



United States
Department of
Agriculture

Agricultural
Marketing
Service

Livestock
and Poultry
Program

Agricultural
Analytics
Division

Feature Advertising by U.S. Supermarkets Meat and Poultry

The NFL-AFL World Championship Game 2019

Advertised Prices effective through February 03, 2019



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 whole muscle, 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 3, 2019, the 53rd annual NFL-AFL World Championship game (aka. "Super Bowl LIII") will be played at Mercedes-Benz Stadium in Atlanta, Georgia, between the National Football Conference (NFC) champion Los Angeles Rams and the American Football Conference (AFC) champion New England Patriots. 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.

Traditionally, Championship Sunday takes place in front of the television. In fact, some of the best annual deals on new TV's can be found in January targeting the Big Game. However, television viewership has declined steadily from the high set in 2015 as other venues increase in popularity, particularly livestreaming of the game through social media, estimated at 2 million viewers in 2018. Regardless, 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 with chicken, with an estimated 2% 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 being eroded by a host of rivals, primarily the pork rib, also a perfect finger food that is inexpensive and widely available with an estimate 3% increase in first quarter pork production in the U.S. over last year.

This year's game participant fan bases are located in opposite corners of the country - New England in the northeast and Los Angeles in the southwest - and the game will be played in Atlanta, the heart of the southeast. The Northeast, home to the invention of the buffalo wing at the Anchor Bar in Buffalo, NY, in 1964, is no stranger to the Big Game and to gameday gathering. Fans in the Southwest haven't had a team in the game since the Raiders lost to Tampa Bay in 2003 and are a little rusty at throwing gameday parties. Regardless, fan food offerings at supermarkets across the country dominate ad space targeting the Big Game.

This year, wing sauce aficionados in the Southeast lead the nation in preference for fresh chicken wings, solidifying their lead over the traditional fresh wing stronghold in the Northeast. On a per capita basis, the Southeast leads the nation in fresh wing offerings with 25% of promotions and, when it comes to IQF chicken offerings, southeastern fans also lead the nation with 31% of retail offerings. Fans in the Northeast love pre-cooked and flavored frozen wings with 24% of national marketings this year. Pre-cooked chicken wings in the frozen meat case continue to grow in popularity, available in a variety of forms and flavors and 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 and Big Game viewing habits, something the hectic pace of the Northeast fully appreciates. And speaking of convenience, wing platters are big in the Northeast and Southeast with the two regions accounting for 65% of retail offerings. But southeastern fans are no strangers to convenience either, opting to exercise it in a different form, edging out the Southwest for preference for deli-prepared wings (23% to 20%) and leading all other regions in preference for rotisserie chickens with 23% of marketings for this year's game. Fried/baked chicken is a perennial favorite across the country but the Northwest leads the nation on a per capita basis in preference this year with 24% of promotions.

When it comes to pork offerings at retail the Southeast leads in pork preference for gameday, number one in fresh ribs of all types (22%) and deli-prepared ribs (36%). Taste for spare ribs is about evenly spread out across the county but the Southeast leads with 21%. The Northwest prefers back ribs (26%) and St. Louis ribs (27%) over all other regions while the Southeast just edges out southwestern fans in their preference for country pork ribs (20% to 19%). The Northeast leads the nation in preference for pre-cooked and flavored pork ribs with 30% of the national market, echoing their preference for convenient options but the Southeast dominates in the category of deli-prepared ribs sold by the slab (36%). Bratwurst is popular in all regions but the Northwest wins with 20% of features on a per capita basis. Another growing trend in pork is offerings of boneless, barbecue-flavored pulled and shredded pork, perfect on a bun and easily held in one hand leaving the other hand free for a "beverage". The Northeast (23%) and Southeast (20%) are quickly taking to this new item and rank one and two in preference.

When not competing with each other, chicken and pork face a host of 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. The Northwest likes their seafood and, in the South Central, its game on as beef ribs play a key role in satisfying fan demand. The Southwest likes their fresh pork butts and picnics to make pozole. And, 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 a survey of 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:

NortheastCT,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
SouthwestCA, 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.

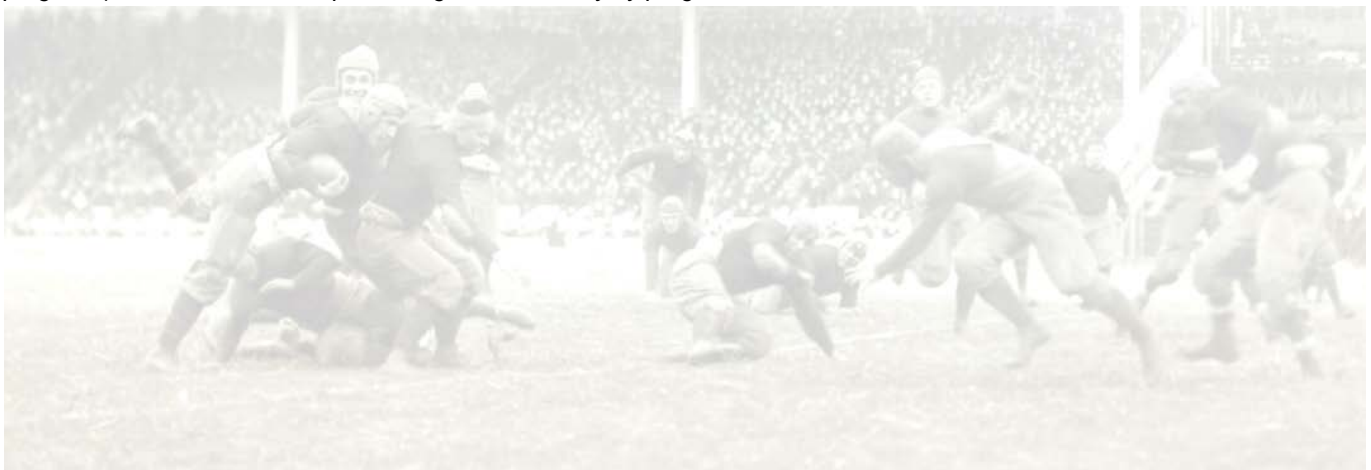
Activity Ratio: the overall number of advertised items offered relative to the report sample size (31,900 store in 2017).
(*activity rate/overall sample*).

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 2019 (Super Bowl LIII) was played on February 3, 2019 in the Mercedes-Benz Stadium in Atlanta, Georgia, between the American Football Conference (AFC) champion New England Patriots and the National Football Conference (NFC) champion Los Angeles Rams.

