,530 | 3.66 | 90 | 3.74 | 10 | 3.99 | 20 | 3.09 | 170 | 3.82 | 60 | 3.72 | 120 | 3.38 |
| | tenders/strips | 3,840 | 3.41 | 250 | 3.15 | 10 | 2.72 | 70 | 3.50 | 500 | 3.17 | 320 | 3.33 | 140 | 3.20 |
| Bone-in Wing Platter/Pan | | | | | | | | | | | | | | | |
| \$ per unit | serves 8-10 | 3,730 | 32.40 | 250 | 33.65 | 20 | 38.94 | 50 | 33.88 | 250 | 30.76 | 370 | 33.48 | 20 | 30.44 |
| | serves 10-15 | 2,150 | 42.74 | 230 | 41.13 | 10 | 41.99 | 40 | 42.11 | 460 | 41.89 | 290 | 42.40 | 20 | 49.99 |
| | serves 20-25 | 2,270 | 68.62 | 220 | 64.45 | 20 | 68.15 | 20 | 65.62 | 310 | 64.65 | 310 | 67.11 | 10 | 74.99 |
| Boneless Wing Platter/Pan | | | | | | | | | | | | | | | |
| \$ per unit | serves 8-10 | 450 | 28.34 | | | 10 | 29.99 | 10 | 29.08 | 10 | 22.72 | 110 | 29.13 | | |
| | serves 10-15 | 140 | 44.99 | | | | | 10 | 39.99 | 10 | 47.00 | 10 | 44.30 | | |
| | serves 20-25 | 350 | 59.61 | | | 10 | 49.99 | 10 | 49.99 | 10 | 85.00 | 100 | 52.71 | | |
| Tender Platter/Pan | | | | | | | | | | | | | | | |
| \$ per unit | serves 8-10 | 1,570 | 38.06 | 170 | 40.77 | 10 | 34.99 | 10 | 39.28 | 250 | 35.00 | 50 | 34.99 | 20 | 29.99 |
| | serves 10-15 | 850 | 51.12 | 40 | 52.28 | 10 | 46.99 | 10 | 52.99 | 110 | 49.81 | 40 | 49.66 | 20 | 49.99 |
| | serves 20-25 | 1,170 | 69.49 | 110 | 68.81 | 10 | 64.99 | 20 | 51.43 | 140 | 65.73 | 80 | 56.84 | | |
| PORK | | | | | | | | | | | | | | | |
| Pork Ribs: | spareribs | 2,350 | 2.09 | 70 | 2.08 | 10 | 1.80 | 40 | 2.04 | 40 | 1.71 | 220 | 1.86 | 20 | 1.64 |
| | baby backribs | 3,370 | 3.46 | 230 | 3.64 | 10 | 4.49 | 40 | 3.53 | 240 | 3.52 | 200 | 3.71 | 90 | 2.54 |
| | St. Louis rib | 2,300 | 2.51 | 150 | 2.14 | 10 | 2.74 | 20 | 2.40 | 330 | 2.56 | 120 | 2.50 | 230 | 2.78 |
| | country rib, bone-in | 1,420 | 1.81 | 50 | 1.69 | 10 | 1.99 | 30 | 1.43 | 80 | 1.92 | 90 | 1.90 | 50 | 1.80 |
| | country rib, boneless | 1,040 | 2.46 | 40 | 2.44 | 10 | 2.49 | 10 | 2.41 | 30 | 2.55 | 100 | 2.20 | 50 | 2.11 |
| | riplets | 230 | 1.19 | 10 | 1.19 | 10 | 1.19 | 10 | 1.19 | 10 | 1.19 | 30 | 1.19 | 10 | 1.19 |
| Pre-Cooked Flavored Ribs | | | | | | | | | | | | | | | |
| | baby backribs | 5,680 | 6.12 | 300 | 6.02 | 30 | 5.83 | 70 | 6.17 | 440 | 5.55 | 410 | 5.92 | 60 | 5.97 |
| Deli Ribs: | per lb. | 340 | 6.65 | 30 | 8.51 | | | | | 20 | 6.98 | | | | |
| | per half slab | 100 | 5.99 | | | 10 | 5.99 | 10 | 5.99 | 20 | 6.00 | 60 | 5.99 | | |
| | per whole slab | 460 | 10.06 | 10 | 8.99 | | | 40 | 9.09 | | | 120 | 9.12 | | |
| Pork Rib Platter/Pan | | | | | | | | | | | | | | | |
| \$ per unit | serves 8-10 | 90 | 48.61 | 10 | 49.99 | | | | | | | | | | |
| | serves 10-15 | 80 | 40.38 | | | | | | | | | | | | |
| | serves 20-25 | 100 | 93.30 | 10 | 90.71 | | | | | | | | | | |
| Fresh Sausage (Brats) | | | | | | | | | | | | | | | |
| | | 6,230 | 3.05 | 490 | 2.79 | 40 | 3.04 | 110 | 2.96 | 590 | 2.90 | 600 | 2.99 | 80 | 3.29 |

| Northeast | New Hampshire | | New Jersey | | New York | | Pennsylvania | | Rhode Island | | Vermont | | |
|-----------------------------------|-----------------------------|--------|-------------------|--------|-----------------|--------|---------------------|--------|---------------------|--------|----------------|--------|-------|
| Feature Rate | 100.0% | | 99.0% | | 97.7% | | 99.6% | | 100.0% | | 100.0% | | |
| Activity | 2,100 | | 10,270 | | 25,700 | | 14,340 | | 1,110 | | 1,200 | | |
| | stores | \$ avg | stores | \$ avg | stores | \$ avg | stores | \$ avg | stores | \$ avg | stores | \$ avg | |
| CHICKEN | | | | | | | | | | | | | |
| 8-Piece Mixed: | fried | 70 | 4.99 | 340 | 6.45 | 530 | 7.41 | 540 | 6.72 | 10 | 5.00 | 50 | 5.51 |
| | baked | | | | | 150 | 6.99 | 20 | 6.99 | | | 10 | 6.99 |
| | grilled | 30 | 5.00 | 80 | 5.00 | 20 | 5.00 | 50 | 5.00 | 20 | 5.55 | 20 | 5.00 |
| | fried dark parts | | | 140 | 4.99 | 80 | 4.99 | 80 | 5.96 | 20 | 4.99 | | |
| Fried/Baked Mixed Packs: | | | | | | | | | | | | | |
| | 12 piece | | | 10 | 12.56 | 150 | 12.99 | 170 | 11.33 | | | | 12.99 |
| | 16 piece | | | | | 150 | 16.99 | 70 | 15.12 | | | | 16.99 |
| | 24 piece | | | | | 10 | 34.99 | 340 | 25.04 | 10 | 24.75 | | |
| | 50 piece | 30 | 39.99 | 390 | 47.05 | 430 | 49.13 | 660 | 46.06 | 10 | 39.99 | 30 | 42.35 |
| | 100 piece | 30 | 79.99 | 390 | 91.92 | 260 | 94.68 | 530 | 89.59 | 10 | 79.99 | 20 | 82.31 |
| | > 100, bulk pack (\$/piece) | 110 | 0.80 | 170 | 0.95 | 30 | 0.95 | 100 | 0.95 | 30 | 0.80 | 80 | 0.80 |
| Deli Wings: | bone-in | 260 | 5.81 | 380 | 6.29 | 2,560 | 6.73 | 710 | 6.05 | 90 | 5.44 | 160 | 5.58 |
| | boneless | 10 | 5.64 | 320 | 6.22 | 800 | 6.52 | 440 | 5.23 | 20 | 6.99 | 10 | 4.99 |
| Tenders | | 90 | 5.57 | 450 | 6.15 | 1,020 | 6.63 | 670 | 6.46 | 20 | 5.24 | 40 | 5.35 |
| Rotisserie < 2 lbs. | | 180 | 6.04 | 230 | 6.09 | 910 | 5.85 | 410 | 5.51 | 10 | 5.49 | 90 | 5.59 |
| Rotisserie < 2 lbs. ABF | | 70 | 7.74 | 140 | 4.99 | 240 | 6.99 | 50 | 5.58 | 10 | 8.99 | 50 | 7.71 |
| Fresh Wings | | 80 | 2.12 | 430 | 2.47 | 1,780 | 2.35 | 270 | 2.47 | 20 | 2.79 | 70 | 2.24 |
| IQF Chicken: | wings | 70 | 2.88 | 220 | 2.77 | 800 | 2.40 | 410 | 2.31 | 30 | 2.61 | 70 | 2.64 |
| | party wings | 10 | 1.99 | 60 | 2.07 | 330 | 2.16 | 300 | 2.14 | 10 | 2.06 | 10 | 1.99 |
| | tenders | | | | | | | 30 | 2.32 | | | | |
| Cooked/Frozen Chicken: | | | | | | | | | | | | | |
| | bone-in wings | 130 | 4.39 | 710 | 4.08 | 1,920 | 5.51 | 430 | 4.40 | 30 | 5.05 | 60 | 5.23 |
| | boneless wings | 90 | 3.57 | 190 | 3.29 | 450 | 3.96 | 280 | 3.43 | 10 | 3.99 | 40 | 3.90 |
| | tenders/strips | 210 | 3.43 | 550 | 3.69 | 990 | 3.65 | 680 | 3.24 | 50 | 2.68 | 70 | 3.61 |
| Bone-in Wing Platter/Pan | | | | | | | | | | | | | |
| \$ per unit | serves 8-10 | 30 | 30.68 | 790 | 34.50 | 1,200 | 30.81 | 690 | 32.30 | 40 | 30.80 | 20 | 29.99 |
| | serves 10-15 | 30 | 49.99 | 190 | 43.51 | 380 | 43.50 | 370 | 43.79 | 110 | 38.78 | 20 | 49.99 |
| | serves 20-25 | 10 | 74.99 | 260 | 69.54 | 680 | 72.30 | 320 | 68.82 | 110 | 66.40 | | |
