



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 2020

Advertised Prices effective through February 02, 2020



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 2, 2020, the 54th annual NFL-AFL World Championship game (aka. "Super Bowl LIV") will be played at Hard Rock Stadium in Miami, Florida, between the National Football Conference (NFC) champion San Francisco 49ers and the American Football Conference (AFC) champion Kansas City Chiefs. 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. While the winners of the game are not known at the time of this printing, the ultimate winners are the millions of food fans.

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 digital viewership through computers and set-top boxes, estimated at 2.6 million in 2019. 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 4% increase in production over last year, being offered in a variety of forms and leading all competitive meat proteins. This year, USDA estimates that a record 1.8 billion chicken wings will be eaten by fans during the big game. 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 5% increase in first quarter pork production in the U.S. over last year.

This year, the game spans the nation with the Forty-Niners representing the west, the Chiefs the heartland, and the game being played on the east coast. 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 but are without a hometown favorite for the first time in four years. Fans in the west were represented by southern California last year but northern California leads the charge this year. But the big story this year might well be the Kansas City Chiefs who return to the big game since their victory 50 years ago against the Vikings and whose fans are long overdue for a celebration.

Chicken remains the perennial fan favorite as a game-viewing staple but its dominance is being diluted by a dizzying array of competitors. Pork ribs have been increasing in popularity in recent years but, with the introduction of pre-cooked, flavored, and easy-to-heat offerings, their popularity has exploded. Another growing trend in pork is offerings of boneless, barbeque-flavored pulled and shredded 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 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.

As in recent years, wing sauce aficionados in the Southeast lead the nation in preference for fresh chicken wings, continuing to solidify 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 20% of promotions. But when it comes to IQF chicken offerings, southeastern fans share their preference with their midwestern brethren – both with just over 20% of marketings. Fans in the Pacific Northwest lead the nation with their love of pre-cooked and flavored frozen wings with 29% of national marketings this year on a per capita basis. 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 Southeast, accounting for 34% of retail offerings while that part of the country also loves their rotisserie chickens with a 23% per capita share. Fans in the southwest love convenience too but their preference is for deli-prepared wings (20%). 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 27% of promotions. This year, offerings are seeing a slight decline but at lower ad pricing than in recent years.

When it comes to pork offerings at retail, the Southeast leads in overall pork preference for gameday with a 21% per capita marketing share but fans in other parts of the country support their own favorites with the Northwest loving their St. Louis and country ribs (25% and 30%) and the Southwest their spare ribs and back ribs (29% and 21%). The Northwest loves pre-cooked ribs (28%), just edging out the northeast (25%). Fans in the south love their deli ribs (45%) and bratwurst is popular in all regions, particularly in the Northeast with 24% of features on a per capita basis. Interestingly, priced offerings of bratwurst are down in frequency this year as retailers increasingly look to the old reliable BOGO to satiate fan demand.

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 surveyed stores advertising any reported item during the covered period, expressed as a percentage of the total state and regional survey.

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 survey size (32,700 stores in 2020).
(*activity rate/overall sample*).

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

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


The NFL-AFL World Championship Game 2020 (Super Bowl LIV) was played on February 2, 2020 in the Hard Rock Stadium in Miami, Florida, between the American Football Conference (AFC) champion Kansas City Chiefs and the National Football Conference (NFC) champion San Francisco 49ers.

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Year-to-Year Comparison		2020		2019	
		Activity	Avg. \$	Activity	Avg. \$
CHICKEN					
8-Piece Mixed:	fried	13,830	6.87	14,780	6.90
	baked	6,810	6.40	9,580	6.70
	grilled	1,400	6.15	4,770	7.16
	fried dark parts	2,790	5.93	4,640	5.61
Fried/Baked Mixed Packs:					
	12 piece	3,040	11.12	3,880	11.51
	16 piece	3,150	15.11	3,190	18.49
	24 piece	6,580	24.07	8,400	26.40
	50 piece	12,450	45.29	16,140	46.89
	100 piece	12,010	85.91	14,320	89.85
	> 100, bulk pack (\$/piece)	10,960	0.86	8,490	0.86
Deli Wings:	bone-in	43,660	5.74	43,440	5.35
	boneless	13,270	5.95	13,760	5.61
Tenders					
	11,680	6.26	15,660	5.91	
Rotisserie < 2 lbs.					
	14,910	5.87	21,100	6.07	
Rotisserie < 2 lbs. ABF					
	5,380	8.41	5,750	8.34	
Fresh Wings					
	17,680	2.80	19,390	2.48	
IQF Chicken:					
	wings	23,460	2.53	19,750	2.36
	party wings	10,430	2.45	9,920	2.79
	tenders	3,130	3.02	10,260	2.72
Cooked/Frozen Chicken:					
	bone-in wings	25,380	3.97	24,460	4.08
	boneless wings	14,520	3.55	12,270	3.86
	tenders/strips	32,250	3.55	34,920	3.56
Bone-in Wing Platter/Pan					
	per unit				
	serves 8-10	21,000	25.45	23,170	26.48
	serves 10-15	22,470	38.25	17,070	40.59
	serves 20-25	10,260	56.73	12,670	57.72
Boneless Wing Platter/Pan					
	per unit				
	serves 8-10	6,070	20.94	10,390	25.41
	serves 10-15	4,240	35.57	1,690	36.47
	serves 20-25	4,460	51.11	3,500	49.82
Tender Platter/Pan					
	per unit				
	serves 8-10	11,110	27.78	15,140	28.23
	serves 10-15	9,370	35.99	5,440	41.75
	serves 20-25	7,760	55.79	8,360	58.00
PORK					
Pork Ribs:	spareribs	8,270	2.01	13,890	2.05
	baby backribs	19,760	3.27	27,490	3.20
	St. Louis rib	15,010	2.69	20,160	2.72
	country rib, bone-in	13,500	2.12	19,650	1.84
	country rib, boneless	5,460	2.84	6,430	2.50
	riblets	3,540	1.32	2,670	1.26
Pre-Cooked Flavored Ribs					
	baby backribs	21,810	6.26	20,330	5.53
Deli Ribs:	per lb.	9,010	7.12	5,440	5.55
	per half slab	8,210	8.99	3,020	7.93
	per whole slab	11,080	10.85	15,660	10.22
Pork Rib Platter/Pan					
	per unit				
	serves 8-10	510	35.00	2,440	25.41
	serves 10-15	3,310	29.56	1,080	42.33
	serves 20-25	260	77.45	400	89.85
Fresh Sausage (Brats)					
		27,470	3.02	49,640	3.02