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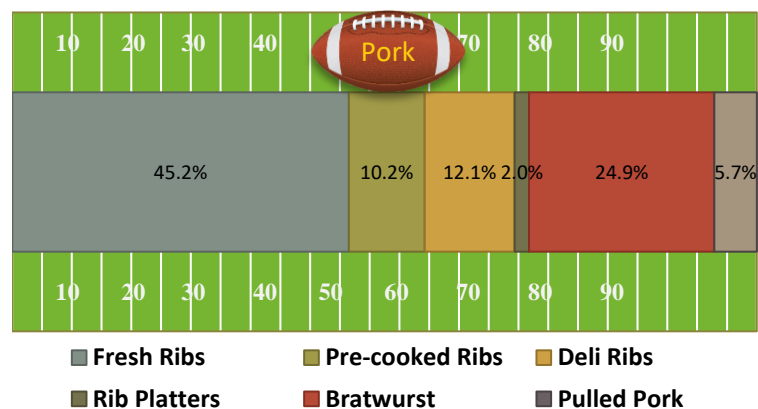
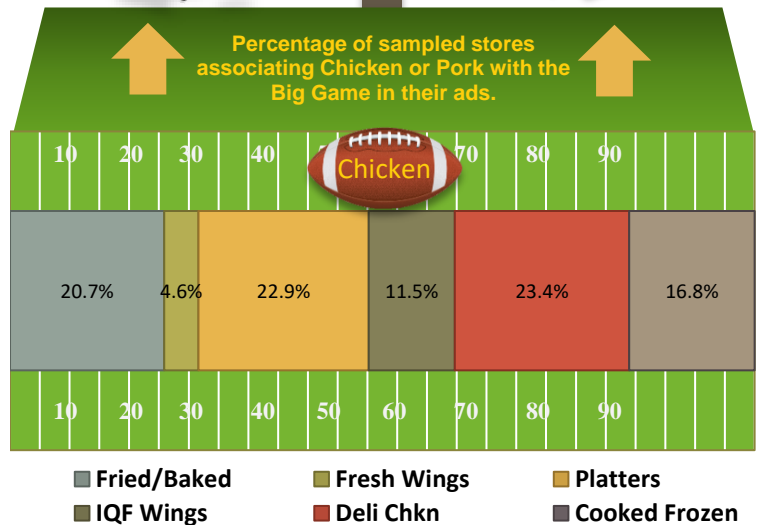
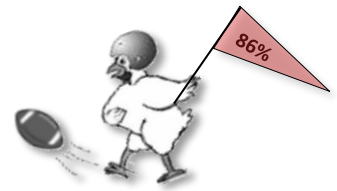
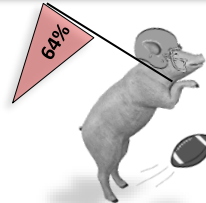
Year-to-Year Comparison		2019		2018	
		Activity	Avg. \$	Activity	Avg. \$
CHICKEN					
8-Piece Mixed:	fried	14,780	6.90	12,710	6.72
	baked	9,580	6.70	5,370	6.80
	grilled	4,770	7.16	3,070	6.87
	fried dark parts	4,640	5.61	3,520	5.23
Fried/Baked Mixed Packs:					
	12 piece	3,880	11.51	1,590	11.26
	16 piece	3,190	18.49	1,160	14.06
	24 piece	8,400	26.40	6,480	24.22
	50 piece	16,140	46.89	15,490	45.57
	100 piece	14,320	89.85	12,820	87.79
	> 100, bulk pack (\$/piece)	8,490	0.86	16,320	0.86
Deli Wings:	bone-in	43,440	5.35	27,860	5.58
	boneless	13,760	5.61	13,030	5.35
Tenders					
		15,660	5.91	9,920	5.82
Rotisserie < 2 lbs.					
		21,100	6.07	10,410	6.06
Rotisserie < 2 lbs. ABF					
		5,750	8.34	2,350	8.07
Fresh Wings					
		19,390	2.48	12,350	2.81
IQF Chicken:	wings	19,750	2.36	9,240	2.60
	party wings	9,920	2.79	4,220	2.43
	tenders	10,260	2.72	1,840	2.45
Cooked/Frozen Chicken:					
	bone-in wings	24,460	4.08	20,990	4.35
	boneless wings	12,270	3.86	10,230	3.55
	tenders/rips	34,920	3.56	17,740	3.58
Bone-in Wing Platter/Pan					
\$ per unit	serves 8-10	23,170	26.48	12,950	26.14
	serves 10-15	17,070	40.59	8,350	39.36
	serves 20-25	12,670	57.72	4,830	57.81
Boneless Wing Platter/Pan					
\$ per unit	serves 8-10	10,390	25.41	8,870	22.49
	serves 10-15	1,690	36.47	2,890	31.94
	serves 20-25	3,500	49.82	670	55.90
Tender Platter/Pan					
\$ per unit	serves 8-10	15,140	28.23	9,310	25.64
	serves 10-15	5,440	41.75	4,060	38.88
	serves 20-25	8,360	58.00	3,140	57.55
PORK					
Pork Ribs:	spareribs	13,890	2.05	13,580	1.90
	baby backribs	27,490	3.20	18,150	3.19
	St. Louis rib	20,160	2.72	15,440	2.55
	country rib, bone-in	19,650	1.84	10,540	2.08
	country rib, boneless	6,430	2.50	5,630	2.56
	riblets	2,670	1.26	2,160	1.30
Pre-Cooked Flavored Ribs					
	baby backribs	20,330	5.53	14,060	5.77
Deli Ribs:	per lb.	5,440	5.55	1,060	5.51
	per half slab	3,020	7.93	2,000	7.18
	per whole slab	15,660	10.22	9,470	10.43
Pork Rib Platter/Pan					
\$ per unit	serves 8-10	2,440	25.41	2,330	25.71
	serves 10-15	1,080	42.33	1,010	35.07
	serves 20-25	400	89.85	110	95.73
Fresh Sausage (Brats)					
		49,640	3.02	24,120	2.92



	2019		2018
Activity Rate			
All Chicken	416,300	↑	273,780
All Pork	188,300	↑	119,660

	Activity Ratio	
All Chicken	13:1	↑ 8:1
All Pork	6:1	↑ 4:1
Overall	19:1	↑ 12:1
Survey Size	32,500 (stores)	32,500

(see explanatory notes for definitions.)



Northeast		Region		Connecticut		Dist. of Columbia		Delaware		Massachusetts		Maryland		Maine	
Feature Rate		99.5%		100.0%		97.4%		100.0%		99.8%		98.2%		100.0%	
Activity		131,190		8,930		1,010		2,490		13,900		14,760		4,190	
		stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg
CHICKEN															
8-Piece Mixed:		fried	1,990	6.81	90	6.83	30	4.99	60	6.58	60	7.40	270	5.94	
		baked	1,190	6.32	90	5.85	40	5.16	10	5.36	130	5.85	240	5.38	
		grilled	620	6.61	20	6.88	10	4.99	30	6.58	10	6.99	110	5.88	
		fried dark parts	180	5.44	30	6.49			10	5.82	40	6.49	10	4.69	
Fried/Baked Mixed Packs:															
		12 piece	1,030	10.75					20	9.77	160	7.99	30	9.50	40 7.99
		16 piece	490	16.43	10	14.75			10	15.48	10	12.50	10	15.48	
		24 piece	580	26.12	30	34.99			20	22.00			60	22.53	
		50 piece	3,530	44.46	250	42.55	10	39.49	80	45.92	280	39.53	360	42.04	
		100 piece	2,950	81.48	190	74.12	10	72.99	70	85.19	260	72.99	340	75.59	
		> 100, bulk pack (\$/piece)	700	0.99	20	0.99			60	0.99			20	0.99	
Deli Wings:		bone-in	6,710	5.77	940	4.84	40	6.08	50	4.55	1,510	5.13	410	5.82	500 6.22
		boneless	3,810	5.58	210	4.64	10	5.00	30	5.65	360	5.68	240	5.53	230 7.56
Tenders			4,570	6.35	210	5.96	20	6.99	60	6.26	390	6.05	240	6.32	570 6.46
Rotisserie < 2 lbs.			4,140	6.01	160	5.93	10	4.98	80	6.97	140	6.90	330	6.45	150 5.64
Rotisserie < 2 lbs. ABF			900	6.85	90	5.99	20	7.88	10	6.99	140	5.99	160	7.16	
Fresh Wings			4,070	2.38	190	2.37	10	2.28	60	2.72	500	2.51	230	2.21	490 2.38
IQF Chicken:		wings	5,750	2.17	490	2.00	40	2.19	120	2.45	600	1.93	750	2.28	20 2.53
		party wings	1,070	2.72	60	2.71	10	2.44	40	2.87	90	2.77	90	3.20	10 2.78
		tenders	780	2.59	30	2.58	10	2.50	20	2.87	20	2.70	80	2.54	
Cooked/Frozen Chicken:															
		bone-in wings	6,910	4.47	630	4.48	70	5.56	160	4.67	710	5.04	590	4.64	260 6.04
		boneless wings	2,430	4.19	100	3.77	20	5.39	70	4.13	190	3.94	220	4.84	60 4.21
		tenders/strips	9,940	3.82	530	3.69	80	4.76	240	3.66	1,260	3.73	980	4.08	330 3.85
Bone-in Wing Platter/Pan															
	\$ per unit	serves 8-10	6,480	31.20	420	32.52	60	34.83	70	31.09	940	29.40	890	30.87	230 26.45
		serves 10-15	5,610	44.89	340	46.59	40	45.99	80	43.65	630	46.89	1,000	42.58	
		serves 20-25	5,350	68.27	340	69.86	50	69.99	60	65.35	440	70.22	1,000	66.18	10 74.99
Boneless Wing Platter/Pan															
	\$ per unit	serves 8-10	2,780	29.98	280	29.85	50	29.99	30	29.61	430	29.96	570	29.90	
		serves 10-15	230	33.58			10	34.99	10	34.99	30	51.87	20	33.47	
		serves 20-25	2,610	49.99	280	49.99	40	49.99	30	49.99	390	49.99	510	49.99	
Tender Platter/Pan															
	\$ per unit	serves 8-10	4,560	35.81	410	36.93	50	39.60	70	35.08	500	37.35	750	38.87	120 25.87
		serves 10-15	550	51.96	10	57.49	10	46.99	10	49.99	30	55.96	60	46.16	
		serves 20-25	3,210	66.88	300	66.35	40	64.99	70	66.08	390	65.03	690	64.41	
PORK															
Pork Ribs:		spareribs	2,360	2.03	130	2.00	10	1.69	40	2.03	80	1.95	120	1.89	10 1.80
		baby backribs	4,410	3.36	370	3.23	10	4.39	50	3.28	500	3.28	210	3.55	90 3.48
		St. Louis rib	3,820	2.60	210	2.56	30	2.55	80	2.60	330	2.57	620	2.54	180 2.69
		country rib, bone-in	4,010	1.78	410	1.74	40	2.02	60	1.99	650	1.60	410	2.05	130 1.56
		country rib, boneless	1,110	2.55	60	2.28	10	2.49	30	2.45	120	2.65	140	2.53	110 2.11
		riplets	370	1.81	20	2.09	10	0.99	10	0.99	30	2.20	30	1.32	10 0.99
Pre-Cooked Flavored Ribs															
		baby backribs	7,150	5.80	420	5.40	30	4.52	110	5.80	740	5.53	490	4.82	310 6.01
Deli Ribs:		per lb.	1,210	6.53	50	6.56			30	6.55	30	6.48	120	5.95	
		per half slab	210	9.62	10	10.00			20	9.81			20	7.33	
		per whole slab	1,420	10.07	10	10.46	10	7.22	130	9.33	80	10.00	370	8.60	20 10.00
Pork Rib Platter/Pan															
	\$ per unit	serves 8-10	60	29.71											
		serves 10-15	310	58.62	10	59.99					30	46.09			
		serves 20-25	310	98.52	10	99.99					10	91.81			
Fresh Sausage (Brats)			8,720	2.92	470	2.77	70	3.19	190	2.79	660	2.81	970	2.90	310 2.43

