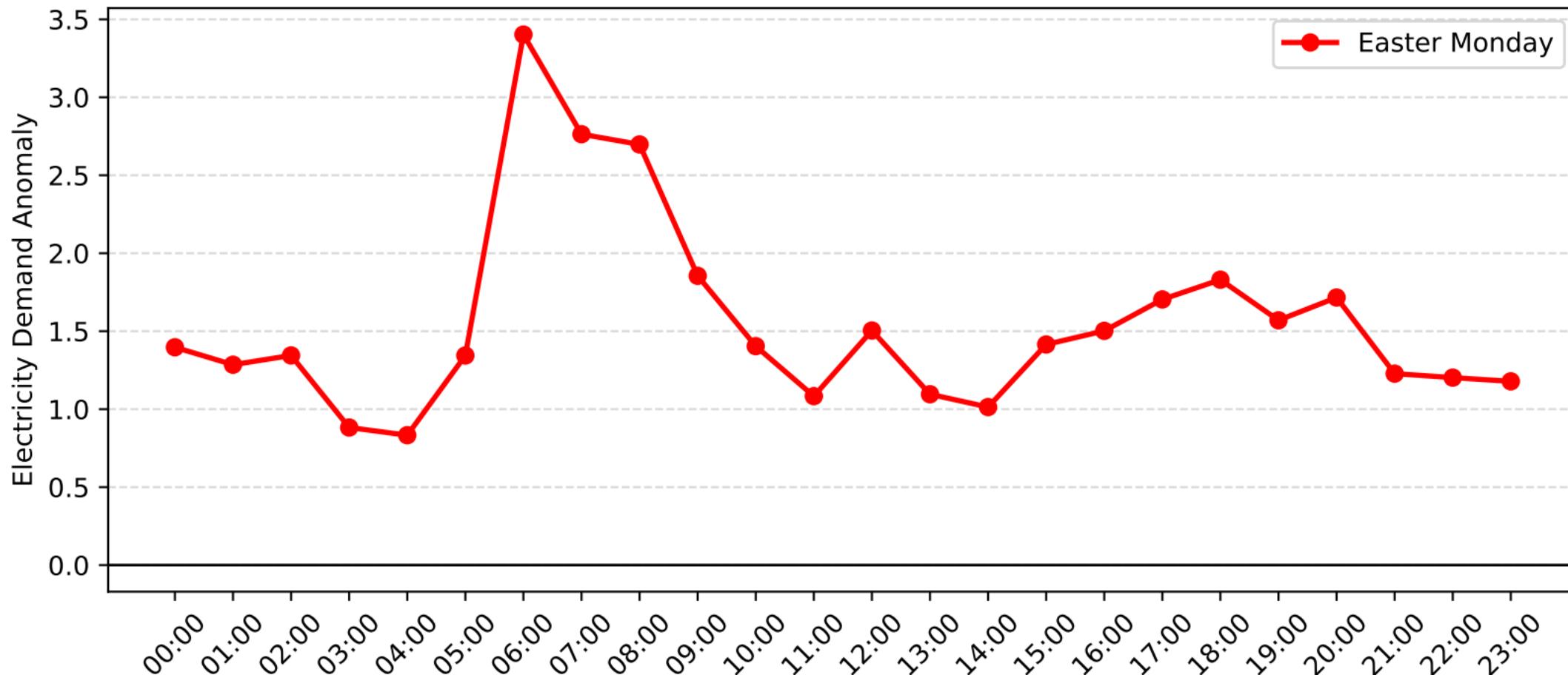
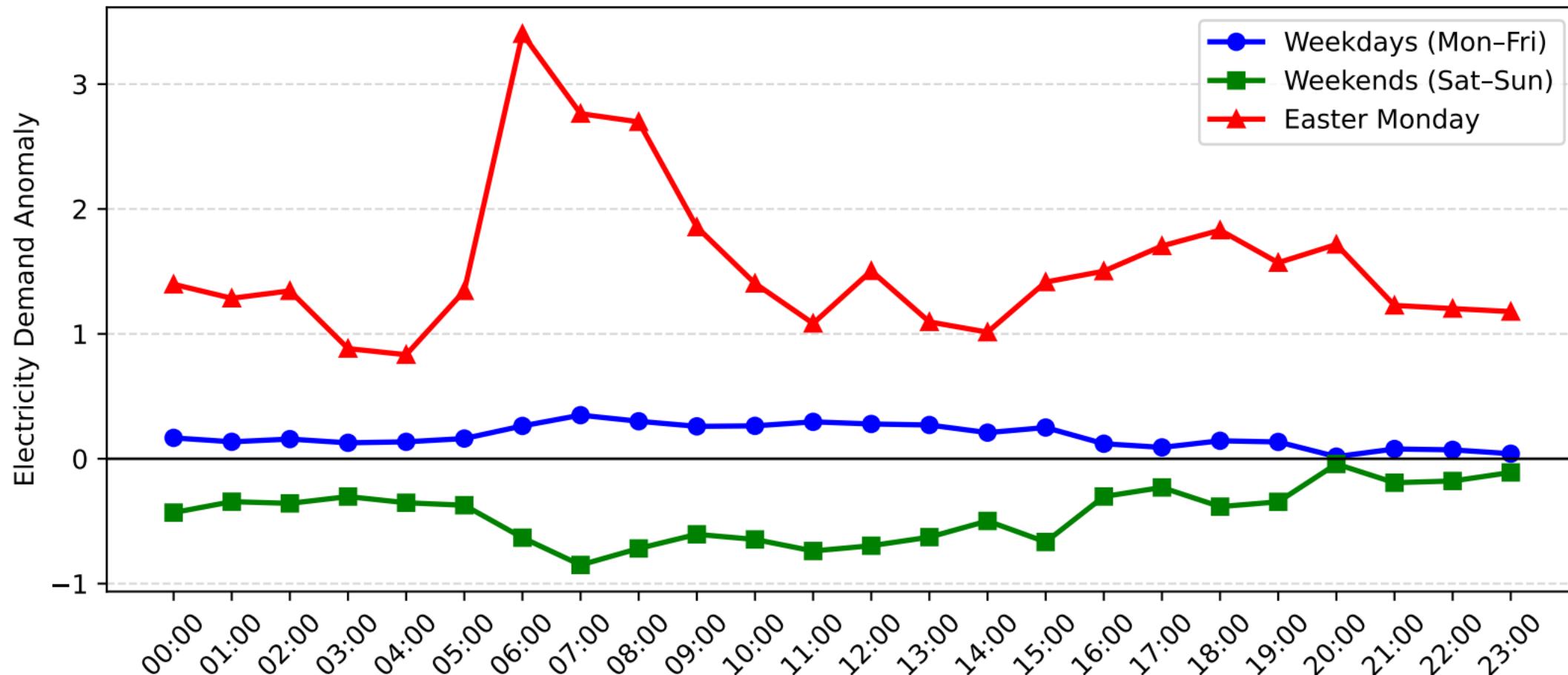


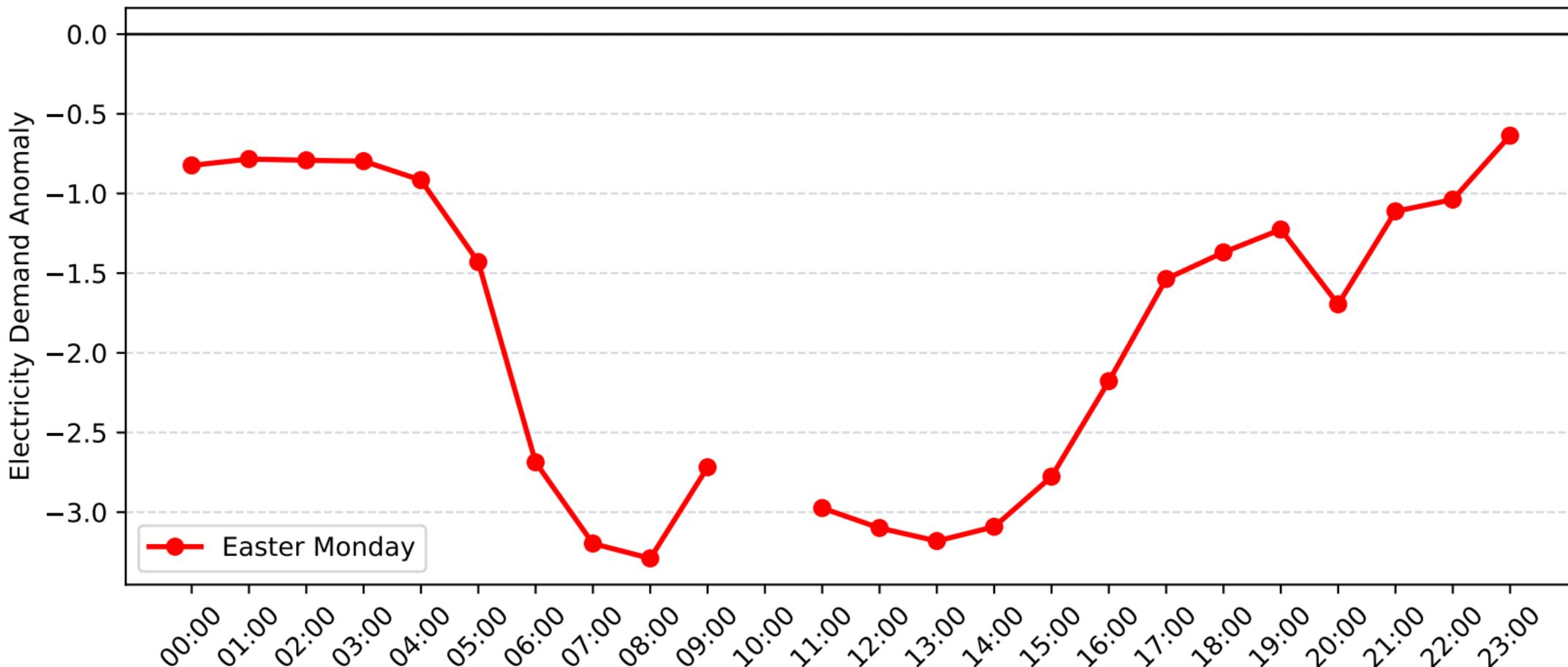
## Somersby Demand Anomaly: Easter Monday (2004-2005)