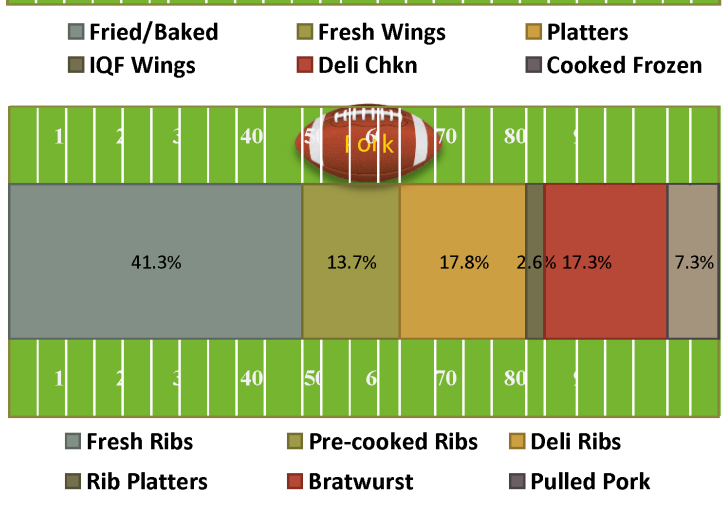
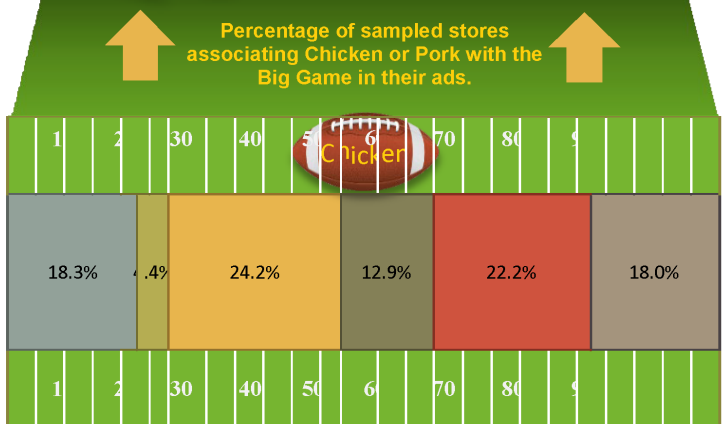
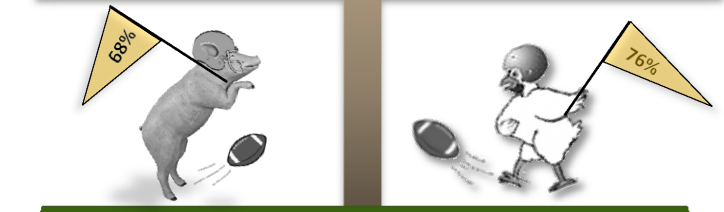
NATIONAL SUMMARY



	2020		2019
Activity Rate			
All Chicken	385,510	↓	416,300
All Pork	159,950	↓	188,300

	2020		2019
Activity Ratio			
All Chicken	12:1	↓	13:1
All Pork	5:1	↓	6:1
Overall	17:1	↓	19:1
Survey Size	32,700 (stores)		32,500

(see explanatory notes for definitions.)



Northeast		Region		Connecticut		Dist. of Columbia		Delaware		Massachusetts		Maryland		Maine	
Feature Rate		99.8%		100.0%		100.0%		100.0%		99.1%		99.8%		100.0%	
Activity		105,490		6,570		760		1,600		11,520		9,790		3,360	
		stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg
CHICKEN															
8-Piece Mixed:	fried	2,410	7.30	150	7.28	30	5.24	50	7.06	170	7.40	140	5.65	110	6.99
	baked	710	6.66	30	6.99	20	4.99	10	4.99	50	6.99	90	5.03		
	grilled	190	6.99	10	6.99			20	6.99			10	6.99		
	fried dark parts	930	5.80	80	6.27	10	4.99	10	5.24	70	6.74	110	5.04		
Fried/Baked Mixed Packs:															
	12 piece	570	12.08	20	12.99	10	7.50	10	8.42	40	12.99	20	7.79		
	16 piece	590	17.04	20	17.77			10	13.98	40	16.99	10	13.98		
	24 piece	230	23.18	10	22.23			30	21.72		18.75	80	21.90		
	50 piece	2,080	45.11	60	49.96			70	46.39	110	42.23	170	43.85	20	39.99
	100 piece	1,360	82.51	10	97.99			60	85.43	80	79.99	160	76.91	20	79.99
	> 100, bulk pack (\$/piece)	590	0.84							300	0.84			80	0.84
Deli Wings:	bone-in	8,310	5.74	540	5.16	20	5.14	130	4.39	1,270	5.41	630	4.85	250	6.62
	boneless	2,710	6.00	50	7.93	10	4.99	90	4.21	130	7.54	180	5.01	130	7.83
Tenders		2,150	7.30	90	7.69			20	6.99	90	7.85	10	6.85	110	7.99
Rotisserie < 2 lbs.		1,540	5.69	70	5.55	20	4.93	20	5.04	50	5.26	110	5.05	30	5.50
Rotisserie < 2 lbs.	ABF	1,340	6.14	160	5.88	20	8.99	20	6.66	150	6.10	80	7.98		
Fresh Wings		2,790	2.73	210	3.10	50	3.91	30	3.09	290	3.16	450	3.31	220	2.21
IQF Chicken:	wings	5,750	2.34	470	2.11	60	2.41	110	2.58	650	2.16	820	2.36	160	2.75
	party wings	1,190	2.51	70	2.70	10	2.63	20	2.97	20	2.24	120	2.41		
	tenders	410	2.86			10	2.80	10	3.05	20	2.84	30	2.92	110	2.80
Cooked/Frozen Chicken:															
	bone-in wings	5,120	4.20	180	4.07	40	4.72	70	4.36	200	4.24	290	4.55	360	4.39
	boneless wings	4,610	3.64	200	3.35		2.94	30	3.52	380	3.56	140	3.21	250	3.10
	tenders/strips	8,790	3.62	460	3.36	30	3.50	120	3.95	1,040	3.47	770	3.69	290	3.19
Bone-in Wing Platter/Pan															
\$ per unit	serves 8-10	6,880	28.68	410	30.04	40	33.65	70	29.61	980	28.35	630	29.84	260	26.88
	serves 10-15	5,110	45.46	340	47.67	30	45.02	60	41.74	760	47.98	620	43.20	130	49.99
	serves 20-25	3,380	69.53	290	70.80	40	69.99	30	65.99	440	70.10	530	66.88		74.99
Boneless Wing Platter/Pan															
\$ per unit	serves 8-10	1,600	28.40	100	29.99	30	29.80	20	29.99	160	28.64	340	29.26		
	serves 10-15	380	45.21			10	34.99	10	34.99	20	47.00	40	41.66		
	serves 20-25	1,630	57.36	90	49.99	30	49.80	20	49.99	150	54.22	340	52.03		
Tender Platter/Pan															
\$ per unit	serves 8-10	3,440	34.16	370	37.56	20	25.12	30	26.20	520	37.47	240	25.07	130	26.65
	serves 10-15	630	50.56	40	61.35	20	38.24	10	36.90	60	49.70	180	36.64	20	49.99
	serves 20-25	2,080	66.24	280	65.10	10	64.99	30	51.15	410	64.96	120	57.21		
PORK															
Pork Ribs:	spareribs	1,250	2.05	40	2.01	10	1.49	10	2.03	20	1.71	70	2.15	10	1.81
	baby backribs	2,910	3.56	140	3.50	30	3.92	50	2.42	200	3.75	290	3.19	80	2.95
	St. Louis rib	1,940	2.57	80	2.50	20	3.07	40	2.13	190	2.65	310	2.36	40	2.39
	country rib, bone-in	1,340	2.11	30	2.03	20	2.01	50	2.10	160	1.91	210	2.06	100	1.91
	country rib, boneless	1,280	2.28	120	1.75	10	3.99	10	2.74	230	1.76	80	3.66	80	2.26
	riblets	490	1.50	20	1.24	10	1.24	10	1.24	20	1.24	50	1.24	20	1.24
Pre-Cooked Flavored Ribs															
	baby backribs	7,240	6.19	610	6.22	20	7.62	30	6.28	950	6.11	300	6.91	170	6.06
Deli Ribs:	per lb.	570	8.26	10	10.49	20	8.00	10	7.56	20	6.09	120	8.00		
	per half slab	120	7.99									10	7.99		
	per whole slab	1,030	11.07	30	9.99			50	9.10	150	11.49	170	9.22	40	11.49
Pork Rib Platter/Pan															
\$ per unit	serves 8-10	310	37.05	30	38.11			10	35.99			10	35.99		
	serves 10-15	300	40.68	30	39.99			10	39.99			10	39.99		
	serves 20-25	70	95.67	10	95.00										
Fresh Sausage (Brats)		7,140	3.10	610	3.04	50	3.05	100	2.65	930	3.16	700	2.85	140	3.14