Northeast		New Hampshire		New Jersey		New York		Pennsylvania		Rhode Island		Vermont	
Feature Rate		100.0%		99.5%		99.3%		99.7%		100.0%		100.0%	
Activity		3,140		16,620		33,710		28,570		1,920		1,950	
		stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg
CHICKEN													
8-Piece Mixed:	fried	10	6.99	310	6.44	520	7.46	620	6.85			20	7.42
	baked			60	5.85	390	7.42	190	6.24	30	5.85	10	8.24
	grilled	10	6.99	160	6.74	130	6.92	120	6.76			20	6.99
	fried dark parts			10	4.99	20	4.99	60	4.50				
Fried/Baked Mixed Packs:													
	12 piece	50	7.99	10	12.24	290	12.99	370	11.36	20	7.99	40	8.67
	16 piece					290	17.05	140	15.93	10	12.50	10	16.99
	24 piece					10	34.99	460	26.00				
	50 piece			570	47.61	650	44.51	1,270	45.32	50	39.49	10	44.99
	100 piece			290	87.79	530	78.56	1,200	86.15	50	72.99	10	79.99
	> 100, bulk pack (\$/piece)			310	0.99	70	0.99	220	0.99				
Deli Wings:	bone-in	290	6.22	240	5.86	1,740	6.83	750	5.28	70	5.22	170	6.29
	boneless	150	7.74	120	5.41	1,070	5.58	1,270	4.98	30	5.94	90	7.46
Tenders		290	6.64	540	5.96	1,510	6.65	540	6.01	40	5.72	160	6.41
Rotisserie < 2 lbs.		90	6.22	610	5.91	1,770	5.94	710	5.80	20	6.89	70	6.45
Rotisserie < 2 lbs. ABF				60	5.99	260	6.78	120	8.71	30	5.99	10	6.99
Fresh Wings		290	2.39	470	2.39	1,020	2.37	540	2.32	60	2.32	210	2.36
IQF Chicken:	wings	60	2.20	990	2.25	1,820	2.12	710	2.39	100	1.85	50	2.05
	party wings	30	2.99	200	2.83	290	2.44	240	2.71	10	2.80		
	tenders	10	2.50	130	2.84	170	2.66	290	2.45	10	2.50	10	2.50
Cooked/Frozen Chicken:													
	bone-in wings	200	5.39	1,490	4.04	1,580	4.25	1,090	4.17	40	4.33	90	5.57
	boneless wings	50	3.44	360	4.06	540	4.46	720	4.02	60	4.22	40	3.86
	tenders/rips	450	4.00	1,540	3.98	2,580	3.74	1,730	3.76	80	3.20	140	3.42
Bone-in Wing Platter/Pan													
\$ per unit	serves 8-10	210	27.11	790	35.16	910	33.15	1,670	30.72	130	29.29	160	26.92
	serves 10-15			330	46.88	1,410	46.77	1,640	43.53	130	41.92	10	30.00
	serves 20-25	10	74.99	420	69.73	1,450	70.71	1,440	65.65	130	70.09		
Boneless Wing Platter/Pan													
\$ per unit	serves 8-10			190	29.79	320	29.78	830	30.24	80	29.99		
	serves 10-15							160	29.99				
	serves 20-25			190	49.99	310	49.99	780	49.99	80	49.99		
Tender Platter/Pan													
\$ per unit	serves 8-10	70	26.98	820	32.39	650	35.19	960	37.62	90	39.06	70	26.45
	serves 10-15			20	59.99	230	59.73	180	42.49				
	serves 20-25			260	70.05	600	72.81	780	64.95	80	64.99		
PORK													
Pork Ribs:	spareribs	10	1.94	400	2.01	1,130	2.11	400	1.91	10	1.88	20	2.07
	baby backribs	50	3.07	550	3.22	1,590	3.56	850	3.15	90	3.31	50	3.30
	St. Louis rib	120	2.54	450	2.58	1,130	2.71	540	2.47	50	2.53	80	2.64
	country rib, bone-in	100	1.36	530	1.79	930	1.85	560	1.86	110	1.62	80	1.51
	country rib, boneless	30	2.16	50	2.77	270	2.84	240	2.49	10	2.41	40	2.42
	riplets	10	2.66	40	2.36	110	2.06	90	1.37	10	2.08		
Pre-Cooked Flavored Ribs													
	baby backribs	250	5.77	1,120	6.30	2,070	6.28	1,380	5.34	100	5.35	130	5.73
Deli Ribs:	per lb.	10	4.88	220	6.04	550	7.45	200	4.95				
	per half slab			80	10.00	20	10.00	60	9.61				
	per whole slab	30	10.00	240	10.30	70	10.73	410	11.47	30	9.99	20	10.00
Pork Rib Platter/Pan													
\$ per unit	serves 8-10					10	45.00	50	26.66				
	serves 10-15			30	58.45	230	60.16	10	59.99				
	serves 20-25			30	97.68	250	98.77	10	99.99				
Fresh Sausage (Brats)		260	2.49	1,390	2.80	2,220	3.18	1,970	2.97	80	2.72	130	2.56