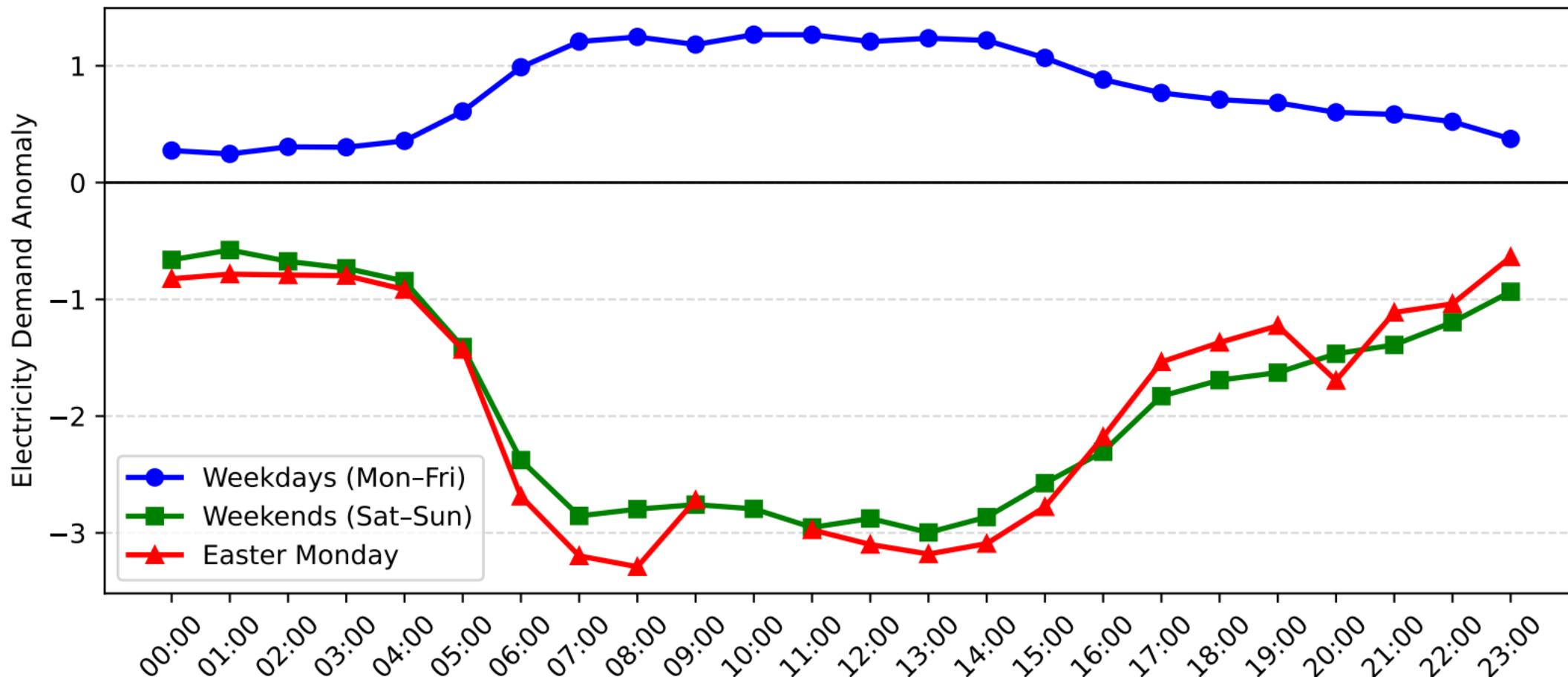
## Somersby Demand Anomaly: Easter Monday vs Weekday/Weekend (2004–2005)



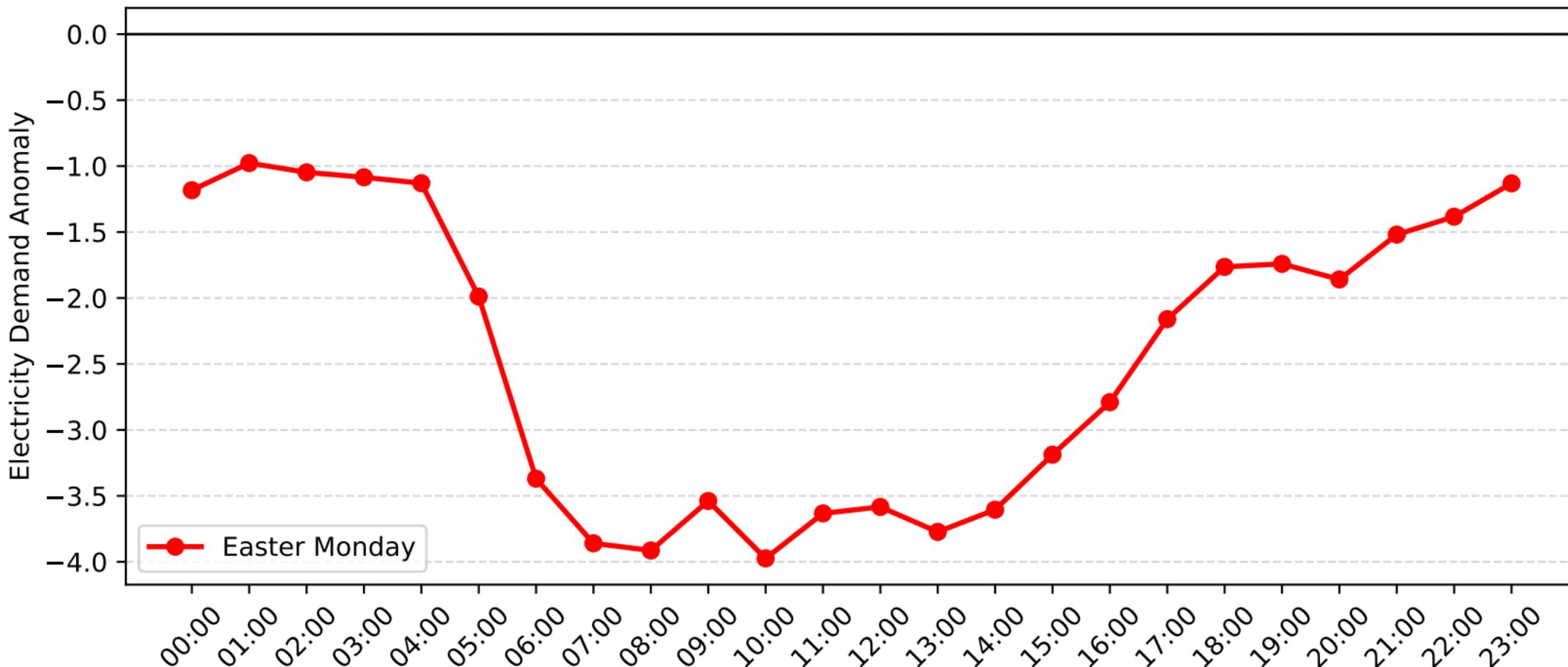
## Somersby Demand Anomaly: Easter Monday (2005-2006)



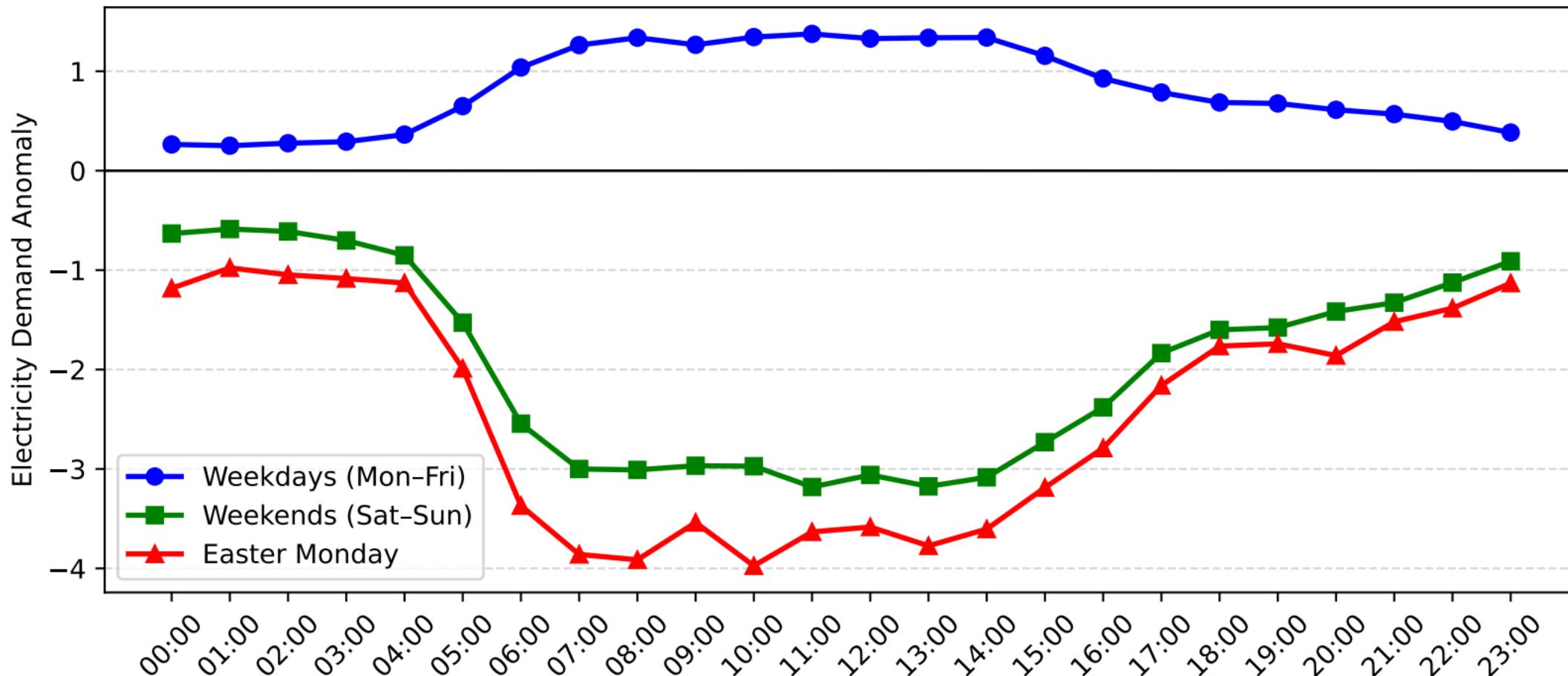
## Somersby Demand Anomaly: Easter Monday vs Weekday/Weekend (2005-2006)



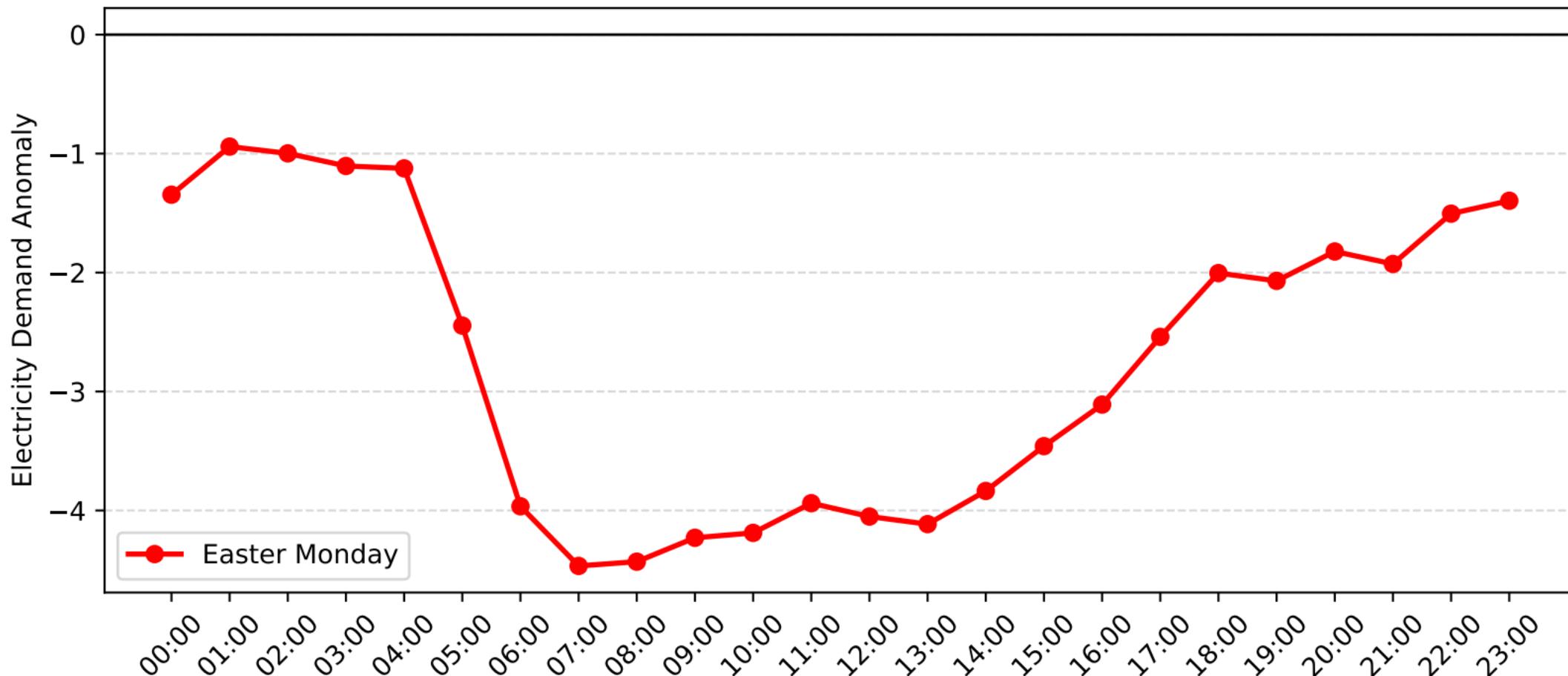
## Somersby Demand Anomaly: Easter Monday (2006-2007)