| Boneless Wing Platter/Pan | | | | | | | | | | | | | |
| \$ per unit | serves 8-10 | | | 10 | 20.00 | 50 | 20.00 | 250 | 30.12 | | | | |
| | serves 10-15 | | | 10 | 48.00 | 50 | 47.78 | 50 | 42.33 | | | | |
| | serves 20-25 | | | 10 | 86.25 | 50 | 85.98 | 160 | 53.64 | | | | |
| Tender Platter/Pan | | | | | | | | | | | | | |
| \$ per unit | serves 8-10 | 30 | 29.99 | 400 | 40.58 | 330 | 38.58 | 240 | 37.46 | 40 | 38.17 | 20 | 29.99 |
| | serves 10-15 | 30 | 49.99 | 170 | 53.91 | 340 | 50.39 | 50 | 52.06 | 10 | 49.55 | 20 | 49.99 |
| | serves 20-25 | | | 150 | 75.33 | 450 | 73.09 | 170 | 66.79 | 40 | 69.15 | | |
| PORK | | | | | | | | | | | | | |
| Pork Ribs: | spareribs | 10 | 1.57 | 310 | 2.31 | 1,120 | 2.13 | 490 | 2.03 | 10 | 1.62 | 10 | 1.92 |
| | baby backribs | 60 | 2.61 | 620 | 3.41 | 1,200 | 3.53 | 600 | 3.47 | 30 | 3.55 | 50 | 2.81 |
| | St. Louis rib | 160 | 2.80 | 160 | 2.27 | 580 | 2.38 | 420 | 2.55 | 50 | 2.30 | 70 | 2.90 |
| | country rib, bone-in | 40 | 1.93 | 160 | 1.43 | 610 | 1.90 | 240 | 1.78 | 20 | 1.95 | 40 | 1.87 |
| | country rib, boneless | 20 | 2.24 | 70 | 2.62 | 370 | 2.80 | 320 | 2.18 | 10 | 2.49 | 10 | 2.11 |
| | riblets | 10 | 1.19 | 10 | 1.19 | 50 | 1.19 | 70 | 1.19 | 10 | 1.19 | | |
| Pre-Cooked Flavored Ribs | | | | | | | | | | | | | |
| | baby backribs | 110 | 4.95 | 870 | 6.35 | 2,240 | 6.51 | 1,050 | 5.58 | 80 | 6.02 | 20 | 5.95 |
| Deli Ribs: | per lb. | 10 | 4.88 | 60 | 8.50 | 190 | 6.02 | 30 | 5.39 | | | | |
| | per half slab | | | | | | | | | | | | |
| | per whole slab | | | | | 30 | 9.61 | 260 | 10.73 | | | | |
| Pork Rib Platter/Pan | | | | | | | | | | | | | |
| \$ per unit | serves 8-10 | | | 20 | 48.88 | 60 | 48.28 | | | | | | |
| | serves 10-15 | | | 10 | 56.42 | 20 | 58.33 | 40 | 24.99 | 10 | 50.00 | | |
| | serves 20-25 | | | 20 | 90.62 | 60 | 93.52 | | | 10 | 99.95 | | |
| Fresh Sausage (Brats) | | 80 | 3.21 | 770 | 3.04 | 2,030 | 3.24 | 1,280 | 2.97 | 120 | 2.78 | 40 | 3.24 |

| Southeast | | Region | | Alabama | | Florida | | Georgia | | Kentucky | | Mississippi | | North Carolina | |
|-----------------------------------|-----------------------------|---------|--------|---------|--------|---------|--------|---------|--------|----------|--------|-------------|--------|----------------|--------|
| Feature Rate | | 98.2% | | 95.5% | | 98.1% | | 99.4% | | 97.1% | | 100.0% | | 99.4% | |
| Activity | | 112,920 | | 5,860 | | 32,740 | | 14,870 | | 7,010 | | 3,090 | | 14,590 | |
| | | stores | \$ avg | stores | \$ avg | stores | \$ avg | stores | \$ avg | stores | \$ avg | stores | \$ avg | stores | \$ avg |
| CHICKEN | | | | | | | | | | | | | | | |
| 8-Piece Mixed: | fried | 2,900 | 6.38 | 180 | 6.14 | 820 | 5.99 | 420 | 6.41 | 230 | 7.48 | 90 | 6.17 | 410 | 6.55 |
| | baked | 780 | 6.72 | 20 | 7.27 | 80 | 5.97 | 310 | 6.59 | 100 | 7.49 | 20 | 6.99 | 10 | 5.84 |
| | grilled | 380 | 7.49 | 10 | 7.49 | | | 170 | 7.49 | 100 | 7.49 | | | | |
| | fried dark parts | 650 | 5.09 | 60 | 4.99 | 360 | 4.99 | 30 | 4.99 | 20 | 6.21 | 20 | 4.99 | 20 | 4.99 |
| Fried/Baked Mixed Packs: | | | | | | | | | | | | | | | |
| | 12 piece | 140 | 13.99 | 20 | 13.87 | 10 | 12.41 | 10 | 15.98 | 30 | 15.19 | 20 | 15.98 | 20 | 10.94 |
| | 16 piece | 170 | 14.64 | 10 | 13.99 | | | 20 | 13.99 | 30 | 15.84 | | | | |
| | 24 piece | 1,670 | 23.16 | 30 | 21.79 | 10 | 18.29 | 20 | 21.85 | 330 | 26.26 | 110 | 22.60 | 500 | 22.00 |
| | 50 piece | 4,600 | 44.14 | 190 | 42.89 | 1,160 | 42.52 | 770 | 45.84 | 250 | 48.43 | 120 | 41.10 | 580 | 42.39 |
| | 100 piece | 3,350 | 81.56 | 120 | 79.33 | 360 | 69.99 | 410 | 87.06 | 340 | 96.54 | 90 | 77.63 | 560 | 73.27 |
| | > 100, bulk pack (\$/piece) | 4,780 | 0.87 | 210 | 0.88 | 1,610 | 0.83 | 1,070 | 0.89 | 540 | 0.86 | 160 | 0.81 | 80 | 0.83 |
| Deli Wings: | bone-in | 8,340 | 5.19 | 440 | 4.94 | 2,560 | 4.83 | 1,220 | 4.73 | 210 | 5.20 | 180 | 4.87 | 1,660 | 5.79 |
| | boneless | 5,040 | 4.53 | 330 | 4.48 | 2,400 | 4.08 | 770 | 4.52 | 180 | 5.45 | 130 | 4.61 | 210 | 5.22 |
| Tenders | | 2,290 | 5.05 | 80 | 6.24 | 410 | 6.31 | 130 | 5.72 | 40 | 6.38 | 40 | 6.05 | 540 | 3.67 |
| Rotisserie < 2 lbs. | | 4,640 | 5.64 | 320 | 5.41 | 1,540 | 5.54 | 560 | 5.59 | 280 | 6.06 | 150 | 5.41 | 450 | 5.89 |
| Rotisserie < 2 lbs. ABF | | 240 | 9.34 | 10 | 8.12 | 10 | 6.99 | 190 | 9.74 | | | | | 10 | 6.99 |
| Fresh Wings | | 7,820 | 2.94 | 510 | 2.91 | 4,050 | 3.06 | 1,060 | 2.97 | 120 | 2.43 | 170 | 2.38 | 470 | 2.65 |
| IQF Chicken: | wings | 3,150 | 2.59 | 140 | 3.03 | 840 | 2.96 | 210 | 2.68 | 50 | 2.45 | 80 | 2.79 | 730 | 2.44 |
| | party wings | 820 | 2.21 | 40 | 1.99 | 130 | 2.11 | 110 | 2.29 | 40 | 2.49 | 10 | 1.98 | 150 | 2.05 |
| | tenders | 680 | 2.20 | 60 | 2.18 | 390 | 2.17 | 50 | 2.24 | 10 | 2.79 | 10 | 2.17 | 20 | 2.18 |
| Cooked/Frozen Chicken: | | | | | | | | | | | | | | | |
| | bone-in wings | 4,310 | 4.35 | 240 | 4.24 | 1,570 | 4.36 | 420 | 4.64 | 210 | 4.35 | 100 | 3.62 | 420 | 4.32 |
| | boneless wings | 2,210 | 3.33 | 120 | 3.25 | 540 | 3.24 | 350 | 3.45 | 210 | 3.67 | 80 | 3.09 | 180 | 3.45 |
| | tenders/strips | 3,030 | 3.47 | 160 | 3.28 | 650 | 3.27 | 460 | 3.46 | 260 | 3.70 | 100 | 3.53 | 380 | 3.98 |
| Bone-in Wing Platter/Pan | | | | | | | | | | | | | | | |
| \$ per unit | serves 8-10 | 2,610 | 24.99 | 90 | 27.29 | 360 | 29.99 | 400 | 22.32 | 340 | 22.90 | 130 | 24.20 | 50 | 25.79 |
| | serves 10-15 | 3,580 | 38.78 | 170 | 38.04 | 960 | 38.37 | 360 | 36.93 | 20 | 46.94 | 50 | 35.18 | 880 | 38.57 |
| | serves 20-25 | 1,220 | 47.31 | 20 | 45.32 | 110 | 49.86 | 160 | 43.47 | 40 | 47.36 | 20 | 42.47 | 290 | 38.91 |
| Boneless Wing Platter/Pan | | | | | | | | | | | | | | | |
| \$ per unit | serves 8-10 | 2,330 | 23.19 | 100 | 24.98 | 360 | 24.99 | 550 | 22.80 | 250 | 21.82 | 120 | 25.03 | 50 | 23.59 |
| | serves 10-15 | 1,250 | 35.25 | 130 | 35.47 | 720 | 34.99 | 70 | 34.99 | | | 40 | 38.63 | 40 | 34.99 |
| | serves 20-25 | 200 | 52.55 | 10 | 54.99 | 100 | 50.00 | | | | | 20 | 54.99 | | |