Southeast		Region		Alabama		Florida		Georgia		Kentucky		Mississippi		North Carolina	
Feature Rate		99.0%		96.6%		99.4%		99.9%		98.4%		100.0%		99.4%	
Activity		188,600		9,130		63,020		23,640		8,360		4,400		24,440	
		stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg
CHICKEN															
8-Piece Mixed:	fried	3,720	6.88	250	6.54	1,140	6.25	420	7.00	210	7.50	170	6.86	440	6.59
	baked	2,390	6.79	120	7.03	680	6.93	360	7.05	130	7.90	70	7.21	200	5.43
	grilled	620	7.57	10	7.99			170	7.99	110	7.97	30	7.99		
	fried dark parts	840	4.60	90	4.70	400	4.03	60	4.72	40	4.49	70	4.86	10	4.80
Fried/Baked Mixed Packs:															
	12 piece	150	11.11	10	8.99	10	10.99			10	12.99	40	9.33	50	12.05
	16 piece	1,370	20.32	70	20.99	810	20.99	200	20.74	20	15.23			40	20.99
	24 piece	3,480	26.40	140	25.30	810	29.94	560	27.74	270	26.79	100	23.72	540	22.61
	50 piece	5,770	47.78	270	47.22	1,940	50.36	800	49.93	200	48.19	120	44.76	610	43.57
	100 piece	5,560	90.36	260	91.11	1,940	94.51	800	96.87	200	97.75	90	90.13	610	76.62
	> 100, bulk pack (\$/piece)	3,600	0.83	150	0.83	1,610	0.83	720	0.84	180	0.85	60	0.85	80	0.83
Deli Wings:	bone-in	16,870	4.98	880	4.91	8,800	4.96	2,230	5.01	290	6.10	220	5.21	1,440	4.74
	boneless	3,200	5.72	140	5.52	710	5.98	340	5.41	110	5.45	70	5.06	740	5.69
Tenders		1,930	5.75	80	5.29	360	5.06	350	5.42	80	5.29	30	5.23	230	6.38
Rotisserie < 2 lbs.		6,240	6.43	300	5.43	1,510	5.78	600	5.85	260	5.60	170	5.22	1,400	7.50
Rotisserie < 2 lbs. ABF		1,830	7.99	80	7.91	820	7.58	360	8.26	90	8.85			40	7.59
Fresh Wings		5,890	2.60	350	2.55	2,290	2.75	710	2.72	220	2.31	220	2.20	530	2.49
IQF Chicken:	wings	6,080	2.46	280	2.39	1,640	2.43	550	2.33	90	2.24	120	2.27	1,280	2.60
	party wings	3,220	2.61	140	2.34	280	2.46	570	2.57	520	2.68	140	2.71	310	2.30
	tenders	5,760	2.67	420	2.58	3,130	2.69	600	2.78	60	2.13	140	2.38	360	2.58
Cooked/Frozen Chicken:															
	bone-in wings	6,430	4.16	240	3.75	1,330	3.81	430	3.96	310	4.09	130	3.64	1,590	4.30
	boneless wings	2,810	3.91	90	3.91	490	4.05	420	3.12	320	4.13	60	3.76	460	3.84
	tenders/stripes	7,460	3.51	260	3.58	1,100	3.93	900	3.25	560	3.37	230	3.12	1,470	3.44
Bone-in Wing Platter/Pan															
\$ per unit	serves 8-10	7,010	24.80	410	24.80	3,250	24.73	850	23.79	230	22.40	140	22.01	290	25.87
	serves 10-15	7,540	37.48	350	36.54	3,360	35.68	930	35.46	30	44.28	50	36.18	970	39.73
	serves 20-25	5,570	47.63	290	45.94	2,770	44.24	800	44.17	20	63.32	30	48.32	460	49.19
Boneless Wing Platter/Pan															
\$ per unit	serves 8-10	2,390	26.21	110	27.35	870	26.47	140	22.35	110	24.84	70	27.92	120	20.75
	serves 10-15	1,030	35.68	40	40.40	330	39.91	110	29.71			30	42.75	250	32.69
	serves 20-25	740	47.39	10	48.17	110	50.00	70	39.99			20	54.99	70	39.99
Tender Platter/Pan															
\$ per unit	serves 8-10	5,460	26.90	250	25.63	2,440	26.30	610	24.62	230	21.56	110	23.91	330	31.15
	serves 10-15	3,850	40.72	180	41.41	1,940	41.24	560	39.46	20	38.99	30	42.96	450	40.79
	serves 20-25	4,560	52.42	150	52.13	1,620	51.50	540	49.22	10	50.00	20	57.37	920	51.58
PORK															
Pork Ribs:	spareribs	3,800	2.07	200	2.17	910	2.22	640	2.21	390	1.81	160	1.87	320	1.93
	baby backribs	8,120	3.27	420	3.21	2,280	3.27	1,380	3.27	490	2.79	270	2.98	990	3.42
	St. Louis rib	7,180	2.79	490	2.90	2,410	2.94	590	2.67	100	2.53	180	2.77	1,240	2.53
	country rib, bone-in	4,700	1.72	310	1.67	1,350	1.75	540	1.66	400	1.66	230	1.62	430	1.66
	country rib, boneless	2,290	2.42	110	2.49	810	2.51	330	2.41	50	2.33	50	2.26	210	2.11
	riplets	1,050	1.07	70	1.24	230	1.05	50	1.11	210	1.02	120	1.04	70	1.19
Pre-Cooked Flavored Ribs															
	baby backribs	2,950	5.15	120	5.40	610	5.60	410	5.15	360	4.59	70	5.08	230	5.69
Deli Ribs:	per lb.	2,170	4.98	110	3.00	710	2.80	80	4.12	10	7.39	70	3.96	520	7.23
	per half slab	1,240	9.93	70	9.99	810	9.99	190	9.99	10	4.99			40	9.99
	per whole slab	7,430	9.61	220	10.53	1,380	10.45	470	9.90	110	11.86	120	10.73	2,210	8.95
Pork Rib Platter/Pan															
\$ per unit	serves 8-10	560	24.99	10	24.99			170	24.99	110	24.99	30	24.99		
	serves 10-15	540	34.99	50	34.99	330	34.99	30	34.99			10	34.99	20	34.99
	serves 20-25														
Fresh Sausage (Brats)		13,200	3.06	530	3.20	2,700	3.46	2,000	3.02	1,190	2.81	310	3.09	1,870	2.98