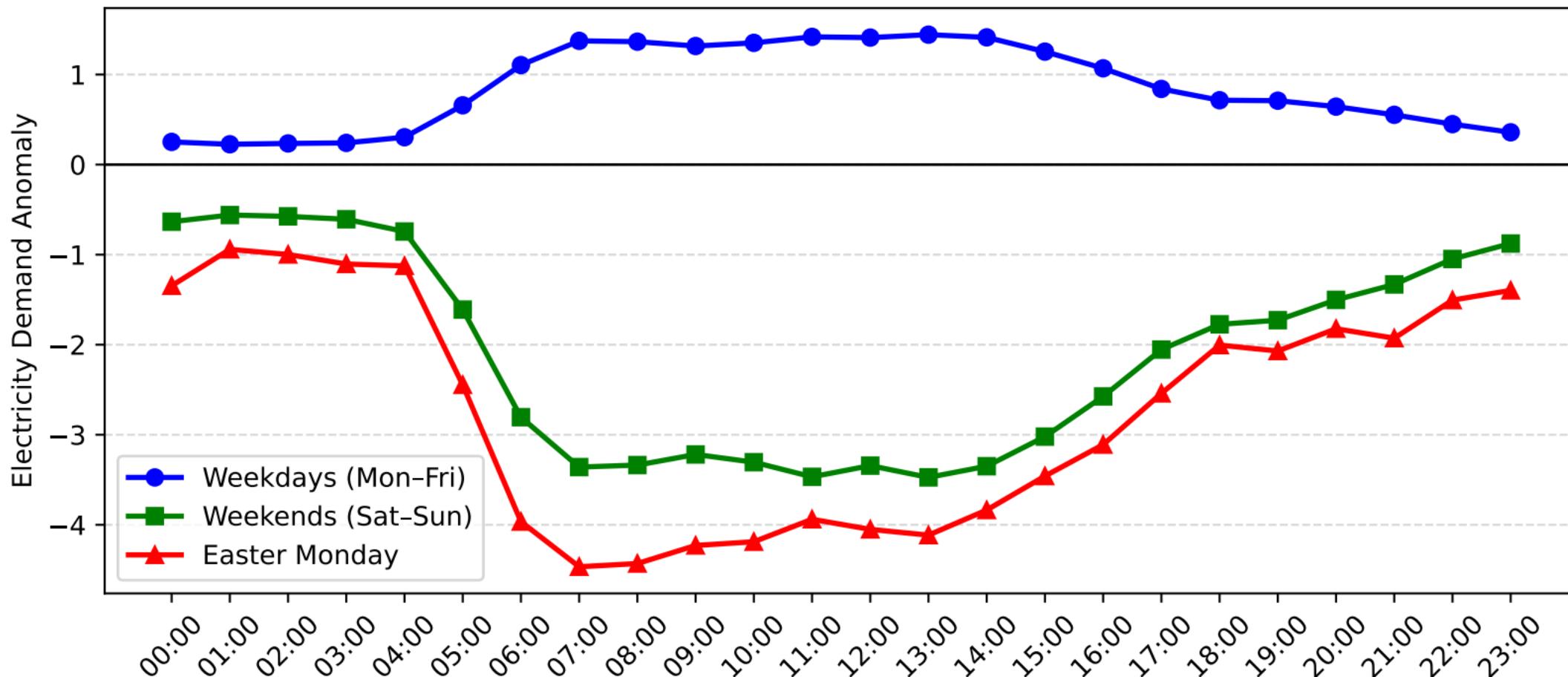
## Somersby Demand Anomaly: Easter Monday vs Weekday/Weekend (2006-2007)



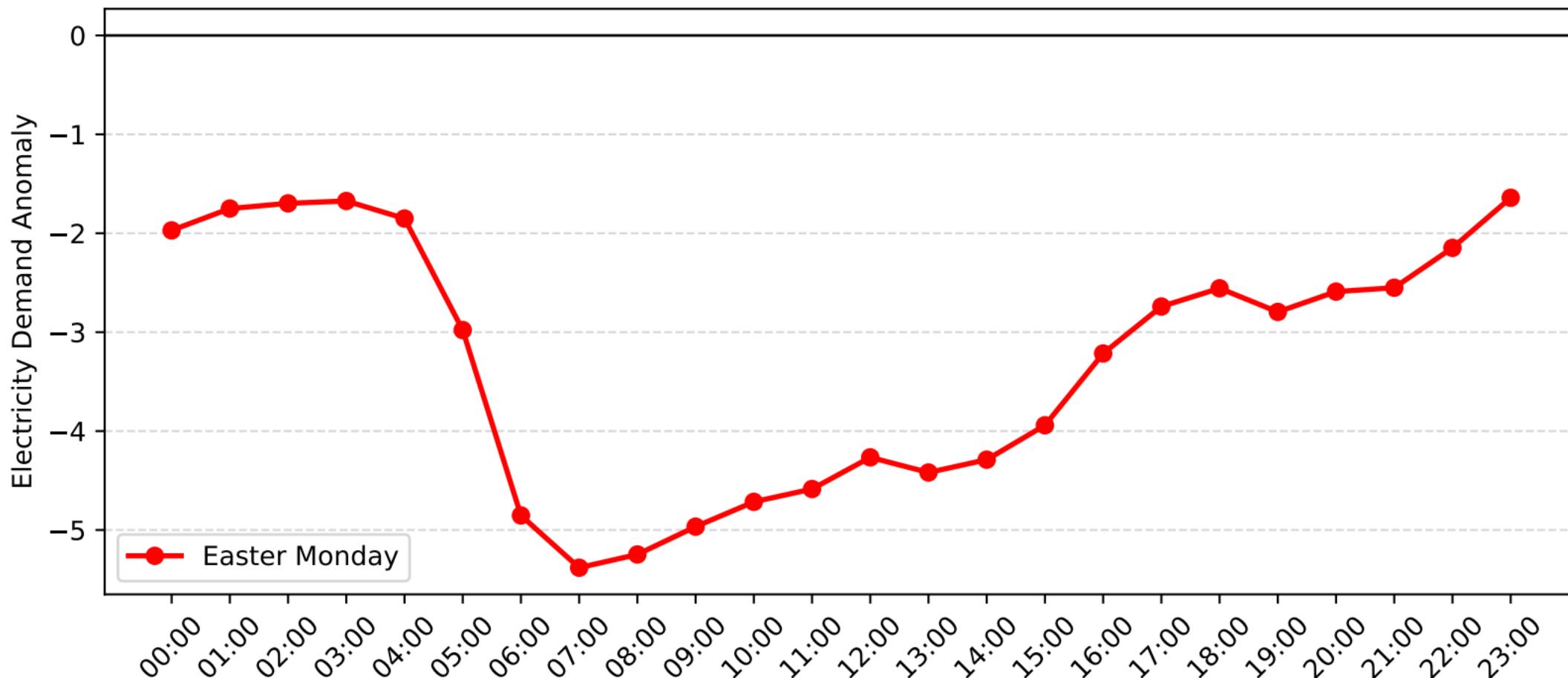
## Somersby Demand Anomaly: Easter Monday (2007-2008)



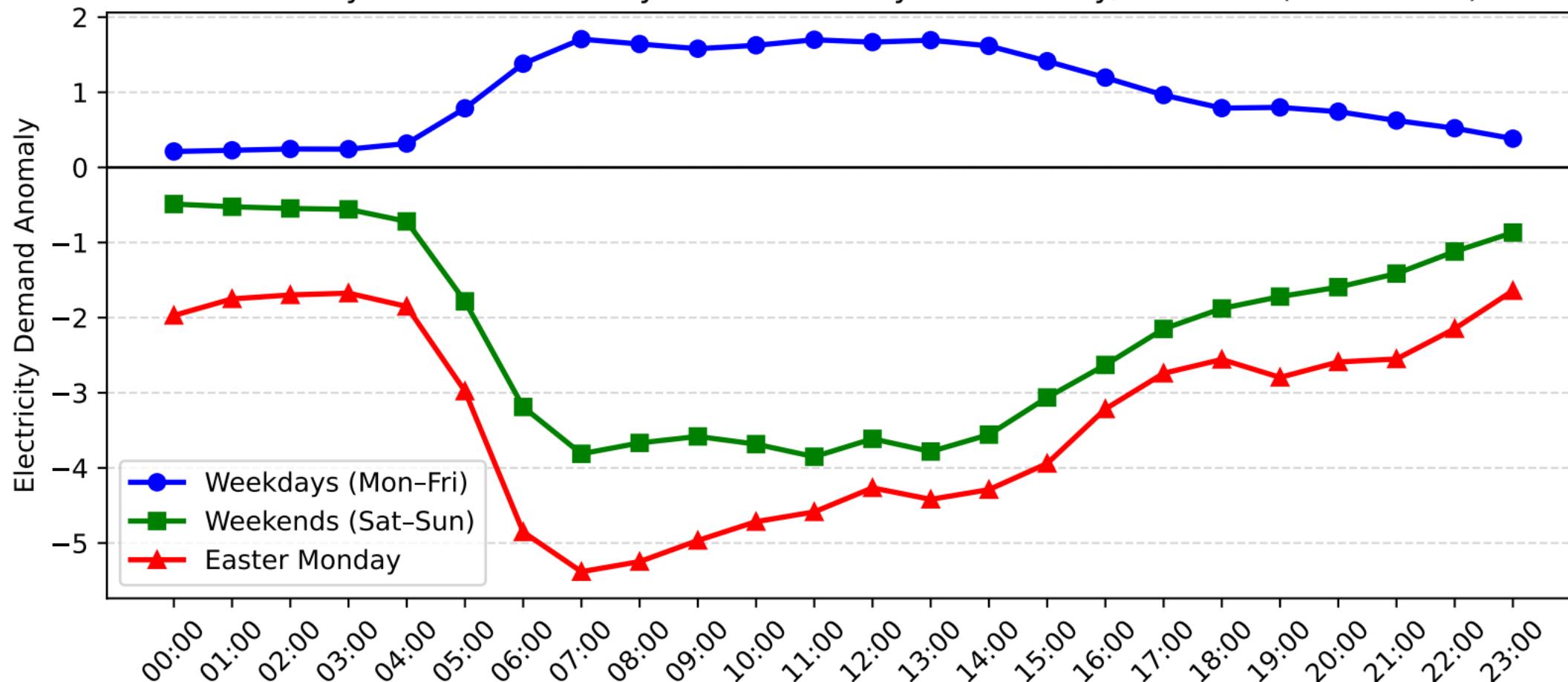
## Somersby Demand Anomaly: Easter Monday vs Weekday/Weekend (2007-2008)



