

Amp took over as the most transacted brand, with the remainder of the top 5 brands intact

Top 5 Brands by Consumer Transaction Count

2 Months Ago
(12/8/2020 – 1/6/2021)

Rank	Brand	Transaction Count
1	Sargento	15
2	Oscar Mayer	9
3	Amp	7
4	One	6
5	Kraft	5

Total Consumer Transactions: 119

Previous Month
(1/7/2021 – 2/5/2021)

Rank	Brand	Transaction Count
1	Amp	32
2	Sargento	30
3 (tie)	Oscar Mayer	25
	One	25
5	Kraft	24

Total Consumer Transactions: 230

Current Month²
(2/6/2021 – 3/8/2021)

Rank	Brand	Transaction Count
1	Miller Lite	4
2 (tie)	Suave	1
	Amp	1

Total Consumer Transactions: 12

¹ Months defined based on 30 day periods prior to the last transaction of record on 3/8/2021, so that comparisons can be made month-to-month on an identical length of time.

² Current month not included in analysis out of concern for there being a MoM drop in consumer transactions from 230 to 12. There may be some lag between transactions taking place and rewards redemption being transmitted or booked.