Southeast		South Carolina		Tennessee		Virginia		West Virginia				
Feature Rate		100.0%		95.9%		98.9%		100.0%				
Activity		17,740		13,080		20,750		4,040				
		stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg			
CHICKEN												
8-Piece Mixed:	fried	430	8.65	280	7.49	290	6.13	90	7.26			
	baked	400	6.74	140	7.73	240	5.84	50	6.78			
	grilled	10	7.99	120	7.97	130	6.37	40	6.85			
	fried dark parts	50	4.96	90	5.74	20	5.99	10	9.28			
Fried/Baked Mixed Packs:												
	12 piece					10	9.99	20	13.04			
	16 piece	60	20.99	130	16.40	30	16.47	10	18.99			
	24 piece	210	24.83	310	26.97	430	23.86	110	26.22			
	50 piece	380	45.30	620	47.95	640	43.22	190	48.00			
	100 piece	380	84.44	450	93.52	640	79.70	190	96.29			
	> 100, bulk pack (\$/piece)	140	0.83	330	0.84	170	0.85	160	0.85			
Deli Wings:	bone-in	1,170	4.73	700	5.31	980	5.14	160	5.41			
	boneless	290	5.86	160	5.82	520	5.72	120	5.48			
Tenders		210	6.08	300	6.29	210	6.35	80	5.05			
Rotisserie < 2 lbs.		710	6.65	390	5.70	800	7.36	100	6.22			
Rotisserie < 2 lbs. ABF		70	7.83	130	9.16	180	7.94	60	8.93			
Fresh Wings		790	2.64	390	2.28	320	2.35	70	2.28			
IQF Chicken:	wings	840	2.55	140	2.53	1,020	2.39	120	2.14			
	party wings	290	2.80	530	2.69	300	2.76	140	2.74			
	tenders	580	2.55	260	3.06	170	2.74	40	2.13			
Cooked/Frozen Chicken:												
	bone-in wings	630	4.19	540	4.05	1,110	4.67	120	4.14			
	boneless wings	250	3.80	350	4.31	300	4.25	70	4.14			
	tenders/rips	470	3.46	770	3.34	1,470	3.61	230	3.53			
Bone-in Wing Platter/Pan												
\$ per unit	serves 8-10	530	24.15	480	23.43	710	28.90	120	23.38			
	serves 10-15	540	37.91	340	38.50	920	43.01	50	42.40			
	serves 20-25	300	45.46	230	46.69	640	66.21	30	65.99			
Boneless Wing Platter/Pan												
\$ per unit	serves 8-10	260	25.90	150	23.69	500	28.89	60	26.31			
	serves 10-15	160	35.89	20	24.99	80	33.74	10	29.99			
	serves 20-25	40	39.99	20	39.99	380	49.96	20	49.99			
Tender Platter/Pan												
\$ per unit	serves 8-10	380	25.14	330	23.14	680	34.92	100	24.29			
	serves 10-15	330	39.71	210	38.62	120	43.21	10	39.99			
	serves 20-25	350	50.08	160	48.93	760	59.25	30	57.50			
PORK												
Pork Ribs:	spareribs	510	2.15	370	1.92	180	1.94	120	1.91			
	baby backribs	930	3.53	590	3.09	570	3.45	200	3.13			
	St. Louis rib	970	3.17	240	2.41	910	2.49	50	2.32			
	country rib, bone-in	730	1.85	260	1.55	320	1.92	130	1.44			
	country rib, boneless	350	2.43	120	2.11	190	2.59	70	2.57			
	riplets	30	0.99	210	1.02	30	1.36	30	0.99			
Pre-Cooked Flavored Ribs												
	baby backribs	190	5.61	400	4.86	410	4.70	150	5.13			
Deli Ribs:	per lb.	330	4.61	30	7.51	290	7.44	20	6.91			
	per half slab	60	9.99	40	9.99	10	9.99	10	7.99			
	per whole slab	1,180	9.72	240	10.37	1,330	8.94	170	10.45			
Pork Rib Platter/Pan												
\$ per unit	serves 8-10	10	24.99	120	24.99	70	24.99	40	24.99			
	serves 10-15	100	34.99									
	serves 20-25											
Fresh Sausage (Brats)		1,100	3.08	1,390	2.85	1,670	2.89	440	2.86			

Midwest		Region		Iowa		Illinois		Indiana		Michigan		Minnesota		North Dakota	
Feature Rate		99.2%		98.9%		99.0%		97.5%		99.6%		99.8%		98.0%	
Activity		88,730		8,100		17,470		10,420		12,800		5,850		940	
		stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg
CHICKEN															
8-Piece Mixed:	fried	3,040	6.90	140	7.21	780	6.55	270	8.31	390	7.21	280	7.28	70	7.53
	baked	1,180	7.06	10	6.89	320	6.42	180	7.74	310	7.15	20	6.49		
	grilled	1,060	7.41	10	6.99	300	7.17	150	7.98	160	7.97	200	7.37	20	7.21
	fried dark parts	480	5.73			30	5.37	100	5.79	200	5.11	10	5.99	10	5.85
Fried/Baked Mixed Packs:															
	12 piece	1,970	11.41	260	14.66	1,170	9.83	70	13.04	30	11.15	70	14.87	10	12.49
	16 piece	380	20.83	120	23.42	70	19.99	40	18.99	10	18.99	30	22.49	10	19.99
	24 piece	1,780	27.67	110	35.99	160	26.24	290	27.32	260	26.99	30	35.99		
	50 piece	2,540	49.14	120	61.18	630	43.00	320	49.51	300	50.39	190	51.66	10	45.44
	100 piece	2,330	97.61	120	99.42	420	86.91	300	100.71	300	101.09	190	99.97	10	98.99
	> 100, bulk pack (\$/piece)	1,640	0.90	110	1.00	100	0.88	260	0.86	180	0.92	500	0.91		
Deli Wings:	bone-in	4,490	5.80	400	5.59	1,240	5.87	520	6.30	600	5.78	280	5.95	60	5.06
	boneless	2,980	5.35	120	5.83	200	5.38	230	5.20	420	5.21	120	5.34	40	4.72
Tenders		1,960	5.69	270	6.34	420	6.29	140	5.77	240	5.03	80	6.01	30	5.69
Rotisserie < 2 lbs.		3,410	5.58	220	4.79	770	5.56	320	5.57	400	5.31	200	5.64	60	6.62
Rotisserie < 2 lbs. ABF		820	8.37	10	6.16	90	7.34	150	8.73	180	8.41	10	5.99		
Fresh Wings		3,520	2.39	300	3.17	830	2.19	380	2.56	380	2.31	280	2.48	20	2.75
IQF Chicken:	wings	2,960	2.38	310	2.68	480	2.28	220	2.20	550	2.26	280	2.58	70	2.53
	party wings	1,960	2.55	20	2.26	340	2.51	230	2.84	370	2.61	40	2.62	10	2.80
	tenders	1,540	2.80	260	3.28	240	2.63	90	2.55	190	2.46	110	2.91		
Cooked/Frozen Chicken:															
	bone-in wings	3,790	3.84	430	3.79	750	3.68	360	3.73	520	3.70	340	4.22	50	4.72
	boneless wings	2,730	3.83	180	3.63	550	3.77	320	3.79	540	3.81	180	4.02	10	4.26
	tenders/strips	5,840	3.54	350	3.46	1,240	3.82	720	3.65	810	3.41	510	3.76	40	3.83
Bone-in Wing Platter/Pan															
\$ per unit	serves 8-10	3,500	25.62	1,130	27.51	310	24.79	540	23.71	330	23.19	250	27.48		
	serves 10-15	1,400	42.61	580	40.18	150	41.18	170	51.42	100	52.95	130	40.00	10	39.99
	serves 20-25	400	67.13	20	62.49	30	59.99	220	70.46	70	62.87				
Boneless Wing Platter/Pan															
\$ per unit	serves 8-10	2,600	20.55	1,110	18.97	240	20.62	220	24.84	170	25.43	250	18.95		
	serves 10-15	60	52.49							50	54.99			10	39.99
	serves 20-25	110	65.79					80	69.99	30	54.61				
Tender Platter/Pan															
\$ per unit	serves 8-10	1,680	21.74	10	23.82	190	21.04	510	21.66	450	22.38	10	16.99		
	serves 10-15	310	40.54	10	36.99	20	39.99	60	41.53	160	40.67			10	39.99
	serves 20-25	90	58.23					20	63.51	50	55.42				
PORK															
Pork Ribs:	spareribs	1,810	2.14	40	2.11	390	2.11	350	2.15	360	2.10	20	2.48	10	2.36
	baby backribs	3,360	3.10	190	2.99	580	3.12	360	3.03	470	2.97	210	3.68	40	3.15
	St. Louis rib	1,700	2.54	160	2.81	380	2.38	80	1.99	350	2.90	160	2.29	50	2.93
	country rib, bone-in	2,220	1.80	120	1.78	560	1.85	130	1.75	320	1.86	130	1.86	60	1.86
	country rib, boneless	500	2.42	20	2.21	230	2.40	20	2.37	10	2.18	10	1.58	50	1.82
	riblets	580	1.18	10	0.99	180	1.53	70	0.99	110	1.03	10	0.99		
Pre-Cooked Flavored Ribs															
	baby backribs	3,530	5.43	170	4.52	850	5.71	400	5.38	420	5.26	240	5.59	100	6.08
Deli Ribs:	per lb.	560	5.77	110	5.99	100	5.29	30	7.75	80	5.96	70	5.86		
	per half slab	370	5.90	10	5.00	200	5.22	20	4.99	30	6.21	30	11.49	10	6.00
	per whole slab	1,340	12.14	160	10.13	170	11.34	140	12.99	260	13.25	50	10.10	10	10.00
Pork Rib Platter/Pan															
\$ per unit	serves 8-10	650	25.09	10	31.24	70	24.99	210	24.99	130	24.99				
	serves 10-15	40	37.49	10	44.99	10	34.99	20	34.99						
	serves 20-25	40	66.24	10	54.99	10	59.99	20	74.99						
Fresh Sausage (Brats)															
		9,480	2.89	350	2.71	1,670	3.03	1,090	2.87	1,510	2.87	330	3.31	50	3.24