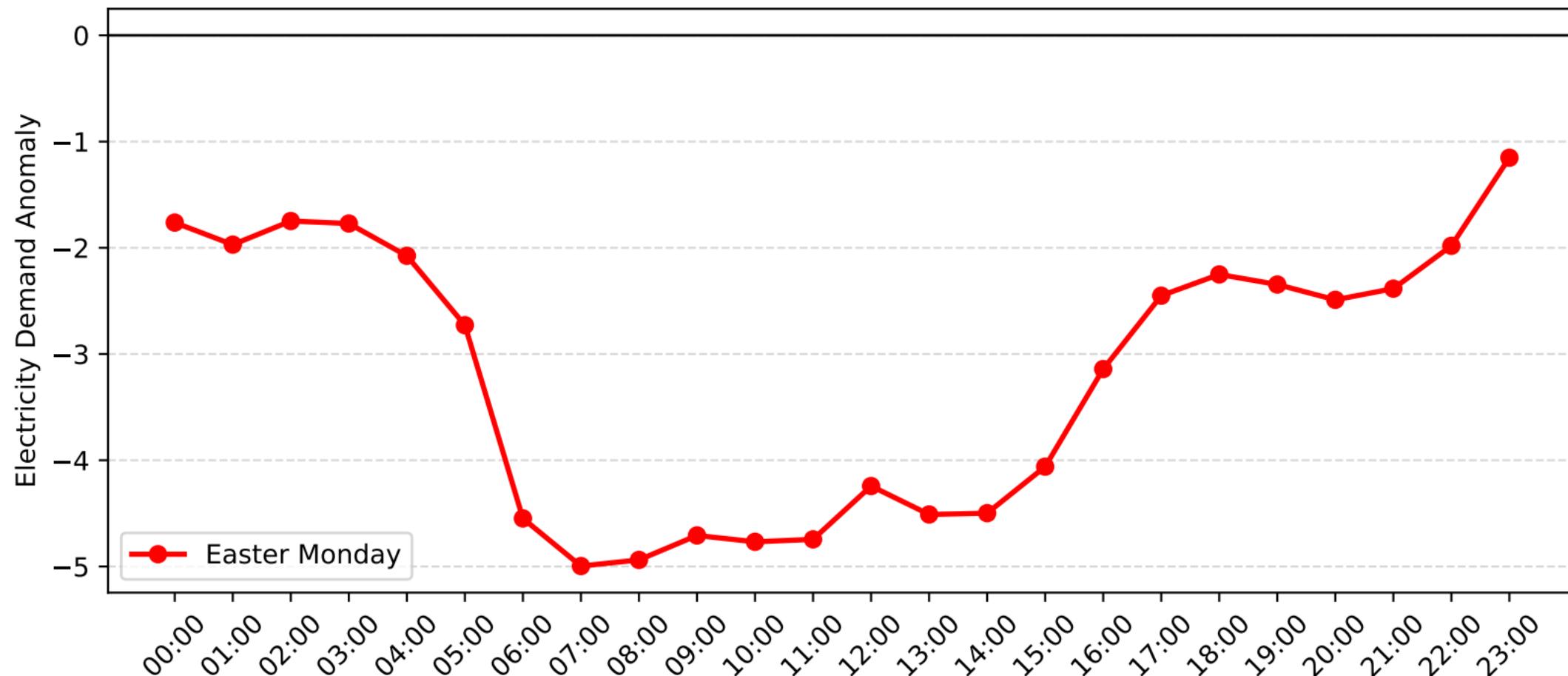
## Somersby Demand Anomaly: Easter Monday (2008-2009)



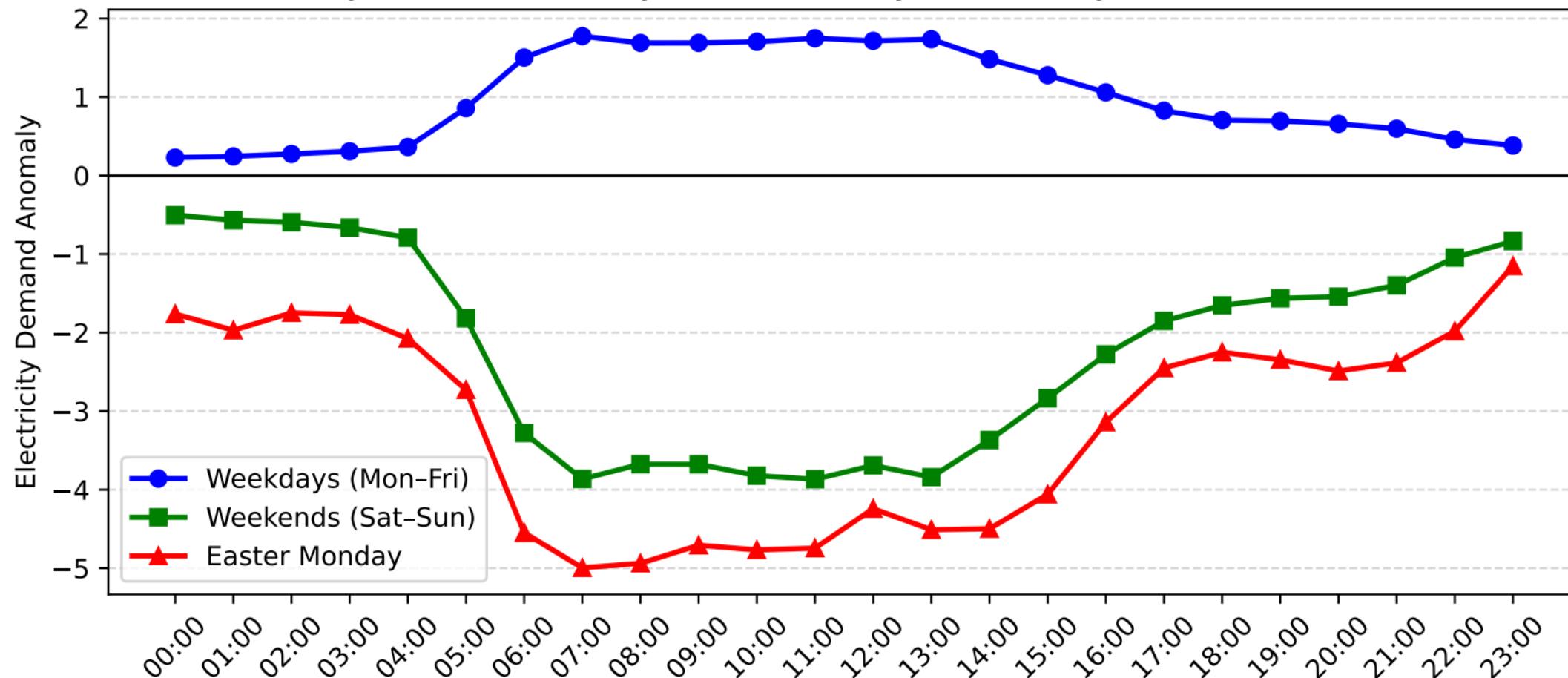
## Somersby Demand Anomaly: Easter Monday vs Weekday/Weekend (2008-2009)



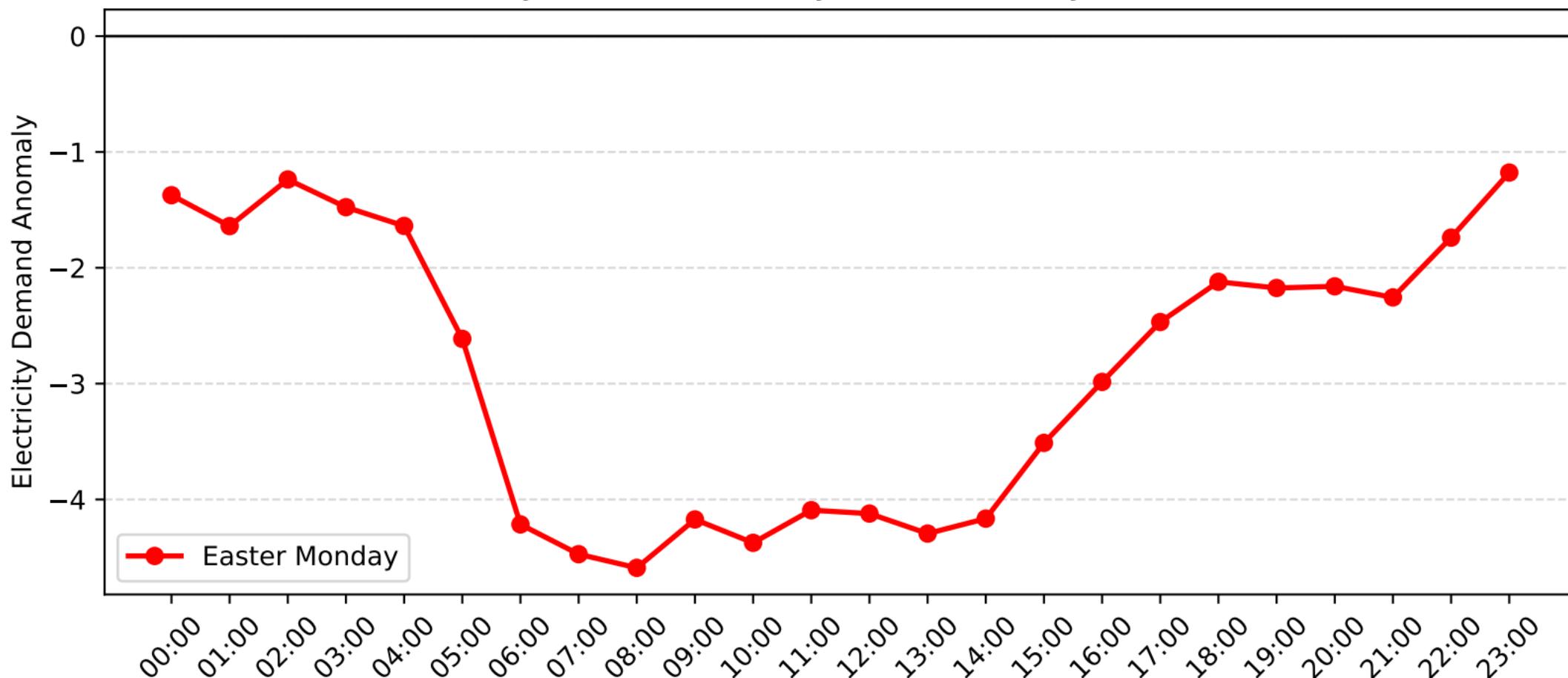
## Somersby Demand Anomaly: Easter Monday (2009-2010)



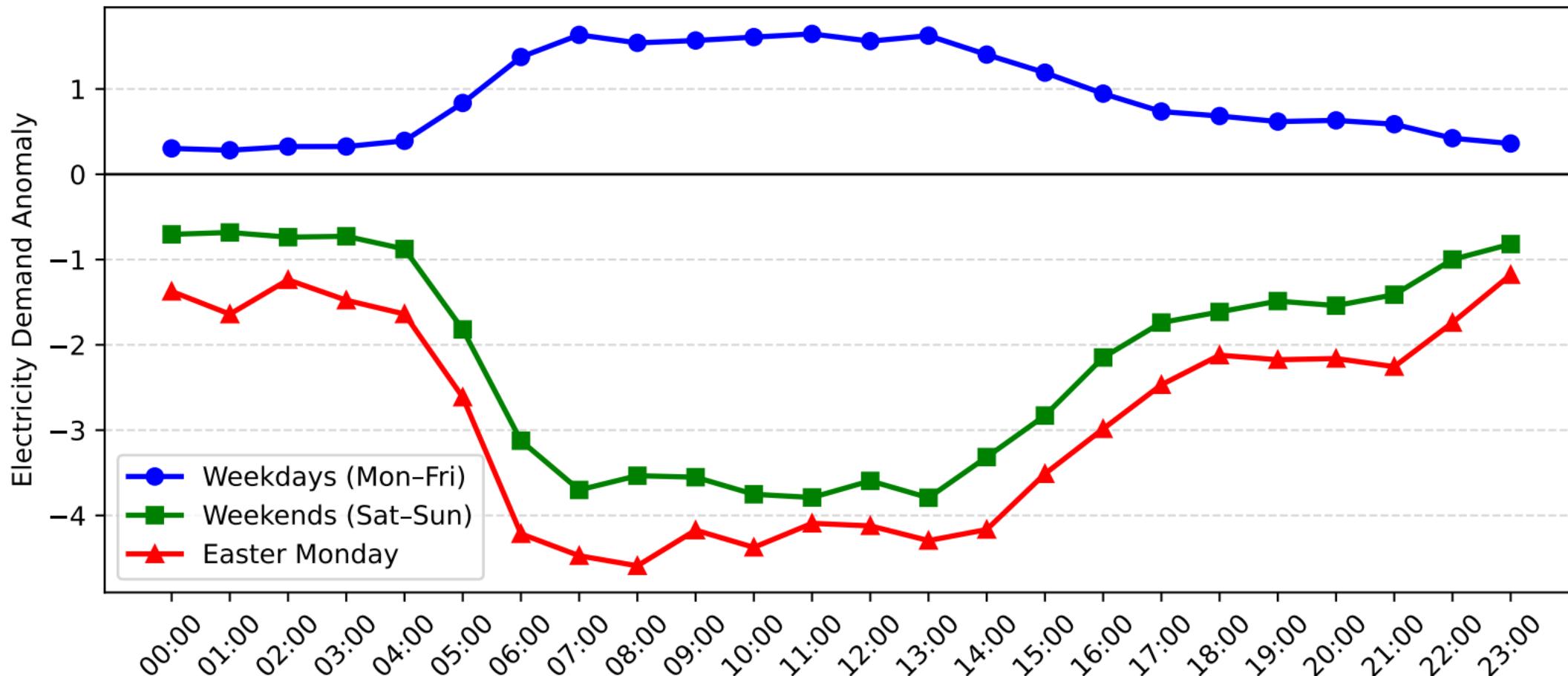
## Somersby Demand Anomaly: Easter Monday vs Weekday/Weekend (2009-2010)