| Tender Platter/Pan | | | | | | | | | | | | | | | |
| \$ per unit | serves 8-10 | 2,760 | 23.50 | 90 | 25.09 | 360 | 25.02 | 420 | 21.65 | 240 | 21.49 | 100 | 25.04 | 300 | 30.10 |
| | serves 10-15 | 1,850 | 34.61 | 130 | 30.88 | 720 | 30.01 | 200 | 33.93 | 10 | 36.99 | 40 | 35.44 | 310 | 40.58 |
| | serves 20-25 | 1,670 | 50.53 | 20 | 48.52 | | 64.99 | 170 | 43.97 | 10 | 50.00 | 20 | 54.99 | 780 | 51.55 |
| PORK | | | | | | | | | | | | | | | |
| Pork Ribs: | spareribs | 4,320 | 1.78 | 200 | 1.86 | 940 | 1.78 | 720 | 1.86 | 580 | 1.64 | 130 | 1.79 | 280 | 1.77 |
| | baby backribs | 4,000 | 3.20 | 230 | 3.05 | 1,490 | 3.07 | 650 | 3.27 | 280 | 3.11 | 130 | 3.03 | 290 | 3.19 |
| | St. Louis rib | 5,710 | 2.44 | 420 | 2.42 | 2,640 | 2.31 | 570 | 2.47 | 270 | 2.50 | 100 | 2.37 | 490 | 2.73 |
| | country rib, bone-in | 2,910 | 2.07 | 250 | 1.97 | 1,200 | 2.14 | 310 | 1.76 | 80 | 1.73 | 120 | 1.79 | 140 | 2.20 |
| | country rib, boneless | 1,460 | 2.60 | 80 | 2.50 | 470 | 2.51 | 130 | 2.57 | 40 | 2.92 | 20 | 2.50 | 140 | 2.52 |
| | riblemets | 880 | 1.31 | 30 | 1.19 | 220 | 1.23 | 60 | 1.46 | 190 | 1.19 | 30 | 1.15 | 70 | 1.57 |
| Pre-Cooked Flavored Ribs | | | | | | | | | | | | | | | |
| | baby backribs | 1,660 | 6.28 | 80 | 6.90 | 450 | 6.98 | 110 | 6.43 | 40 | 6.05 | 80 | 6.07 | 220 | 5.43 |
| Deli Ribs: | per lb. | 180 | 5.74 | | | | | | | | | | | 150 | 5.74 |
| | per half slab | 120 | 8.18 | | | 10 | 5.99 | | | 10 | 7.99 | | | 30 | 6.99 |
| | per whole slab | 3,460 | 9.70 | 90 | 10.43 | 370 | 10.00 | 280 | 10.39 | 250 | 10.43 | 20 | 9.99 | 1,140 | 9.67 |
| Pork Rib Platter/Pan | | | | | | | | | | | | | | | |
| \$ per unit | serves 8-10 | 560 | 24.99 | 10 | 24.99 | | | 170 | 24.99 | 110 | 24.99 | 30 | 24.99 | 10 | 24.99 |
| | serves 10-15 | 600 | 34.99 | 60 | 34.99 | 360 | 34.99 | 30 | 34.99 | | | 10 | 34.99 | 20 | 34.99 |
| | serves 20-25 | | | | | | | | | | | | | | |
| Fresh Sausage (Brats) | | | | | | | | | | | | | | | |
| | | 7,600 | 2.95 | 350 | 3.00 | 1,400 | 2.85 | 750 | 3.00 | 670 | 2.74 | 200 | 3.08 | 1,510 | 3.07 |

| Southeast | South Carolina | | Tennessee | | Virginia | | West Virginia | | | | |
|-----------------------------------|-----------------------------|--------|------------------|--------|-----------------|--------|----------------------|--------|-------|--|--|
| Feature Rate | 100.0% | | 93.9% | | 98.6% | | 100.0% | | | | |
| Activity | 12,720 | | 9,890 | | 9,810 | | 2,340 | | | | |
| | stores | \$ avg | stores | \$ avg | stores | \$ avg | stores | \$ avg | | | |
| CHICKEN | | | | | | | | | | | |
| 8-Piece Mixed: | fried | 430 | 6.13 | 180 | 7.29 | 110 | 5.96 | 30 | 7.68 | | |
| | baked | 140 | 6.29 | 90 | 7.46 | | | 10 | 7.49 | | |
| | grilled | 10 | 7.49 | 80 | 7.49 | | | 10 | 7.49 | | |
| | fried dark parts | 120 | 4.99 | 10 | 5.99 | | | 10 | 7.85 | | |
| Fried/Baked Mixed Packs: | | | | | | | | | | | |
| | 12 piece | | | 10 | 15.98 | 10 | 9.99 | 10 | 14.28 | | |
| | 16 piece | | | 80 | 13.99 | 20 | 13.99 | 10 | 19.54 | | |
| | 24 piece | 120 | 22.00 | 220 | 23.82 | 300 | 22.20 | 30 | 23.60 | | |
| | 50 piece | 330 | 41.27 | 610 | 46.37 | 470 | 44.51 | 120 | 48.44 | | |
| | 100 piece | 290 | 74.18 | 520 | 89.45 | 510 | 79.68 | 150 | 88.68 | | |
| | > 100, bulk pack (\$/piece) | 160 | 0.85 | 930 | 0.93 | 20 | 0.83 | | | | |
| Deli Wings: | bone-in | 860 | 5.41 | 340 | 5.52 | 680 | 5.66 | 190 | 5.39 | | |
| | boneless | 470 | 5.26 | 280 | 5.23 | 170 | 5.71 | 100 | 4.94 | | |
| Tenders | | 380 | 5.21 | 210 | 6.15 | 380 | 4.11 | 80 | 5.15 | | |
| Rotisserie < 2 lbs. | | 620 | 5.57 | 330 | 5.84 | 290 | 5.62 | 100 | 5.93 | | |
| Rotisserie < 2 lbs. ABF | | 10 | 9.99 | 10 | 6.99 | | | | | | |
| Fresh Wings | | 570 | 2.87 | 490 | 2.82 | 340 | 2.56 | 40 | 2.32 | | |
| IQF Chicken: | wings | 420 | 2.45 | 90 | 2.55 | 540 | 2.21 | 50 | 2.25 | | |
| | party wings | 180 | 2.44 | 70 | 2.23 | 70 | 2.11 | 20 | 2.03 | | |
| | tenders | 120 | 2.17 | 20 | 2.67 | | | | | | |
| Cooked/Frozen Chicken: | | | | | | | | | | | |
| | bone-in wings | 500 | 4.02 | 370 | 4.56 | 400 | 4.59 | 80 | 3.97 | | |
| | boneless wings | 290 | 3.02 | 230 | 3.53 | 160 | 3.25 | 50 | 3.23 | | |
| | tenders/strips | 340 | 3.23 | 310 | 3.54 | 310 | 3.41 | 60 | 3.19 | | |
| Bone-in Wing Platter/Pan | | | | | | | | | | | |
| \$ per unit | serves 8-10 | 350 | 22.59 | 450 | 23.66 | 350 | 29.18 | 90 | 22.84 | | |
| | serves 10-15 | 500 | 36.78 | 130 | 41.69 | 490 | 42.80 | 20 | 40.00 | | |
| | serves 20-25 | 100 | 40.99 | 210 | 47.79 | 270 | 60.05 | | 59.99 | | |
| Boneless Wing Platter/Pan | | | | | | | | | | | |
| \$ per unit | serves 8-10 | 320 | 21.16 | 280 | 22.79 | 200 | 24.58 | 100 | 22.81 | | |
| | serves 10-15 | 240 | 34.99 | | | 10 | 47.00 | | | | |
| | serves 20-25 | | | | | 70 | 55.14 | | | | |
| Tender Platter/Pan | | | | | | | | | | | |
| \$ per unit | serves 8-10 | 500 | 21.50 | 420 | 21.54 | 240 | 24.96 | 90 | 22.52 | | |
| | serves 10-15 | 220 | 38.76 | 130 | 36.20 | 90 | 44.70 | | | | |
| | serves 20-25 | 220 | 49.33 | 70 | 45.85 | 360 | 52.96 | 20 | 50.00 | | |
| PORK | | | | | | | | | | | |
| Pork Ribs: | spareribs | 550 | 1.81 | 480 | 1.69 | 270 | 1.86 | 170 | 1.73 | | |
| | baby backribs | 230 | 3.39 | 360 | 3.42 | 240 | 3.59 | 100 | 3.40 | | |
| | St. Louis rib | 660 | 2.73 | 300 | 2.27 | 200 | 2.56 | 60 | 2.14 | | |
| | country rib, bone-in | 560 | 2.06 | 120 | 1.91 | 120 | 2.94 | 10 | 1.74 | | |
| | country rib, boneless | 320 | 2.43 | 140 | 3.37 | 80 | 2.75 | 40 | 2.23 | | |
| | riplets | 80 | 1.82 | 140 | 1.19 | 20 | 1.27 | 40 | 1.19 | | |
| Pre-Cooked Flavored Ribs | | | | | | | | | | | |
| | baby backribs | 160 | 6.98 | 140 | 5.88 | 330 | 5.61 | 50 | 6.18 | | |
| Deli Ribs: | per lb. | 20 | 5.74 | | | 10 | 5.74 | | | | |
| | per half slab | 10 | 18.99 | | | 50 | 7.46 | 10 | 6.99 | | |
| | per whole slab | 460 | 9.24 | 140 | 10.23 | 610 | 9.06 | 100 | 9.72 | | |
| Pork Rib Platter/Pan | | | | | | | | | | | |