Northeast		New Hampshire		New Jersey		New York		Pennsylvania		Rhode Island		Vermont			
Feature Rate		100.0%		99.2%		100.0%		100.0%		97.6%		100.0%			
Activity		3,200		11,630		33,440		19,200		2,530		1,890			
		stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg		
CHICKEN															
8-Piece Mixed:		fried		80	7.20	330	7.21	920	7.66	340	7.34		90	7.55	
		baked		10	6.99	10	6.99	390	6.99	50	6.99		50	6.99	
		grilled				80	6.99	20	6.99	50	6.99				
		fried dark parts		10	6.99	140	5.49	220	6.61	250	5.05		30	6.99	
Fried/Baked Mixed Packs:															
		12 piece		10	12.99	10	8.50	310	12.99	100	10.32		40	12.99	
		16 piece		10	16.99	10	22.99	340	17.52	110	15.47		40	16.99	
		24 piece				10	34.99	10	34.99	90	22.29	18.75			
		50 piece		30	41.61	300	49.99	550	46.57	700	42.51	10	39.99	60	44.31
		100 piece		30	79.99	160	97.42	180	83.32	630	80.03	10	79.99	20	79.99
		> 100, bulk pack (\$/piece)		100	0.84							30	0.84	80	0.84
Deli Wings:		bone-in		410	5.92	790	5.73	2,910	6.29	1,120	5.33	120	5.38	120	6.29
		boneless		90	7.68	90	7.12	510	7.13	1,370	5.20	10	6.99	50	7.63
Tenders				60	7.99	260	7.14	1,160	7.19	290	7.13	10	6.90	50	7.99
Rotisserie < 2 lbs.				20	4.81	260	5.35	620	6.05	310	5.73	10	5.75	20	5.90
Rotisserie < 2 lbs. ABF				10	6.99	380	5.67	390	6.18	80	5.79	30	5.99	20	6.99
Fresh Wings				130	2.18	190	2.85	650	2.55	460	2.23	50	3.21	60	2.16
IQF Chicken:		wings		130	2.69	740	2.42	1,580	2.30	830	2.44	140	2.06	60	2.70
		party wings		10	1.99	210	3.07	310	2.43	410	2.31	10	2.01		1.99
		tenders		60	2.80	10	3.09	90	2.88	50	2.98			20	2.80
Cooked/Frozen Chicken:															
		bone-in wings		200	4.38	890	4.11	2,300	4.12	470	4.25	30	4.17	90	4.27
		boneless wings		210	3.27	510	3.67	2,190	3.91	620	3.37	40	3.08	40	2.95
		tenders/strips		380	3.35	910	3.60	3,020	3.88	1,550	3.43	120	3.44	100	3.40
Bone-in Wing Platter/Pan															
		\$ per unit serves 8-10		240	28.30	680	33.00	1,770	26.73	1,240	29.07	340	29.72	220	24.15
		serves 10-15		160	49.99	300	50.06	1,180	44.19	1,010	43.04	390	44.82	130	49.13
		serves 20-25		10	50.99	270	72.59	540	75.15	890	66.20	340	70.03		
Boneless Wing Platter/Pan															
		\$ per unit serves 8-10				90	27.09	250	24.24	580	29.35	30	29.99		
		serves 10-15				30	48.25	160	47.97	50	47.00	60	40.00		
		serves 20-25				100	61.56	270	72.24	540	53.04	90	70.89		
Tender Platter/Pan															
		\$ per unit serves 8-10		80	27.27	650	32.50	640	35.11	630	36.39	90	39.06	40	27.99
		serves 10-15		30	49.99	90	64.25	130	61.89	10	47.00	20	44.44	20	49.99
		serves 20-25				230	69.50	410	71.08	500	65.47	90	66.69		
PORK															
Pork Ribs:		spareribs		10	1.49	150	2.07	740	2.06	170	2.10	10	1.68	10	2.39
		baby backribs		50	2.95	320	3.00	1,230	4.05	440	3.08	30	3.84	50	3.03
		St. Louis rib		70	2.45	130	2.45	560	2.82	400	2.45	30	2.19	70	2.80
		country rib, bone-in		50	1.81	30	2.46	340	2.21	290	2.29	10	2.03	50	1.85
		country rib, boneless		40	2.04	100	1.98	300	2.42	220	2.63	40	1.56	50	2.31
		riblets		10	1.24	40	2.05	150	1.79	150	1.31	10	1.24		
Pre-Cooked Flavored Ribs															
		baby backribs		210	5.67	840	6.44	3,330	6.24	540	5.64	150	6.29	90	4.94
Deli Ribs:															
		per lb.		10	5.44	70	8.92	300	8.45	10	7.41				
		per half slab								110	7.99				
		per whole slab		50	11.49	140	10.27	80	11.07	260	12.75	20	11.49	40	11.49
Pork Rib Platter/Pan															
		\$ per unit serves 8-10				140	36.48	80	40.79	40	31.31				
		serves 10-15				140	39.99	70	41.51	30	39.99	10	50.00		
		serves 20-25				10	95.00	40	94.94			10	99.95		
Fresh Sausage (Brats)				190	3.22	790	2.92	2,200	3.27	1,210	3.00	140	3.12	80	3.51