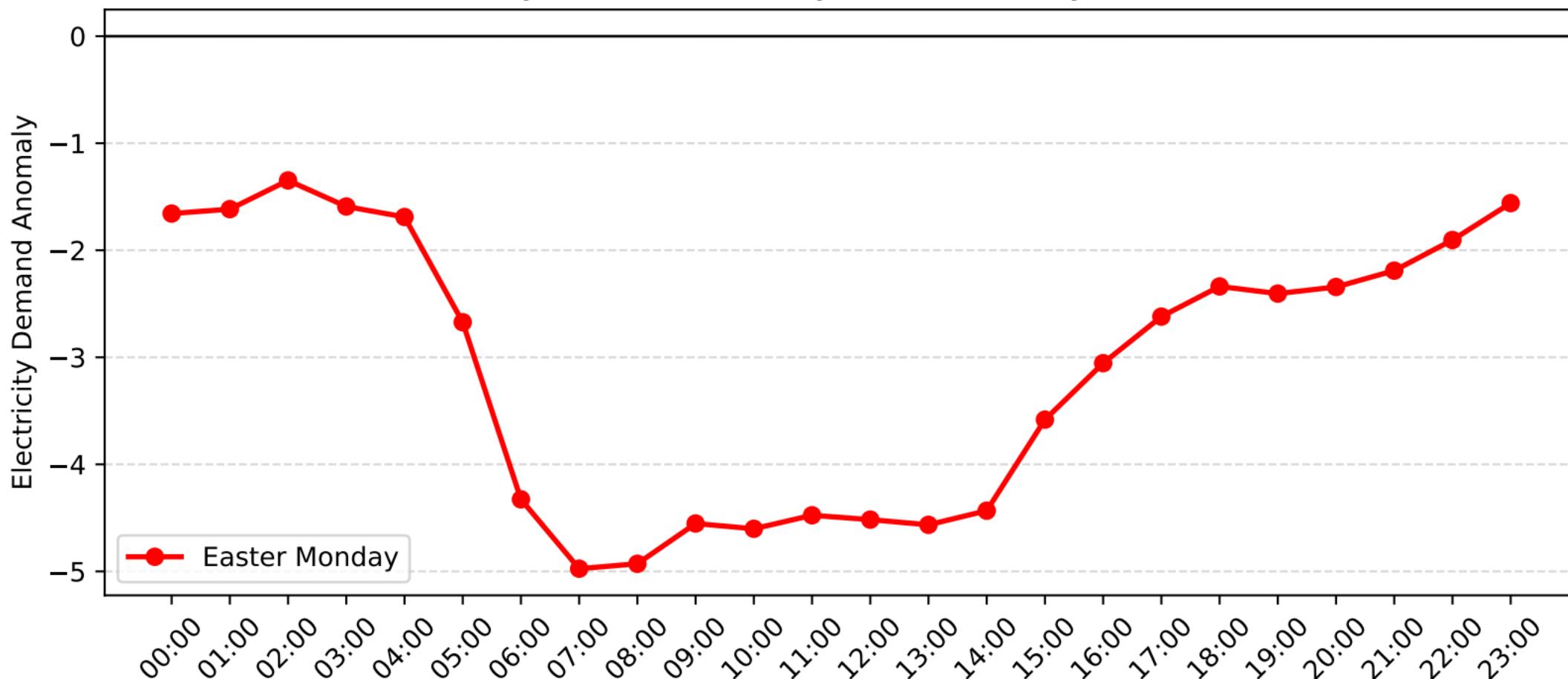
## Somersby Demand Anomaly: Easter Monday (2010-2011)



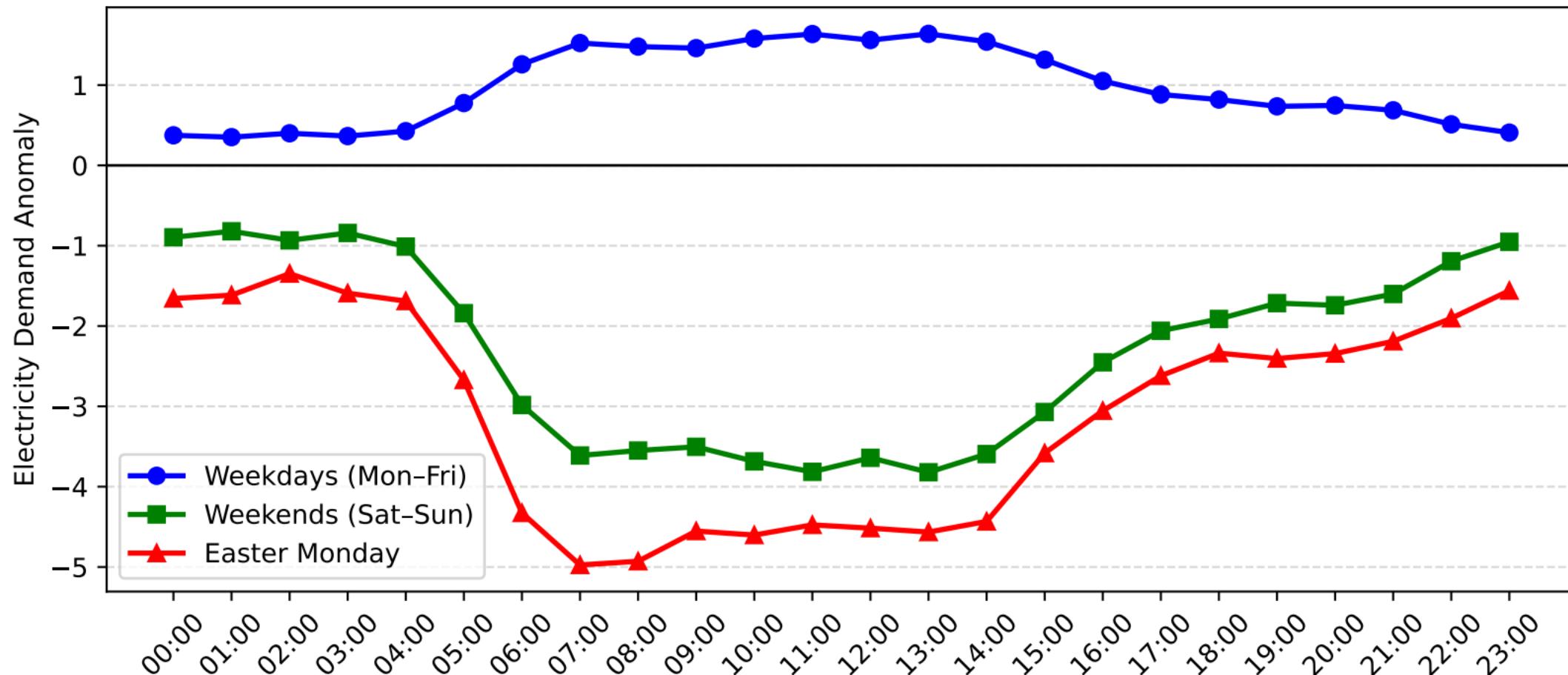
## Somersby Demand Anomaly: Easter Monday vs Weekday/Weekend (2010-2011)



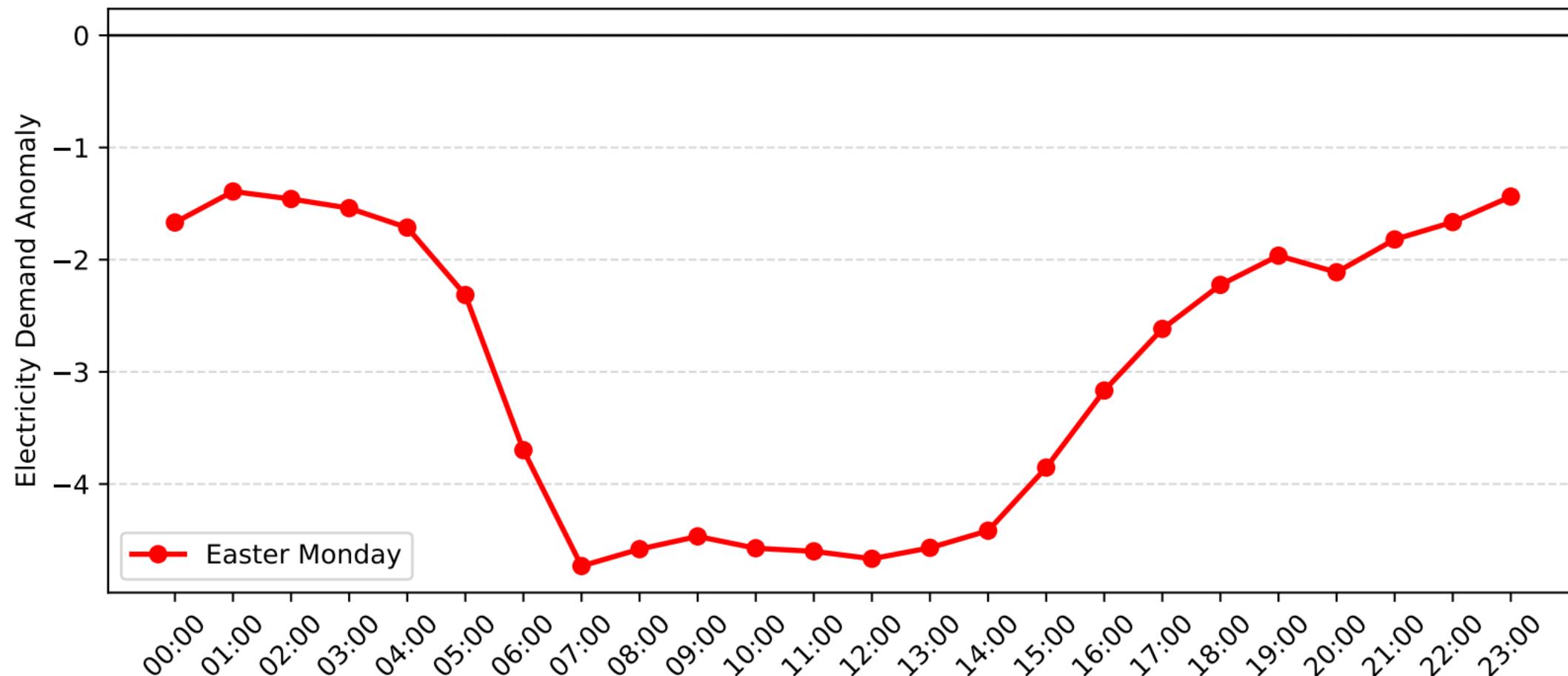
## Somersby Demand Anomaly: Easter Monday (2011-2012)