| \$ per unit | serves 8-10 | 10 | 24.99 | 120 | 24.99 | 60 | 24.99 | 40 | 24.99 | | |
| | serves 10-15 | 120 | 34.99 | | | | | | | | |
| | serves 20-25 | | | | | | | | | | |
| Fresh Sausage (Brats) | | 730 | 2.97 | 780 | 2.85 | 960 | 3.01 | 250 | 2.92 | | |

| Midwest | | Region | | Iowa | | Illinois | | Indiana | | Michigan | | Minnesota | | North Dakota | |
|-----------------------------------|-----------------------------|--------|--------|--------|--------|----------|--------|---------|--------|----------|--------|-----------|--------|--------------|--------|
| Feature Rate | | 98.5% | | 97.5% | | 97.6% | | 98.3% | | 98.1% | | 99.1% | | 97.9% | |
| Activity | | 61,870 | | 3,870 | | 12,140 | | 6,510 | | 10,400 | | 5,120 | | 910 | |
| | | stores | \$ avg | stores | \$ avg | stores | \$ avg | stores | \$ avg | stores | \$ avg | stores | \$ avg | stores | \$ avg |
| CHICKEN | | | | | | | | | | | | | | | |
| 8-Piece Mixed: | fried | 2,090 | 6.95 | 10 | 6.90 | 520 | 6.58 | 240 | 7.35 | 290 | 7.15 | 240 | 7.02 | 30 | 7.00 |
| | baked | 770 | 7.13 | | 7.97 | 90 | 7.04 | 140 | 6.78 | 140 | 7.61 | 10 | 7.97 | 10 | 5.99 |
| | grilled | 900 | 6.93 | 10 | 5.99 | 250 | 6.29 | 140 | 6.71 | 130 | 7.48 | 120 | 6.99 | 20 | 6.75 |
| | fried dark parts | 450 | 5.56 | 10 | 5.00 | 100 | 4.97 | 50 | 5.41 | 110 | 4.99 | 20 | 5.59 | 10 | 5.20 |
| Fried/Baked Mixed Packs: | | | | | | | | | | | | | | | |
| | 12 piece | 790 | 10.35 | 10 | 12.26 | 460 | 9.42 | 50 | 12.57 | 50 | 10.99 | 10 | 10.99 | 20 | 12.43 |
| | 16 piece | 230 | 15.73 | | 13.77 | 70 | 12.72 | 20 | 18.89 | 10 | 18.99 | | | | |
| | 24 piece | 670 | 25.08 | | | 30 | 26.99 | 50 | 23.96 | | | | | | |
| | 50 piece | 2,030 | 47.24 | 10 | 41.16 | 230 | 41.48 | 90 | 51.31 | 740 | 48.81 | 160 | 45.89 | 10 | 39.99 |
| | 100 piece | 2,180 | 90.09 | 10 | 79.99 | 210 | 83.20 | 80 | 97.48 | 730 | 89.37 | 160 | 92.99 | 10 | 79.99 |
| | > 100, bulk pack (\$/piece) | 710 | 0.92 | | | 60 | 0.87 | 30 | 0.89 | 50 | 1.09 | 470 | 0.91 | | 0.80 |
| Deli Wings: | bone-in | 3,510 | 5.50 | 60 | 4.31 | 820 | 4.85 | 320 | 5.25 | 360 | 5.47 | 570 | 6.03 | 100 | 6.36 |
| | boneless | 2,710 | 6.19 | 470 | 7.85 | 380 | 5.89 | 310 | 5.89 | 360 | 5.59 | 200 | 6.92 | 50 | 5.06 |
| Tenders | | 1,150 | 6.53 | 10 | 6.99 | 290 | 6.78 | 70 | 6.84 | 10 | 5.91 | 20 | 4.99 | 10 | 5.53 |
| Rotisserie < 2 lbs. | | 1,880 | 5.68 | 80 | 5.15 | 310 | 5.55 | 240 | 5.50 | 300 | 5.40 | 110 | 5.49 | 40 | 6.06 |
| Rotisserie < 2 lbs. ABF | | 250 | 8.05 | 10 | 8.88 | 180 | 8.88 | | 8.88 | 20 | 7.99 | 10 | 2.99 | | |
| Fresh Wings | | 1,520 | 2.37 | 70 | 2.37 | 370 | 2.38 | 210 | 2.46 | 180 | 2.34 | 90 | 2.53 | 20 | 2.46 |
| IQF Chicken: | wings | 1,070 | 2.82 | 230 | 3.12 | 220 | 2.76 | 20 | 2.69 | 80 | 2.66 | 100 | 2.86 | 40 | 2.72 |
| | party wings | 1,090 | 2.18 | 140 | 2.51 | 390 | 2.08 | 140 | 2.24 | 100 | 2.11 | 50 | 2.07 | 10 | 3.00 |
| | tenders | 180 | 2.90 | | | | | 10 | 2.60 | 120 | 3.02 | 10 | 2.60 | | |
| Cooked/Frozen Chicken: | | | | | | | | | | | | | | | |
| | bone-in wings | 3,890 | 4.39 | 180 | 4.95 | 840 | 4.58 | 540 | 4.14 | 710 | 4.00 | 330 | 5.01 | 80 | 5.00 |
| | boneless wings | 1,840 | 3.69 | 30 | 3.78 | 280 | 4.05 | 190 | 3.79 | 370 | 3.67 | 130 | 4.05 | 20 | 4.34 |
| | tenders/strips | 3,550 | 3.71 | 400 | 4.04 | 690 | 3.98 | 260 | 3.71 | 450 | 3.35 | 290 | 3.87 | 50 | 4.11 |
| Bone-in Wing Platter/Pan | | | | | | | | | | | | | | | |
| \$ per unit | serves 8-10 | 1,590 | 22.71 | 110 | 25.00 | 120 | 21.79 | 310 | 22.28 | 420 | 22.95 | 30 | 25.00 | 20 | 21.32 |
| | serves 10-15 | 550 | 39.42 | 120 | 30.08 | 110 | 39.91 | 100 | 46.21 | 80 | 48.60 | 30 | 29.95 | 10 | 39.99 |
| | serves 20-25 | 540 | 45.33 | 110 | 40.00 | 40 | 39.99 | 80 | 54.63 | 170 | 46.66 | 30 | 40.00 | | |
| Boneless Wing Platter/Pan | | | | | | | | | | | | | | | |
| \$ per unit | serves 8-10 | 2,160 | 20.53 | 220 | 12.95 | 180 | 19.93 | 400 | 22.20 | 500 | 21.81 | 50 | 12.95 | | |
| | serves 10-15 | 1,030 | 25.97 | 560 | 24.95 | 90 | 24.95 | 20 | 42.99 | 20 | 49.58 | 130 | 24.95 | | |
| | serves 20-25 | 20 | 61.00 | | | | | | | 10 | 49.99 | | | | |
| Tender Platter/Pan | | | | | | | | | | | | | | | |
| \$ per unit | serves 8-10 | 1,100 | 21.35 | | | 80 | 20.72 | 250 | 20.51 | 290 | 21.33 | | | 10 | 29.99 |
| | serves 10-15 | 140 | 36.72 | 10 | 32.99 | 40 | 32.99 | 10 | 32.13 | 40 | 41.24 | | | 10 | 39.99 |
| | serves 20-25 | 60 | 54.58 | | | | | 10 | 39.99 | 40 | 53.12 | | | | |
| PORK | | | | | | | | | | | | | | | |
| Pork Ribs: | spareribs | 2,340 | 1.87 | 40 | 1.95 | 360 | 1.96 | 360 | 1.85 | 500 | 1.85 | 40 | 2.20 | 20 | 2.20 |
| | baby backribs | 3,310 | 3.03 | 200 | 3.49 | 370 | 2.87 | 310 | 2.71 | 470 | 3.18 | 330 | 3.21 | 60 | 3.21 |
| | St. Louis rib | 2,100 | 2.53 | 170 | 2.78 | 430 | 2.41 | 190 | 2.48 | 330 | 2.62 | 170 | 2.69 | 30 | 2.86 |
| | country rib, bone-in | 740 | 1.88 | 10 | 1.56 | 120 | 1.83 | 80 | 1.91 | 150 | 1.89 | 20 | 1.42 | 10 | 1.46 |
| | country rib, boneless | 1,030 | 2.44 | 140 | 2.11 | 290 | 2.49 | 100 | 2.51 | 90 | 2.58 | 80 | 2.51 | 20 | 2.75 |
| | riblemets | 530 | 1.24 | 20 | 1.28 | 70 | 1.24 | 60 | 1.19 | 90 | 1.19 | 30 | 1.50 | 10 | 1.79 |
| Pre-Cooked Flavored Ribs | | | | | | | | | | | | | | | |
| | baby backribs | 2,320 | 5.59 | 90 | 5.56 | 1,190 | 5.80 | 110 | 5.66 | 240 | 4.67 | 170 | 5.25 | 40 | 5.00 |
| Deli Ribs: | per lb. | 400 | 4.72 | | | 70 | 4.94 | 10 | 6.39 | 30 | 6.39 | 290 | 4.44 | | |
| | per half slab | 450 | 6.25 | 10 | 4.99 | 100 | 7.74 | 10 | 6.49 | 180 | 5.42 | 30 | 5.66 | 20 | 5.78 |
| | per whole slab | 1,500 | 10.77 | 120 | 14.47 | 190 | 11.43 | 170 | 10.92 | 230 | 10.20 | 210 | 8.86 | 50 | 8.45 |
| Pork Rib Platter/Pan | | | | | | | | | | | | | | | |
| \$ per unit | serves 8-10 | 510 | 24.99 | | | 40 | 24.99 | 110 | 24.99 | 130 | 24.99 | | | | |
| | serves 10-15 | 30 | 44.99 | | | | | 20 | 34.99 | | | | | | |
| | serves 20-25 | 10 | 120.00 | | | | | | | | | | | | |