Southeast		Region		Alabama		Florida		Georgia		Kentucky		Mississippi		North Carolina	
Feature Rate		98.3%		97.6%		96.5%		99.8%		99.3%		97.8%		99.4%	
Activity		156,950		7,300		53,920		21,480		7,780		3,140		20,180	
		stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg
CHICKEN															
8-Piece Mixed:	fried	3,190	6.95	110	7.18	840	7.45	470	7.13	150	6.95	90	6.80	650	6.52
	baked	1,140	6.07	20	5.73	30	6.55	90	6.54	110	6.99	30	6.90	380	5.53
	grilled														
	fried dark parts	450	5.75	40	6.11	20	5.30	20	5.00	30	5.02	40	5.67	130	6.49
Fried/Baked Mixed Packs:															
	12 piece	210	12.41			10	10.99	10	13.99		7.50			100	11.79
	16 piece	1,540	14.90	100	13.47	810	15.14	200	15.32	10	14.99	50	10.35	170	14.38
	24 piece	2,290	23.31	60	19.14	10	14.95	390	24.74	250	23.91	100	21.50	500	22.08
	50 piece	4,630	44.89	180	43.66	1,130	43.91	780	46.33	340	46.91	130	45.60	600	42.63
	100 piece	4,630	84.06	180	84.41	1,130	83.90	780	88.02	340	89.77	130	88.98	600	75.10
	> 100, bulk pack (\$/piece)	4,190	0.85	180	0.84	1,610	0.84	930	0.86	330	0.87	90	0.87	80	0.84
Deli Wings:	bone-in	11,610	5.41	490	5.88	3,540	5.99	1,430	5.88	410	5.74	190	5.76	2,180	4.58
	boneless	2,190	5.68	60	5.13	60	6.11	490	6.05	290	5.72	90	5.33	300	5.72
Tenders		890	6.11	30	6.11	60	6.66	220	6.06	130	5.80	40	5.76	80	7.61
Rotisserie < 2 lbs.		4,350	5.94	330	5.84	1,840	6.34	550	5.78	120	4.86	130	5.25	360	5.83
Rotisserie < 2 lbs. ABF		1,830	9.04	80	9.09	810	8.99	360	8.99	110	9.03	30	8.99	40	8.99
Fresh Wings		4,920	2.78	330	2.70	2,150	2.90	590	2.70	70	2.23	130	2.69	410	2.45
IQF Chicken:	wings	6,390	2.46	250	2.29	1,100	2.31	660	2.35	410	2.10	120	2.27	1,350	2.71
	party wings	2,510	2.36	90	1.92	200	2.35	490	2.32	360	2.49	110	2.23	320	2.39
	tenders	1,000	2.78	50	3.00	340	2.99	120	2.56			10	3.00	190	2.76
Cooked/Frozen Chicken:															
	bone-in wings	5,600	3.28	220	3.05	1,530	2.95	1,030	3.37	600	3.52	140	3.26	400	3.27
	boneless wings	3,240	3.05	160	2.99	1,320	2.97	320	2.88	400	3.35	60	3.35	240	3.00
	tenders/strips	8,920	3.59	320	3.22	2,150	3.17	1,040	3.32	400	3.41	170	3.12	1,920	4.13
Bone-in Wing Platter/Pan															
\$ per unit	serves 8-10	5,590	25.61	250	26.26	2,420	27.32	950	24.47	310	19.62	90	20.13	150	27.69
	serves 10-15	7,300	35.36	350	33.41	3,120	34.74	970	33.63	110	25.40	70	26.85	970	38.29
	serves 20-25	5,110	47.25	280	45.17	2,850	46.04	720	46.14	20	52.52	30	38.49	250	44.70
Boneless Wing Platter/Pan															
\$ per unit	serves 8-10	1,520	25.75	80	25.77	810	24.99	190	24.99		29.00	10	34.99	40	24.42
	serves 10-15	2,870	33.23	180	32.30	1,450	33.34	320	34.78	10	24.99	40	33.32	290	34.37
	serves 20-25	2,370	46.93	130	45.15	1,240	46.10	290	45.97		49.00	30	47.49	130	45.25
Tender Platter/Pan															
\$ per unit	serves 8-10	4,240	27.38	190	27.28	1,940	29.17	660	25.90	120	18.36	60	22.56	310	30.26
	serves 10-15	4,680	38.21	190	38.83	1,940	42.51	800	36.49	120	24.71	60	29.55	520	38.37
	serves 20-25	4,960	52.49	180	52.47	1,940	55.01	660	51.26	10	42.14	30	47.49	940	51.19
PORK															
Pork Ribs:	spareribs	1,700	1.79	60	1.58	390	1.80	180	1.81	210	1.53	40	1.49	230	2.00
	baby backribs	4,390	3.03	230	3.19	990	3.48	330	3.10	360	3.37	150	3.02	950	2.42
	St. Louis rib	4,760	2.51	240	2.81	1,730	2.69	680	2.59	150	2.83	40	3.23	710	2.07
	country rib, bone-in	3,860	2.17	210	2.15	900	2.45	310	2.14	310	2.18	130	1.96	750	1.95
	country rib, boneless	1,200	2.51	120	2.46	660	2.49	50	2.49	10	1.99	50	2.49	80	2.10
	riblets	1,740	1.27	70	1.31	400	1.18	140	1.42	400	1.25	80	1.22	110	1.39
Pre-Cooked Flavored Ribs															
	baby backribs	2,270	5.87	150	5.88	920	5.89	310	5.71	40	5.71	30	5.83	170	5.50
Deli Ribs:	per lb.	5,680	7.02	340	6.84	3,560	7.08	780	7.26	10	4.99	30	4.78	300	6.63
	per half slab	6,140	9.76	360	9.79	4,040	9.79	950	9.75	10	5.98			200	9.68
	per whole slab	3,790	9.72	120	10.34	680	9.87	360	10.05	200	11.82	70	10.47	1,010	8.99
Pork Rib Platter/Pan															
\$ per unit	serves 8-10	40	14.99			20	14.99			10	14.99				
	serves 10-15	880	31.05	50	35.28	320	34.99	30	41.59	110	24.99	40	27.94	10	34.99
	serves 20-25														
Fresh Sausage (Brats)		6,140	2.89	240	2.98	910	2.88	830	2.86	400	2.94	180	3.07	1,060	2.74

Southeast		South Carolina		Tennessee		Virginia		West Virginia				
Feature Rate		100.0%		97.0%		98.9%		99.6%				
Activity		12,710		11,780		15,320		3,340				
		stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg			
CHICKEN												
8-Piece Mixed:	fried	230	7.01	270	7.13	310	5.96	70	6.99			
	baked	80	5.69	130	6.99	230	5.64	40	6.99			
	grilled											
	fried dark parts	70	5.52	20	5.52	70	5.03	10	6.71			
Fried/Baked Mixed Packs:												
	12 piece	60	13.48			20	8.44	10	19.99			
	16 piece	130	16.05	40	15.19	20	14.77	10	17.76			
	24 piece	170	23.95	290	24.30	410	23.05	110	24.61			
	50 piece	340	44.93	440	46.55	530	44.47	160	46.56			
	100 piece	340	83.13	440	88.21	530	79.84	160	87.58			
	> 100, bulk pack (\$/piece)	150	0.84	450	0.86	240	0.87	130	0.87			
Deli Wings:	bone-in	880	5.18	780	5.58	1,440	4.58	270	5.10			
	boneless	100	5.89	410	5.63	250	5.13	140	5.42			
Tenders		30	6.95	140	6.03	90	5.33	70	5.70			
Rotisserie < 2 lbs.		560	6.04	210	5.23	190	4.86	60	5.27			
Rotisserie < 2 lbs. ABF		70	8.99	170	9.49	120	8.99	40	8.99			
Fresh Wings		570	2.82	280	2.44	350	3.13	40	2.01			
IQF Chicken:	wings	790	2.57	440	2.25	1,120	2.56	150	2.40			
	party wings	200	2.42	330	2.40	280	2.39	130	2.30			
	tenders	220	2.53			70	2.83					
Cooked/Frozen Chicken:												
	bone-in wings	470	3.43	750	3.35	330	3.81	130	3.21			
	boneless wings	120	2.81	410	3.28	110	2.95	100	2.97			
	tenders/strips	650	3.72	680	3.49	1,380	3.91	210	3.44			
Bone-in Wing Platter/Pan												
	per unit											
	serves 8-10	300	28.52	380	20.90	600	26.24	140	21.18			
	serves 10-15	560	36.08	330	32.46	740	40.57	80	33.49			
	serves 20-25	350	45.03	230	45.11	360	65.35	20	67.14			
Boneless Wing Platter/Pan												
	per unit											
	serves 8-10	60	24.99	40	24.99	270	28.39	20	29.99			
	serves 10-15	300	30.76	150	29.97	130	37.08					
	serves 20-25	190	43.07	60	46.35	280	55.63	20	49.99			
Tender Platter/Pan												
	per unit											
	serves 8-10	280	27.73	310	22.48	310	26.28	60	23.78			
	serves 10-15	360	35.24	360	30.59	290	35.79	40	24.99			
	serves 20-25	480	47.91	260	47.58	420	54.25	40	56.42			
PORK												
Pork Ribs:	spareribs	280	1.97	160	1.53	60	1.99	90	1.85			
	baby backribs	310	3.16	340	3.31	630	2.77	100	3.05			
	St. Louis rib	380	2.57	280	2.38	490	2.20	60	2.22			
	country rib, bone-in	360	2.27	360	2.13	450	1.98	80	2.15			
	country rib, boneless	160	2.45	10	2.99	50	3.70	10	2.79			
	riblets	80	1.31	290	1.24	70	1.38	100	1.31			
Pre-Cooked Flavored Ribs												
	baby backribs	270	5.67	110	6.15	240	6.37	30	5.80			
Deli Ribs:	per lb.	350	6.36	170	7.39	130	7.69	10	4.99			
	per half slab	290	9.76	220	9.75	60	9.47	10	6.99			
	per whole slab	440	9.34	190	10.81	610	9.36	110	11.20			
Pork Rib Platter/Pan												
	per unit											
	serves 8-10			10	14.99							
	serves 10-15	90	34.99	120	24.99	70	24.99	40	24.99			
	serves 20-25											
Fresh Sausage (Brats)		590	2.99	720	3.05	970	2.78	240	2.99			