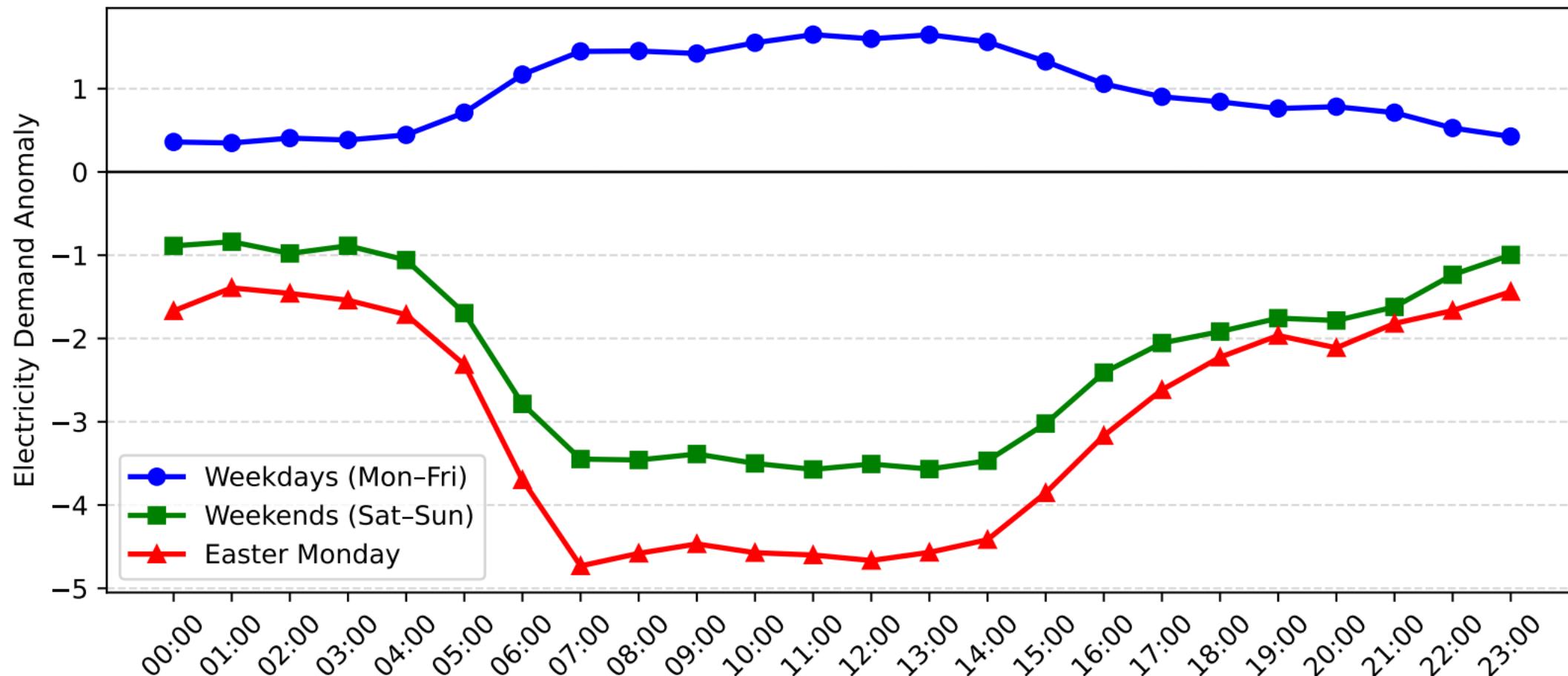
## Somersby Demand Anomaly: Easter Monday vs Weekday/Weekend (2011-2012)



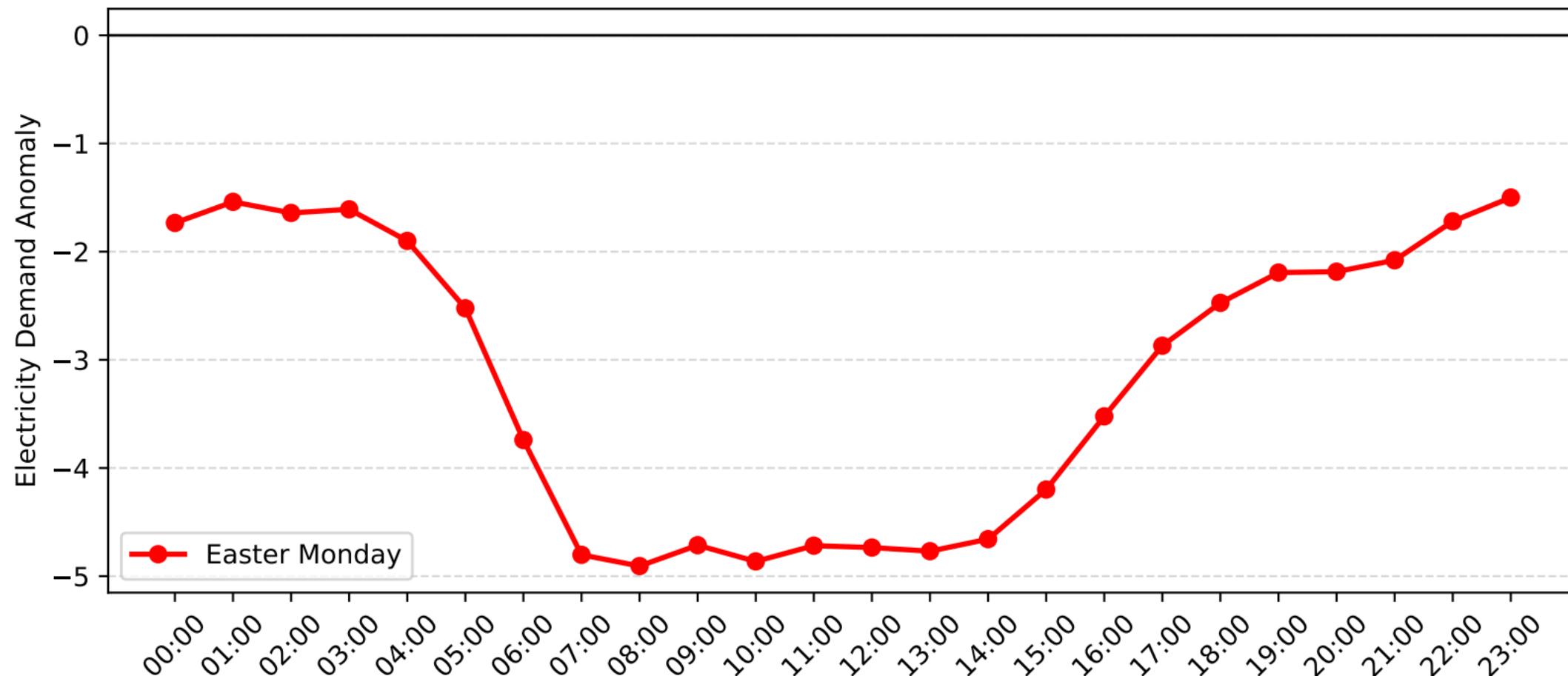
## Somersby Demand Anomaly: Easter Monday (2012-2013)



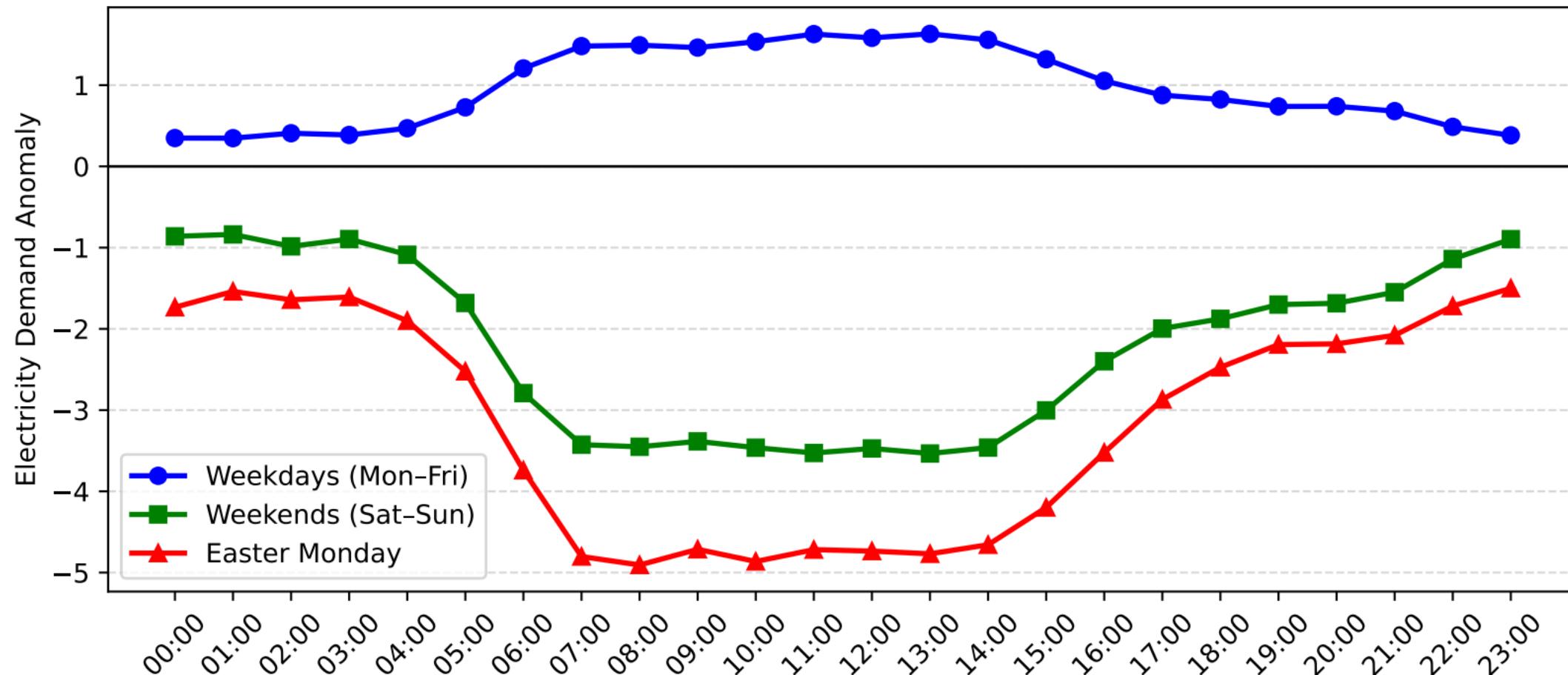
## Somersby Demand Anomaly: Easter Monday vs Weekday/Weekend (2012-2013)