| Fresh Sausage (Brats) | | | | | | | | | | | | | | | |
| | | 5,950 | 2.81 | 200 | 2.91 | 1,460 | 2.65 | 600 | 2.84 | 1,080 | 2.93 | 380 | 3.18 | 70 | 3.67 |

| Midwest | Nebraska | | Ohio | | South Dakota | | Wisconsin | | | | |
|-----------------------------------|-----------------------------|--------|---------------|--------|---------------------|--------|------------------|--------|-------|--|--|
| Feature Rate | 98.7% | | 99.7% | | 100.0% | | 98.4% | | | | |
| Activity | 2,040 | | 14,560 | | 970 | | 5,350 | | | | |
| | stores | \$ avg | stores | \$ avg | stores | \$ avg | stores | \$ avg | | | |
| CHICKEN | | | | | | | | | | | |
| 8-Piece Mixed: | fried | 30 | 7.68 | 350 | 7.58 | 40 | 7.99 | 340 | 6.17 | | |
| | baked | 20 | 8.37 | 210 | 7.49 | 20 | 8.38 | 130 | 6.09 | | |
| | grilled | 10 | 7.49 | 210 | 7.49 | 10 | 6.98 | | | | |
| | fried dark parts | | | 110 | 6.84 | 10 | 5.20 | 30 | 5.59 | | |
| Fried/Baked Mixed Packs: | | | | | | | | | | | |
| | 12 piece | 10 | 10.99 | 160 | 11.46 | | | 20 | 12.26 | | |
| | 16 piece | 10 | 7.10 | 70 | 18.49 | 10 | 18.98 | 40 | 15.11 | | |
| | 24 piece | 30 | 24.96 | 550 | 25.06 | | | 10 | 26.39 | | |
| | 50 piece | 60 | 48.62 | 710 | 47.35 | 10 | 39.99 | 10 | 51.99 | | |
| | 100 piece | 50 | 97.84 | 880 | 91.02 | 10 | 79.99 | 40 | 90.62 | | |
| | > 100, bulk pack (\$/piece) | 90 | 0.95 | | | 10 | 0.80 | | | | |
| Deli Wings: | bone-in | 80 | 5.18 | 730 | 6.06 | 40 | 5.88 | 430 | 5.27 | | |
| | boneless | 130 | 7.31 | 430 | 4.94 | 70 | 6.96 | 310 | 5.83 | | |
| Tenders | | | | | | | | | | | |
| | | | | 460 | 7.15 | 10 | 4.99 | 270 | 5.35 | | |
| Rotisserie < 2 lbs. | | | | | | | | | | | |
| | | 100 | 5.47 | 510 | 6.12 | 50 | 6.23 | 140 | 5.57 | | |
| Rotisserie < 2 lbs. ABF | | | | | | | | | | | |
| | | 10 | 2.99 | | | 10 | 7.69 | 10 | 2.99 | | |
| Fresh Wings | | | | | | | | | | | |
| | | 60 | 2.45 | 270 | 2.40 | 20 | 2.27 | 230 | 2.20 | | |
| IQF Chicken: | | | | | | | | | | | |
| | wings | 50 | 3.06 | 190 | 2.88 | 40 | 2.85 | 100 | 2.17 | | |
| | party wings | 10 | 2.28 | 170 | 2.15 | 10 | 2.24 | 70 | 1.99 | | |
| | tenders | 10 | 2.60 | 20 | 2.80 | | | 10 | 2.60 | | |
| Cooked/Frozen Chicken: | | | | | | | | | | | |
| | bone-in wings | 110 | 4.53 | 620 | 4.17 | 60 | 4.55 | 420 | 4.37 | | |
| | boneless wings | 30 | 3.56 | 590 | 3.52 | 10 | 4.09 | 190 | 3.31 | | |
| | tenders/strips | 120 | 3.70 | 720 | 3.52 | 50 | 3.76 | 520 | 3.52 | | |
| Bone-in Wing Platter/Pan | | | | | | | | | | | |
| \$ per unit | serves 8-10 | 60 | 23.64 | 490 | 22.21 | 20 | 24.47 | 10 | 23.49 | | |
| | serves 10-15 | 20 | 29.95 | 40 | 44.33 | 20 | 33.09 | 20 | 41.93 | | |
| | serves 20-25 | 20 | 40.00 | 70 | 48.21 | 10 | 40.00 | 10 | 39.99 | | |
| Boneless Wing Platter/Pan | | | | | | | | | | | |
| \$ per unit | serves 8-10 | 80 | 16.90 | 690 | 22.51 | 20 | 12.95 | 20 | 16.57 | | |
| | serves 10-15 | 120 | 24.95 | 10 | 45.00 | 60 | 24.95 | 20 | 24.95 | | |
| | serves 20-25 | | | 10 | 72.00 | | | | | | |
| Tender Platter/Pan | | | | | | | | | | | |
| \$ per unit | serves 8-10 | 30 | 22.66 | 430 | 21.47 | 10 | 29.99 | | | | |
| | serves 10-15 | | | 10 | 39.00 | 10 | 39.99 | 10 | 32.99 | | |
| | serves 20-25 | | | 10 | 75.00 | | | | | | |
| PORK | | | | | | | | | | | |
| Pork Ribs: | spareribs | 30 | 2.09 | 800 | 1.76 | 10 | 2.20 | 180 | 2.12 | | |
| | baby backribs | 130 | 3.08 | 890 | 3.09 | 70 | 2.82 | 480 | 2.81 | | |
| | St. Louis rib | 80 | 2.86 | 510 | 2.39 | 20 | 2.88 | 170 | 2.44 | | |
| | country rib, bone-in | 10 | 2.49 | 180 | 1.90 | 10 | 2.49 | 150 | 1.87 | | |
| | country rib, boneless | 20 | 2.42 | 180 | 2.43 | 10 | 2.12 | 100 | 2.51 | | |
| | riplets | 30 | 1.18 | 170 | 1.19 | 20 | 1.32 | 30 | 1.29 | | |
| Pre-Cooked Flavored Ribs | | | | | | | | | | | |
| | baby backribs | 100 | 5.72 | 150 | 5.52 | 60 | 5.86 | 170 | 5.75 | | |
| Deli Ribs: | | | | | | | | | | | |
| | per lb. | | | | | | | | | | |
| | per half slab | 30 | 5.29 | 50 | 7.61 | 10 | 6.42 | 10 | 5.82 | | |
| | per whole slab | 70 | 11.68 | 400 | 10.77 | 30 | 10.99 | 30 | 10.15 | | |
| Pork Rib Platter/Pan | | | | | | | | | | | |
| \$ per unit | serves 8-10 | 10 | 24.99 | 220 | 24.99 | | | | | | |
| | serves 10-15 | | | 10 | 65.00 | | | | | | |
| | serves 20-25 | | | 10 | 120.00 | | | | | | |
| Fresh Sausage (Brats) | | | | | | | | | | | |
| | | 180 | 3.25 | 1,270 | 2.64 | 90 | 3.24 | 620 | 2.69 | | |

| South Central | | Region | | Arkansas | | Arizona | | Colorado | | Kansas | | Louisiana | | Missouri | |
|-----------------------------------|-----------------------------|--------|--------|----------|--------|---------|--------|----------|--------|--------|--------|-----------|--------|----------|--------|
| Feature Rate | | 96.0% | | 90.5% | | 95.0% | | 91.9% | | 97.5% | | 97.7% | | 99.3% | |
| Activity | | 66,700 | | 3,120 | | 8,150 | | 9,420 | | 3,990 | | 5,510 | | 6,670 | |
| | | stores | \$ avg | stores | \$ avg | stores | \$ avg | stores | \$ avg | stores | \$ avg | stores | \$ avg | stores | \$ avg |
| CHICKEN | | | | | | | | | | | | | | | |
| 8-Piece Mixed: | fried | 2,330 | 6.87 | 80 | 6.16 | 440 | 5.59 | 360 | 6.90 | 90 | 7.17 | 240 | 6.47 | 170 | 7.57 |
| | baked | 1,480 | 6.69 | 50 | 5.54 | 430 | 5.61 | 180 | 7.36 | 70 | 7.50 | 70 | 7.06 | 30 | 7.64 |
| | grilled | 820 | 6.92 | | | 250 | 5.77 | 150 | 7.44 | 60 | 7.49 | 10 | 7.49 | 40 | 7.04 |
| | fried dark parts | 280 | 5.75 | 10 | 5.58 | | | | | 30 | 5.52 | 70 | 5.18 | 80 | 6.33 |
| Fried/Baked Mixed Packs: | | | | | | | | | | | | | | | |
| | 12 piece | 130 | 13.52 | 30 | 16.99 | | | | | 10 | 13.21 | | | 80 | 12.57 |
| | 16 piece | 60 | 19.45 | 10 | 29.99 | | | | | | | | | 50 | 17.34 |
| | 24 piece | 1,860 | 24.64 | 100 | 22.85 | 10 | 25.99 | 440 | 23.49 | 190 | 24.96 | 70 | 25.35 | 30 | 24.58 |
| | 50 piece | 2,810 | 47.20 | 100 | 41.80 | 290 | 48.33 | 840 | 45.22 | 250 | 49.93 | 170 | 44.01 | 130 | 53.37 |
