

Snacks dominate the top new food items

<u>Food & Beverage Categories</u>	<u># of Top 100 New Items</u>
Snacks	38 Items
Cereal	8 Items
Candy	5 Items
Coffee	5 Items
Juices & Drinks-Refrigerated	5 Items
Pet Food	5 Items
Crackers	4 Items
Prepared Foods-Frozen	4 Items
Jams/Jellies/Spreads	3 Items
Juices Drinks-Shelf Stable	3 Items
Yogurt	3 Items
13 Other Categories	17 Items

Source: Nielsen Strategic Planner, 52 Weeks Ending 12/27/08, Total U.S. Grocery/Drug/Mass excluding Wal-Mart