Midwest	Nebraska		Ohio		South Dakota		Wisconsin				
Feature Rate	98.7%		99.7%		100.0%		100.0%				
Activity	3,060		20,160		1,480		8,450				
	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg			
CHICKEN											
8-Piece Mixed:	fried	80	7.28	370	7.21	30	8.40	630	5.93		
	baked	40	7.63	280	7.23			20	6.66		
	grilled	10	7.99	190	6.99	10	6.99	10	6.30		
	fried dark parts			80	7.06	30	5.99	20	6.21		
Fried/Baked Mixed Packs:											
	12 piece	70	14.19	230	12.43	40	15.44	20	14.66		
	16 piece	20	23.99	20	18.40	20	20.36	40	15.68		
	24 piece	40	32.69	870	26.49	10	35.99	10	35.99		
	50 piece	60	55.45	880	50.13	10	62.50	20	53.71		
	100 piece	60	99.60	870	99.99	10	100.00	50	90.35		
	> 100, bulk pack (\$/piece)	40	0.99	430	0.85	10	1.00	10	1.00		
Deli Wings:	bone-in	150	5.74	660	5.90	70	5.84	510	5.22		
	boneless	80	5.72	1,450	5.34	20	5.62	300	5.49		
Tenders		110	6.21	340	4.99	40	5.96	290	5.22		
Rotisserie < 2 lbs.		140	5.46	550	5.85	110	6.38	640	5.56		
Rotisserie < 2 lbs. ABF		10	5.99	360	8.71			10	6.79		
Fresh Wings		80	3.15	740	2.30	20	3.08	490	2.06		
IQF Chicken:	wings	170	2.31	350	2.44	70	2.32	460	2.37		
	party wings	20	3.23	670	2.55	10	2.79	250	2.20		
	tenders	60	3.19	200	2.69	30	3.09	360	2.73		
Cooked/Frozen Chicken:											
	bone-in wings	120	3.81	740	3.91	90	3.89	390	3.94		
	boneless wings	40	3.78	690	3.90	20	3.69	200	3.93		
	tenders/strips	170	3.33	1,320	3.35	90	3.13	590	3.38		
Bone-in Wing Platter/Pan											
\$ per unit	serves 8-10	270	26.89	530	23.49	110	27.48	30	27.48		
	serves 10-15	120	40.00	60	42.61	60	40.00	20	39.25		
	serves 20-25			60	64.99						
Boneless Wing Platter/Pan											
\$ per unit	serves 8-10	250	19.21	220	24.81	110	18.95	30	18.95		
	serves 10-15										
	serves 20-25										
Tender Platter/Pan											
\$ per unit	serves 8-10	30	20.66	470	21.62			10	21.49		
	serves 10-15			40	39.99			10	39.99		
	serves 20-25			20	59.99						
PORK											
Pork Ribs:	spareribs	20	1.77	480	2.24	20	1.83	120	2.03		
	baby backribs	110	2.80	1,030	3.06	80	3.00	290	3.29		
	St. Louis rib	100	2.91	130	1.99	30	2.93	260	2.48		
	country rib, bone-in	130	2.02	380	1.67	130	1.76	260	1.72		
	country rib, boneless	10	2.49	70	2.99			80	2.52		
	riblets			170	0.99			30	1.25		
Pre-Cooked Flavored Ribs											
	baby backribs	130	5.24	920	5.23	50	5.56	250	5.92		
Deli Ribs:	per lb.	20	5.99	20	6.99	10	5.99	120	5.05		
	per half slab			60	5.62			10	5.99		
	per whole slab	50	10.66	420	12.89	30	10.19	50	11.84		
Pork Rib Platter/Pan											
\$ per unit	serves 8-10	10	24.99	220	24.99						
	serves 10-15										
	serves 20-25										
Fresh Sausage (Brats)		240	2.84	2,570	2.90	110	2.83	1,560	2.69		

South Central		Region		Arkansas		Arizona		Colorado		Kansas		Louisiana		Missouri	
Feature Rate		95.4%		97.5%		98.3%		92.8%		97.7%		100.0%		98.5%	
Activity		79,890		4,680		9,110		9,390		5,290		8,100		10,440	
		stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg
CHICKEN															
8-Piece Mixed:	fried	2,240	6.76	110	7.28	490	5.81	270	7.12	130	7.60	330	6.57	200	7.68
	baked	1,730	6.79	50	7.44	480	5.85	180	7.81	80	7.93	210	6.48	110	7.82
	grilled	820	7.37	40	7.72	130	6.99	150	7.92	60	7.99	30	6.59	20	8.30
	fried dark parts	630	5.83	40	5.53	10	5.00	10	5.00	20	7.07	190	4.59	150	7.42
Fried/Baked Mixed Packs:															
	12 piece	430	13.16	60	12.25					110	13.43	10	8.99	220	13.47
	16 piece	160	19.58	10	16.99					20	22.49			110	19.87
	24 piece	1,290	25.81	90	25.08	10	25.99	290	23.49	80	27.13	130	24.42	80	29.47
	50 piece	1,810	48.38	100	46.68	160	44.91	300	45.89	80	51.91	200	47.59	180	51.34
	100 piece	1,770	94.00	90	95.15	250	88.18	290	90.99	80	98.40	180	81.57	180	96.92
	> 100, bulk pack (\$/piece)	1,600	0.88	80	0.86	250	0.85	290	0.90	70	0.97	70	0.87	40	0.97
Deli Wings:	bone-in	4,220	5.52	100	6.36	450	5.69	1,060	5.85	240	5.56	280	5.16	640	5.76
	boneless	1,870	5.64	20	4.73	290	5.56	180	5.96	150	6.28	110	5.86	370	5.57
Tenders		1,950	5.64	70	6.68	240	5.14	270	6.09	110	5.55	170	5.53	380	5.79
Rotisserie < 2 lbs.		3,140	5.59	260	5.20	220	5.86	90	5.10	130	5.14	380	5.53	450	5.41
Rotisserie < 2 lbs. ABF		980	9.07	10	8.99	130	8.99	150	9.91	20	6.99	40	8.99	10	7.07
Fresh Wings		3,600	2.37	150	2.14	250	2.99	300	2.24	160	2.51	550	2.18	320	2.46
IQF Chicken:	wings	2,390	2.30	60	2.26	180	2.22	220	2.21	200	2.35	270	2.28	370	2.19
	party wings	1,660	3.06	60	2.80	300	2.77	310	3.21	130	3.19	50	2.56	90	2.83
	tenders	740	2.56	100	2.46					60	2.82	180	2.41	240	2.72
Cooked/Frozen Chicken:															
	bone-in wings	2,830	3.72	160	3.74	190	4.13	310	3.70	140	3.70	330	3.48	510	3.81
	boneless wings	1,900	3.79	140	3.80	50	4.23	170	3.54	90	3.81	140	3.97	400	3.65
	tenders/strips	4,790	3.40	390	3.28	440	3.19	540	3.21	340	3.17	260	3.47	640	3.46
Bone-in Wing Platter/Pan															
\$ per unit	serves 8-10	2,590	23.08	100	21.26	410	19.72	290	21.49	390	26.32	230	21.75	440	28.43
	serves 10-15	1,450	38.24	30	38.43	60	35.99	10	39.99	150	44.34	240	40.55	600	39.96
	serves 20-25	840	52.29	20	52.26	120	49.99			90	62.49	150	63.96	120	62.17
Boneless Wing Platter/Pan															
\$ per unit	serves 8-10	1,200	22.97	50	23.20	120	24.99	150	24.99	180	21.01	90	26.66	290	19.19
	serves 10-15	70	38.17					10	39.99			50	37.44		
	serves 20-25														
Tender Platter/Pan															
\$ per unit	serves 8-10	1,580	21.92	80	21.06	250	21.49	290	21.49	150	22.47	150	24.09	60	24.32
	serves 10-15	180	40.54	10	34.99			10	39.99	20	36.99	100	43.01	30	36.87
	serves 20-25	140	56.06	10	44.99	60	49.99					60	64.99		44.99
PORK															
Pork Ribs:	spareribs	2,770	1.98	130	1.91	310	2.17	180	2.80	180	1.87	220	1.67	260	1.96
	baby backribs	4,650	2.92	460	2.88	680	2.78	860	3.00	150	3.11	400	2.93	520	2.86
	St. Louis rib	2,340	2.64	260	2.66	410	2.78	100	2.83	90	2.64	440	2.64	250	2.58
	country rib, bone-in	4,130	1.73	330	2.00	380	1.50	210	1.64	170	1.92	520	1.59	370	1.86
	country rib, boneless	830	2.44	150	2.76			10	1.89	80	2.39	120	2.31	20	2.26
	riplets	450	1.23	60	1.14	50	1.39	20	1.22	10	1.30	80	1.39	90	0.94
Pre-Cooked Flavored Ribs															
	baby backribs	2,230	5.74	310	6.04	280	3.57	480	5.94	110	4.48	90	6.16	390	5.73
Deli Ribs:	per lb.	290	4.93			30	6.25			10	5.99	140	3.95	100	5.75
	per half slab	450	6.03	10	5.00							30	5.00	20	10.99
	per whole slab	2,250	11.06	80	10.77	130	9.99	270	11.89	200	11.10	320	10.58	340	11.73
Pork Rib Platter/Pan															
\$ per unit	serves 8-10	750	25.65	40	24.99	120	24.99	150	24.99	80	27.61	10	24.99	40	32.13
	serves 10-15	90	40.55							20	44.99	40	34.99	30	44.99
	serves 20-25	50	54.99							20	54.99			30	54.99
Fresh Sausage (Brats)		8,010	2.99	360	3.06	1,180	2.77	970	2.98	690	3.00	510	3.21	730	2.93