| | 100 piece | 2,500 | 94.67 | 70 | 79.70 | 420 | 97.35 | 550 | 88.83 | 250 | 99.87 | 140 | 84.71 | 130 | 106.59 |
| | > 100, bulk pack (\$/piece) | 4,920 | 0.90 | 160 | 0.81 | 900 | 0.86 | 1,200 | 0.88 | 370 | 1.00 | 120 | 0.90 | 50 | 0.96 |
| Deli Wings: | bone-in | 4,370 | 5.38 | 130 | 4.75 | 410 | 5.19 | 660 | 5.29 | 140 | 5.19 | 470 | 5.01 | 400 | 5.43 |
| | boneless | 1,800 | 5.50 | 130 | 4.92 | 160 | 5.20 | 180 | 5.17 | 160 | 6.28 | 130 | 5.59 | 420 | 5.94 |
| Tenders | | 1,300 | 5.28 | 30 | 5.68 | 70 | 5.99 | 50 | 5.66 | 20 | 5.85 | 190 | 5.75 | 190 | 5.69 |
| Rotisserie < 2 lbs. | | 2,250 | 5.58 | 150 | 5.29 | 220 | 5.48 | 90 | 4.98 | 110 | 5.17 | 250 | 5.36 | 250 | 5.38 |
| Rotisserie < 2 lbs. ABF | | 460 | 8.99 | | | 30 | 6.99 | 30 | 6.99 | 10 | 6.99 | | | 10 | 6.99 |
| Fresh Wings | | 2,470 | 2.40 | 240 | 2.40 | 120 | 2.33 | 110 | 2.41 | 140 | 2.50 | 250 | 2.39 | 250 | 2.52 |
| IQF Chicken: | wings | 1,050 | 2.80 | 180 | 3.16 | 10 | 1.99 | 10 | 2.94 | 50 | 2.93 | 170 | 2.96 | 180 | 2.97 |
| | party wings | 440 | 2.15 | 10 | 1.99 | | | 10 | 3.00 | 20 | 1.99 | 10 | 2.74 | 230 | 2.24 |
| | tenders | 440 | 2.41 | 60 | 2.80 | 30 | 2.40 | 30 | 2.40 | 20 | 2.69 | 60 | 2.17 | 80 | 2.90 |
| Cooked/Frozen Chicken: | | | | | | | | | | | | | | | |
| | bone-in wings | 3,880 | 4.32 | 150 | 3.43 | 490 | 5.14 | 330 | 3.77 | 140 | 4.17 | 220 | 3.94 | 350 | 4.89 |
| | boneless wings | 2,020 | 3.68 | 60 | 3.30 | 180 | 3.36 | 190 | 3.32 | 110 | 3.40 | 140 | 3.48 | 240 | 4.58 |
| | tenders/strips | 3,260 | 3.63 | 80 | 3.19 | 430 | 3.56 | 320 | 3.52 | 190 | 3.55 | 300 | 3.49 | 380 | 4.14 |
| Bone-in Wing Platter/Pan | | | | | | | | | | | | | | | |
| \$ per unit | serves 8-10 | 2,040 | 21.64 | 100 | 23.26 | 290 | 20.96 | 500 | 22.00 | 190 | 22.66 | 130 | 23.50 | 80 | 21.41 |
| | serves 10-15 | 490 | 37.40 | 20 | 41.49 | 60 | 35.99 | 110 | 39.99 | | | 170 | 38.66 | 100 | 31.52 |
| | serves 20-25 | 230 | 50.03 | 10 | 42.99 | 120 | 49.99 | | | | | 50 | 59.99 | 40 | 39.48 |
| Boneless Wing Platter/Pan | | | | | | | | | | | | | | | |
| \$ per unit | serves 8-10 | 2,000 | 22.27 | 100 | 23.32 | 380 | 22.66 | 440 | 22.32 | 190 | 22.66 | 70 | 24.02 | 110 | 20.27 |
| | serves 10-15 | 110 | 34.63 | 10 | 32.99 | | | | | | | 90 | 34.99 | 10 | 32.99 |
| | serves 20-25 | 90 | 48.43 | 10 | 42.99 | 60 | 49.99 | | | | | | | 10 | 42.99 |
| Tender Platter/Pan | | | | | | | | | | | | | | | |
| \$ per unit | serves 8-10 | 1,600 | 22.21 | 60 | 22.49 | 250 | 21.49 | 400 | 23.35 | 120 | 21.49 | 110 | 24.43 | 100 | 19.73 |
| | serves 10-15 | 290 | 35.28 | 10 | 34.99 | | | 110 | 39.99 | | | 90 | 29.99 | 60 | 33.05 |
| | serves 20-25 | 20 | 44.99 | 10 | 44.99 | | | | | | | | | 10 | 44.99 |
| PORK | | | | | | | | | | | | | | | |
| Pork Ribs: | spareribs | 1,920 | 1.84 | 90 | 1.79 | 140 | 1.96 | 190 | 1.93 | 130 | 1.85 | 160 | 1.65 | 250 | 1.81 |
| | baby backribs | 2,990 | 2.97 | 210 | 3.00 | 440 | 2.83 | 370 | 3.06 | 160 | 3.33 | 170 | 3.22 | 390 | 3.08 |
| | St. Louis rib | 1,850 | 2.53 | 60 | 2.37 | 180 | 2.99 | 90 | 2.85 | 80 | 2.63 | 270 | 2.51 | 210 | 2.32 |
| | country rib, bone-in | 2,220 | 2.04 | 110 | 2.34 | 260 | 1.75 | 130 | 2.38 | 60 | 1.73 | 300 | 1.93 | 160 | 2.03 |
| | country rib, boneless | 890 | 2.62 | 10 | 2.49 | 180 | 2.50 | 10 | 1.64 | 40 | 2.28 | 60 | 2.58 | 120 | 2.45 |
| | riblets | 260 | 1.16 | 20 | 1.19 | | | 10 | 1.21 | 70 | 1.02 | 20 | 1.19 | 70 | 1.17 |
| Pre-Cooked Flavored Ribs | | | | | | | | | | | | | | | |
| | baby backribs | 1,380 | 6.29 | 130 | 5.59 | 150 | 5.98 | 450 | 6.65 | 100 | 5.59 | 50 | 7.33 | 110 | 5.58 |
| Deli Ribs: | per lb. | 80 | 4.42 | | | | | | | | | | | 80 | 4.42 |
| | per half slab | 530 | 6.94 | 10 | 6.99 | | | 100 | 6.99 | | | 20 | 6.75 | 80 | 6.65 |
| | per whole slab | 1,480 | 11.07 | 30 | 11.47 | 270 | 9.89 | 160 | 10.93 | 130 | 11.62 | 130 | 10.57 | 180 | 13.26 |
| Pork Rib Platter/Pan | | | | | | | | | | | | | | | |
| \$ per unit | serves 8-10 | 700 | 24.99 | 30 | 24.99 | 130 | 24.99 | 150 | 24.99 | 60 | 24.99 | 10 | 24.99 | 10 | 24.99 |
| | serves 10-15 | 50 | 34.99 | | | | | | | | | 50 | 34.99 | | |
| | serves 20-25 | | | | | | | | | | | | | | |
| Fresh Sausage (Brats) | | | | | | | | | | | | | | | |
| | | 4,550 | 3.29 | 260 | 3.43 | 350 | 3.21 | 470 | 3.72 | 230 | 3.16 | 480 | 3.37 | 720 | 2.93 |

| South Central | New Mexico | | Oklahoma | | Texas | | Utah | | | | |
|-----------------------------------|-----------------------------|--------|-----------------|--------|---------------|--------|--------------|--------|-------|--|--|
| Feature Rate | 97.0% | | 87.5% | | 97.3% | | 94.4% | | | | |
| Activity | 2,200 | | 1,810 | | 22,710 | | 3,120 | | | | |
| | stores | \$ avg | stores | \$ avg | stores | \$ avg | stores | \$ avg | | | |
| CHICKEN | | | | | | | | | | | |
| 8-Piece Mixed: | fried | 80 | 5.92 | 10 | 7.99 | 720 | 7.58 | 140 | 7.74 | | |
| | baked | 80 | 5.95 | 10 | 7.22 | 440 | 7.24 | 120 | 7.54 | | |
| | grilled | 30 | 7.49 | | | 220 | 7.49 | 60 | 7.37 | | |
| | fried dark parts | | | 10 | 6.99 | 80 | 5.60 | | | | |
| Fried/Baked Mixed Packs: | | | | | | | | | | | |
| | 12 piece | | | 10 | 10.99 | | | | | | |
| | 16 piece | | | | | | | | | | |
| | 24 piece | 80 | 25.83 | | | 770 | 24.97 | 170 | 25.92 | | |
| | 50 piece | 110 | 45.76 | | | 800 | 48.50 | 120 | 47.57 | | |
| | 100 piece | 110 | 91.49 | | | 710 | 97.45 | 120 | 95.10 | | |
| | > 100, bulk pack (\$/piece) | 260 | 0.93 | | | 1,510 | 0.91 | 350 | 1.02 | | |
| Deli Wings: | bone-in | 80 | 5.48 | 50 | 5.66 | 1,860 | 5.60 | 170 | 5.23 | | |
| | boneless | 40 | 5.18 | 170 | 5.20 | 350 | 5.33 | 60 | 5.07 | | |
| Tenders | | 30 | 5.99 | 50 | 5.83 | 580 | 4.73 | 90 | 5.42 | | |
| Rotisserie < 2 lbs. | | 40 | 4.98 | 120 | 5.05 | 970 | 5.97 | 50 | 4.98 | | |
| Rotisserie < 2 lbs. ABF | | 10 | 6.99 | 10 | 6.99 | 350 | 9.62 | 10 | 6.99 | | |
| Fresh Wings | | 50 | 2.34 | 160 | 2.43 | 1,080 | 2.36 | 70 | 2.61 | | |
| IQF Chicken: | wings | | | 20 | 3.26 | 410 | 2.48 | 20 | 3.00 | | |