Midwest		Region		Iowa		Illinois		Indiana		Michigan		Minnesota		North Dakota	
Feature Rate		99.2%		100.0%		97.5%		99.8%		98.6%		100.0%		100.0%	
Activity		78,280		7,890		16,110		9,730		13,070		5,400		820	
		stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg
CHICKEN															
8-Piece Mixed:	fried	2,440	6.98	170	8.97	630	6.51	220	7.27	350	6.62	140	7.99	40	7.22
	baked	960	6.95	10	7.48	250	6.96	160	7.03	220	6.76	40	6.99	10	6.99
	grilled	210	6.13		5.99	190	5.99		5.99			10	7.85	10	6.99
	fried dark parts	460	5.20			40	5.16	60	4.99	260	4.97	10	5.99		5.99
Fried/Baked Mixed Packs:															
	12 piece	620	11.26	120	11.02	250	10.24	80	11.50	10	15.99	30	11.66		
	16 piece	320	16.39	120	15.98	40	14.86	20	18.99	10	18.99	40	16.15	10	17.99
	24 piece	1,220	25.12	110	23.99	150	26.02	260	25.04	380	25.02	30	23.99		
	50 piece	1,940	47.54	10	45.00	350	43.86	420	47.90	630	47.77	170	50.23	10	54.99
	100 piece	1,840	90.63	10	79.99	330	86.49	400	91.12	600	88.84	160	99.99		
	> 100, bulk pack (\$/piece)	1,730	0.89			120	0.87	360	0.87	430	0.89	470	0.91		
Deli Wings:	bone-in	6,470	5.59	1,140	5.25	1,060	5.61	540	5.68	820	5.50	600	5.95	130	6.45
	boneless	3,440	5.90	180	6.56	270	5.64	410	6.07	580	5.80	300	6.66	80	6.55
Tenders		1,840	6.03	10	4.42	490	6.60	330	6.02	290	5.69	10	3.99	10	5.17
Rotisserie < 2 lbs.		2,410	5.57	200	5.55	470	5.25	180	5.14	290	5.73	180	5.75	70	6.71
Rotisserie < 2 lbs.	ABF	540	8.97			40	8.99	140	8.99	130	8.99	10	7.99		
Fresh Wings		3,380	2.61	180	2.97	1,610	2.69	310	2.45	350	2.57	200	2.81	10	3.06
IQF Chicken:	wings	4,400	2.55	510	2.69	1,010	2.99	400	2.24	580	2.20	390	2.56	30	2.39
	party wings	2,620	2.48	140	2.66	550	2.31	440	2.45	440	2.64	90	2.32	10	3.20
	tenders	560	3.70	230	4.02	30	4.05	10	2.75	140	2.93	50	4.05		
Cooked/Frozen Chicken:															
	bone-in wings	3,180	3.80	180	4.00	780	4.16	200	3.78	560	3.47	140	4.09	30	3.77
	boneless wings	2,730	3.38	170	3.80	470	3.07	280	3.27	600	3.45	100	3.45	20	4.24
	tenders/strips	4,980	3.47	220	3.88	630	3.48	540	3.37	940	3.40	300	3.86	60	3.91
Bone-in Wing Platter/Pan															
\$ per unit	serves 8-10	2,600	23.44	580	25.05	190	22.28	490	25.21	490	21.11	130	25.00		
	serves 10-15	3,060	36.32	1,130	35.23	420	38.94	400	45.08	240	36.77	250	34.98		
	serves 20-25	580	70.42	20	66.99	20	59.99	380	72.68	130	66.05				
Boneless Wing Platter/Pan															
\$ per unit	serves 8-10	1,940	13.09	1,110	12.95	190	13.56					250	12.95		
	serves 10-15	20	36.99			20	36.99								
	serves 20-25	220	59.49					180	59.99	30	59.99				
Tender Platter/Pan															
\$ per unit	serves 8-10	650	19.33	10	27.99	40	17.99	210	20.99	160	18.87				
	serves 10-15	810	32.17	10	40.99	230	41.04	190	33.42	160	27.26				
	serves 20-25	150	55.87	10	36.99	20	45.99	80	64.30	40	48.66				
PORK															
Pork Ribs:	spareribs	1,150	2.04	140	2.85	240	2.06	110	1.74	220	1.77	50	2.56	10	2.14
	baby backribs	3,190	3.41	290	3.78	590	4.04	290	2.85	700	3.27	310	3.77	40	3.00
	St. Louis rib	2,230	2.52	170	2.68	700	2.90	230	2.31	260	1.99	210	2.57		3.69
	country rib, bone-in	1,440	2.05	70	1.79	180	1.97	170	2.10	390	2.10	50	1.69	50	1.81
	country rib, boneless	420	3.74	10	3.25	230	4.31	10	4.79	90	2.99	10	1.99	10	2.20
	riblets	740	1.36	10	1.24	160	1.47	110	1.24	190	1.24	10	1.16	20	1.29
Pre-Cooked Flavored Ribs															
	baby backribs	3,400	6.50	200	6.74	1,620	7.10	270	5.90	150	5.69	280	6.16	80	5.94
Deli Ribs:	per lb.	390	6.92	10	7.99	200	7.69	10	7.25	120	6.11	20	4.49		
	per half slab	370	6.97	10	7.79	80	7.86	10	7.79	90	5.76	10	6.25	10	5.00
	per whole slab	1,770	11.30	150	13.16	400	9.79	160	11.70	250	11.23	90	10.24	20	10.00
Pork Rib Platter/Pan															
\$ per unit	serves 8-10	30	30.99	10	34.99	20	28.99								
	serves 10-15	550	26.76	10	44.99	70	32.98	110	25.18	140	26.37				
	serves 20-25	90	67.81	10	54.99	50	65.47	20	75.99	10	75.99				
Fresh Sausage (Brats)		4,190	2.88	220	3.14	680	2.77	540	2.82	600	2.85	260	3.50	50	3.82