South Central	New Mexico		Oklahoma		Texas		Utah				
Feature Rate	96.7%		94.7%		92.2%		98.3%				
Activity	1,600		3,110		25,000		3,170				
	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg			
CHICKEN											
8-Piece Mixed:	fried	20	5.82	50	7.54	620	6.86	20	6.21		
	baked	20	5.94	30	7.55	560	6.97	10	6.35		
	grilled	10	7.99			370	7.17	10	6.32		
	fried dark parts			40	5.57	160	5.96	10	5.00		
Fried/Baked Mixed Packs:											
	12 piece			30	13.07						
	16 piece			20	16.42						
	24 piece	50	25.75	10	25.99	440	26.99	110	25.88		
	50 piece	60	47.06	70	50.50	540	49.98	120	47.41		
	100 piece	50	93.71	50	99.08	490	100.87	110	93.86		
	> 100, bulk pack (\$/piece)	50	0.92	50	0.99	590	0.86	110	0.92		
Deli Wings:	bone-in	120	4.74	280	5.88	920	4.97	130	4.93		
	boneless	30	5.28	210	5.97	420	5.36	90	5.02		
Tenders		30	5.83	140	5.84	490	5.43	50	5.06		
Rotisserie < 2 lbs.		50	5.02	230	5.26	1,270	5.90	60	4.98		
Rotisserie < 2 lbs. ABF		30	9.03			530	8.99	60	9.01		
Fresh Wings		30	2.91	100	2.23	1,650	2.33	90	2.85		
IQF Chicken:	wings	40	2.27	50	2.35	890	2.41	110	2.13		
	party wings	60	3.23	20	2.58	480	3.15	160	3.31		
	tenders			40	2.52	120	2.43				
Cooked/Frozen Chicken:											
	bone-in wings	60	3.95	140	3.85	890	3.69	100	3.18		
	boneless wings	40	3.26	100	3.74	680	3.98	90	3.17		
	tenders/strips	70	3.86	180	3.74	1,690	3.43	240	3.94		
Bone-in Wing Platter/Pan											
\$ per unit	serves 8-10	60	21.08	20	33.00	490	21.05	160	20.75		
	serves 10-15	10	35.99	30	43.90	310	29.99	10	39.99		
	serves 20-25	10	49.99	20	65.25	310	39.99				
Boneless Wing Platter/Pan											
\$ per unit	serves 8-10	30	24.99	10	16.99	220	24.99	60	24.99		
	serves 10-15							10	39.99		
	serves 20-25										
Tender Platter/Pan											
\$ per unit	serves 8-10	50	21.49			440	21.49	110	21.49		
	serves 10-15							10	39.99		
	serves 20-25	10	49.99								
PORK											
Pork Ribs:	spareribs	70	2.03	180	2.22	1,170	1.85	70	1.98		
	baby backribs	70	3.02	190	3.23	1,130	2.85	190	3.19		
	St. Louis rib	40	2.62	70	2.66	640	2.52	40	2.78		
	country rib, bone-in	120	2.05	200	1.76	1,580	1.65	250	2.13		
	country rib, boneless					420	2.39	30	2.49		
	riplets	20	1.58	30	1.25	90	1.24				
Pre-Cooked Flavored Ribs											
	baby backribs	50	5.32	160	6.64	290	7.41	70	4.54		
Deli Ribs:	per lb.					10	5.33				
	per half slab			20	5.99	370	5.88				
	per whole slab	30	10.33	110	10.77	710	11.02	60	10.02		
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)		180	3.04	230	3.05	2,800	3.05	360	2.93		