| | party wings | | | 40 | 1.81 | 110 | 1.95 | 10 | 2.60 | | |
| | tenders | 10 | 2.40 | 30 | 2.68 | 40 | 2.40 | 80 | 1.65 | | |
| Cooked/Frozen Chicken: | | | | | | | | | | | |
| | bone-in wings | 140 | 3.98 | 170 | 4.34 | 1,800 | 4.26 | 90 | 4.03 | | |
| | boneless wings | 50 | 3.48 | 60 | 4.34 | 910 | 3.67 | 80 | 3.34 | | |
| | tenders/rips | 100 | 3.61 | 100 | 3.81 | 1,230 | 3.60 | 130 | 3.51 | | |
| Bone-in Wing Platter/Pan | | | | | | | | | | | |
| \$ per unit | serves 8-10 | 90 | 20.41 | | | 500 | 20.97 | 160 | 20.99 | | |
| | serves 10-15 | 10 | 31.19 | 10 | 49.99 | | | 10 | 39.99 | | |
| | serves 20-25 | 10 | 49.99 | | | | | | | | |
| Boneless Wing Platter/Pan | | | | | | | | | | | |
| \$ per unit | serves 8-10 | 90 | 22.60 | | | 440 | 21.49 | 180 | 22.63 | | |
| | serves 10-15 | | | | | | | | | | |
| | serves 20-25 | 10 | 49.99 | | | | | | | | |
| Tender Platter/Pan | | | | | | | | | | | |
| \$ per unit | serves 8-10 | 60 | 21.96 | | | 440 | 21.49 | 60 | 24.37 | | |
| | serves 10-15 | 10 | 39.99 | | | | | 10 | 39.99 | | |
| | serves 20-25 | | | | | | | | | | |
| PORK | | | | | | | | | | | |
| Pork Ribs: | spareribs | 10 | 1.84 | 50 | 1.70 | 830 | 1.84 | 70 | 1.95 | | |
| | baby backribs | 120 | 3.05 | 100 | 3.16 | 920 | 2.78 | 110 | 3.20 | | |
| | St. Louis rib | 90 | 2.99 | 120 | 2.64 | 720 | 2.37 | 30 | 2.92 | | |
| | country rib, bone-in | 130 | 2.15 | 50 | 1.95 | 930 | 2.03 | 90 | 2.53 | | |
| | country rib, boneless | 10 | 1.47 | 90 | 2.71 | 320 | 2.83 | 50 | 2.77 | | |
| | riplets | | | 20 | 1.19 | 40 | 1.21 | 10 | 1.67 | | |
| Pre-Cooked Flavored Ribs | | | | | | | | | | | |
| | baby backribs | 40 | 6.29 | 30 | 5.56 | 210 | 7.11 | 110 | 5.59 | | |
| Deli Ribs: | per lb. | | | | | | | | | | |
| | per half slab | 10 | 6.99 | | | 310 | 7.01 | | | | |
| | per whole slab | 50 | 9.63 | 10 | 12.72 | 460 | 11.17 | 60 | 10.04 | | |
| Pork Rib Platter/Pan | | | | | | | | | | | |
| \$ per unit | serves 8-10 | 30 | 24.99 | | | 220 | 24.99 | 60 | 24.99 | | |
| | serves 10-15 | | | | | | | | | | |
| | serves 20-25 | | | | | | | | | | |
| Fresh Sausage (Brats) | | 130 | 3.57 | 310 | 3.31 | 1,430 | 3.25 | 170 | 3.46 | | |

| Southwest | | Region | | California | | Hawaii | | Nevada | | | | |
|-----------------------------------|-----------------------------|--------|--------|------------|--------|--------|--------|--------|--------|--|--|--|
| Feature Rate | | 97.6% | | 97.4% | | 98.1% | | 98.8% | | | | |
| Activity | | 44,750 | | 39,970 | | 1,280 | | 3,500 | | | | |
| | | stores | \$ avg | stores | \$ avg | stores | \$ avg | stores | \$ avg | | | |
| CHICKEN | | | | | | | | | | | | |
| 8-Piece Mixed: | fried | 1,800 | 6.73 | 1,620 | 6.73 | 30 | 10.27 | 150 | 6.07 | | | |
| | baked | 1,530 | 6.59 | 1,390 | 6.65 | | | 140 | 6.09 | | | |
| | grilled | 260 | 7.49 | 220 | 7.49 | | | 40 | 7.49 | | | |
| | fried dark parts | 40 | 5.50 | 20 | 5.99 | 20 | 5.00 | | | | | |
| Fried/Baked Mixed Packs: | | | | | | | | | | | | |
| | 12 piece | 160 | 9.99 | 150 | 9.99 | | | 10 | 9.99 | | | |
| | 16 piece | 450 | 11.28 | 410 | 11.23 | 20 | 9.98 | 20 | 13.62 | | | |
| | 24 piece | 1,080 | 23.72 | 940 | 23.43 | | | 140 | 25.70 | | | |
| | 50 piece | 2,120 | 45.35 | 1,980 | 45.35 | | | 140 | 45.33 | | | |
| | 100 piece | 1,400 | 90.24 | 1,270 | 90.19 | | | 130 | 90.74 | | | |
| | > 100, bulk pack (\$/piece) | 2,110 | 0.82 | 1,700 | 0.79 | | | 410 | 0.95 | | | |
| Deli Wings: | bone-in | 3,030 | 5.58 | 2,810 | 5.59 | 70 | 5.54 | 150 | 5.52 | | | |
| | boneless | 710 | 5.08 | 630 | 5.09 | 20 | 4.88 | 60 | 5.03 | | | |
| Tenders | | 1,350 | 5.84 | 1,210 | 5.89 | 70 | 5.00 | 70 | 5.85 | | | |
| Rotisserie < 2 lbs. | | 1,760 | 6.05 | 1,590 | 5.96 | 90 | 7.99 | 80 | 5.72 | | | |
| Rotisserie < 2 lbs. ABF | | 110 | 6.99 | 100 | 6.99 | | | 10 | 6.99 | | | |
| Fresh Wings | | 560 | 2.62 | 480 | 2.62 | 20 | 3.61 | 60 | 2.33 | | | |
| IQF Chicken: | wings | 1,010 | 2.47 | 970 | 2.47 | 20 | 2.80 | 20 | 2.38 | | | |
| | party wings | 360 | 2.85 | 340 | 2.86 | | | 20 | 2.68 | | | |
| | tenders | 350 | 2.92 | 340 | 2.94 | | | 10 | 2.40 | | | |
| Cooked/Frozen Chicken: | | | | | | | | | | | | |
| | bone-in wings | 1,850 | 4.13 | 1,600 | 3.96 | 100 | 6.35 | 150 | 4.43 | | | |
| | boneless wings | 1,180 | 3.57 | 1,050 | 3.52 | 50 | 4.85 | 80 | 3.51 | | | |
| | tenders/strips | 2,130 | 3.87 | 1,850 | 3.82 | 120 | 4.84 | 160 | 3.69 | | | |
| Bone-in Wing Platter/Pan | | | | | | | | | | | | |
| \$ per unit | serves 8-10 | 1,080 | 20.52 | 910 | 20.02 | 50 | 30.49 | 120 | 20.21 | | | |
| | serves 10-15 | 610 | 34.26 | 560 | 33.75 | 50 | 39.99 | | | | | |
| | serves 20-25 | 340 | 42.99 | 340 | 42.99 | | | | | | | |
| Boneless Wing Platter/Pan | | | | | | | | | | | | |
| \$ per unit | serves 8-10 | 790 | 21.82 | 660 | 21.66 | | | 130 | 22.66 | | | |
| | serves 10-15 | | | | | | | | | | | |
| | serves 20-25 | | | | | | | | | | | |
| Tender Platter/Pan | | | | | | | | | | | | |
| \$ per unit | serves 8-10 | 530 | 20.24 | 440 | 19.99 | | | 90 | 21.49 | | | |
| | serves 10-15 | 170 | 30.00 | 170 | 30.00 | | | | | | | |
| | serves 20-25 | | | | | | | | | | | |
| PORK | | | | | | | | | | | | |
| Pork Ribs: | spareribs | 1,650 | 1.99 | 1,470 | 1.97 | 90 | 2.45 | 90 | 1.87 | | | |
| | baby backribs | 3,020 | 3.22 | 2,770 | 3.23 | 80 | 3.09 | 170 | 3.11 | | | |
| | St. Louis rib | 2,240 | 2.79 | 1,970 | 2.75 | 50 | 3.43 | 220 | 3.05 | | | |
| | country rib, bone-in | 1,720 | 2.38 | 1,480 | 2.33 | 80 | 3.42 | 160 | 2.33 | | | |
| | country rib, boneless | 710 | 2.85 | 680 | 2.83 | 20 | 3.99 | 10 | 2.20 | | | |
| | riblets | 70 | 1.58 | 70 | 1.58 | | | | | | | |
| Pre-Cooked Flavored Ribs | | | | | | | | | | | | |
| | baby backribs | 1,820 | 5.17 | 1,670 | 5.15 | 50 | 5.52 | 100 | 5.30 | | | |
| Deli Ribs: | per lb. | 90 | 6.75 | 60 | 6.75 | 30 | 6.75 | | | | | |
| | per half slab | 410 | 10.05 | 400 | 10.05 | | | 10 | 10.17 | | | |
| | per whole slab | 1,470 | 10.88 | 1,290 | 10.57 | 70 | 18.42 | 110 | 9.74 | | | |