Midwest		Nebraska		Ohio		South Dakota		Wisconsin				
Feature Rate		100.0%		99.8%		100.0%		99.4%				
Activity		3,150		14,310		1,500		6,300				
		stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg			
CHICKEN												
8-Piece Mixed:												
	fried	120	8.70	290	6.81	60	9.10	420	5.99			
	baked	30	7.31	220	6.99	10	6.99	10	6.99			
	grilled											
	fried dark parts			60	6.25	10	5.99	20	4.99			
Fried/Baked Mixed Packs:												
	12 piece	30	11.34	60	13.70	30	13.30	10	10.99			
	16 piece	20	15.99	20	18.40	30	16.29	10	15.99			
	24 piece	50	24.71	210	25.58	20	26.11	10	23.99			
	50 piece	30	47.69	310	49.14	10	45.99					
	100 piece	30	94.13	310	93.07		79.99					
	> 100, bulk pack (\$/piece)	50	0.88	290	0.87	10	0.80					
Deli Wings:												
	bone-in	430	5.26	820	6.08	200	5.31	730	5.41			
	boneless	150	4.95	1,160	5.90	70	5.17	240	5.21			
Tenders		30	5.22	370	6.44	10	4.74	290	5.18			
Rotisserie < 2 lbs.		110	5.66	330	5.68	70	6.00	510	5.56			
Rotisserie < 2 lbs. ABF		10	8.99	210	8.99							
Fresh Wings		50	2.98	330	2.04	30	3.17	310	2.56			
IQF Chicken:												
	wings	200	2.50	720	2.32	80	2.49	480	2.52			
	party wings	60	2.62	760	2.52	20	2.61	110	2.25			
	tenders	50	3.93	20	3.20	20	4.05	10	4.35			
Cooked/Frozen Chicken:												
	bone-in wings	140	4.05	780	3.49	80	3.96	290	3.90			
	boneless wings	80	4.17	600	3.39	30	4.26	380	3.24			
	tenders/strips	160	3.80	1,480	3.38	60	3.87	590	3.39			
Bone-in Wing Platter/Pan												
	per unit											
	serves 8-10	160	23.21	480	21.93	60	25.00	20	25.00			
	serves 10-15	260	34.18	220	25.43	110	34.98	30	34.98			
	serves 20-25			30	69.99							
Boneless Wing Platter/Pan												
	per unit											
	serves 8-10	240	12.95	10	29.00	110	12.95	30	12.95			
	serves 10-15											
	serves 20-25			10	49.00							
Tender Platter/Pan												
	per unit											
	serves 8-10	20	17.99	210	17.99							
	serves 10-15	10	24.99	210	24.99							
	serves 20-25											
PORK												
Pork Ribs:												
	spareribs	30	2.92	260	1.67	30	2.47	60	2.03			
	baby backribs	150	3.16	510	3.07	60	3.14	250	3.07			
	St. Louis rib	50	2.60	390	2.38	20	2.51	200	2.24			
	country rib, bone-in	60	2.08	350	2.19	70	1.96	50	1.96			
	country rib, boneless	10	4.22	20	2.57	10	4.99	20	2.33			
	riblets			190	1.44			50	1.49			
Pre-Cooked Flavored Ribs												
	baby backribs	70	6.58	400	5.72	50	6.44	280	5.50			
Deli Ribs:												
	per lb.			10	6.92	10	7.13	10	4.49			
	per half slab	20	5.00	110	7.86	10	5.00	20	7.39			
	per whole slab	80	11.52	470	11.74	30	11.90	120	12.58			
Pork Rib Platter/Pan												
	per unit											
	serves 8-10											
	serves 10-15	10	24.99	210	24.99							
	serves 20-25											
Fresh Sausage (Brats)		150	3.13	870	2.65	80	3.20	740	2.86			

South Central		Region		Arkansas		Arizona		Colorado		Kansas		Louisiana		Missouri		
Feature Rate		99.1%		98.3%		100.0%		99.8%		99.7%		98.1%		100.0%		
Activity		75,860		3,470		10,740		9,640		5,470		6,220		8,240		
		stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	
CHICKEN																
8-Piece Mixed:		fried	2,510	6.63	140	8.35	550	5.88	150	6.12	150	7.85	310	6.13	210	8.24
		baked	1,760	6.49	50	6.99	450	6.10	180	6.17	90	7.28	120	6.38	90	8.04
		grilled	170	6.99	10	6.99							20	6.99		
		fried dark parts	230	5.82	20	5.46					10	6.99	30	5.99	30	6.20
Fried/Baked Mixed Packs:																
		12 piece	420	11.46	40	11.78					40	11.90	70	11.34	70	11.68
		16 piece	60	13.99	10	6.99					10	15.99	10	12.99	30	15.99
		24 piece	1,210	24.61	80	22.95	10	25.99	290	23.49	140	25.36	20	24.99	70	23.93
		50 piece	1,660	45.88	100	46.59	160	44.75	400	44.37	60	49.99	80	42.32	40	48.12
		100 piece	1,920	89.75	100	89.34	290	87.19	400	88.02	120	97.99	80	84.31	30	97.24
		> 100, bulk pack (\$/piece)	2,500	0.87	100	0.87	400	0.83	720	0.84	120	0.96	40	0.98	30	0.92
Deli Wings:		bone-in	5,890	5.72	230	5.78	910	5.90	900	5.84	460	5.65	300	5.42	720	5.64
		boneless	2,140	5.96	100	5.50	240	6.32	400	6.10	210	5.71	70	4.49	270	5.57
Tenders			2,550	5.71	40	5.78	470	5.77	340	6.02	110	5.50	280	5.33	190	5.49
Rotisserie < 2 lbs.			2,820	5.48	140	4.78	380	5.52	160	5.60	150	5.34	420	5.78	290	5.13
		ABF	790	9.18	30	8.99	130	8.99	150	9.99	60	8.99	10	8.99	10	8.99
Fresh Wings			3,120	2.75	70	2.35	330	3.94	380	2.88	60	2.34	640	2.80	240	2.25
IQF Chicken:		wings	3,060	2.55	200	2.28	310	2.97	260	2.60	210	2.28	230	2.39	450	2.30
		party wings	1,780	2.34	80	2.43	140	2.37	290	2.40	160	2.53	40	1.96	300	2.20
		tenders	570	3.46	30	2.68					60	3.08	280	3.64	110	3.22
Cooked/Frozen Chicken:																
		bone-in wings	3,540	3.78	240	3.12	630	4.11	400	4.54	280	3.50	220	3.61	300	3.50
		boneless wings	1,550	3.49	160	3.19	250	4.33	40	3.83	130	3.82	90	3.42	260	3.17
		tenders/strips	3,620	3.43	190	3.25	330	3.50	470	3.31	260	3.50	130	3.42	380	3.63
Bone-in Wing Platter/Pan																
		per unit														
		serves 8-10	2,530	20.56	70	18.87	380	20.24	300	20.89	370	21.61	80	17.46	360	24.97
		serves 10-15	2,770	34.60	40	27.88	470	32.48	150	25.29	370	36.50	160	33.48	510	39.71
		serves 20-25	690	53.69							120	67.69	40	39.99	150	67.04
Boneless Wing Platter/Pan																
		per unit														
		serves 8-10	520	13.08							210	12.95			310	13.16
		serves 10-15	90	27.66									80	27.49	10	28.99
		serves 20-25	50	39.79									40	39.99	10	38.99
Tender Platter/Pan																
		per unit														
		serves 8-10	1,090	19.15	30	18.40	250	17.99	150	16.99	150	19.44	110	23.65	50	24.24
		serves 10-15	1,080	27.67	30	24.99	360	29.40	150	24.99	80	28.03	50	24.99	70	31.51
		serves 20-25	90	38.32							20	36.99	40	39.99	30	36.99
PORK																
Pork Ribs:		spareribs	1,780	1.97	40	1.62	380	1.94	270	2.10	70	2.41	180	1.26	250	2.12
		baby backribs	3,880	3.08	210	3.25	460	3.13	440	2.69	210	3.24	390	2.97	370	3.04
		St. Louis rib	2,380	2.88	90	2.83	320	3.04	140	2.26	100	2.51	140	3.50	270	2.37
		country rib, bone-in	3,250	1.94	240	1.79	450	1.82	400	2.78	170	1.85	400	1.70	320	2.00
		country rib, boneless	920	2.89	60	2.37	340	3.56	10	3.49	40	2.25	110	2.42	60	2.30
		riplets	410	1.24	50	1.28			30	1.30	20	1.24	60	1.17	130	1.24
Pre-Cooked Flavored Ribs																
		baby backribs	1,840	6.86	90	6.52	390	8.74	350	7.40	60	6.41	100	6.03	60	7.04
Deli Ribs:		per lb.	360	7.47	10	7.49	110	8.94					60	4.94	40	7.16
		per half slab	630	6.49	10	5.99					20	5.99	20	5.99	150	8.31
		per whole slab	2,010	11.47	110	11.54	130	11.96	370	11.87	180	11.07	150	10.31	370	12.79
Pork Rib Platter/Pan																
		per unit														
		serves 8-10	90	39.71					20	44.99	20	36.24			30	34.99
		serves 10-15	810	28.30			130	24.99	150	24.99	80	30.05	50	33.08	40	39.99
		serves 20-25	90	71.52					20	89.99	20	59.37			30	54.99
Fresh Sausage (Brats)			4,630	3.01	230	3.10	590	2.90	760	3.18	270	2.93	470	3.08	500	2.80

