Goal: 67.87K (+5.61%)

.04

Goal: 482 (-2.9%)

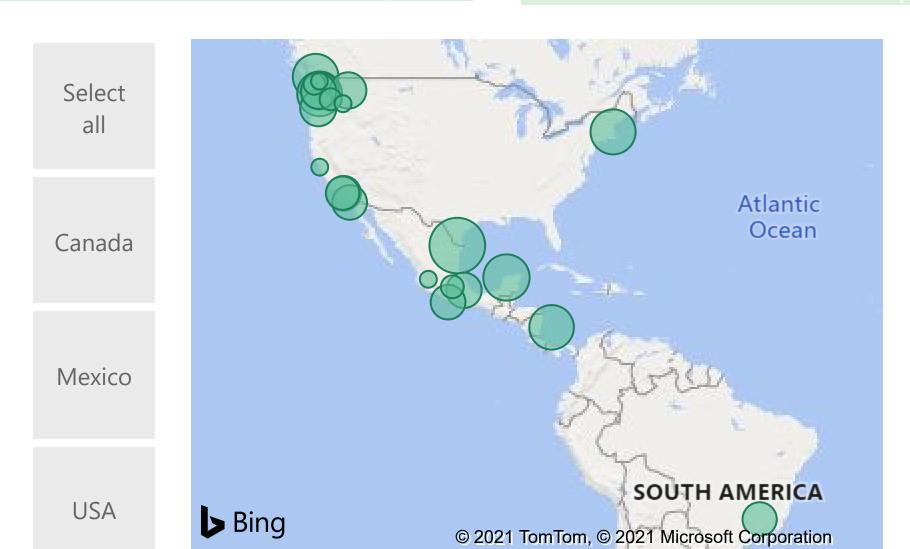
## **Great Pumpernickel Bread**

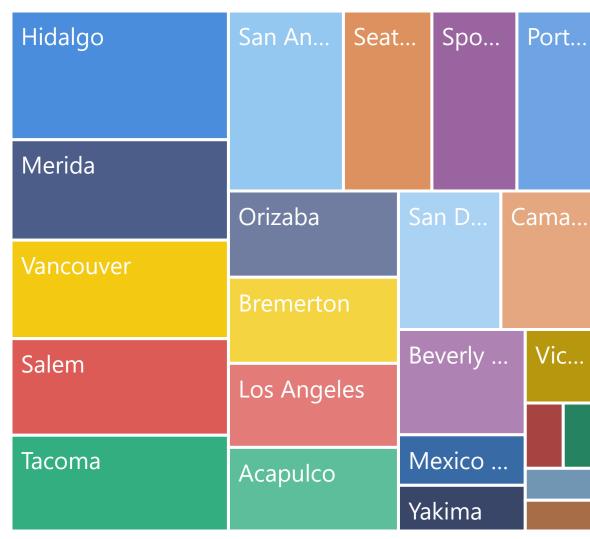
| Product Brand | Total Transactions | Total Profit | Profit Margin | Return Rate | ^        |
|---------------|--------------------|--------------|---------------|-------------|----------|
| Hermanos      | 5,342              | \$21,753     | 58.64%        | 0.95%       |          |
| Ebony         | 5,238              | \$20,354     | 59.81%        | 0.96%       |          |
| Tell Tale     | 5,112              | \$19,982     | 58.05%        | 0.99%       |          |
| Tri-State     | 5,099              | \$19,980     | 58.91%        | 1.10%       |          |
| High Top      | 4,940              | \$19,810     | 60.42%        | 1.01%       |          |
| Nationeel     | 4,408              | \$18,617     | 60.44%        | 1.18%       |          |
| Best Choice   | <b>4</b> ,218      | \$18,355     | 60.64%        | 0.81%       |          |
| Horatio       | 4,195              | \$17,737     | 58.42%        | 1.26%       |          |
| Fort West     | 4,108              | \$15,834     | 59.80%        | 0.97%       |          |
| Fast          | 4,097              | \$16,469     | 61.03%        | 1.07%       |          |
| Sunset        | 3,953              | \$14,018     | 60.45%        | 1.03%       |          |
| Carrington    | 3,891              | \$14,883     | 59.52%        | 0.78%       |          |
| Red Wing      | 3,870              | \$15,870     | 59.36%        | 1.06%       |          |
| Big Time      | 3,816              | \$15,560     | 60.20%        | 1.05%       |          |
| Cormorant     | 3,744              | \$15,749     | 61.60%        | 0.87%       |          |
| Imagine       | 3,634              | \$15,102     | 61.40%        | 1.06%       |          |
| Super         | 3,618              | \$13,868     | 60.59%        | 0.96%       |          |
| Denny         | 3,584              | \$16,015     | 58.02%        | 0.99%       |          |
| High Quality  | 3,577              | \$16,139     | 59.98%        | 1.13%       |          |
| Golden        | 3,550              | \$13,256     | 58.72%        | 0.88%       |          |
| BBB Best      | 3,514              | \$12,991     | 62.12%        | 0.80%       |          |
| PigTail       | 3,467              | \$11,617     | 60.68%        | 1.04%       |          |
| Plato         | 3,352              | \$12,748     | 63.55%        | 1.06%       |          |
| Landslide     | 3,270              | \$10,647     | 58.65%        | 0.98%       |          |
| CDR           | 3,078              | \$12,062     | 58.98%        | 1.11%       |          |
| Better        | 2,823              | \$9,179      | 61.15%        | 1.07%       |          |
| Carlson       | 2,564              | \$10,534     | 61.20%        | 0.97%       |          |
| Total         | 113,668            | \$449,627    | 59.94%        | 1.00%       | <b>V</b> |

18,325~

Goal: 17339 (+5.69%)

Jan 1998







Jul 1998

Oct 1998



Revenue vs. Target



Portland hits 1,000 sales in December (i)

California Sales 1998 (i)

San Diego Sales (i)

San Andres Sales (i)