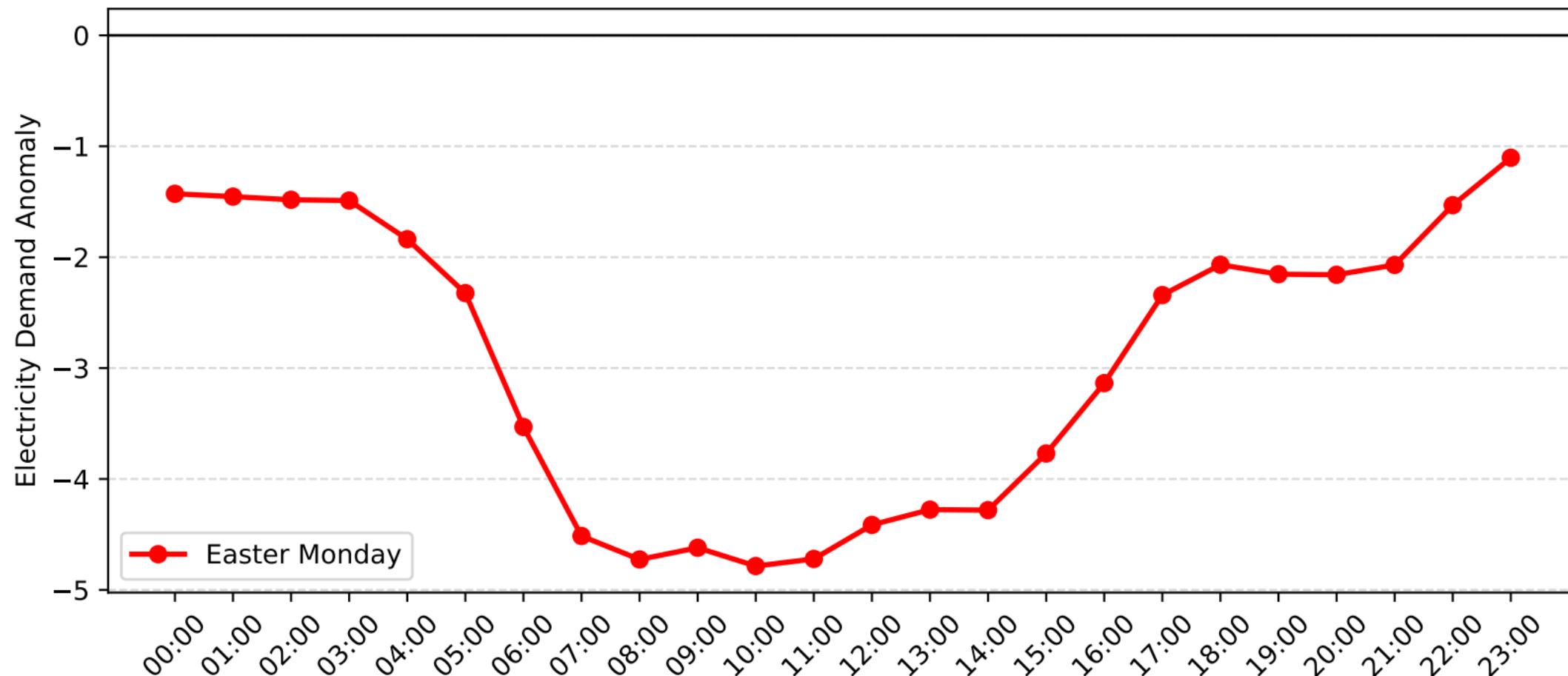
## Somersby Demand Anomaly: Easter Monday (2013-2014)



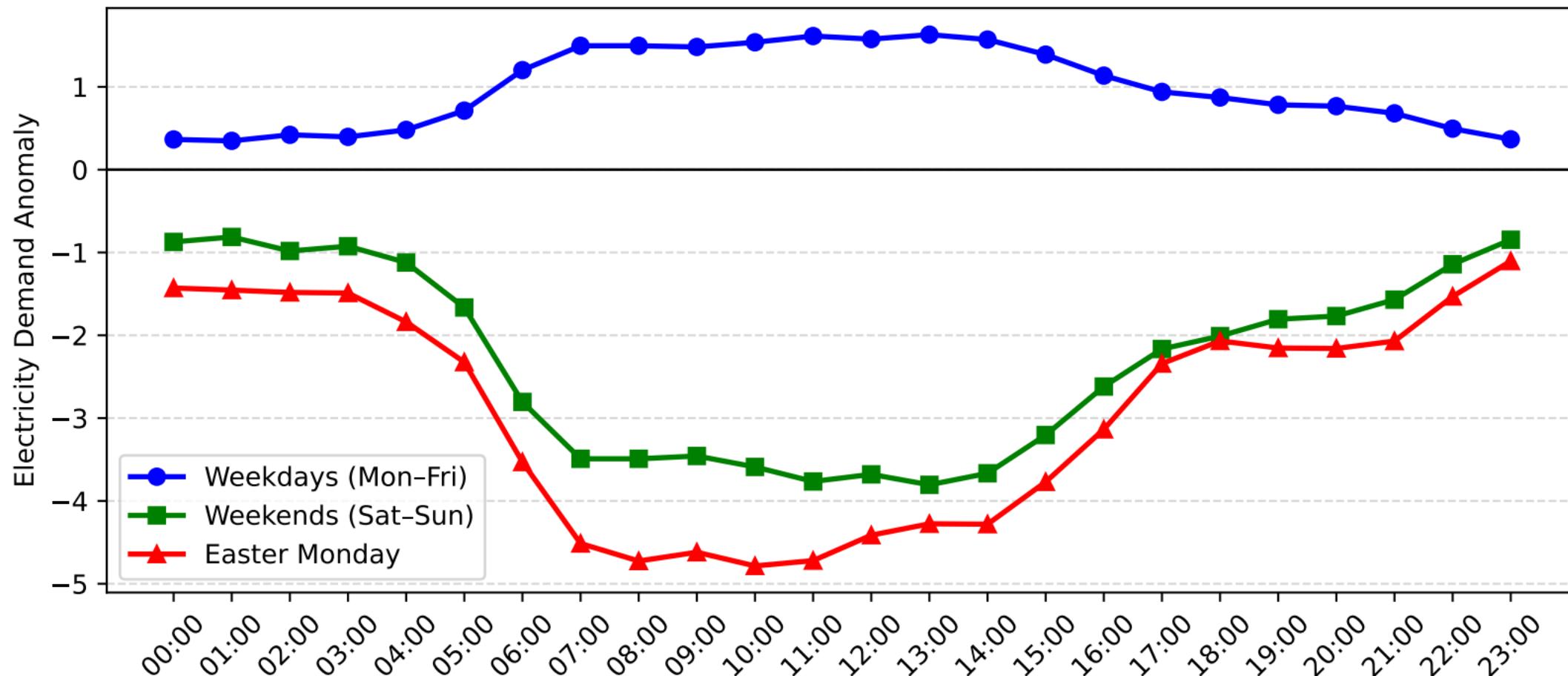
## Somersby Demand Anomaly: Easter Monday vs Weekday/Weekend (2013-2014)



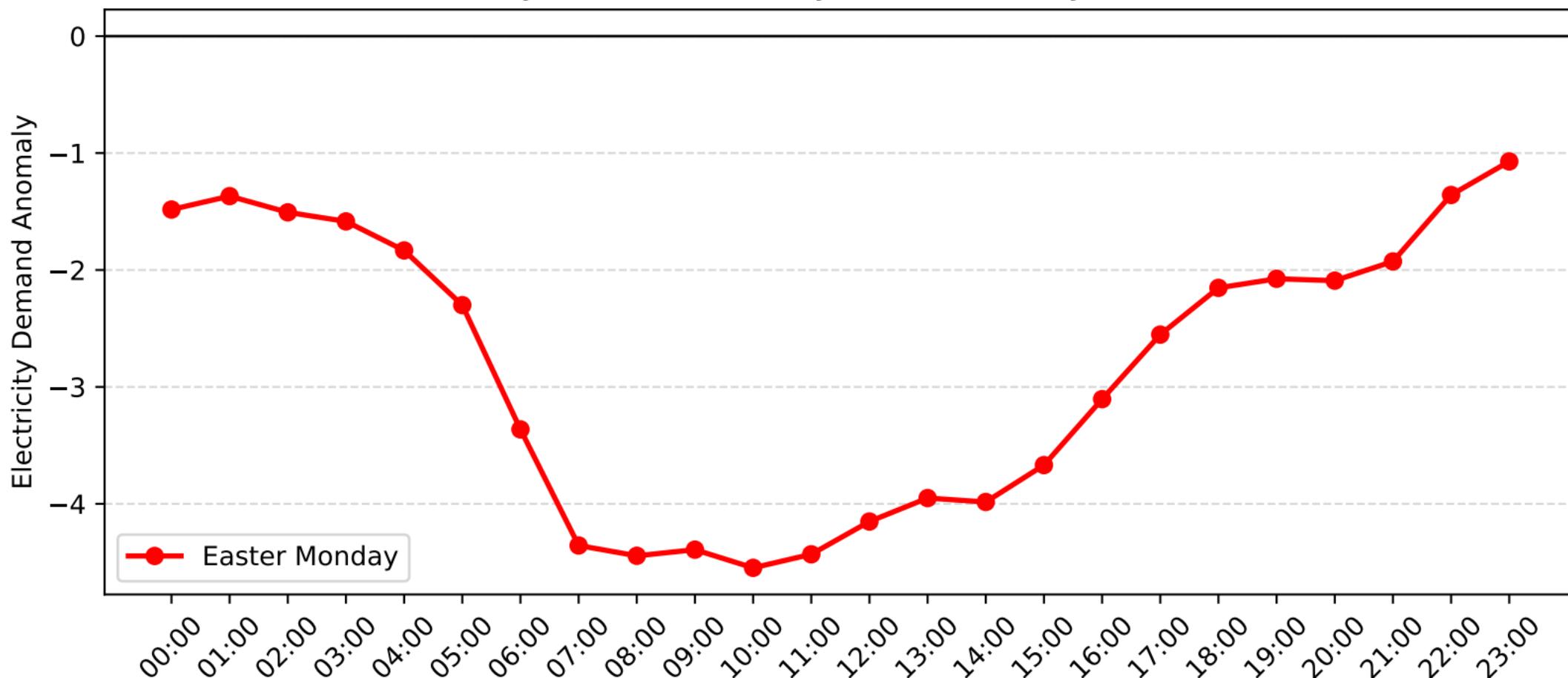
## Somersby Demand Anomaly: Easter Monday (2014-2015)



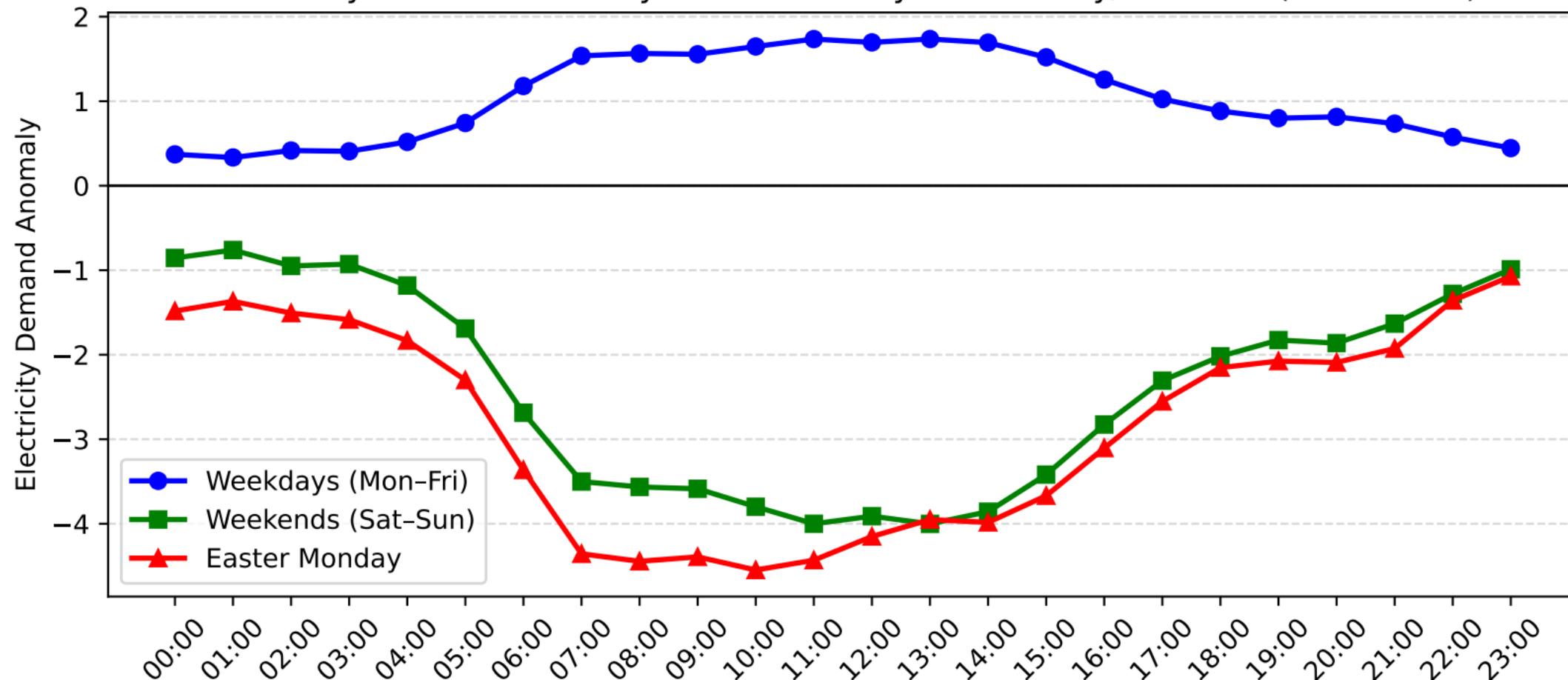
## Somersby Demand Anomaly: Easter Monday vs Weekday/Weekend (2014–2015)