Southwest		Region		California		Hawaii		Nevada				
Feature Rate		97.0%		96.9%		98.2%		97.7%				
Activity		61,530		55,730		1,790		4,010				
		stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg			
CHICKEN												
8-Piece Mixed:	fried	1,610	6.90	1,440	6.88	30	10.99	140	6.22			
	baked	1,720	6.23	1,620	6.29			100	5.29			
	grilled	980	6.88	960	6.88			20	6.49			
	fried dark parts	910	6.13	830	6.12	40	5.50	40	7.07			
Fried/Baked Mixed Packs:												
	12 piece	180	13.19	170	13.20			10	12.99			
	16 piece	710	14.50	640	14.48	20	12.99	50	15.34			
	24 piece	670	23.95	560	23.67			110	25.40			
	50 piece	1,050	43.63	900	43.34			150	45.32			
	100 piece	890	85.00	790	84.03			100	92.69			
	> 100, bulk pack (\$/piece)	680	0.75	580	0.73			100	0.90			
Deli Wings:	bone-in	7,520	5.29	7,070	5.27	160	6.31	290	5.21			
	boneless	910	5.55	840	5.57			70	5.38			
Tenders		3,480	5.82	3,230	5.76	40	5.00	210	6.94			
Rotisserie < 2 lbs.		2,470	6.33	2,310	6.37	20	4.99	140	5.81			
Rotisserie < 2 lbs. ABF		940	9.53	820	9.57	60	9.39	60	9.09			
Fresh Wings		450	2.96	340	2.97	30	3.42	80	2.71			
IQF Chicken:	wings	960	2.63	860	2.65	20	2.77	80	2.36			
	party wings	1,070	3.10	900	3.16	60	1.95	110	3.21			
	tenders	650	3.46	620	3.41			30	4.41			
Cooked/Frozen Chicken:												
	bone-in wings	2,600	3.60	2,410	3.58	80	3.83	110	3.96			
	boneless wings	1,530	3.42	1,400	3.42	50	3.85	80	3.23			
	tenders/strips	4,100	3.38	3,810	3.37	140	3.33	150	3.70			
Bone-in Wing Platter/Pan												
\$ per unit	serves 8-10	1,330	22.81	950	23.37	120	27.59	260	18.52			
	serves 10-15	290	44.38	220	45.78	70	39.99					
	serves 20-25	100	73.24	50	72.00	50	74.49					
Boneless Wing Platter/Pan												
\$ per unit	serves 8-10	310	25.80	220	24.99	50	29.99	40	24.99			
	serves 10-15	50	39.99			50	39.99					
	serves 20-25											
Tender Platter/Pan												
\$ per unit	serves 8-10	530	21.49	440	21.49			90	21.49			
	serves 10-15	130	39.99	110	39.99			20	39.99			
	serves 20-25											
PORK												
Pork Ribs:	spareribs	1,980	1.91	1,660	1.82	200	2.64	120	1.85			
	baby backribs	3,650	3.33	3,400	3.36	50	3.68	200	2.72			
	St. Louis rib	2,330	2.56	2,110	2.56	50	3.08	170	2.34			
	country rib, bone-in	2,560	2.30	2,330	2.29	20	2.99	210	2.30			
	country rib, boneless	1,080	2.74	980	2.68	60	3.96	40	2.55			
	riplets	100	1.45	70	1.00	30	2.49					
Pre-Cooked Flavored Ribs												
	baby backribs	2,860	5.34	2,630	5.34	80	5.52	150	5.26			
Deli Ribs:	per lb.	730	6.12	650	6.12	60	6.05	20	6.25			
	per half slab	330	5.84	300	5.84	20	5.00	10	7.54			
	per whole slab	1,300	11.10	1,230	11.11			70	10.77			
Pork Rib Platter/Pan												
\$ per unit	serves 8-10	260	24.99	220	24.99			40	24.99			
	serves 10-15											
	serves 20-25											
Fresh Sausage (Brats)		5,530	3.26	5,060	3.26	130	4.07	340	2.99			

Northwest		Region		Alaska		Idaho		Montana		Oregon		Washington		Wyoming	
Feature Rate		98.0%		100.0%		96.5%		96.1%		97.7%		98.6%		97.4%	
Activity		29,120		2,060		2,460		2,190		7,960		13,340		1,110	
		stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg
CHICKEN															
8-Piece Mixed:	fried	1,640	6.82	80	7.44	100	6.79	90	6.62	480	6.75	860	6.84	30	6.56
	baked	910	7.16	30	8.31	10	7.84	10	6.99	310	7.05	540	7.13	10	7.99
	grilled	630	7.04	30	7.98	50	6.41	40	5.99	180	7.00	320	7.22	10	6.35
fried dark parts		1,550	5.77	90	6.27	50	5.36	40	5.27	500	5.74	860	5.79	10	5.00
Fried/Baked Mixed Packs:															
12 piece															
16 piece															
24 piece		300	27.69	20	27.99	30	27.46	10	25.99	100	27.99	120	27.99	20	25.33
50 piece		940	45.35	50	49.39	70	45.23	50	41.38	280	45.50	470	45.33	20	44.09
100 piece		330	95.78	20	97.99	30	96.92	10	93.99	100	97.99	150	94.10	20	94.38
> 100, bulk pack (\$/piece)		40	0.92			10	0.92	10	0.92					20	0.91
Deli Wings:	bone-in	1,900	6.09	140	6.98	180	5.07	160	5.05	480	6.27	850	6.34	90	5.36
	boneless	440	5.85	40	6.61	40	5.35	40	5.65	90	5.73	200	5.99	30	5.27
Tenders		1,130	5.27	80	5.87	120	5.40	110	5.50	280	5.11	500	5.15	40	5.54
Rotisserie < 2 lbs.		710	6.49	60	7.14	40	5.82	30	6.14	220	6.40	340	6.61	20	5.48
Rotisserie < 2 lbs. ABF		170	9.33			20	8.99	10	8.32	10	9.49	120	9.49	10	8.88
Fresh Wings		670	2.65	60	3.39	80	2.71	70	2.62	210	2.44	230	2.62	20	2.83
IQF Chicken:	wings	500	2.71	30	2.87	50	2.44	30	2.57	130	2.95	230	2.72	30	1.97
	party wings	540	3.32	40	3.22	90	3.18	60	3.02	120	3.49	190	3.42	40	3.23
	tenders	140	2.20	20	2.89	10	2.00			50	2.10	60	2.09		
Cooked/Frozen Chicken:															
bone-in wings		890	3.77	70	5.58	150	3.33	140	3.51	200	3.80	260	3.78	70	3.27
boneless wings		490	3.92	50	6.02	70	3.26	110	3.36	90	4.05	140	4.02	30	3.21
tenders/strips		1,630	3.22	150	3.43	150	3.22	170	3.18	440	3.20	650	3.19	70	3.17
Bone-in Wing Platter/Pan															
\$ per unit	serves 8-10	1,190	25.80	100	26.82	40	25.39	10	28.61	390	25.78	630	25.76	20	21.49
	serves 10-15	110	43.49			40	40.69	40	41.42	10	54.99	10	54.99	10	39.99
	serves 20-25	90	86.89			10	64.99	10	64.99	30	98.86	40	88.85		
Boneless Wing Platter/Pan															
\$ per unit	serves 8-10	570	29.38	30	33.37	20	28.43	10	24.99	180	29.85	320	29.07	10	24.99
	serves 10-15	90	39.99			40	39.99	40	39.99					10	39.99
	serves 20-25														
Tender Platter/Pan															
\$ per unit	serves 8-10	800	26.95	60	30.47	30	24.79	10	21.49	240	27.82	440	26.51	20	21.49
	serves 10-15	90	39.99			40	39.99	40	39.99					10	39.99
	serves 20-25														
PORK															
Pork Ribs:	spareribs	560	2.40	70	2.97	70	2.06	80	2.06	100	2.44	210	2.46	30	2.24
	baby backribs	2,140	3.00	130	3.48	190	3.27	200	3.25	570	2.95	970	2.87	80	3.03
	St. Louis rib	1,560	2.99	70	3.65	110	2.92	130	2.96	470	2.95	760	2.96	20	2.99
	country rib, bone-in	950	2.02	100	2.42	70	1.61	70	1.74	270	2.12	380	2.01	60	1.78
	country rib, boneless	230	2.33	70	2.52	20	2.19	30	2.26	20	2.18	80	2.33	10	1.89
	riblets	60	1.89			10	1.98	10	1.98	10	1.98	30	1.81		
Pre-Cooked Flavored Ribs															
baby backribs		990	5.06	90	6.56	80	5.04	50	4.82	240	4.75	490	4.92	40	5.49
Deli Ribs:	per lb.	120	5.85	30	10.49	20	4.63	20	4.82	10	3.57	40	4.06		
	per half slab	360	6.09	20	6.99					120	5.99	220	6.06		
	per whole slab	630	9.87	40	12.94	60	10.18	40	9.99	180	9.59	280	9.46	30	10.53
Pork Rib Platter/Pan															
\$ per unit	serves 8-10	110	26.72	10	29.99	10	24.99	10	24.99	10	26.99	60	26.99	10	24.99
	serves 10-15														
	serves 20-25														
Fresh Sausage (Brats)		2,920	3.19	180	3.72	250	3.00	200	3.14	840	3.16	1,290	3.21	160	2.86