| Pork Rib Platter/Pan | | | | | | | | | | | | |
| \$ per unit | serves 8-10 | 310 | 23.97 | 220 | 24.99 | | | 90 | 21.49 | | | |
| | serves 10-15 | | | | | | | | | | | |
| | serves 20-25 | | | | | | | | | | | |
| Fresh Sausage (Brats) | | | | | | | | | | | | |
| | | 2,370 | 3.40 | 2,140 | 3.36 | 80 | 4.30 | 150 | 3.50 | | | |

| Northwest | Region | | Alaska | | Idaho | | Montana | | Oregon | | Washington | | Wyoming | | |
|-----------------------------------|-----------------------------|--------|--------|--------|--------|--------|---------|--------|--------|--------|------------|--------|---------|--------|-------|
| Feature Rate | 96.1% | | 100.0% | | 98.2% | | 97.2% | | 92.6% | | 97.0% | | 97.4% | | |
| Activity | 27,750 | | 1,460 | | 2,320 | | 1,760 | | 8,200 | | 12,860 | | 1,150 | | |
| | stores | \$ avg | stores | \$ avg | stores | \$ avg | stores | \$ avg | stores | \$ avg | stores | \$ avg | stores | \$ avg | |
| CHICKEN | | | | | | | | | | | | | | | |
| 8-Piece Mixed: | fried | 940 | 7.68 | 70 | 9.66 | 100 | 6.80 | 80 | 6.79 | 230 | 7.66 | 420 | 7.84 | 40 | 6.72 |
| | baked | 390 | 7.79 | 70 | 9.76 | 60 | 6.48 | 40 | 6.49 | 70 | 7.78 | 130 | 7.89 | 20 | 6.74 |
| | grilled | 290 | 7.38 | 10 | 8.49 | 50 | 6.43 | 30 | 6.17 | 60 | 7.58 | 120 | 7.99 | 20 | 6.74 |
| | fried dark parts | 1,530 | 5.05 | 80 | 5.60 | 10 | 4.98 | 20 | 5.04 | 530 | 5.04 | 890 | 5.01 | | |
| Fried/Baked Mixed Packs: | | | | | | | | | | | | | | | |
| | 12 piece | 60 | 10.02 | | | 10 | 9.99 | 20 | 9.99 | 10 | 9.99 | 10 | 9.99 | 10 | 10.16 |
| | 16 piece | | | | | | | | | | | | | | |
| | 24 piece | 450 | 25.95 | 30 | 25.99 | 50 | 25.99 | 10 | 25.99 | 160 | 25.99 | 170 | 25.99 | 30 | 25.43 |
| | 50 piece | 1,450 | 44.71 | 40 | 47.99 | 90 | 44.72 | 40 | 41.72 | 470 | 44.99 | 770 | 44.54 | 40 | 44.40 |
| | 100 piece | 1,320 | 84.43 | 40 | 89.99 | 90 | 86.44 | 40 | 83.45 | 460 | 84.53 | 650 | 83.57 | 40 | 88.28 |
| | > 100, bulk pack (\$/piece) | 2,210 | 0.78 | | | 170 | 0.83 | 140 | 0.84 | 750 | 0.77 | 1,040 | 0.76 | 110 | 0.90 |
| Deli Wings: | bone-in | 1,420 | 5.61 | 90 | 6.01 | 100 | 5.69 | 80 | 5.54 | 430 | 5.80 | 640 | 5.46 | 80 | 5.31 |
| | boneless | 360 | 5.69 | 30 | 6.34 | 20 | 5.75 | 30 | 5.71 | 120 | 5.70 | 140 | 5.60 | 20 | 5.24 |
| Tenders | | 260 | 5.69 | | | 100 | 5.40 | 50 | 5.72 | 40 | 6.44 | 30 | 6.22 | 40 | 5.22 |
| Rotisserie < 2 lbs. | | 840 | 6.23 | 10 | 6.27 | 20 | 4.98 | 10 | 4.98 | 290 | 6.29 | 500 | 6.30 | 10 | 4.98 |
| Rotisserie < 2 lbs. ABF | | 360 | 9.55 | 20 | 10.49 | | | | | 130 | 9.49 | 210 | 9.49 | | |
| Fresh Wings | | 500 | 2.43 | 20 | 3.00 | 70 | 2.66 | 50 | 2.68 | 150 | 2.50 | 190 | 2.14 | 20 | 2.58 |
| IQF Chicken: | wings | 280 | 3.21 | 40 | 3.00 | 60 | 3.16 | 70 | 3.34 | 30 | 3.23 | 60 | 3.22 | 20 | 3.20 |
| | party wings | 460 | 3.94 | 10 | 2.88 | 40 | 2.90 | 30 | 2.88 | 140 | 4.15 | 230 | 4.22 | 10 | 3.00 |
| | tenders | 20 | 1.60 | | | 10 | 1.60 | 10 | 1.60 | | | | | | |
| Cooked/Frozen Chicken: | | | | | | | | | | | | | | | |
| | bone-in wings | 1,080 | 3.66 | 60 | 3.93 | 180 | 4.40 | 160 | 4.61 | 210 | 2.92 | 410 | 3.20 | 60 | 4.46 |
| | boneless wings | 990 | 3.48 | 110 | 4.33 | 50 | 3.38 | 50 | 3.95 | 320 | 3.33 | 430 | 3.31 | 30 | 3.71 |
| | tenders/strips | 1,210 | 3.50 | 130 | 4.14 | 110 | 3.64 | 120 | 3.71 | 330 | 3.34 | 460 | 3.30 | 60 | 3.73 |
| Bone-in Wing Platter/Pan | | | | | | | | | | | | | | | |
| \$ per unit | serves 8-10 | 1,380 | 27.72 | 50 | 30.10 | 70 | 20.20 | 40 | 17.96 | 430 | 29.94 | 740 | 27.97 | 50 | 21.01 |
| | serves 10-15 | 440 | 39.76 | 10 | 30.00 | 40 | 39.99 | 30 | 39.99 | 130 | 39.99 | 210 | 39.99 | 20 | 39.99 |
| | serves 20-25 | 90 | 99.99 | | | | | | | 60 | 99.99 | 30 | 99.99 | | |
| Boneless Wing Platter/Pan | | | | | | | | | | | | | | | |
| \$ per unit | serves 8-10 | 650 | 25.28 | 30 | 26.66 | 50 | 25.59 | 10 | 22.66 | 170 | 26.36 | 350 | 24.98 | 40 | 22.52 |
| | serves 10-15 | | | | | | | | | | | | | | |
| | serves 20-25 | | | | | | | | | | | | | | |
| Tender Platter/Pan | | | | | | | | | | | | | | | |
| \$ per unit | serves 8-10 | 1,130 | 27.29 | 50 | 29.37 | 30 | 22.96 | 10 | 21.49 | 360 | 27.90 | 650 | 27.29 | 30 | 23.02 |
| | serves 10-15 | 520 | 39.11 | 10 | 34.99 | 50 | 38.82 | 30 | 39.99 | 140 | 39.59 | 270 | 38.90 | 20 | 39.99 |
| | serves 20-25 | | | | | | | | | | | | | | |
| PORK | | | | | | | | | | | | | | | |
| Pork Ribs: | spareribs | 510 | 2.18 | 20 | 2.24 | 70 | 1.96 | 50 | 1.97 | 150 | 2.33 | 200 | 2.21 | 20 | 1.99 |
| | baby backribs | 1,480 | 3.27 | 90 | 3.67 | 180 | 3.37 | 160 | 3.31 | 380 | 3.23 | 610 | 3.20 | 60 | 3.15 |
| | St. Louis rib | 290 | 3.03 | 30 | 3.40 | 50 | 2.91 | 40 | 2.90 | 60 | 2.99 | 100 | 3.06 | 10 | 2.92 |
| | country rib, bone-in | 880 | 2.18 | 80 | 2.24 | 50 | 2.07 | 40 | 1.89 | 260 | 2.23 | 430 | 2.18 | 20 | 2.24 |
| | country rib, boneless | 150 | 2.30 | 10 | 2.49 | 30 | 2.03 | 20 | 2.33 | 30 | 2.29 | 50 | 2.48 | 10 | 2.00 |
| | riplets | 70 | 1.81 | | | 10 | 1.98 | 10 | 1.98 | 10 | 1.98 | 30 | 1.78 | 10 | 1.37 |
| Pre-Cooked Flavored Ribs | | | | | | | | | | | | | | | |
| | baby backribs | 1,120 | 4.26 | 60 | 5.03 | 80 | 5.09 | 80 | 5.69 | 330 | 3.90 | 500 | 3.80 | 70 | 5.96 |
| Deli Ribs: | per lb. | 90 | 5.30 | 10 | 6.17 | 10 | 4.98 | 10 | 4.98 | 10 | 5.31 | 50 | 5.24 | | |
| | per half slab | 370 | 5.09 | 20 | 5.00 | | | | | 130 | 5.13 | 210 | 5.00 | 10 | 6.70 |
| | per whole slab | 580 | 12.40 | 10 | 13.99 | 20 | 11.46 | 10 | 9.99 | 190 | 12.67 | 330 | 12.45 | 20 | 10.31 |
| Pork Rib Platter/Pan | | | | | | | | | | | | | | | |
| \$ per unit | serves 8-10 | 110 | 23.88 | | | 10 | 21.49 | 10 | 21.49 | 10 | 24.99 | 60 | 24.99 | 20 | 22.41 |
| | serves 10-15 | 130 | 29.99 | 10 | 29.99 | 10 | 29.99 | | | 50 | 29.99 | 60 | 29.99 | | |
| | serves 20-25 | | | | | | | | | | | | | | |
| Fresh Sausage (Brats) | | 1,340 | 3.28 | 110 | 3.83 | 170 | 3.34 | 130 | 3.31 | 370 | 3.24 | 480 | 3.14 | 80 | 3.44 |