South Central		New Mexico		Oklahoma		Texas		Utah				
Feature Rate		95.4%		96.6%		98.8%		100.0%				
Activity		1,790		2,640		24,640		3,010				
		stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg			
CHICKEN												
8-Piece Mixed:												
	fried	40	7.25	60	7.92	840	6.28	60	7.72			
	baked	50	7.23	20	7.41	640	6.30	70	7.68			
	grilled					140	6.99					
	fried dark parts			60	5.27	80	5.98					
Fried/Baked Mixed Packs:												
	12 piece			20	12.99	180	11.09					
	16 piece											
	24 piece	50	25.89			440	24.99	110	25.94			
	50 piece	40	45.66	20	52.00	700	46.55	60	47.15			
	100 piece	60	91.56	20	101.00	700	89.68	120	93.21			
	> 100, bulk pack (\$/piece)	100	0.86	150	0.97	710	0.89	130	0.90			
Deli Wings:												
	bone-in	190	5.75	380	6.22	1,570	5.55	230	5.74			
	boneless	30	6.61	110	6.37	680	6.09	30	6.39			
Tenders		60	5.99	100	6.10	830	5.63	130	6.14			
Rotisserie < 2 lbs.		70	5.20	140	4.95	980	5.62	90	5.69			
Rotisserie < 2 lbs. ABF		30	9.03			310	8.99	60	9.01			
Fresh Wings		50	3.28	70	2.19	1,150	2.50	130	2.74			
IQF Chicken:												
	wings	60	2.50	190	2.33	1,050	2.71	100	2.50			
	party wings	60	2.47	20	1.99	550	2.30	140	2.45			
	tenders					90	3.69					
Cooked/Frozen Chicken:												
	bone-in wings	50	3.99	130	3.03	1,100	3.79	190	3.42			
	boneless wings	10	4.23	90	3.01	510	3.30	10	4.24			
	tenders/strips	110	3.20	120	3.34	1,450	3.45	180	3.28			
Bone-in Wing Platter/Pan												
	per unit											
	serves 8-10	50	16.67	70	31.15	710	18.24	140	17.05			
	serves 10-15	30	27.89	80	52.10	900	33.29	60	26.47			
	serves 20-25			70	69.33	310	40.04					
Boneless Wing Platter/Pan												
	per unit											
	serves 8-10											
	serves 10-15											
	serves 20-25											
Tender Platter/Pan												
	per unit											
	serves 8-10	30	17.95	24.99		260	18.97	60	17.97			
	serves 10-15	30	27.89			250	26.89	60	25.77			
	serves 20-25											
PORK												
Pork Ribs:												
	spareribs	30	2.10	30	1.74	520	2.08	10	2.09			
	baby backribs	120	3.30	140	3.16	1,450	3.18	90	2.76			
	St. Louis rib	60	3.12	80	2.30	1,040	3.03	140	2.96			
	country rib, bone-in	100	2.10	150	1.85	970	1.76	50	2.12			
	country rib, boneless	20	3.54	10	2.39	160	2.01	110	3.26			
	riblets			30	1.24	80	1.22	10	1.59			
Pre-Cooked Flavored Ribs												
	baby backribs	50	7.46	70	6.59	550	5.58	120	6.01			
Deli Ribs:												
	per lb.					140	7.49					
	per half slab					430	5.92					
	per whole slab	10	11.99	50	11.90	630	10.71	10	10.99			
Pork Rib Platter/Pan												
	per unit											
	serves 8-10	10	44.99					10	44.99			
	serves 10-15	30	24.99	50	49.99	220	25.10	60	24.99			
	serves 20-25	10	89.99					10	89.99			
Fresh Sausage (Brats)		150	3.19	110	3.06	1,320	3.00	230	2.87			