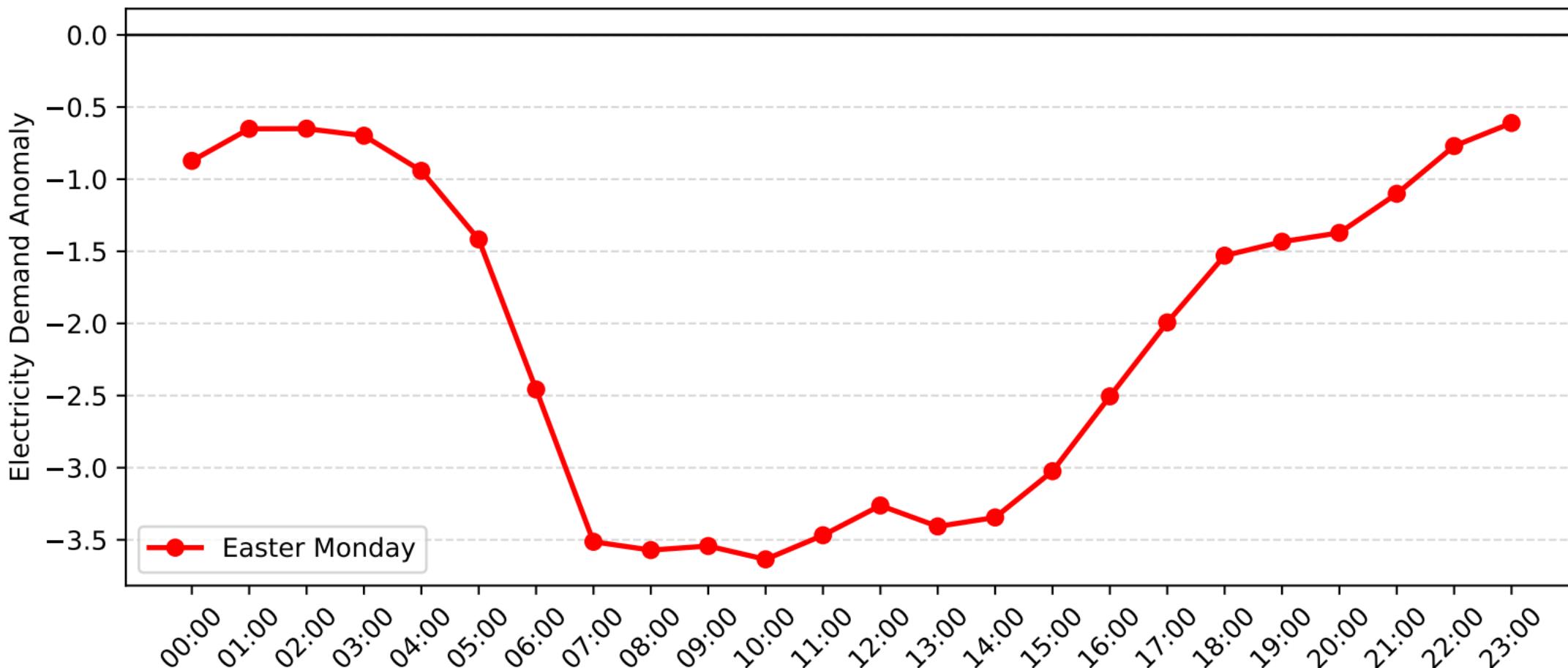
## Somersby Demand Anomaly: Easter Monday (2015-2016)



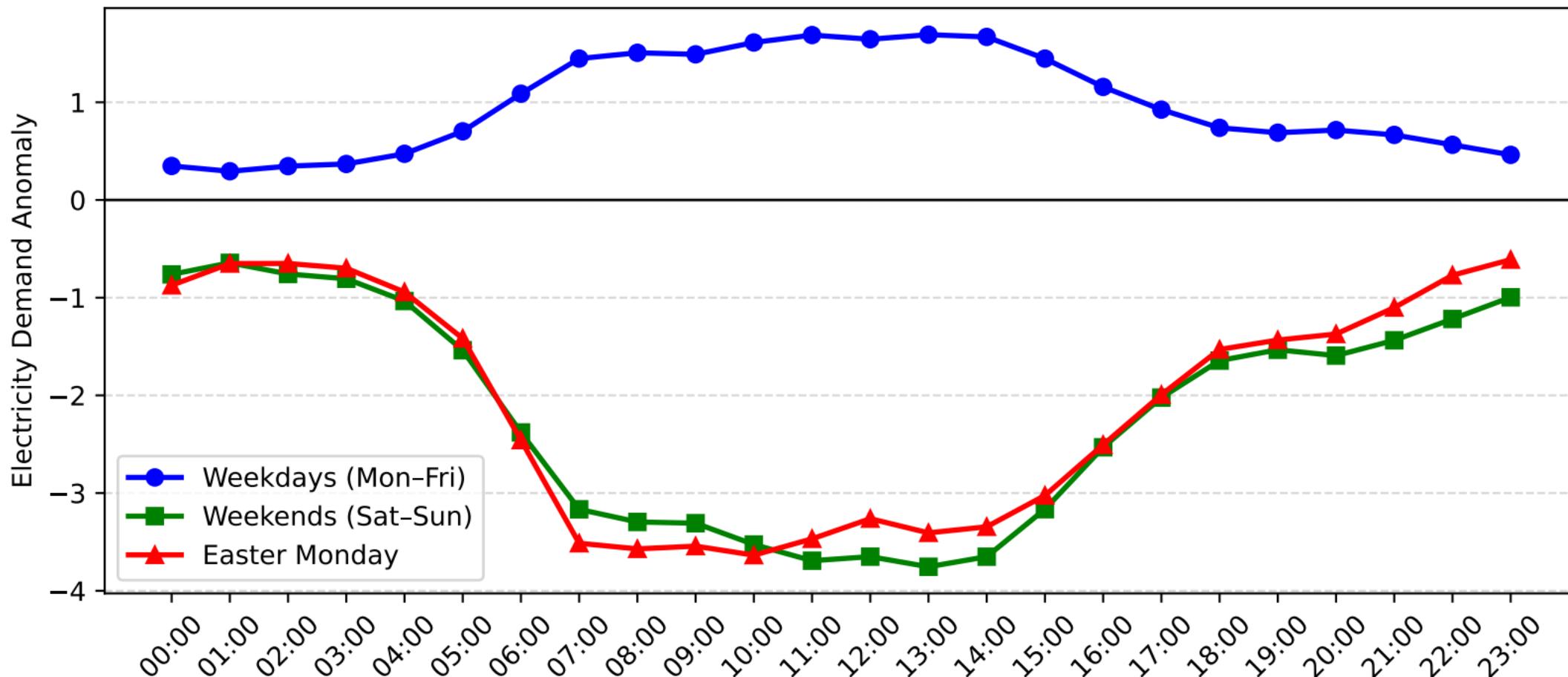
## Somersby Demand Anomaly: Easter Monday vs Weekday/Weekend (2015-2016)



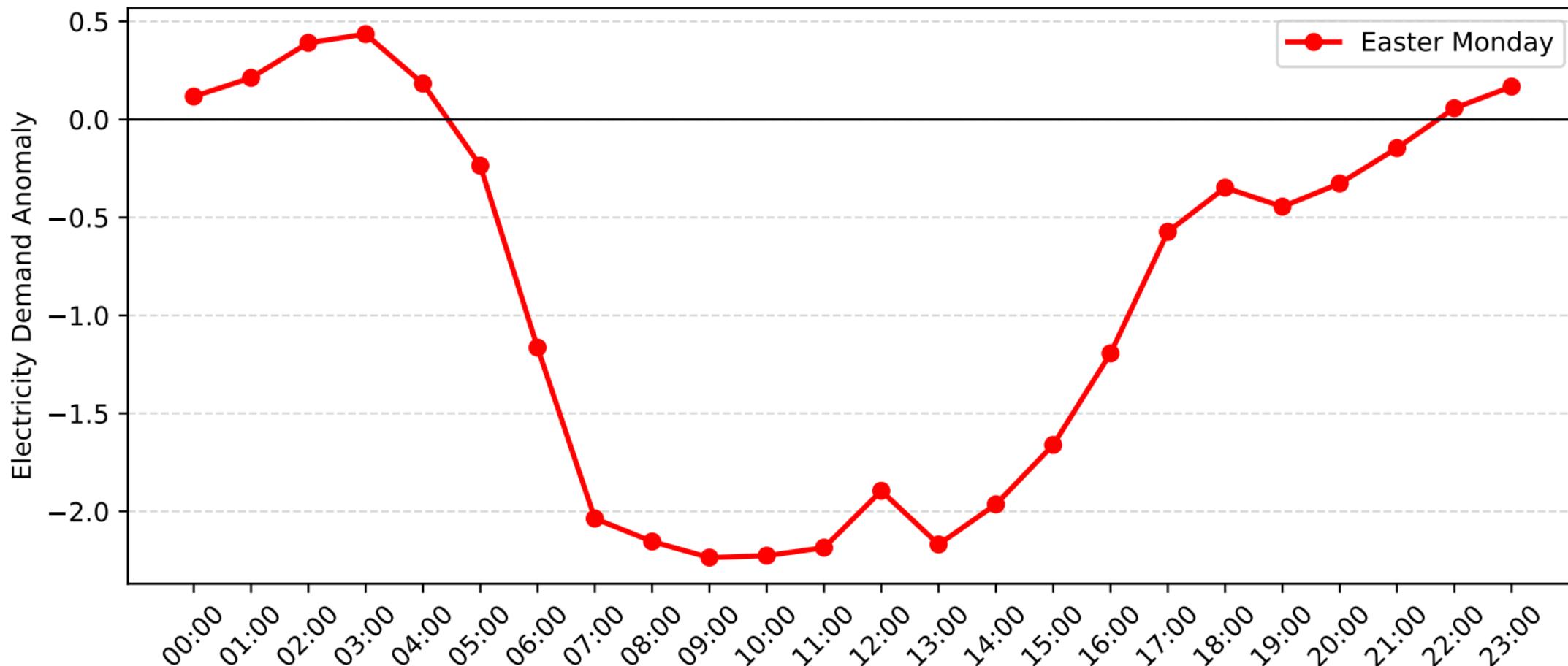
## Somersby Demand Anomaly: Easter Monday (2016-2017)



## Somersby Demand Anomaly: Easter Monday vs Weekday/Weekend (2016-2017)



## Somersby Demand Anomaly: Easter Monday (2017-2018)



## Somersby Demand Anomaly: Easter Monday vs Weekday/Weekend (2017-2018)