Southwest		Region		California		Hawaii		Nevada				
Feature Rate		98.2%		98.1%		97.3%		99.2%				
Activity		64,120		57,480		1,950		4,690				
		stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg			
CHICKEN												
8-Piece Mixed:		fried	1,680	6.38	1,450	6.31	30	5.99	200	6.94		
		baked	1,140	5.94	970	5.83	30	5.99	140	6.72		
		grilled	430	6.09	390	6.10	30	5.99	10	5.99		
		fried dark parts	200	6.98	180	6.86			20	7.99		
Fried/Baked Mixed Packs:												
		12 piece	50	9.49	50	9.49						
		16 piece	470	12.31	430	12.23	20	11.99	20	14.49		
		24 piece	1,060	23.94	940	23.79			120	25.19		
		50 piece	1,150	43.54	1,030	43.50	20	41.99	100	44.28		
		100 piece	1,350	84.23	1,180	83.73	20	76.99	150	89.09		
		> 100, bulk pack (\$/piece)	990	0.85	720	0.85	20	0.90	250	0.85		
Deli Wings:		bone-in	6,290	6.21	5,610	6.18	190	6.37	490	6.45		
		boneless	1,930	6.31	1,800	6.31	20	5.99	110	6.46		
Tenders			3,240	6.11	3,000	6.12	40	5.50	200	6.00		
Rotisserie < 2 lbs.			2,540	6.52	2,330	6.54	40	7.50	170	5.93		
Rotisserie < 2 lbs. ABF			550	9.54	480	9.53	20	10.99	50	9.11		
Fresh Wings			1,620	3.26	1,410	3.22	60	4.03	150	3.32		
IQF Chicken:		wings	1,980	3.04	1,840	3.03	20	4.16	120	2.92		
		party wings	1,100	2.47	960	2.42	30	4.55	110	2.35		
		tenders	160	2.40	150	2.40			10	2.40		
Cooked/Frozen Chicken:												
		bone-in wings	4,110	4.70	3,740	4.70	120	5.01	250	4.48		
		boneless wings	810	4.54	730	4.52	40	5.13	40	4.44		
		tenders/strips	2,370	3.57	2,100	3.57	90	4.04	180	3.41		
Bone-in Wing Platter/Pan												
	\$ per unit	serves 8-10	1,840	24.20	1,570	24.01	150	29.79	120	19.67		
		serves 10-15	2,550	38.32	2,180	38.35	170	39.88	200	36.74		
		serves 20-25	40	70.00	40	70.00						
Boneless Wing Platter/Pan												
	\$ per unit	serves 8-10	190	29.99	190	29.99						
		serves 10-15	580	44.50	560	44.58			20	42.49		
		serves 20-25										
Tender Platter/Pan												
	\$ per unit	serves 8-10	1,130	24.90	1,060	25.06			70	22.55		
		serves 10-15	1,520	32.81	1,330	32.43			190	35.45		
		serves 20-25										
PORK												
Pork Ribs:		spareribs	1,820	2.18	1,660	2.14	90	2.98	70	2.10		
		baby backribs	3,420	3.42	3,180	3.40	50	4.76	190	3.38		
		St. Louis rib	2,040	2.90	1,840	2.90	50	4.29	150	2.52		
		country rib, bone-in	1,860	2.18	1,690	2.18	20	2.08	150	2.20		
		country rib, boneless	780	3.76	610	3.93	70	2.87	100	3.33		
		riblets	50	1.46			40	1.43	10	1.59		
Pre-Cooked Flavored Ribs												
		baby backribs	4,450	6.35	4,110	6.22	170	8.18	170	7.70		
Deli Ribs:		per lb.	1,330	7.45	1,220	7.43	40	8.00	70	7.37		
		per half slab	620	5.00	580	5.00	20	5.00	20	5.00		
		per whole slab	1,190	12.38	1,090	11.96	70	18.42	30	13.72		
Pork Rib Platter/Pan												
	\$ per unit	serves 8-10	30	26.99			30	26.99				
		serves 10-15	420	25.13	350	24.99	30	26.99	40	24.99		
		serves 20-25										
Fresh Sausage (Brats)			3,040	3.34	2,730	3.30	110	4.73	200	3.07		

Northwest		Region		Alaska		Idaho		Montana		Oregon		Washington		Wyoming	
Feature Rate		100.0%		100.0%		100.0%		100.0%		100.0%		99.9%		100.0%	
Activity		31,160		1,900		3,590		2,210		8,300		14,010		1,150	
		stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg
CHICKEN															
8-Piece Mixed:	fried	1,130	6.45	70	7.24	70	6.85	20	7.55	350	6.21	600	6.32	20	9.06
	baked	930	6.42	40	7.99	20	7.30	10	7.99	310	6.20	540	6.34	10	7.99
	grilled	400	5.48							130	5.12	270	5.66		
	fried dark parts	440	6.75	80	6.00					130	7.00	230	6.87		
Fried/Baked Mixed Packs:															
	12 piece	1,070	10.06	80	10.99					370	9.99	620	9.99		
	16 piece	10	15.99									10	15.99		
	24 piece	300	24.21	20	23.99	30	24.52	10	25.99	100	23.99	120	23.99	20	25.43
	50 piece	550	43.43	20	42.99	80	41.28	40	40.75	120	43.32	260	44.62	30	43.19
	100 piece	450	85.72	20	87.99	80	83.59	50	82.42	110	87.63	160	85.88	30	87.49
	> 100, bulk pack (\$/piece)	560	0.81			210	0.80	160	0.81			120	0.80	70	0.83
Deli Wings:	bone-in	3,180	6.56	160	6.83	210	5.55	160	5.46	930	6.67	1,610	6.76	110	5.73
	boneless	490	5.86	40	6.80	30	5.99	20	5.99	130	5.95	240	5.76	30	4.71
Tenders		830	6.35	40	7.65	170	5.68	100	5.71	190	6.65	290	6.69	40	5.60
Rotisserie < 2 lbs.		490	6.05	60	7.04	90	6.17	70	6.44	100	5.67	150	5.70	20	5.62
Rotisserie < 2 lbs. ABF		210	9.93			20	9.72		8.99	60	9.99	120	9.99	10	9.21
Fresh Wings		1,050	3.16	30	2.99	110	3.10	110	3.07	300	3.19	460	3.19	40	3.07
IQF Chicken:	wings	700	2.91	60	3.06	60	2.51	40	2.51	180	3.01	310	3.02	50	2.52
	party wings	900	2.77	30	2.49	90	2.77	80	2.94	280	2.71	390	2.80	30	2.71
	tenders	100	1.44			10	2.40			40		50	2.40		
Cooked/Frozen Chicken:															
	bone-in wings	2,970	4.34	120	4.36	250	3.78	190	3.84	900	4.43	1,430	4.48	80	3.91
	boneless wings	1,160	4.44	190	4.97	350	4.85	120	4.59	190	3.88	300	3.90	10	4.66
	tenders/strips	2,270	3.39	360	3.72	540	3.43	80	3.22	460	3.32	780	3.26	50	3.26
Bone-in Wing Platter/Pan															
\$ per unit	serves 8-10	810	20.43	40	20.77	60	16.89	50	15.25	220	22.46	410	20.73	30	16.66
	serves 10-15	670	39.24	40	45.82	20	26.75	10	32.49	190	41.65	400	38.59	10	24.99
	serves 20-25	100	85.79			10	81.99	10	54.99	30	98.67	50	84.99		
Boneless Wing Platter/Pan															
\$ per unit	serves 8-10														
	serves 10-15														
	serves 20-25														
Tender Platter/Pan															
\$ per unit	serves 8-10	150	17.07	10	16.99	20	17.26		17.99	50	16.99	60	16.99	10	17.68
	serves 10-15	220	24.99	10	24.99	20	24.99		24.99	60	24.99	120	24.99	10	24.99
	serves 20-25														
PORK															
Pork Ribs:	spareribs	220	2.19	30	2.49	50	1.90	80	2.17		1.99	30	2.35	30	2.29
	baby backribs	1,340	3.28	30	3.44	160	3.16	120	3.29	350	3.48	620	3.24	60	2.88
	St. Louis rib	1,100	3.24	30	3.49	100	3.24	80	3.28	330	3.22	520	3.25	40	3.03
	country rib, bone-in	1,180	2.47	40	2.45	130	2.63	110	2.52	310	2.46	530	2.43	60	2.42
	country rib, boneless	630	2.90	10	2.65	80	3.01	60	3.01	170	2.81	270	2.84	40	3.37
	riblets	20	1.59			10	1.59							10	1.59
Pre-Cooked Flavored Ribs															
	baby backribs	2,010	5.86	30	3.33	200	6.27	160	6.41	600	5.71	960	5.81	60	6.58
Deli Ribs:	per lb.	320	6.03	50	8.07	40	5.26	70	6.18	40	5.32	110	5.38	10	7.99
	per half slab	20	7.99									20	7.99		
	per whole slab	710	11.84	60	12.76	70	11.54	50	11.61	210	11.84	290	11.80	30	11.55
Pork Rib Platter/Pan															
\$ per unit	serves 8-10														
	serves 10-15	220	27.08	10	24.99	20	24.99		24.99	60	25.60	120	28.52	10	24.99
	serves 20-25														
Fresh Sausage (Brats)		1,250	3.04	90	3.79	180	2.84	150	3.00	300	3.07	440	2.97	90	2.97